Marketing Student Assistant/Intern Skills Assessment

Opt Out of External Report:

Name(s) of Person(s) Responsible for Assessment Project:

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Phone Number:

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Other Contacts:

Providing Department:

Art Power!

Other Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project:

ArtPower's annual student marketing assistant and internship program.

Assessment Project Description:

A post-internship/assistantship skills assessment survey to determine skills progress and skills acquired as a result of being an ArtPower marketing assistant or intern during the 2017-2018 season.

Unit/Program Specific Goals and Learning Outcomes:

Unit goals: To create co-curricular opportunities in the performing arts and lm that foster learning and self-discovery, as well as personal and professional skill development. Increase access to the arts for the student population. Students will engage in experiences that complement their professional pursuits.

Relationship to Student Affairs Learning Domains:

Think Critically and Solve Problems
Communicate Effectively
Advance a Plan for Personal, Academic, and Professional Success

**Assessment Project Start:**
07/01/2017

**Assessment Project End:**
06/30/2018

**Population/Sample:**

**Type of Assessment:**
Student learning outcomes and/or behavioral outcomes

**Other Assessment Type(s):**

**Assessment Methods:**
Surveys

**Other Assessment Method(s):**

**Data Collection Tools:**
An online survey sent to all student marketing assistants and interns at the end of their term.

**Data Analysis Methods:**
Artpower used the built in survey analysis tools in the online survey to analyze close-ended questions, as well as tracked written open-ended responses for trends.

**How Were the Findings Presented:**
Results will be presented to the ArtPower Executive Director and Associate Director of Marketing and Communications in a meeting to initiate the conversation on how to strengthen and improve and assistant and internship program in the 2018-2019 season.

**Progress:**
100%
Link Assessment Project in Campus Labs Baseline:

Summary of Findings:

100% of students stated that through the internship: They learned skills that they can add to their professional resume, and that will assist them in securing a job post-graduation. They have gained confidence in their leadership skills, and have improved their time management and deadline management skills.

Impact of Assessment on Program:

The assessment did highlight some marketing areas that students did not increase significant skills in during their internship. We will be looking at the program to see where there may be opportunities to give them more hands-on learning opportunities in regards to those skill gaps that were identified.

Lessons Learned About the Assessment Process:

The assessment would have been more effective had we surveyed the students pre and post their internship experience to have a better sense of the growth of their skills. It would also be valuable to conduct exit surveys, as many of the students were graduating seniors this year and could have provided valuable feedback on their way out.

Supplemental Information: