

Memorial Student Center CAMAC

Mi Casa es Su Casa

2019-2020

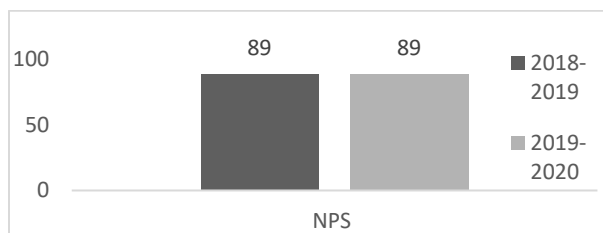
Purpose of Assessment

Since 2005, the Memorial Student Center (MSC) Committee for the Awareness of Mexican-American Culture (CAMAC) featured the program Mi Casa Es Su Casa, an opportunity for students to interact with faculty as the latter prepare a home-cooked meal in their residence. The program intends to provide a chance for participants to network with other students and gain a better understanding of opportunities that could open in the future. The MSC CAMAC leadership wanted to understand the students and hosts' experiences with the program. This year, dinners were held in mid-October, November, and February.

Key Findings with Recommendations

Student Life Studies identified several key findings and developed actionable recommendations that MSC CAMAC staff may take based on the survey results. However, MSC CAMAC student leaders and advisor may identify other findings using their knowledge and understanding of the program, its participants and hosts. Staff members are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of students' experiences.

- The opening question of the Mi Casa es Su Casa student participant survey resulted in the 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 the highest performers usually between 50 and 80. NPS this year equaled last year at 89.



Student Participant Survey Net Promoter Score (NPS)

- Students indicated that participating in Mi Casa es Su Casa dinners helped them connect with other students and resulted in feeling more comfortable approaching faculty, which is slightly more so than last year.
- In 2019-20, 70% of the students participating were undergraduates, compared to the previous year's 61%, although the percentage of participating freshmen and sophomores was similar. MSC CAMAC staff may want to focus the promotion of the program to encourage more freshmen and sophomore participation.
- Faculty and staff hosts were more positive than last year regarding all the administrative components involving Mi Casa dinners. They preferred keeping dinners to Thursday evenings at a much higher rate than other weekday evenings, and more than half would welcome hosting an additional March dinner in 2021.

Method and Sample

Two surveys were produced using Qualtrics®, a survey design software used for creating web-based forms and databases. The student participant survey included four questions; one qualitative question and three quantitative questions. The host survey included six quantitative questions and four qualitative questions; due to branching technologies, not all respondents saw all questions. The data was analyzed using SPSS®, a statistical software package, and Microsoft Excel® and Microsoft Word®.

The student participant survey was distributed via email to students immediately after leaving the home of their faculty and staff hosts on November 21, 2019 and February 20, 2020. A survey was not distributed after the October dinner, although, the demographics of those students are included. Surveys were distributed to 127 participants and 64 participants responded for a 50% response rate; 10 points lower than the 60% response rate in 2018-2019. As some participants went to multiple dinners, they also received and could have responded multiple times to the survey.

The host survey began distribution on March 30, 2020; three reminders were sent to those who had not responded, and the survey closed on April 10, 2020. Eighteen hosts received the survey and 12 responded for a 67% response rate, higher than last year's 56% response rate.

Results

Results include frequency percentages, means, and standard deviations (sd) 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%. The Net Promoter Score (NPS) used in the participants' survey is a customer loyalty metric that gauges how willing a customer is to recommend a product or service. NPS ranges from -100 to 100 and is determined by subtracting the percentage of detractors from the percentage of promoters. 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 the highest performers usually between 50 and 80. Summary themes are contained within this report, while the full qualitative responses can be found in a separate document. Comparisons will be made to the previous year's responses if applicable.

