



**Annual Assessment Report Template: Needs**  
Academic Year: 2018-2019

**Date of Report Submission:** July 1, 2019

**Name of Department:** Office Student Involvement

**Name of Contact Person:** Natalie Stone

**Name of Person(s) completing report or contributing to the project:** Natalie Stone

**Type of Assessment:** Needs

**Part I: Follow-Up on Last Year's Assessment Report Recommendations**

The Office of Student Involvement did not complete an assessment project for 2016-2017.

**Part II: Report on This Year's Assessment Project**

**I. Abstract**

The Office of Student Involvement seeks to provide student organizations with free or low cost resources to plan on-campus events. An internally-created survey examined student organizations needs regarding planning on-campus programming. We learned student organizations are highly familiar with on-campus event resources; however, additional marketing needs to be done to educate students on how they can use these resources. Also, student organizations are challenged by finding funding sources, creating advertisement, promoting their events, and navigating the space reservation process. The Office of Student Involvement is going to create new event bases to help students navigate the event planning process, develop a marketing plan to help students understand how they can utilize the resources, and incorporate new training on funding sources.

**II. Assessment Question**

What needs do student organizations have related to planning on-campus programming, and to what extent does the Office of Student Involvement initiatives meet these student organization needs?

**III. Introduction & Context**

**Project Overview**

The Office of Student Involvement seeks to provide student organizations with free or low cost resources to plan on-campus programming. We hoped to learn how these resources are meeting the needs of student organizations to plan on-campus programming. We also hoped to learn about additional resources that are needed.

**Context for This Year's Report**

The Office of Student Involvement fosters learning and success by providing opportunities for engagement through a wide variety of campus activities and organizations, holistic and intentional advising of student leaders, and the development of purposeful and mutually beneficial partnerships across the university and the City of Chicago to maximize access to resources for a rich DePaul campus experience. The Office of Student Involvement's purpose statement is "To Make Good Things Happen for Students." We want to contribute to the university's strategic goal of "ensure a welcoming, engaging, diverse, and inclusive campus environment." Through on-campus events, we can create a more vibrant campus environment. Student organizations can contribute to increasing affinity through hosting various on-campus events throughout the year. The Office of Student Involvement wants to provide student

organization with free or low cost resources to plan on-campus programming. We hoped to learn which on-campus event planning resources student organizations were familiar with and used. Also, we hoped to learn about additional resources that are needed.

We used Kolb's experiential learning style theory to guide the overall project.

- Concrete Experience - (a new experience or situation is encountered, or a reinterpretation of existing experience).
  - The event planning process.
- Reflective Observation of the new experience. (Of particular importance are any inconsistencies between experience and understanding).
  - Reflection of how the event went.
- Abstract Conceptualization (reflection gives rise to a new idea, or a modification of an existing abstract concept).
  - After using the on-campus event planning resources, student organizations may have new ideas on how to create better on-campus events. They will start adding their own elements.
- Active Experimentation (the learner applies them to the world around them to see what results).
  - Student organizations learn how to apply resources to create events that are more successful.
  - Student organizations learn how to apply resources to create events that are more successful.

#### IV. Data Collection & Methodology

##### Population and Sample

This needs assessment examined the needs of all students who designated themselves as student leaders on OrgSync-the online community management system for student organizations. 658 students identified as student leaders, and all of these students were invited to participate in the survey. Student leaders were invited to participate because they work closely with the Office of Student Involvement and oversee programming for their organizations.

##### Data Collection

Data was collected through an internally-created qualtrics survey specifically for this assessment project. The qualtrics survey had qualitative and quantitative questions. The on-campus event planning resources' survey was emailed to 658 student leaders in winter 2019. The survey was sent to the students three times. A detailed list of survey questions is represented in appendix a.

##### Data Analysis

Natalie Stone, Assistant Director for Student Involvement, conducted the data analysis. Quantitative data was analyzed by calculating frequencies and percentages for survey items. Qualitative data was analyzed using thematic analysis for areas of commonality. These results were used to determine trends or areas of concern that needed to be addressed such as needing to provide new resources or changing the way information is communicated to student organizations.

