

**Memorial Student Center
Carter G. Woodson Black Awareness Committee
13th Annual Rev. Dr. Martin Luther King Jr. Breakfast
January 2020**

Purpose of Assessment

The Memorial Student Center (MSC) Carter G. Woodson Black Awareness Committee (WBAC) annually sponsors The Reverend Dr. Martin Luther King Jr. (MLK) Breakfast. This year's program was held on January 14th, 2020; attendees were surveyed at the breakfast to help MSC WBAC better understand their experience, and to improve future programs.

Method and Sample

The survey was developed using Qualtrics®, a software program that creates web-based surveys and databases. The survey consisted of 12 questions: 11 questions were quantitative, and one was qualitative. The data were analyzed using SPSS®, a statistical software package, and Microsoft Excel®. The survey was available to attendees through a QR code, open link during the breakfast; hence, an exact response rate cannot be determined. However, per the MSC WBAC advisor, approximately 719 attended the breakfast and 160 or approximately 22% completed some part of the survey. The paper survey distributed during the 2018 MLKBbreakfast (the last time Student Life Studies worked with MSC WBAC on assessing the program) resulted in a 42% response rate.

Key Findings with Recommendations

Student Life Studies identified several key findings and developed actionable recommendations that MSC WBAC may take based on the results. However, MSC WBAC staff and student leaders may identify other findings using their knowledge and understanding of the community. Both staff members and student leaders are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of attendees' experiences.

- The Net Promoter Score ® (NPS®), a customer loyalty metric that gauges how willing a customer is to recommend a product or service, was used to measure overall attendees' satisfaction with the event. The NPS ranges from -100 to 100. A positive NPS (>0) is generally considered good, with highest performers' scores ranging between 50 and 80. The Net Promoter Score ® (NPS®) resulting from attendees' responses was 83, as more than three-quarters indicated it was extremely likely they would recommend MLK Breakfast to others.



Image 1: Net Promoter Score®

- Nearly all respondents indicated the program gave them a better understanding of social justice issues, and that the speaker was the element of which they were most satisfied at the breakfast.
- Although still satisfied with communications/public relations, this element, along with the ticket prices, rated lowest. Slightly more than half (52%) of respondents indicated this was *not* their first time attending the MLK Breakfast, and heard about the program through their email. Nearly one third of attendees also learned about the program directly from others (word of mouth). MSC WBAC is encouraged to look at current marketing methods and continue to identify means that may add first time attendees, specifically undergraduate students. This may include advertising with academic advisors and colleges in the fall semester, during spring New Student Conferences, and working with faculty members to give extra credit for students attending. Additionally, if not already being done, the MLK Breakfast could be promoted within other MSC organizations.

Results

Results will be reported as means, standard deviations (sd), and frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. Due to branching technology, all questions were not seen by all respondents. Not Applicable responses were removed from the analysis. Tables are in descending order for the 2020 mean or frequency. Summary themes for the qualitative question are included in this report; the entire list can be found in a separate document. Comparisons to the previous survey results will be made where appropriate. Demographics data were gathered for attending students from the University's student information system; faculty and staff demographics were gathered from Qualtrics®.

The first question asked respondents if this was their first time attending the MLK Breakfast. Of the 159 respondents, 52% responded no and 48% responded yes.

Next, respondents were asked, on a scale of zero to 10, how likely they were to recommend attending the MLK Breakfast to a friend or a colleague. This question used the Net Promoter Score® (NPS®), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS® range is -100 to 100 and is determined by subtracting the percentage of detractors (selectors of ratings from 0-6) from the percentage of promoters (selectors of ratings from 9-10). Generally, a NPS® below zero is an indicator that customers have a low satisfaction level or will not recommend a product, service, or experience. A positive NPS® (>0) is generally considered good, with highest performers' scores ranging between 50 and 80. The responses resulted in a NPS® of 83. The breakdown of the NPS® ratings by score groups are noted below in Table 1.

NPS® ratings by score groups	QR code Respondents Percent
Promoter (9-10 rating)	85%
Passive (7-8 rating)	13%
Detractor (0-6 rating)	2%

Table 1: Recommend MLK Breakfast (n=159)

Through a select-all-that-apply question, attendees were asked how they learned about the MLK Breakfast. Table 2 demonstrates that more than half of the respondents heard about the program through email. Additionally, almost one-third knew of the MLK Breakfast because they had previously attended the event. Those who selected the "other" response option wrote-in responses including Black Graduate Student Association, department/office, supervisor, Counseling and Psychological Services and Department of Student Activities.

How did you hear about the event? (check all that apply)	2020 Percent [n=160]	2018 Percent [n=252]	2016 Percent [n=96]
Email	52%	62%	67%
Word of Mouth*	34%	*	*
Previously Attended MLK Breakfast	29%	32%	*
Other	10%	21%	13%
MSC or WBAC Website	9%	9%	16%
Social Media**	6%	10%	9%
Poster	3%	3%	8%
Announcement at WBAC Event	2%	1%	9%
Newspaper/Media	0%	3%	8%

Table 2—Program Marketing

*Choice not given

**Facebook was changed to Social Media on the 2018 survey

Next, respondents were asked if the program gave them a better understanding of social justice issues. Of the 160 respondents to this question, 98% selected yes and 3% selected no. Those who selected no were asked why they did not think the program gave them a better understanding of social justice issues in a select-all-that-apply format. Of the three who answered that question, 100% selected the response “I am already well-versed in social justice issues so this program did not better my understanding of these issues.” No one select the “other” response choice, so although the question provided a place to write in a response, there was none.

