Cultural and Resource Centers Needs Assessment

What do undergraduate students served by the cultural and resource centers need relative to current department offerings?

Methodology

- An internally-created Qualtrics survey was distributed at the end of the Spring 2019 by e-mail to all students who swiped into the cultural and resource centers between late-January and mid-May.
- Frequencies and percentages were calculated for closed-ended surveys items.
- Open-ended survey responses were coded for themes using Yosso's community cultural wealth model.

Key Findings

- The percentage of White students who participated in this survey was notably high given 3 of the 4 cultural and resource centers specifically serve different racial communities.
- The most common reasons students indicated they visited the centers included seeking a sense of belonging (25%) or hanging out with friends (22%).
- The top theme among students' open-ended comments included improving the marketing of events or the centers themselves.

Demographics

- Of 1,599 students invited to participate, 508 students (31%) completed the needs assessment survey.
- Of the student respondents, 157 identified as Hispanic/Latino (31%), 76 identified as African-American (15%), 71 identified as Asian (14%) and 145 identified as White (31%).

Plan of Action

- Strengthen and continue developing a comprehensive marketing and outreach plan among the Centers.
- Develop programming to foster allyship and intercultural connections.
- Reimagine the role of student staff in creating a welcoming environment in the cultural resources centers' physical spaces.

Top 5 Themes Among Open-ended Student Needs

1. Improved marketing
2. Sense of belonging
3. More events
4. Safe space for intergroup engagement and allyship opportunities
5. Financial aid workshops or scholarships

"I believe the cultural centers are doing a great job of giving students a sense of community. Also, a free environment where students can express themselves within their culture."