

"Request for iPad Minis for the ESC"

Proposed Motions: Approve the purchase of up to (NTE) \$800 for 2 iPad minis and cases for ESC from the AS Reserves (FFXRES).

Sponsor: Mayra Guizar, AS VP for Diversity

Persons of Contact: Nate Panelo, ESC Coordinator

Guest Speaker: Nate Panelo, ESC Coordinator

Date: August 14, 2013

Attached Document

- Evaluation for Club Events
- Survey for ESC

Background & Context

The ESC is planning to increase assessment work that will help better serve the students, community members, and the university. Our assessment goal for the year is as follows:

<p>GOAL #3:</p>	<p>Strategic Assessment Plan</p> <p>Assessment in the ESC has been a continual project for the ESC, There have been many attempts to assess different projects and focus on what needs to be prioritized with the amount of resources the ESC staff has to give. We plan to be more strategic in Assessment Planning by focusing on the following:</p> <ul style="list-style-type: none"> • Building consistency with surveys, evaluations, and questionnaires to provide longevity of assessment • Beginning quarterly survey to ask students in the ESC to assess use of space, needs/wants, and continual improvements • Continuing ESC Event Evaluation on student voice for next year and build an incentive program to increase the number of participants
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Initially, our plan was to request Surface tablets to help assess this work. The main issue was that the ESC uses Campuslabs (also known as Studentvoice) for the assessment work (instead of survey monkey). Campuslabs is purchased by the office VP for Enrollment and Student Services and is where "most" departments in the division store their Key Performance Indicators, evaluations and surveys. Campuslabs also in compatible with iOS systems and built a user friendly app for Apple devices that can be used offline and data formatted with plugged back into the internet.

After talking with Chris Miller, Hung Le and Mayra Guizar, the ESC is requesting to invest in iPads instead of Surface tablets. The project will be led by Nate Panelo, the ESC Coordinator, and transcribed for the ESC annual report at the end of the year.

Summary of Proposal

The ESC is asking to purchase 2 ipad minis to help with collecting data from surveys and evaluations. The iPads will be linked with the CampusLabs application and assessed without being connected to the internet/wifi. Every event that the ESC holds, there will be an evaluation table for attendees to fill out the survey and then enter a drawing for a ~\$20 gift card to the AS bookstore, pulled by the end of each quarter. The questions from last year is attached.

The ESC will also conduct a quarterly survey for students utilizing the center, The questionnaire will be administered by the ESC front desk and will be given to students entering the ESC. The questionnaire will only be open for a span of a week to and in the middle of the quarter to make sure we get adequate responses from those who utilize the ESC on a regular bases. The questions are attached.

Fiscally

We are hoping to make the survey as streamlined and efficient as possible. To do that requires the correct technology, which in this case are iOS compatible devices. We understand that financially it will cost more, but the iPad will help us get back assessment while not providing a hassle to the customer. Consultation with the prices have been brought up to the AS VP for Bus ops and has been presented the reasoning for asking this amount of money. The ESC decided iPad minis because of price reduction in comparison to a regular iPad. We believe the iPad minis are big enough to type on, not too small to read texts and compact enough to travel around when going to different events. We found that the iPods are were too small and can easily be misplaced, and the regular iPads were too expensive.

Rationale

Assessment is critical for any departments' growth. The ESC has been implementing so many different ways of assessment in the past years and most have not been consistent to create conclusions/solutions to issue that the ESC staff and students face. The following are the issues that we faced this past year and how an iPad mini will be able to resolve that case,

