

**Memorial Student Center  
Carter G. Woodson Black Awareness Committee  
15<sup>th</sup> Annual Rev. Dr. Martin Luther King Jr. Breakfast  
January 2022**

**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 26, 2022; 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 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 the highest performers' scores ranging between 50 and 80. The Net Promoter Score ® (NPS®) resulting from attendees' responses was +87, three units higher than last year's score. Again, this year more than three-quarters indicated it was extremely likely they would recommend the MLK Breakfast to others.

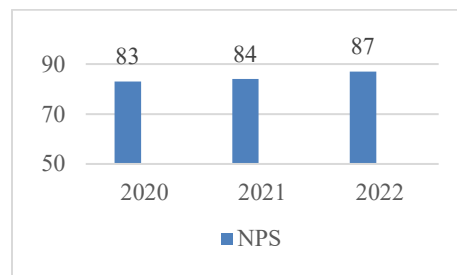


Figure 1: Net Promoter Score®

- About three-quarters of all attendees attended the event in person. Also, about one-quarter of all respondents were first-time attendees.
  - All the respondents who attended the event virtually used the Zoom Link to participate and were fairly satisfied with the ease of accessing it using Zoom.
- All respondents indicated the program gave them a better understanding of social justice issues, and that they were satisfied with both the speaker and the moderator. Satisfaction levels for the moderator were significantly higher than last year.
- Most attendees were Texas A&M faculty or staff members and about one-quarter were students. No students from the Texas A&M School System were among the respondents of this survey.

## Method and Sample

The survey was developed using Qualtrics®, a software program that creates web-based surveys and databases. The survey consisted of 13 questions: ten questions were quantitative, two were qualitative, and one was 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 and the in-person event; hence, an exact response rate cannot be determined. However, per the MSC WBAC staff, approximately 167 attended the event in-person and 90 attended online. And 61, or approximately 24%, completed some part of the survey; the 2021 MLK Breakfast survey resulted in an approximate 25% response rate using similar open link/QR code access.

## Results

Results are 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 2022 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 the respondents if they attended the event in-person or virtually. Of the 61 respondents, 71% responded that they attended it in-person and 29% reported attending online.

The next question asked respondents if this was their first time attending the MLK Breakfast. Of the 61 respondents, 23% responded yes and 77% responded no. A smaller percentage than last year indicated it was not their first time attending MLK Breakfast, as last year 56% 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 the highest performers' scores ranging between 50 and 80. The responses for the MLK Breakfast resulted in a NPS® of +87. Frequencies of the NPS® ratings by score groups are noted below in Table 1.

<b>NPS® ratings by score groups</b>	<b>2022 Respondents Percent n=61</b>	<b>2021 Respondents Percent n=206</b>	<b>2020 Respondents Percent n=159</b>
<b>Promoter (9-10 rating)</b>	90%	88%	85%
<b>Passive (7-8 rating)</b>	7%	8%	13%
<b>Detractor (0-6 rating)</b>	3%	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 61 respondents to this question, 100% selected yes. Last year, 96% of respondents selected yes and 4% 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, but since no one selected 'no', this question was not displayed to anyone.

Next, the virtual attendees of the survey were presented with a multiple-choice question asking them if they attended the event through Zoom or YouTube. 100% of the 18 respondents responded attending it through Zoom.

The next question was displayed to the respondents who indicated attending the event through Zoom. The 18 respondents were asked if they were satisfied with the ease of accessing the event through this platform and 78% were very satisfied while 22% were satisfied. No one selected the other neutral, dissatisfied or very dissatisfied response options.

Since no one attended the event through YouTube, the question asking if the respondents were satisfied with the ease of accessing the event through YouTube was not displayed to anyone.

Respondents were asked their level of satisfaction or dissatisfaction with various elements of the MLK Breakfast. Shown in Table 2, respondents were most satisfied with the speaker. Respondents who answered 'dissatisfied' or 'very dissatisfied' to the question asking them their satisfaction with the speaker and the moderator were presented a question asking them the reason for their dissatisfaction but since no one chose these options, no one was displayed these questions.

	<b>Very satisfied (5)</b>	<b>Satisfied (4)</b>	<b>Neither satisfied nor dissatisfied (3)</b>	<b>Dissatisfied (2)</b>	<b>Very dissatisfied (1)</b>	<b>2022 Mean (sd) [n]</b>	<b>2021 Mean (sd) [n]</b>
<b>Speaker</b>	87%	12%	2%	--	--	4.85 (.40) [61]	4.78 (.68) [208]
<b>Ease of access through Zoom</b>	78%	22%	--	--	--	4.78 (.43) [18]	4.63 (.75) [193]
<b>Moderator</b>	75%	21%	3%	--	--	4.72 (.52) [61]	4.11 (1.06) [199]

Table 2: MLK Breakfast Elements

Respondents were asked to share suggestions of speakers that the MSC WBAC should consider for MLK Breakfast in the future. Twenty-two responded, and many just shared their appreciation for the program with such an impactful speaker and gracious moderator. A few suggested having more visual examples on the screens for the audience to follow. Suggestions for future MSC WBAC speakers varied, but some recommendations include George Lee, Freddie Taylor, Dr. Walter Kimbrough, Angela Rye, Dr. Sami Schalk, Ashley Ford, etc. See the attached comments for the complete list of suggested speakers.

Respondents were asked to identify their affiliation with Texas A&M University. As noted in Table 3, on the following page, over three-quarters identified themselves as faculty/staff/administrators with the Texas A&M System.

<b>Please select from below which best describes your primary relationship with Texas A&amp;M University.</b>	<b>Frequency %</b>
<b>Faculty/Staff/Administrator within the Texas A&amp;M System (TAMU and/or all system schools)</b>	79%
<b>Texas A&amp;M University Student</b>	20%
<b>Community member</b>	2%
<b>Texas A&amp;M System School Student</b>	--

Table 3: Relationship with Texas A&M (n=57)

Respondents who indicated they were Texas A&M University students were asked to provide their UIN (Universal Identification Number). Only one valid UIN was recorded, and the demographic details can be found in the attached document.

## **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 Molefi Kete Asante, moderated by Lt. Col. Stephen G. Ruth ’92, on January 26, 2022. This was the 15<sup>th</sup> year of this annual program and the ninth 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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