##### Participant Consent

Student consent was not obtained for the assessment because the survey focused on the needs of their student organization. We did not collect any identifying information from the students. Students were informed about the purpose of the survey at the beginning of the qualtrics survey and in the invitation to participate email.

## V. Data & Findings

### Response Rate and Demographics

The on-campus event planning resources' survey was emailed to 658 student leaders in winter 2019. 112 students opened the survey, of which 44 students completed the survey. The total number of students who completed the survey includes partial responses. Student leaders include organization presidents, treasurers, and any other leaders designated by organizations. Students who completed the survey are members of academic and pre-professional, fraternities and sororities, religious, cultural, activist/political, entertainment/performance, and community service/engagement organizations.

### Key Findings

*Number of On-Campus and Off-Campus Events per Academic Year (graph, please see appendix b)*

Please see below for the number of student responses across all range options.

Number of Events Per Academic Year	On-Campus	Off-Campus
0-5 events	19	36
6-10 events	9	4
11-15 events	7	3
16+ events	9	1

*On-Campus Event Planning Resources Familiarity and Use (graphs, please see appendix c)*

- 44 students answered questions about their familiarity and use of 10 different on-campus event planning resources.
- Resources that students were most familiar with included the Student Activity Fee Funding (82%) followed by Event Food and Drinks (75%).
- Resources that students used the most were the Student Activity Fee Funding (61%) followed by meeting with an OSI Staff member (41%) and Event Food and Drinks (41%).
- Students were least familiar with miscellaneous items, which includes party lights, button maker, video games, and photo booth (16%).
- Resources that student organizations used the least were giant games (7%), interactive games (9%), and miscellaneous items (9%).
- Over 30 students met with a staff member from the Office of Student Involvement or Student Center to discuss event planning logistics and resources.

*How well on-campus event planning resources meet student needs (graph, please see appendix d)*

- 43 students answered questions about how well does each of the on-campus event planning resources support student organizations' needs. Students selected if the resource meet their needs far above average, somewhat above average, average, somewhat below average, or far below average. For the purpose of analysis, far above average, somewhat above average, and average answers were combine to average. Somewhat below average and far below average were combine to below average.
- Resources that most students felt were average in their ability to meet their needs included event food and drink (95%), giant games (91%), and meeting with an OSI staff member (91%).
- 28% of students felt that the Student Activity Fee Funding was below average in meeting their organizations' needs and 19% of students felt that the Cultural Allocation Funding was below average.

*Student Organization On-Campus Event Planning Challenges (graph, please see appendix e)*

- 43 students answered two questions pertaining to challenges faced while planning on-campus events. The top three concerns were funding sources (28 students), marketing and advertising (26 students), and space availability (24 students).

*Student organizations need additional support with finding funding sources, creating advertisement, promoting their events, and navigating the space reservation process.*

- “Honestly, the most difficult thing about planning any kind of event, but particularly one that involves funding, is understanding everything we need to do to successfully proceed.”
- “Marketing is a HUGE one for us since we don't have many marketing resources.”
- “The actual on-campus-site-booking EMS is not a good system. There should be improvements to that to make the process much easier. All classrooms/spaces should be on the same EMS.”

## **VI. Discussion & Interpretation of Findings**

In the assessment, we uncovered the following findings:

- Overall, student organizations are familiar with on-campus event planning resources; however many organizations are not using these resources.
- The on-campus event planning resources are meeting the needs of student organizations. Student are slightly unsatisfied with funding resources-Student Activity Fee Board and Cultural Allocation Board. Students are challenged by the funding process and understanding all of the requirements.
  - “Honestly, the most difficult thing about planning any kind of event, but particularly one that involves funding, is understanding everything we need to do to successfully proceed.”
- Student organizations need additional support in the areas of funding, room reservations, and marketing.

Over the last year, the Office of Student Involvement has been increasing the number of free or minimal cost on-campus event resources. The data showed that many student organizations are highly satisfied and using these resources to create memorable and festive events. Students are seeking more information on how their organizations can reserve and use these items. This assessment project contributes to the Office of Student Involvement and the Division of Student Affairs because we are committed to creating a more vibrant campus community. As student organizations use these resources, they are enhancing their events and contributing to increasing university affinity and pride.

