University Centers 7th Annual Sustainable Food Expo Evaluation

Opt Out of External Report:
Yes

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

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Providing Department:
University Centers

Other Units/Departments Involved in Assessment Project:

Program, Service, or Event Related to Assessment Project:

University Centers 7th Annual Sustainable Food Expo held on October 25, 2017

Assessment Project Description:

We intend to retrieve the following from assessment:

- Program satisfaction feedback
- Learning something new that can be applied in daily life - showing impact of the event
- Value and interest in the program in order to continue the program

Unit/Program Specific Goals and Learning Outcomes:

University Centers student learning outcomes that are linked to this assessment are:

- Unit Outcome 2: Communicate Effectively
- Unit Outcome 5: Engage in a Healthy Lifestyle
- Unit Outcome 6: Promote Social Justice and Community Responsibility
Relationship to Student Affairs Learning Domains:

Communicate Effectively
Engage in a Healthy Lifestyle
Promote Social Justice and Community Responsibility

Assessment Project Start:

10/25/2017

Assessment Project End:

06/15/2017

Population/Sample:

1. Attendee list invited to participate in assessment: 360
2. Assessment participants: 51

Type of Assessment:

Satisfaction study
Program/department review

Other Assessment Type(s):

Assessment Methods:

Observation
Surveys
Visual Collection (e.g., photos, videos)
Participant Narratives/Journaling

Other Assessment Method(s):

Data Collection Tools:

Scanning student IDs at entrance and having community members sign-in with name, USCD dept/community member and email (optional). A short 5-question post-event satisfaction survey was sent out to all attendees to assess the event.

Data Analysis Methods:
Closed-ended survey data was graphed out. Data from the scanned ID cards was used to pull college stats and school year for the students that attended.

How Were the Findings Presented:

Findings were presented to the Director of University Centers and the senior management team. See attached report with data and summary.

Attached Files
7th Annual Sustainable Food Expo 2017 Report.docx

Progress:
100%

Link Assessment Project in Campus Labs Baseline:
N/A

Summary of Findings:

The University Centers 7th Annual Sustainable Food Expo took place on Wednesday, October 25, 2017 from 11am to 3pm in Price Center East Ballroom. A total of 360 (310 registered UC San Diego students and 50 staff, faculty and community members) attended. Overall satisfaction with the event was very positive with 43% very satisfied and 41% satisfied. 51% said they would recommend the event to a friend and 57% said they would attend next year. The main goal of this event is to bring awareness to sustainable food practices and 88% of attendees that responded to the post-event survey responded that they learned something new and 49% said they would be utilizing or implementing what they learned into their daily life.

Impact of Assessment on Program:

Through this assessment process -- survey feedback, observation and department recap, the following was determined and will be reviewed and implemented where needed for next year’s event:

- Shorten the Expo, reduce hours (the event is too long at 11am to 3pm)
- Difficult for the vendors to keep up with the amount of people that attend (samples and giveaways are scarce near the end of the event)
- The last hour is slow and unnecessary
- Include a microphone for the Chef (HDH Cooking Demo)
- Regulate the volume for background music (depending on what is on the schedule)
- If there are any presenters, there should be an image on the PowerPoint so that everyone is informed of what is happening.
• Student Orgs tabling staff should have swap-outs schedules to accommodate class schedules
• Make a bigger effort to make the Expo a Zero Waste Event as much as possible
• Too much extra reusable bags -> need a more effective way to hand them out
• Need more medical representatives to have activities like the blood pressure station (Success)

Lessons Learned About the Assessment Process:

Timeliness of the post-event survey. Needs to go out the next day/following morning in order to garner a better chance and more respondents. Or add an additional incentive for replying/ Consider having the survey at the exit of the event to get instant feedback. Another challenge was guests that did not provide an email, hence we could not send them a survey link. If we have an ipad at the exit we may be able to capture more feedback.

Supplemental Information:

Attached Files