Memorial Student Center
Carter G. Woodson Black Awareness Committee
14th Annual Rev. Dr. Martin Luther King Jr. Breakfast
January 2021

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, offered virtually was held on January 21, 2021; attendees were surveyed to help MSC WBAC better understand their experience, and to improve future programs.

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 (student leaders and members) may identify other findings using their knowledge and understanding of the community. Staff 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 84, one unit higher last year's score. Again, this year more than three-quarters indicated it was extremely likely they would recommend MLK Breakfast to others.
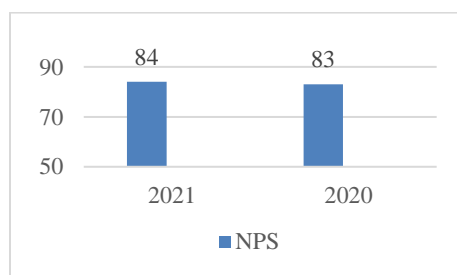

Image 1: Net Promoter Score®

- Nearly all respondents indicated the program gave them a better understanding of social justice issues, and that the speaker was the element of the program of which they were most satisfied.
    - Comments from respondents who noted dissatisfaction with the moderator and speaker (Jane Elliott) indicated the interaction between them did not flow well, and questions posed by the moderator and speaker seemed disruptive. After reviewing the comments with MSC WBAC staff, they noted that the format intended a conversational style of interaction between speaker and moderator and that intent translated poorly in the virtual space and was not understood by attendees. As planning for next year's breakfast ensues, MSC WBAC will be reviewing adjustments needed so the set-up and communication to attendees conveys a MLK Breakfast format that supports a keynote conversation between speaker and moderator.

- Some indicated challenges accessing the program virtually, primarily through Instagram. If MSC WBAC staff continue offering virtual access for future MLK Breakfasts, a review of those virtual channels, and their ease of accessibility by a wide range of audiences considered and tested prior to the programs launch.

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: nine questions were quantitative, two were qualitative and one demographic. The data were analyzed using SPSS®, a statistical software package, and Microsoft Excel®. The survey was available to attendees through a QR code and open link near the end of the virtual program; hence, an exact response rate cannot be determined. However, per the MSC WBAC staff, approximately 830 attended (live views) and 208, or approximately 25%, completed some part of the survey. The survey distributed during the 2020 MLK Breakfast resulted in an approximate 22% response rate using a similar open link/QR code accessed survey.

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, not all respondents saw all questions. Not Applicable responses were removed from the analysis. Tables are in descending order for the 2021 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.

The first question asked respondents if this was their first time attending the MLK Breakfast. Of the 207 respondents, 56% responded yes and 44% responded no. A greater percentage than last year indicated it was their first time attending MLK Breakfast, as last year 46% indicated it was their first time.

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 for the MLK Breakfast 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	2021 Respondents Percent n=206	2020 Respondents Percent n=159
Promoter (9-10 rating)	88%	85%
Passive (7-8 rating)	8%	13%
Detractor (0-6 rating)	4%	2%

Table 1: Recommend MLK Breakfast

Next, respondents were asked if the program gave them a better understanding of social justice issues. Of the 207 respondents to this question, 96% selected yes and 4% selected no. Last year, 98% of respondents 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 seven who answered that question, 71% (5 respondents) selected the response "I am already well-versed in social justice issues so this program did not better my understanding of these issues." Two (29%) selected the "other" response choice, and wrote their responses. One indicated the political comments from the speaker overshadowed their understanding the social justice issues be presented and the other indicated the lack of including research on the subject and finding the speaker hard to follow prevented a greater understanding of social justice issues.

Respondents were asked their level of satisfaction or dissatisfaction with various elements of the MLK Breakfast. Shown in Table 2, responders were most satisfied with the speaker; the access through Instagram was rated lowest. Respondents who selected dissatisfied or very dissatisfied were asked to explain why, and 32 commented. Some noted that the moderator and speaker did not "mesh" with one another, as the speaker seemed to criticize or chastise the moderator, the moderator seemed unprepared to respond to the speaker's questions and the moderators' questions to the speaker seemed ill timed. Others commented about difficulties accessing the program through Instagram and having to change mediums as a result of those difficulties.