We did encounter a challenge with the response rate to the survey. 658 students were invited to participate and only 7% (44 students) completed the survey.

## **VII. Recommendations and Plans for Action**

### **Recommendations**

- Add new event bases, which are a templates on how to coordinate on-campus event. (i.e. karaoke night, movie night, bingo, etc.) The event bases include the materials needed for the event, which rooms to reserve, layouts, and additional planning resources.
- Develop a marketing plan for on-campus event planning resources to help students understand how they can use the resources. Students are familiar with the resources, but many do not know how to incorporate them into their events.

- Incorporate a section on additional funding sources during the Student Activity Fee Board and Cultural Allocation Board trainings. Student organizations can learn about additional opportunities within and outside the university.

### **Action Plan**

- Market event bases which provides student organizations information on how to coordinate a particular event, on-campus event resources to reserve, room options, and room layouts.
  - *Implementation plan:*
    - Work with the Office of Involvement graphic design and marketing team to create graphics to illustrate event bases.
    - Begin to market the event bases in fall 2019.
- Develop a marketing plan for on-campus event planning resources to increase familiarity and usage.
  - *Implementation plan:*
    - Work with the Office of Student Involvement graphic design and marketing team to create a plan.
    - Begin to market the on-campus event planning resources in fall 2019.
- Incorporate a section on additional funding sources during the Student Activity Fee Board and Cultural Allocation Board trainings. Student organizations can learn about additional opportunities within and outside the university.
  - *Implementation plan:*
    - Research additional funding sources within and outside the university.
    - Update the current training for Student Activity Fee Board and Cultural Allocation Board
    - Add new section to training by fall 2019.

### **Sharing the results**

At the beginning the survey, the participants were informed about how this data will be used. Students will see new and improved resources based on the results of this assessment. Also, the results of the assessment will be shared with the Office of Student Involvement staff during a team meeting in the fall 2019 quarter.

## Appendix A

### On-Campus Event Planning Resources Survey

Thank you for completing the On-Campus Event Planning Resources survey. We hope to collect feedback on your experience with planning on-campus events. On-campus events are defined as events that take place on university property (i.e. Student Center, Residence Halls, Academic Buildings, the Quad, and DePaul Center). The survey should take 5-8 minutes of your time. Five students will be randomly selected to receive 2 free movie tickets for completing the survey.

Q1: Student Organization Name:

Q2: How frequently does your student organization host on-campus events per academic year?

Q3: Below is a list of the ways OSI supports student organizations in planning on-campus events. Which of the following are you familiar with? Select all that apply.

- Student Activity Fee Funding
- Cultural Allocation Funding
- Meet with an Office of Student Involvement staff member
- Meet with a Student Center staff member
- Interactive Games (i.e. Assorted board game, Prize wheel, Tug of war rope, etc)
- Event Food and Drink (Pepsi request and Popcorn Machine)
- Giant Games (DePaul-themed Jenga, DePaul-themed Chair inflatable, Connect 4, etc)
- Miscellaneous Items (Party lights, Button maker, Video games, photo booth, etc)
- Student Organization Plan an Event Guide ([https://orgsync.com/29891/custom\\_pages/18157](https://orgsync.com/29891/custom_pages/18157))
- Communication and Marketing (Over-sized printing, Sidewalk chalk, Promotional Table, Butcher block paper, etc)

Q4: Below is a list of the ways OSI supports student organizations in planning on-campus events. Which of the following have you used? Select all that apply.

- Student Activity Fee Funding
- Cultural Allocation Funding
- Meet with an Office of Student Involvement staff member
- Meet with a Student Center staff member
- Interactive Games (i.e. Assorted board game, Prize wheel, Tug of war rope, etc)
- Event Food and Drink (Pepsi request and Popcorn Machine)
- Giant Games (DePaul-themed Jenga, DePaul-themed Chair inflatable, Connect 4, etc)
- Miscellaneous Items (Party lights, Button maker, Video games, photo booth, etc)
- Student Organization Plan an Event Guide ([https://orgsync.com/29891/custom\\_pages/18157](https://orgsync.com/29891/custom_pages/18157))
- Communication and Marketing (Over-sized printing, Sidewalk chalk, Promotional Table, Butcher block paper, etc)

Q5: What additional resources do you need to plan an on-campus event?