Current issues	Resolution
Privacy: One huge facet to this is a sense of privacy, Our staff concluded that many students deter for filling out our surveys even though we said that their answers will be held confidential, Also, many responses we received felt "generic" and did not give us a scope of what we were doing positively and constructively.	With an iPad mini, we will be able to let them know that their answer will be sent directly to campuslab's database so their answers will be fully confidential. We hope that our responses will be more authentic, and because of the easy user-friendly interface, participants will be able to type more and give us better feedback.
Convenience: Our previous assessment plan was incredibly taxing on our staff and cumbersome for the participants. Evaluators had to either fill out a sheet of paper and our staff had to manually enter them in, or they had to take out their smartphone (if they had one) go on the web and fill it out online.	With the iPad minis and the Campuslabs app for iOS, this would solve the "inconvenience" that most of our participants deal with. This will streamline our process and take out excess "paper waste" that we were accumulating in the office,
Consistency: One thing that is important about assessment is that every question must have a reason to be on the evaluation. Looking a previous evaluations, there were many changes made every year making consistency an issue. We could not assess if we were improving or lacking year by year.	We believe our questions are broad enough for every participant to give quality feedback and intentional for every question to have a meaning. This will help provide some longevity in the coming years and help us assess our key performance indicators.
Technology: We also understand that having the most current technology boosts our chances for more participation and popularity to fill out something and not everyone enjoys doing.	With iPad minis, the face of assessment will look a lot more appealing and up to date. Having 2 iPads will be able to get a good flow for participation.
Efficiency: Prior going online, our front desk staff took hours transcribing and deciphering sheets of evaluations and compiling them on to an excel sheet. After we went online starting last spring, we allocated their time to the events and directly soliciting participants to fill out the survey on an iPod or their smartphone. It was a great transition but the <i>response rate</i> and terrible because the online version was not user friendly and it took too long to get through the survey.	With the new iPad minis (and the bookstore incentive) we are hoping to see a spike in response rate and quick "filling out" times to complete the survey. This will help create a smoother transition and have it be less cumbersome to get the feedback we need for events,

Ethnic Student Center
516 High St.
Bellingham, Washington 98225-9106
(360) 650-7271 o Fax (360) 650-6507

To: AS Board
From: Nate Panelo, ESC Coordinator
Date: September 26, 2013
Subject: Addressing concerns for ESC's request for iPads

In the past week since the ESC requested iPads from the AS Board's reserve funds, there have been multiple concerns for these purchases. Below are some pieces the AS VP for Diversity brought to me in an email. I would like to address each piece and rationalize each point from the perspective of our staff:

"I have had a few board members talk to me about their feelings about the iPads. I think the main concern was the way they would be utilized"

The main way the ESC will be utilizing these devices is to enhance the quality of support given to students who are a part of the ESC, and to figure out what we are missing to best serve our population. Through the surveys, the tablets will provide us with a quantitative analysis for the events the ESC/ESC clubs put on. We will then understand if the funding that the AS is providing the ESC clubs is actually spent in good contribution, rather than anecdotal analysis or if board members have direct affiliation with ESC clubs. The tablets will be a tool to assess the needs of our students of color. The previous request document outlines the ways we will be implementing surveys to our students and how the tablet will enhance our chances to bring back solid data. The iPads will also be utilized within the office when it is not used for assessment purposes. A list provided from my staff was given on the feedback document that was emailed to you.

"One board member also said something about the fact that it would be nice if other offices would be able to check them out if they ever really needed iOS, and if they could even just be an addition to the tablets and be checked out by the admin desk for the AS to use if needed."

First, I will address the issue of having the admin desk be the checkout system. The primary purpose for these devices is the assessment of the ESC. If the iOS devices were housed in a more general area, then the initial primary purpose of the devices are not for the ESC assessment. As stated in the feedback document:

Inconvenience: The ESC hosts close to 20 events in one year. Events also overlap fall family weekend, Back 2 Bellingham, convocation, and other weekend events. I and my staff would have to reserve devices for all these events. This would strain my staff and the project, making it unappealing and negative.

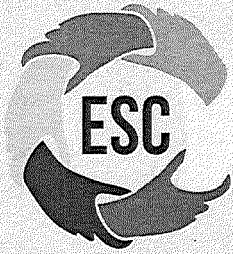
No guarantee of availability: If we were to reserve these devices for our events, there is a high chance that there will not be enough devices to share in one given week. For example, spring quarter has an ESC Event every weekend until ESC Commencement. This would put a hole in our assessment work and provide inconclusive evidence.

