

MSC Open House Student Organizations Experience Fall 2020

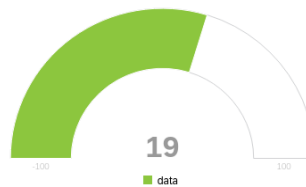
Purpose of Assessment

The Memorial Student Center (MSC) sponsors MSC Open House each semester to provide Texas A&M students the opportunity to interact with hundreds of student organizations recruiting for members. Due to the COVID-19 pandemic gathering restrictions, the fall 2020 MSC Open House was held virtually via Instagram. MSC Open House staff assessed the student organization coordinators to ascertain the quality of their experience registering and preparing for fall's MSC Open House and their experience during the event.

Key Findings with Recommendations

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

- The opening question of the survey is a Net Promoter Score® (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS® ranges from -100 to 100. A positive NPS (>0) is generally considered good, with highest performers usually between 50 and 80. The NPS® for this survey was 19.



- Over three-quarters of the organization coordinators agreed or strongly agreed they found the example posts, templates, and the MSC Open House video helpful in preparing their organization for the MSC Open House. Similarly, over three-quarters were satisfied or very satisfied with the registration process for MSC Open House.
- Although student organization coordinators' appreciated the fall virtual MSC Open House and the chance to meet with student interested in their organizations, some felt the Instagram platform was not optimal in providing students' access to organizational information and vice-versa. MSC Open House staff could review other virtual platforms (something like the Symplicity career fair platform used by TAMU Career Services or MaroonLink) that enable a smoother interaction between organizational representatives and students in a virtual "fair" format. Some of the coordinators suggested that if the use of Instagram continues, allow each section of MSC Open House its own page and links to the organizations' own social media site or website to improve student access.

Method and Sample

A survey was developed and distributed using Qualtrics®, a software program that creates web-based surveys and databases. Data was analyzed using SPSS®, a statistical software package, and Microsoft Excel®. The survey included 11 questions, of which six were quantitative and five were

qualitative; due to branching technology not all survey takers saw all questions. The survey was sent to 406 organization coordinators through an email invitation on October 19, and non-respondents were sent up to two reminders with the survey closing on October 30th. Eighty-four organization coordinators responded to the survey, resulting in a 21% response rate.

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%. Organization coordinators' satisfaction with MSC Open House was assessed utilizing Net Promoter Score®. Summary themes are reported; the entire list can be found in a separate document.

Using a Net Promoter Score® (NPS) question, organizational coordinators were asked how likely they are to recommend the MSC Open House to fellow students and organizations. The NPS® is an index ranging from -100 to +100 and measures the willingness of someone to recommend a product or service to others. Respondents were given the option of zero to 10 with 10 being most likely to recommend MSC Open House. Scores of a nine or 10 are promoters, a score of seven or eight are passives, and scores six and below are detractors. NPS® is calculated by subtracting the percentage of detractors from the percentage of promoters; the NPS® of this assessment was 19. Table 1 shows the percentage of those who were promoters, passives and detractors.

	%
Promoters	49%
Passives	21%
Detractors	30%

Table 1: NPS® respondent categories (n=83)

Respondents were then asked to explain their rating for recommending MSC Open House. Those who were categorized as promoters (rating 9 and 10) said they found the virtual MSC Open House easy to access, and were able to reach prospective members they had not reached before. Others noted the MSC Open house was informative, convenient although the "crashing" of Instagram was a bit tricky. One noted that they thought the virtual availability enabled more people to attend the question and answer session, and the decrease in time pressure due to the online MSC Open House was really effective. Those who were passive raters (7 and 8) were also primarily positive about the event, appreciating the "pivot" to an online platform, and thought it was a good way to get interest from potential new members. However, a few indicated the online MSC Open House was not nearly as effective as an in-person event and that the instructions for the organizations regarding templates and other information was unclear and a bit of a hassle. Those considered detractors (ratings 0 through 6) noted that there were so many organizations that there was little traffic for their specific organization and it did not allow for much student engagement, especially without the Instagram app.