	Very satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Very dissatisfied (1)	2021 Mean (sd) [n]	2020 Mean (sd) [n]
Speaker	87%	8%	3%	1%	2%	4.78 (.68) [208]	4.83 (.61) [154]
Ease of access through Facebook	75%	17%	5%	3%	1%	4.63 (.75) [193]	*
Moderator	45%	35%	9%	8%	3%	4.11 (1.06) [199]	*
Ease of access through Instagram	43%	12%	24%	12%	9%	3.69 (1.37) [58]	*

Table 2: MLK Breakfast Elements
*Not asked

Respondents were asked to share suggestions of speakers that the MSC WBAC should consider for MLK Breakfast in the future. Seventy-five responded, and many just shared their appreciation for the program with such an impactful speaker and gracious moderator. A few noted they were alumni or students, staff or faculty from other Universities and were unable to identify themselves as such. Suggestions for future MSC WBAC speakers varied, but some repeated recommendations were Amanda Gorman, Stacy Abrams, Ibram X. Kendl, Michelle Obama, Kamala Harris and Brittany Packnett Cunningham. See the attached comments for the complete list of suggested speakers.

As this year's MLK Breakfast was virtual, it was accessible to a wider range audience in comparison to previous years. Respondents were asked to identify their affiliation with Texas A&M University. As noted in Table 3, over half identified themselves as faculty/staff/administrators with the Texas A&M System.

Please select from below which best describes your primary relationship with Texas A&M University.	Frequency %
Faculty/Staff/Administrator within the Texas A&M System (TAMU and/or all system schools)	59%
Texas A&M University Student	21%
Community member	20%
Texas A&M System School Student	1%

Table 3: Relationship with Texas A&M (n=200)

Respondents who indicated they were Texas A&M University students were asked to provide their UIN (Universal Identification Number). Table 4 shows the demographics of those students per the student record.

Demographics of students who attended last year's MLK Breakfast are also shown; however, that information was gathered upon entry into the 2020 MLK Breakfast venue, as 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.   The sex demographic recorded for last year's attendees includes faculty and staff as well as the students who swiped their identification card upon entry.

Demographics	2021 Percent	*2020 Percent
Sex	**n=34**	****n=248**
Female	71%	65%
Male	29%	35%
Classification (Students only)	**n=34**	**n=64**
Senior	35%	33%
Sophomore	21%	6%
Junior	18%	6%
Masters	15%	20%
Doctoral	12%	33%
Freshman	--	2%
Ethnicity/Race (Students only)	**n=34**	**n=64**
African American/Black or multi-racial with Black	56%	44%
White	24%	30%
Hispanic/Latinx of any race	12%	19%
Asian	6%	2%
International	3%	2%
Multiracial, excluding Black	--	3%
Unknown	--	2%
First Generation Status (Students only)	**n=34**	**n=64**
Not First Generation	59%	73%
First Generation	35%	25%
Unknown	6%	2%
College (Students only)	**n=34**	**n=64**
Liberal Arts	35%	25%
Education	18%	30%
Engineering	12%	11%
Agriculture	9%	11%
Architecture	6%	6%
Veterinary Medicine	6%	6%
Mays Business School	6%	3%
Public Health	6%	--
Science	3%	--
Bush School	--	8%

Table 4: Demographics of Texas A&M Student Respondents
* MaroonLink recorded attendees
**Includes students, staff and faculty 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 learning outcomes 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 speaker Jane Elliott, moderated by Dr. Michael Collins, Associate Professor, College of Liberal Arts, on January 21, 2021. This was the 14th year of this annual program and the eighth year Student Life Studies worked with MSC WBAC for their program assessment.

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, 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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