The second part of that comment was having other offices check out the devices. The ESC is staffed with full-time professionals that have the capability to check out equipment during office hours. We would encourage other offices to come to the ESC and check out things from us so we can also see other offices feel comfortable coming to the ESC. Because of our location and reputation, our staff rarely gets the ability to see other offices and we encourage them to come by and find ways to work with us. By giving ownership of items to the ESC, it will be a good entry point for other offices to collaborate with the ESC.

If you have any other concerns, please feel free to email me directly at nate.panelo@wwu.edu

Best,

Nate Panelo



Mission Statement

The ESC is a community that supports historically underrepresented ethnic students and allies by providing a social atmosphere and inclusive environment where we engage in identity exploration and strive for cultural awareness and academic excellence

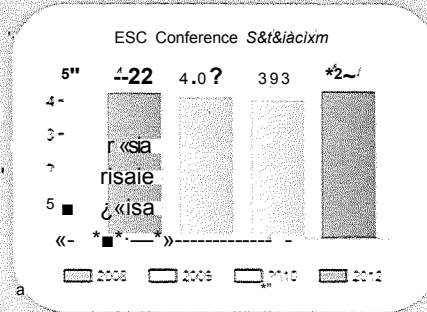
Identity Exploration

The ESC Conference serves as a place for many students to explore their individual identities as it relates to ethnicity. Our goal last year was to increase satisfaction and provide meaningful experiences for participants. Last year we saw an overall increase from participant surveys. Next year we hope to see an increase of .10 points.

Over 98% ESC Event Satisfaction

Percentage of attendees that rated either Good or Excellent on overall satisfaction of the ESC events

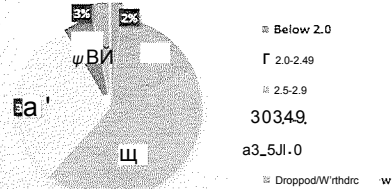
98.36%



Cultural Awareness

The ESC provides cultural awareness through the events and programs put on by staff and students. The ESC is widely known for its cultural heritage dinners, campus wide events, and educational programs. Almost all participants who filled out an evaluation said their overall satisfaction is Good or Excellent.

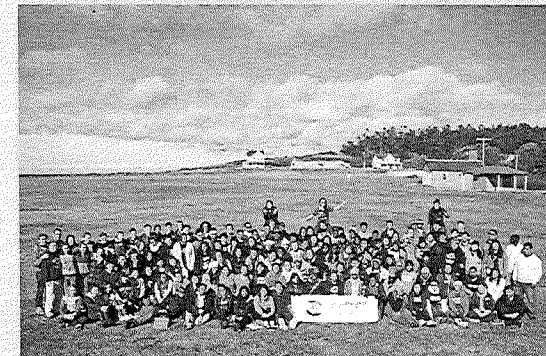
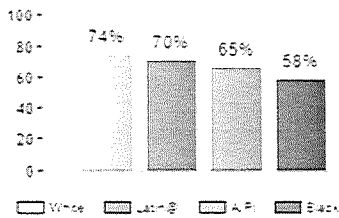
2Q12-13 EOY Academic Progress of ESC Club Leaders



Student Retention (needs improvement)

Though there are great things happening in the ESC, institutionally we still face challenges with the graduation rates of students of color. These numbers are to bring awareness that there is a lot more work to do. The ESC understands that it is everyone's responsibility to help retain our students at WWU, especially our underrepresented students.

WWU Students who enrolled in 2005 and graduated based on Race/Ethnicity



ETHNIC STUDENT CENTER

Requested By: Nate Pabelo nate.pabelo@swvu.edu

Date Requested: 7/11/2013 7:43:07 PM

Name: ESC Assessment Survey

New Department: Ethnic Student Center

Active Date Range: 8/5/2013 12:00:00 AM - 12/20/2013 11:59:00 PM

Administration Type: PDA

Notification: Not Sure

PDA List: All

Additional Assistance: Yes

Additional Notes: This is a satisfaction survey for those utilizing our space. Attachment will be provided to build questionnaire. We will be using surface tablets to administer the project, which will be purchased prior to the quarter starting.