Q6: How well does each of the following on-campus event planning resources support student organizations' needs?

	Far above average	Somewhat above average	Average	Somewhat below average	Far below average
Student Activity Fee Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cultural Allocation Funding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Far above average	Somewhat above average	Average	Somewhat below average	Far below average
Meet with an Office of Student Involvement staff member	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Meet with a Student Center staff member	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Interactive Games (i.e. Assorted board game, Prize wheel, Tug of war rope, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Event Food and Drink (Pepsi request and Popcorn Machine)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Giant Games (DePaul-themed Jenga, DePaul-themed Chair inflatable, Connect 4, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Miscellaneous Items (Party lights, Button maker, Video games, photo booth, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Student Organization Plan an Event Guide ( <a href="https://orgsync.com/29891/custom_pages/18157">https://orgsync.com/29891/custom_pages/18157</a> )	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication and Marketing (Over-sized printing, Sidewalk chalk, Promotional Table, Butcher block paper, etc)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q7: Below are a list of challenges student organizations may face when planning on-campus events. Which of the following are challenges you have faced? Select all that apply.

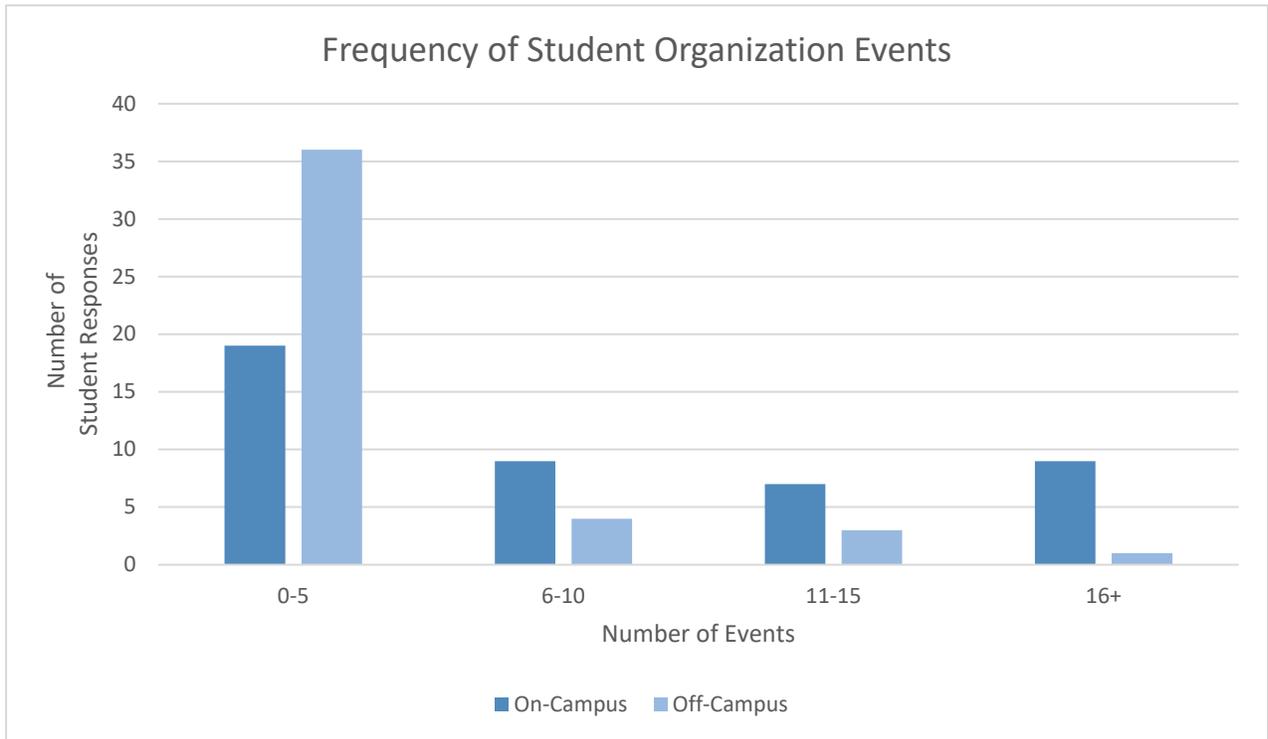
- Space Availability
- Budgeting Skills
- Funding Sources
- Coordinating Logistics
- Marketing and Advertising