Next respondents were asked to rate their level of agreement or disagreement regarding the helpfulness of materials provided to prepare their organizations for the fall 2020 MSC Open House. As noted in Table 2 over three-quarters of respondents agreed or strongly agreed that all the listed materials were helpful.

Please rate your level of agreement or disagreement about whether you found the following materials helpful in preparing your organization for MSC Open House.	Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)	Mean (sd)
Example Posts	61%	31%	4%	--	4%	4.45 (.91)
Templates	57%	29%	8%	2%	4%	4.33 (1.0)
MSC Open House Video	49%	33%	14%	2%	2%	4.24 (.93)

Table 2: Helpfulness in Preparing for MSC Open House (n=49)

Respondents who disagreed or strongly disagreed that the materials were helpful to their organization when preparing for the fall 2020 MSC Open House were asked why. Two responded; one indicated the templates did not serve any purpose for their organization. The other spoke about submitting materials and then being informed that closed captioning was required, when the preparation materials they received indicated that closed captioning was optional.

Organization coordinators responding to the survey were next asked to rate their level of satisfaction or dissatisfaction with the process for registering their organization to participate in the fall 2020 MSC Open House. Of the 48 who responded, 47% were satisfied, 33% indicated they were very satisfied, and 12% noted they were neither satisfied nor dissatisfied. Eight percent (8%) of respondents indicated they were dissatisfied with the registration process and no one indicated they were very dissatisfied with the process (mean=4.04/5.00, sd=.89). Those who indicated they were very dissatisfied or dissatisfied with the process were asked to share why, and four shared their reasons. One indicated email communication was not up to date and another indicated the instructions for the Instagram post differed from instructions given in the post-registration email. One responded that they were not given enough time to register and that the payment processes were not clearly explained, and another indicated they got very little traffic.

When asked if the communications regarding MSC Open House “breaking” Instagram were clear to their student organization, 92% of the 49 respondents answered yes and 8% answered no. Then the survey asked respondents, beyond suggestions to prevent “breaking” Instagram with virtual MSC Open House, what other changes or ideas they would like to see used to improve students’ experiences attending the next virtual MSC Open House. Twenty-four responded, and a few just listed N/A. Others provided suggestions regarding the use of the Instagram as the platform. A few suggested alternatives to using Instagram as not all students use it or they thought individual student organization information got lost through all the posts. Using a website as the MSC Open House as an alternative platform was suggested, or something similar to what is used for career fairs that enable students to sign up in a virtual “line” to chat with people from different organizations. Other suggestions to allow organizations more visibility and interaction with students included extending the time MSC Open House was open, enabling links directly to student organizations’ own social media platforms, or giving each section of MSC Open House their own Instagram page so it is easier for attending students to find what they want.

At the end of the survey, student organization coordinators were provided the option to receive the analytics of their organization participation in the fall MSC Open House. To do so, they were asked to fill in the name, email address and organization number and someone from MSC Open House would contact them. Thirty-five responded and their names, email addresses and organization numbers can be found in a separate document.

Department Background

The Memorial Student Center (MSC) sponsors MSCOpen House each semester to provide Texas A&M students the opportunity to interact with hundreds of student organizations recruiting for members. Per their website <https://mscopenhouse.tamu.edu/about/>, "MSC Open House is a student involvement fair for the more than 1,200 student clubs and organizations. For many, MSC Open House is how students find the right involvement opportunity. MSC Open House is open to all Texas A&M Students." Due to the COVID-19 pandemic gathering restrictions, the fall 2020 MSC Open House was a virtual event held August 24 through August 28, 2020 via Instagram. Organizers of the MSC Open House contacted Student Life Studies to help them assess student organizations' coordinators experience with registering and participating in the virtual MSC Open House in effort to improve the experience, anticipating that the spring 2021 MSC Open House will also be exclusively virtual.

Project Details

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, anyone 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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