Welcome to the Ethnic Student Center!

Please respond to the following questions in order to help strengthen the ESC experience from the perspective of those who utilize the organization.

1. Club (option for those with no club affiliation)
 - a. Not club affiliated
 - b. Drop down
2. Gender
 - a. Female-identified
 - b. Male-identified
 - c. Transgender
 - d. Self-Identify: [textbox]
 - e. Prefer Not to Say
3. Came to the ESC to/for: (select all that apply)
 - a. Study
 - b. Socialize and/or for the Community
 - c. Rest, Break, or Chill
 - cL ^Resources (academic advising, club advising, event programming assistance, publicity assistance)
 - d: gOh w_ (please, \$ qe c Hy)
4. Generally, how helpful is the ESC staff?
 - a. Extremely helpful
 - b. Very helpful
 - c. Somewhat helpful
 - d. Not very helpful
 - e. Not at all helpful
5. On average, how comfortable do you feel in the ESC?
 - a. Extremely comfortable
 - b. Very comfortable
 - c. Somewhat comfortable

Commented [MO1]: Let us know what clubs you'd like us to include and we'll add them here.

Commented [NP2R1]: African Caribbean Club
Black Student Union
Chinese Student Association
Filipino-American Student Association
Hui O Hawaii
Japanese Student Association
Khmer Student Association
Korean Student Association
Latino Student Union
Mixed Identity Student Organization
Movimiento Estudiantil Chicano de Aztlan
Native American Student Union
Queer People of Color
South Asian Student Association
Thai Student Association
Vietnamese Student Association

Commented [M03]S We always recommend defining each choice so respondents know exactly what you mean.

Commented [NP4R33]: Very Helpful

- d. Not very comfortable
 - e. Not at all comfortable
6. Usually, what is/are your first impression(s) upon entering the ESC? (ehee-k-bexesj-fcheck your top3)
- a. Welcoming
 - b. Inviting
 - c. Loud
 - d. Quiet
 - e. Chill
 - f. Fun
 - g- Engaging
 - h. Communal/Tight-Knit
 - 1. Clique-y/Exclusive
 - j- Friendly
 - k. Distracting
 - 1. Resourceful
 - m. Productive
 - n. Other (please specify)
 - 0.

How satisfied are you with your experience at ESC?

- Very Satisfied
- Moderately satisfied
- Neither satisfied nor dissatisfied
- Moderately dissatisfied
- Very dissatisfied

7. Do you have any suggestions for improving your experience, at ESC?
- Yes (please explain)
 - No

Thank you for your responses! This will help the ESC. Staff ensure and strengthen the quality of the ESC experience. Have a great day!

Commented [M05]: We could make this a top 3 to help avoid those students who will select everything or nothing--! was also help you get a sense of the most prominent impressions.

Commented [NP6R5J]: Great idea. Thanks!

Commented [M07]: This is a bit like two questions in one--! might suggest breaking it into two different questions.

Commented [NP8R7]: I like the following questions. And it ends off with them asking for suggestions.

ESC Program Evaluations

Description: The Ethnic Student Center would like to use Campus Labs to gather our evaluation data for our large events we put on throughout the year. Our hope is to have a link where participants can scan and provide feedback on their mobile device and have iPods with our staff to get one on one feedback from Individuals. This would alleviate us logging in all the hand written evaluations and be able to distribute to our clubs for further feedback. Also we are hoping to use some of this data to support participant satisfaction for the events we are putting on campus. We have a .doc version of our evaluations we can provide. If you can help us establish the evaluation, that would be helpful.

Date Created: 3/26/2013 7:46:11 PM

Date Range: 3/29/2013 12:00:00 AM - 6/15/2013 11:59:00 PM

Total Respondents: 78

Q1. What Is your affiliation to WWU?

Count	Percent	
45	57.69%	Student
5	6.41%	Staff/faculty
5	6.41%	Alumni
12	15.38%	Community member
11	14.10%	Other (please specify)

78 Respondents

Q2. In what year of college are you?