Q8: What other challenges do student organizations face when planning on-campus events?

Q9: How frequently do you host off-campus events per academic year?

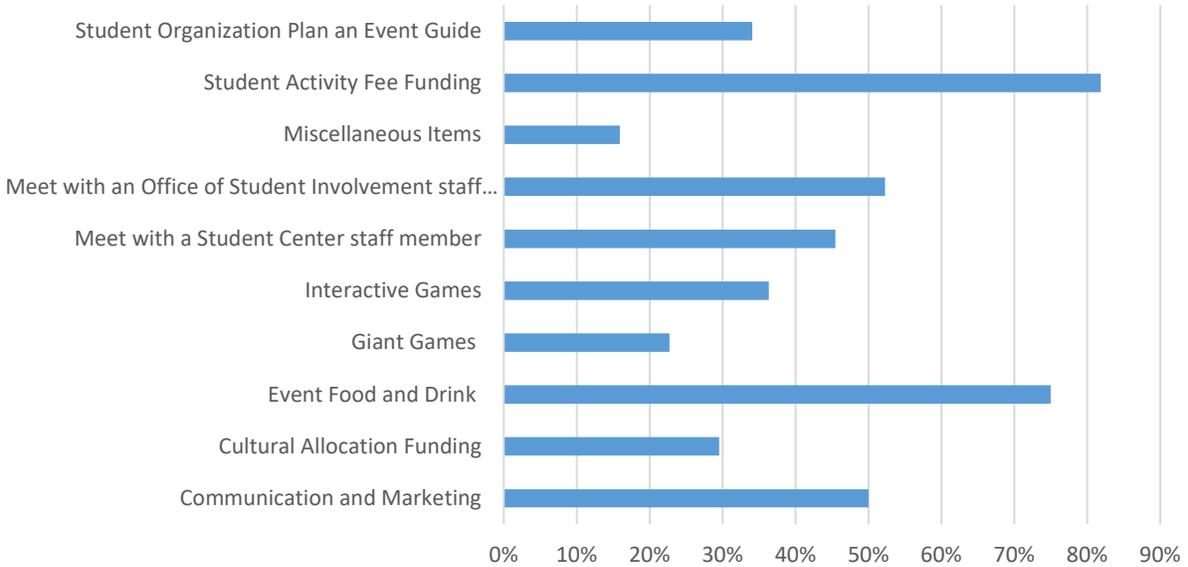
Q10: Why do you choose to host events off-campus instead of on-campus?