Student Participants' and Respondents' Demographics

Of the 130 unique student participants, 64% attended one dinner only and 36% attended multiple times. One-hundred thirty (130) unique student University Identification Numbers (UIN) for the 177 participants were collected and analyzed for demographic characteristics through the University's official student database. Four were unidentifiable through the database. Classification was based on the semester students attended their first dinner. Table 1, on the next page, shows demographics of all 2019-2020 and 2018-2019 participants and 2019-2020 respondents to the survey. October participants are included in 2019-2020 participant demographics, but were not sent a survey. Demographics are in descending frequency order by 2019-2020 participants. Masters students continue to represent the highest percentage classification of students participating, although that dropped by 6 points, and the percentage of all undergraduates' participation increased by 9 points over the previous year. The percentage of Hispanic students participating also increased over 2018-2019, as well as the participation of first-generation students. However, an imbalance between female and male participants also grew, as females participated 8% over the previous year, and represented nearly two-thirds of participants.

	19-20 Student Respondents Percentage [n=53]	19-20 Student Participants Percentage [n=126]	18-19 Student Participants Percentage [n=155]
Classification			
Masters	19%	24%	30%
Senior	21%	21%	19%
Junior	28%	21%	14%
Sophomore	8%	15%	15%
Freshman	13%	14%	13%
Doctoral	11%	6%	9%
Academic College			
Engineering	32%	34%	41%
Liberal Arts	21%	21%	20%
Agriculture	11%	9%	7%
Education	13%	7%	7%
Science	9%	6%	7%
Veterinary Medicine	--	6%	4%
General Studies	6%	6%	2%
Business	4%	3%	7%
Architecture	--	2%	1%
Geosciences	--	2%	1%
Medicine	--	1%	1%
Public Health	2%	1%	3%
Bush School	2%	1%	1%
Ethnic Origin			
Hispanic or Latino of any Race	59%	62%	55%
International	30%	29%	36%
White	4%	4%	5%
Asian	4%	2%	3%
Black only or multi-racial with Black	--	2%	1%
Multiracial excluding Black	2%	2%	--
Native Hawaiian or Pacific Islander	2%	1%	1%
Unknown or not reported	--	--	1%
First Generation Student			
First Generation	55%	50%	43%
Unknown	30%	30%	39%
Not First Generation	15%	20%	19%
Sex			
Female	66%	62%	54%
Male	34%	38%	47%

Table 1: Demographics of Student Participants and Respondents

Student Assessment

The first question asked the respondents how likely they were to recommend Mi Casa es Su Casa dinners to their fellow students. This question used the Net Promoter Score (NPS). The breakdown of the net promoter scores (NPS) is noted in Table 2, on the following page. Although the NPS remained the same (89) as last year, those ratings within the passive range (ratings 7 and 8) increased, and both promoters (ratings 9 and 10) and detractor (6 and below ratings) ranges decreased slightly.

	2019-20 Percent n=64	2018-19 Percent n=115
Promoter	91%	92%
Passive	8%	5%
Detractor	2%	3%

Table 2: Recommend Mi Casa es Su Casa Dinners

Respondents were given the opportunity to explain their rating for recommending the dinners. Many indicated they enjoyed getting to know both fellow students and the hosts. Many indicated it was a good chance to network with faculty, staff and other students and it made them feel more connected. Others talked about the dinners as a chance to learn about other cultures, from international cultures and various American cultures and hear stories from people from all over the world.

Participants were asked about their experience with Mi Casa es Su Casa and its impact on them. As noted in Table 3, participants were most favorable about the program helping them feel more comfortable approaching Texas A&M faculty and slightly more so than respondents last year.

	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)	2019-20 Mean (sd) [n]	2018-19 Mean (sd) [n]
Because of this experience I am more likely to feel comfortable approaching Texas A&M faculty	70%	20%	4%	7%	3.52 (.87) [57]	3.42 (.80) [104]
Because of this experience I feel more connected with other students at Texas A&M University	60%	28%	5%	7%	3.40 (.88) [57]	3.39 (.81) [104]

Table 3: Mi Casa es Su Casa Impact

Host Assessment

The host assessment opened by asking them to rate their level of satisfaction or dissatisfaction with the overall program and administrative components of it. As noted in Table 4, on the next page, overall the hosts expressed high levels of satisfaction, but more so with the sign-up process and the clarity of instructions on how to do so. Overall, hosts were slightly more satisfied with the administrative components compared to the 2018-2019 academic year's program.