Count	Percent	
7	17.50%	1st year
7	17.50%	2nd year
16	40.00%	3rd year
7	17.50%	4th year or higher
2	5.00%	Transfer
1	2.50%	Graduate

40 Respondents

Q3. Where do you live?

Count	Percent	
10	25.00%	On campus
30	75.00%	Off campus

40 Respondents

Q4. What is your age? (Whole number only)

Count	Percent
70	100.00%

70 Respondents

Q5. Are you a veteran?

Count	Percent	
1	1.45%	Yes
68	98.55%	No

69 Respondents

Q6. What Is your ethnicity?

Count	Percent
69	100.00%

69 Respondents

Q7. Would you like to be a part of our ESC Ilistserv?

Count	Percent		
10	15.63%		Yes (what is your e-mail address?)
54	84.38%		No

64 Respondents

Q8. What is the title of the event?

Count	Percent	
68	100.00%	

68 Respondents

Q9. How did you first hear about the event?

Count	Percent		
2	2.99%		Poster/Banner
37	55.22%		Friend/word of mouth
7	10.45%		Social media
11	16.42%		At the Ethnic Student Center
10	14.93%		Other (pleasespecify)

67 Respondents

Q10. Please rate the following aspects of the event: - Scheduling and timing

Count	Percent		
33	54.10%		Excellent
21	34.43%		Good
5	8.20%		Average
2	3.28%		Below average
0	0.00%		Poor
0	0.00%		Not applicable

61 Respondents

Q11. Please rate the following aspects of the event: - Organization

Count	Percent		
36	59.02%		Excellent
22	36.07%		Good
2	3.28%		Average
1	1.64%		Below average
0	0.00%		Poor
0	0.00%		Not applicable

61 Respondents

Q12. Please rate the following aspects of the event: - Entertainment/presenters

Count	Percent		
49	80.33%		Excellent
12	19.67%		Good
0	0.00%		Average
0	0.00%		Below average
0	0.00%		Poor
0	0.00%		Not applicable

61 Respondents

Q13. Please rate the following aspects of the event: - Food and beverage

Count	Percent		
32	52.46%		Excellent
15	24.59%		Good
7	11.48%		Average
1	1.64%		Below average
1	1.64%		Poor
5	8.20%		Not applicable

61 Respondents

Q14. Please rate the following aspects of the event: - Choice of facility/venue

Count	Percent		
39	63.93%		Excellent
20	32.79%		Good
2	3.28%		Average
0	0.00%		Below average
0	0.00%		Poor
0	0.00%		Not applicable

61 Respondents

Q15. Please rate the following aspects of the event: - Cost and pricing

Count	Percent		
28	45.90%		Excellent
15	24.59%		Good
15	24.59%		Average
1	1.64%		Below average
1	1.64%		Poor
1	1.64%		Not applicable

61 Respondents

Q16. Please rate the following aspects of the event: - Publicity

Count	Percent		
18	29.51%		Excellent
23	37.70%		Good
13	21.31%		Average
2	3.28%		Below average
1	1.64%		Poor
4	6.56%		Not applicable

61 Respondents

Q17. Please rate the following aspects of the event: - Event overall

Count	Percent		
39	63.93%		Excellent
21	34.43%		Good
1	1.64%		Average
0	0.00%		Below average
0	0.00%		Poor
0	0.00%		Not applicable

61 Respondents

Q18. Based on your experience at this event, would you come to this event next year?

Count	Percent		
54	88.52%		Very likely
7	11.48%		Somewhat likely
0	0.00%		Not likely

61 Respondents

Q19. What was the most successful part of the event?

Count	Percent	
53	100.00%	

53 Respondents

Q20. What would you think needs improvement of the event?

Count	Percent	
42	100.00%	

42 Respondents

Q21. Do you have any other suggestions, comments or feedback?

Count	Percent		
7	12.73%		Yes (please explain)
48	87.27%		No

55 Respondents