### Appendix B

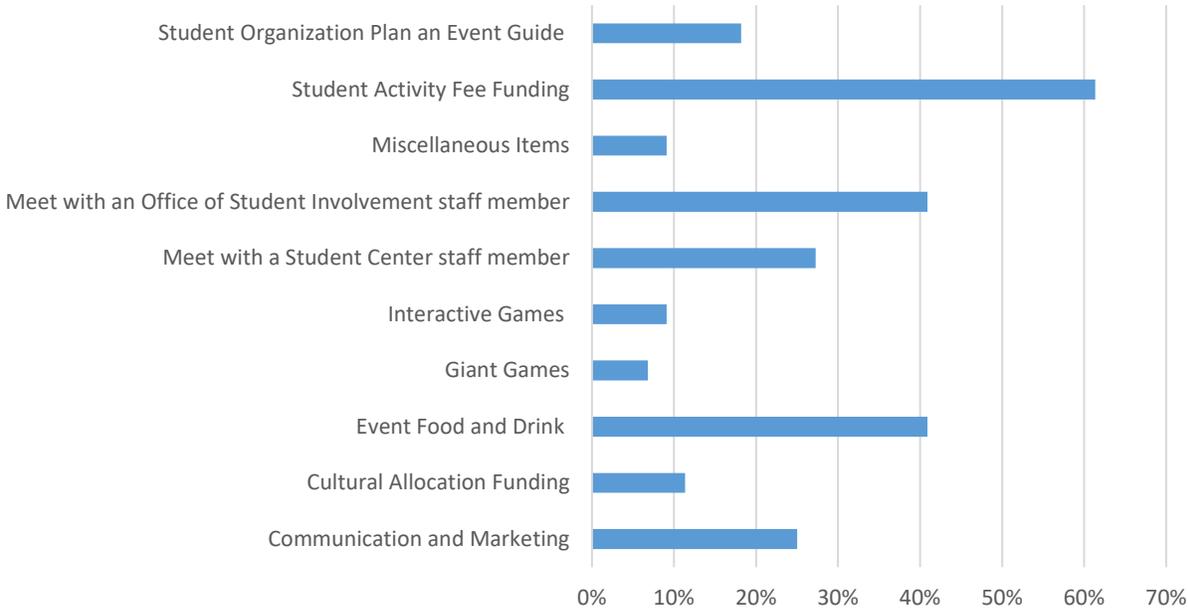


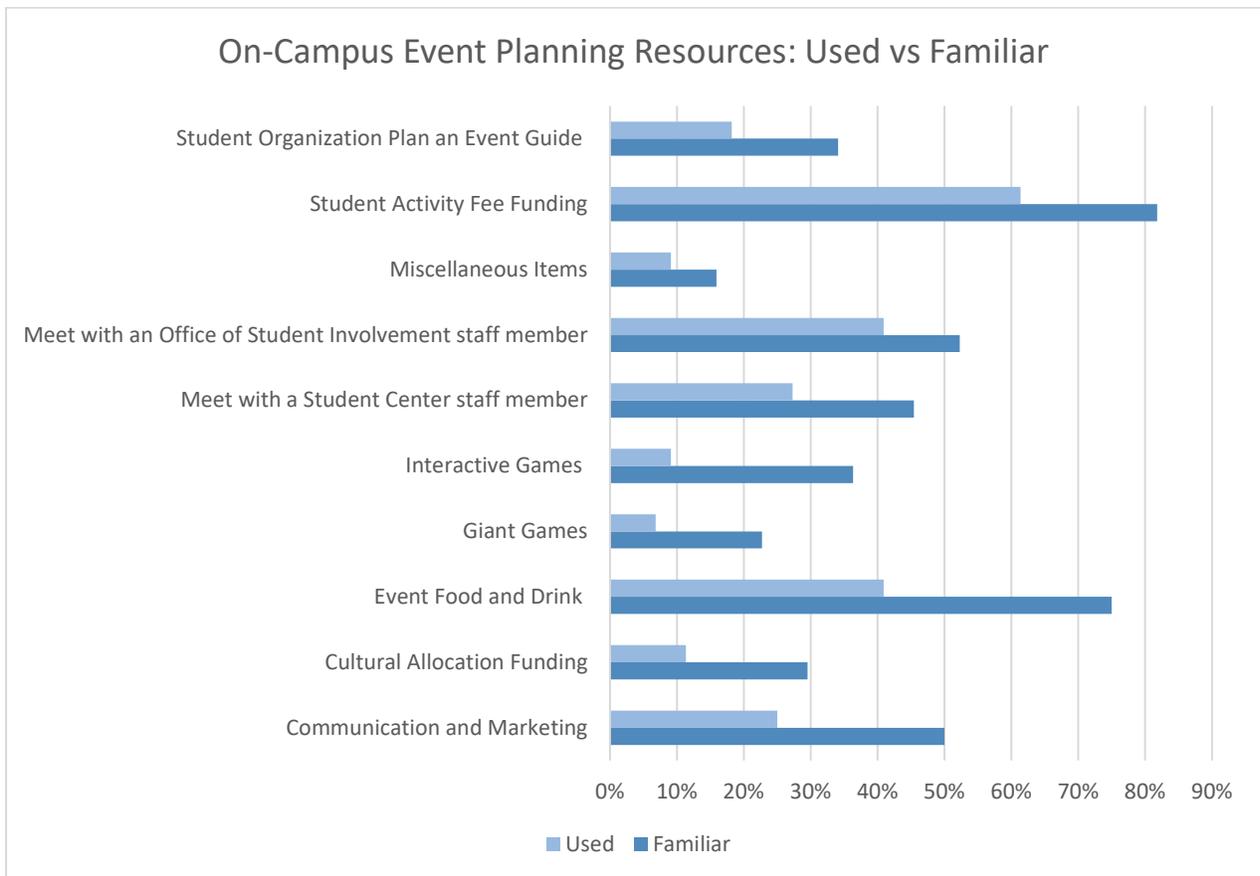
Appendix C

On-Campus Event Planning Resources- Familiar