	Very Satisfied (5)	Satisfied (4)	Neutral (3)	Dissatisfied (2)	Very Dissatisfied (1)	2020 Mean (sd) [n=12]	2019 Mean (sd) [n=14]	2018 Mean (sd) [n=16]
Process to sign-up as a host	75%	25%	--	--	--	4.75 (.45)	4.36 (.93)	4.75 (.45)
Clarity in the instructions for the hosting process	75%	25%	--	--	--	4.75 (.45)	4.29 (.99)	4.88 (.34)
Your overall satisfaction with the program	75%	17%	--	8%	--	4.58 (.90)	4.50 (.65)	4.81 (.40)
Communication from Mi Casa organizers	67%	25%	8%	--	--	4.58 (.67)	4.07 (1.07)	4.88 (.34)

Table 4: Hosts' Satisfaction

Hosts were asked why they chose to become hosts, and nine responded. About one-third mentioned participating in similar programs as students, enjoyed and appreciated the experience, and wanted to do the same for current students. Others indicated they liked learning about the students, wanted to offer them a home-cooked meal, and just found hosting students fun.

The MSC CAMAC organizers of the Mi Casa es Su Casa dinners wanted to evaluate ways the program could better accommodate the hosts. Traditionally, Mi Casa dinners have been held Thursday evenings; in a select-all-that-apply formatted question, hosts were asked to select from a list of days, the evening of the week that was their preference for hosting. As seen in Table 5, all of the 12 respondents chose Thursday, and Tuesday was the least preferred evening to host.

	Percentage
Thursday	100%
Monday	25%
Wednesday	25%
Tuesday	17%

Table 5: Evening Hosting Preference (n=12)

MSC CAMAC organizers are also looking at adding another Mi Casa dinner to the 2020-2021 academic year offerings (in March). Hosts were asked if they would be willing to host a dinner in March if offered. Of the 12 who responded, 58% said yes, 33% said maybe and 8% (or one person) said no. Those who selected no were asked to comment as to why not, but no one provided comment.

Next, the survey instructions reminded the hosts that MSC CAMAC Mi Casa organizers currently share the number of students and their dietary restrictions with their respective dinner hosts. As a follow-up question, MSC CAMAC Mi Casa organizers wanted to know from the hosts if there were any other information they would like MSC CAMAC Mi Casa organizers to provide prior to hosting the dinner. Six of the nine indicated no, one said they would like to know the home countries of the international students

and one noted that they have cats in their home and would like that shared with the students in case the students were allergic or preferred not to visit cat-owning households.

The last question asked hosts to provide suggestions for improvements to the program. Ten commented, and half indicated having no suggestions for improvement. One host noted that they would like to be notified two days in advance when the promised number of students will not be attending and another suggested more frequent structured interactions, like coffee meet-ups, be added to the program. Other hosts also would like a spring dinner added with the same students as a follow-up, and see more undergraduate students participate in the dinners.

Organizational Background

Per its website <http://camac.tamu.edu/about/> the mission of the Memorial Student Center (MSC) Committee for the Awareness of Mexican-American Culture (CAMAC) is to unite students from diverse backgrounds, presenting programs enriching the awareness and understanding of Latinx cultures and community. To meet the organizational mission, MSC CAMAC has a variety of sub-committees designed to provide oversight and planning for activities and events sponsored by the committee. This is the seventh time MSC CAMAC has worked with Student Life Studies to assess this Mi Casa es Su Casa participants experience and the fourth time for assessing the hosts' experiences with the program.

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 students 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/>.

Report Prepared for: Cory Arcak, Memorial Student Center

Report Prepared by: Susan Fox-Forrester, Student Life Studies

Analysis Prepared by: Shaun Ko and Ligia Perez, Student Life Studies

Surveys Created by: Susan Fox-Forrester, Student Life Studies

Prepared on: May 20, 2020