Respondents were asked their level of satisfaction or dissatisfaction with various elements of the MLK Breakfast. Responders were most satisfied with the speaker, and although still satisfied, the ticket price was rated lowest. Those who selected dissatisfied or very dissatisfied were asked to explain why, and eight commented. Comments included needing more meat options other than pork, French toast was mushy and food was cold. Another indicated the tables were too close together and it was hard to move between them and that there was not enough group seating. One commented that the program was too political and another thought that the event was not marketed enough considering the prominence and high profile of the speaker, Dr. Marc Lamont Hill. One person commented that students should have free admission.

	Very satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Very dissatisfied (1)	2020 Mean (sd) [n]
Speaker	90%	6%	2%	1%	1%	4.83 (.61) [154]
Ease of buffet line	80%	18%	1%	--	--	4.79 (.44) [152]
Ease of seating	53%	42%	3%	1%	--	4.47 (.63) [152]
Quality of food	56%	38%	3%	3%	1%	4.45 (.75) [151]
Communications/Public Relations	51%	35%	13%	1%	--	4.36 (.75) [149]
Ticket Price	51%	32%	16%	1%	--	4.34 (.77) [131]

Table 3: MLK Breakfast Elements

Upon entry into the MLK Breakfast venue, Texas A&M community attendees (faculty, staff and students) were requested to swipe their Texas A&M identification cards to record their attendance through the MaroonLink event platform. Two-hundred sixty-three attendees were recorded, and 258 were recognized through MaroonLink. Table 4, on the next page, shows that slightly more than one-quarter were students and slightly less than three-quarters were faculty or staff. Only sex and department demographics are available to Student Life Studies for faculty and staff; departmental breakouts for faculty and staff are provided in the attached data documents.

Demographics	2020 Percent
Sex	n=248
Female	65%
Male	35%
General Affiliation	n=248
Staff	64%
Students	27%
Faculty	9%
Classification (Students only)	n=64
Doctoral	33%
Senior	33%
Masters	20%
Junior	6%
Sophomore	6%
Freshman	2%
Ethnicity/Race (Students only)	n=64
African American/Black or multi-racial with Black	44%
White	30%
Hispanic/Latinx of any race	19%
Multiracial, excluding Black	3%
Asian	2%
International	2%
Unknown	2%
First Generation Status (Students only)	n=64
Not First Generation	73%
First Generation	25%
Unknown	2%
College (Students only)	n=64
Education	30%
Liberal Arts	25%
Agriculture	11%
Engineering	11%
Bush School	8%
Architecture	6%
Veterinary Medicine	6%
Mays Business School	3%

Table 4: Demographics of MaroonLink Recorded Attendees

Background

The Memorial Student Center (MSC) Carter G. Woodson Black Awareness Committee (WBAC) enhances the multicultural experience of the entire campus community by producing programs that encourage education and exploration of African-American heritage and culture. According to its website (<https://wbac.tamu.edu/purpose/>), the mission statement and goals for this student committee include:

The MSC Carter G. Woodson Black Awareness Committee (WBAC) provides educational programming, community-building, and enriching experiences that enhance the understanding of the culture and contributions of people of African descent and their impact on society. The goals of WBAC include:

- Expose all students and campus community members to educational programming related to Black culture, history, heritage, and the events throughout the African diaspora.
- Educate students and campus community members by providing relevant programming, diverse perspectives, and engaging presenters.
- Explore ideas and issues germane to Black people locally, regionally, and around the world.

The Reverend Dr. Martin Luther King Jr. (MLK) Breakfast is an annual program sponsored by MSC WBAC. As noted on the website <https://wbac.tamu.edu/mlk/>, this program is a “formal way to reflect on the life, legacy, and accomplishments of Dr. King. At Texas A&M, our hope is not only to honor King, but to also make his legacy relevant for the university, its students, faculty, and administration.” This year’s event hosted a conversation with Dr. Marc Lamont Hill, moderated by Dr. Reuben A. May on January 14, 2020. This was the 13th year of this annual program and the seventh year Student Life Studies worked with MSC WBAC for their program assessment.

Project Details

Only the demographics of those Texas A&M community attendees whose presence at the MLK Breakfast was recorded through the MaroonLink platform were reported. This represents approximately 36% of the total attendance as reported through the MSC WBAC advisor, and may not reflect the full number of students, faculty and staff in attendance at the event.

The Department of Student Life Studies provides quality assessment services, resources and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Life Studies are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Life Studies can be found at <https://studentlifestudies.tamu.edu/results/>. Additionally, division staff and student leaders can follow Student Life Studies on Facebook.

To work with Student Life Studies for future assessment projects, please fill out the Assessment Questionnaire at <https://slsform.dsaapps.tamu.edu/>

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