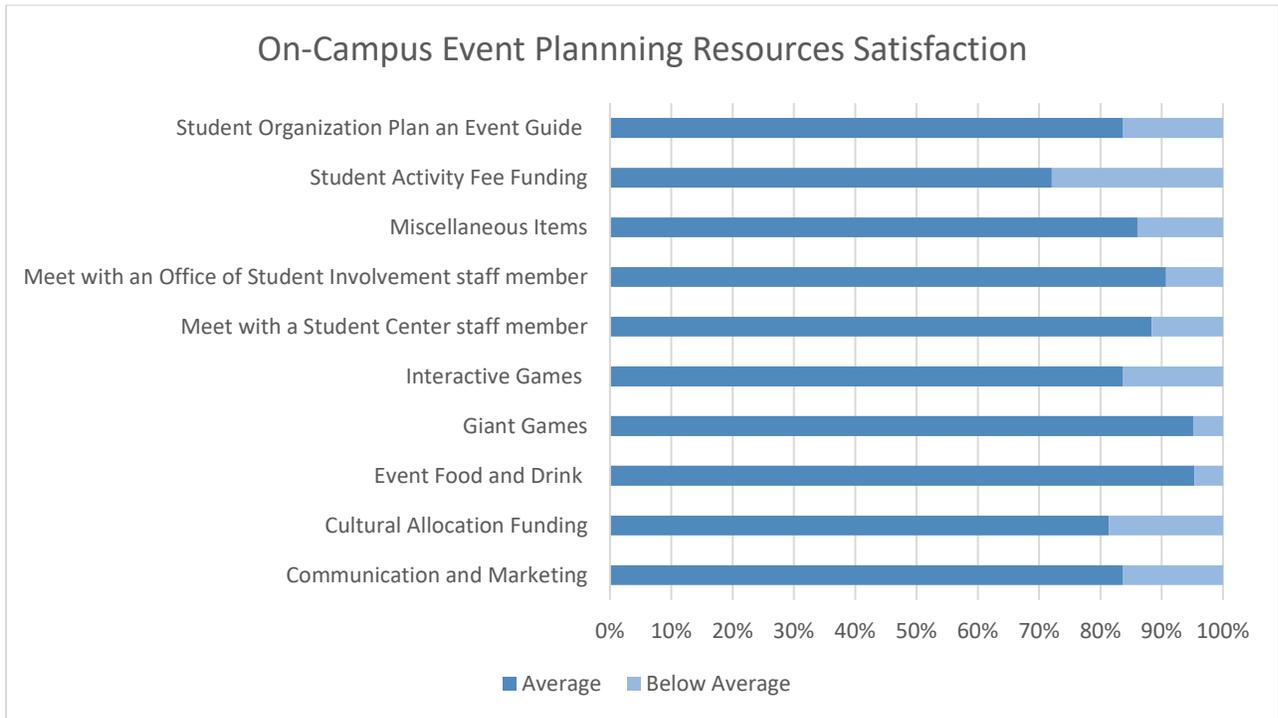


On-Campus Event Planning Resources- Used





## Appendix D



### Appendix E

