

The Big Event Community and Participant Surveys Spring 2022

Purpose of Assessment

Two surveys were created to understand how students were impacted by participating in The Big Event (TBE), and how members of the Bryan/College Station community reacted to their experience with The Big Event during Spring 2022. The feedback collected was from both the community members who registered for a job and the student participants who registered. This report covers the responses from both groups. This was the 17th time Student Affairs Planning, Assessment & Research (SAPAR) helped TBE committee in assessing community members or student participants' experiences with TBE.

Key Findings with Recommendations

Student Affairs Planning, Assessment & Research (SAPAR) identified several key findings and developed actionable recommendations the student organization may take based on the results. However, The Big Event staff may identify other findings using their knowledge and understanding of the community and the event.

Customer satisfaction findings from both the student participants and residents of TBE are shown as a Net Promoter Score® (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. Generally, 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. The NPS® scores from both the student and resident survey's findings are high as shown below, although both are slightly lower than the NPS® scores from similar surveys after the 2019 TBE.

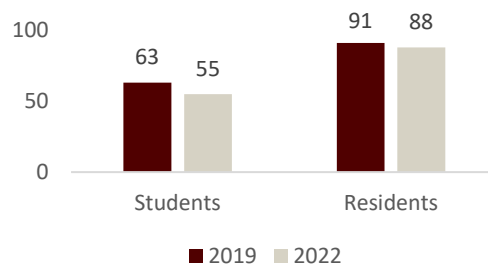


Figure 1: Net Promoter Scores®

Student participants indicated they had fun, found volunteering rewarding as a service to the community and were able to better connect with friends through the experience. However, participants, whether their NPS® rating was higher or lower, also noted that there were issues in assigning site leaders, communication from TBE organizers and struggles with parking and tool pick-up prevented them from getting to their job sites in a timely manner.

- TBE planners may want to consider how to improve the tool pick-up and focus on communication.

Residents enjoyed meeting with students, and most found the volunteers hardworking and enthusiastic, and the residents expressed hardy appreciation for the student work at their homes. Many also noted that TBE is an excellent community to university relationship-building event. Dissatisfaction from residents most frequently was expressed when no volunteers or fewer volunteers showed up at their homes than they expected, leaving tasks undone and purchased items – whether refreshments for the volunteers or materials that were to be used during the work – left over and fallow.

SAPAR recommends TBE staff go through the comments from both the students and residents, as many could be used in marketing materials to promote TBE. Specifically, by sharing residents' comments with students considering participation in 2023 TBE, the students may have a better understanding of the importance of their service to not only individual residents but its contribution to the relationship of Texas A&M and the surrounding community supporting them throughout the year.

Method and Sample

The three-question participant survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The participant survey included one quantitative and two qualitative questions. The participant survey was sent to a random sample of 4250 student participants through an email invitation on March 26, 2022. Non-respondents were sent up to two reminders before the survey closed on April 4, 2022. Of those who were sent the survey, 857 completed at least some part of the survey yielding a 20% response rate.

The resident survey was also produced using Qualtrics®. The survey contained three questions: two quantitative and one qualitative. The resident survey was successfully sent to 1866 residents on March 26, 2022. Non-respondents were sent up to two reminders before the survey closed on April 4, 2022. Of those who received the survey, 1305 responded to at least some part of it yielding a 70% response rate.

Data for both surveys were analyzed using SPSS®, a statistical software package, and Microsoft Excel®.

Results

Results will be reported as a Net Promoter Score (NPS®) question, which is a customer loyalty metric that gauges how willing a customer is to recommend a product or service and in frequency of 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%. Summary themes and coding were determined for the qualitative responses. Those themes are contained in this report; the entire list of comments can be found in a separate document. Comparisons to previous years are made throughout the report as applicable. This report contains two sections: Participant Survey and Resident Survey.

Participant Survey

First, students responding to the survey were asked how likely they were to recommend participating in The Big Event to a friend or fellow student. Eight hundred and fifty-seven (857) students responded to this question. The NPS® was found to be +55, from a possible NPS® ranging from -100 to 100. This year's score was lower than the NPS® +63 in 2019. The NPS® was found by subtracting the percentage of detractors (ratings between 0 and 6) from the percentage of promoters (ratings 9 and 10). Generally, 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. The breakdown of the respondent categories making up the Net Promoter Score (NPS®) is noted below in Table 1.

	N	Percent
Promoter (rating 9&10)	574	67%
Passive (rating 7&8)	180	21%
Detractor (ratings 0-6)	103	12%

Table 1: NPS® Participant Respondent Categories (n=857)

Students were then asked to explain their reasoning for their recommendation rating. Two-hundred-eighty (280) promoters and passive-rating respondents provided comments and Table 2, on the next page, displays the

categorized summary themes identified from their comments. One of these students whose comment encompassed the top three most common themes said, "It was tons of fun and rewarding at the same time. Great way to be involved in the university while also giving back to the community that serves us constantly. Got to know my resident and meet new people within my organization." Among the positive comments respondents also expressed some frustration with their Big Event experience. They noted challenges with the site and site leader assignment process and a lack of communication from TBE. Some also criticized the tool pickup/drop-off, slow traffic, and lack of parking. A few students would prefer focusing their service during TBE on those members of the BCS community in need, and not working for wealthy, able citizens who could hire the work professionally done.

Qualitative Themes: Please explain the reason for your recommendation rating: Promoters & Passive categories	Number of comments
Positive comments, generally (Fun, worthwhile, rewarding experience etc....)	194
Community impact of The Big Event/Serving the community	105
Made friends, connected with others, and felt part of the Aggie community	77
Site and site leader assignment process issues, challenges for individual sign-ups, communication lacking from TBE, inadequate number of students assigned to site	29
Well organized	23
Tool pickup and drop off: need speeding up/increase efficiency of the tool gathering/ distribution/return process, long lines, disorganized	11
Traffic and parking issues	8
Recommendations for change, include only service projects for those in need within the poorer parts of Bryan/College Station	7
Miscellaneous	1

Table 2: Themes- Rating reasons of Promoters and Passives (n=280)

Table 3, on the next page, displays the categorized summary themes identified from the 27 detractors' comments describing the reason for their lower ratings of The Big Event. The top themes dominant among these responses were the noted challenges with the site and site leader assignment process, lack of communication from TBE, and the lack of speed and organization surrounding the tool pickup/drop-off. These students were also more critical about who received their services during the Big Event. One student shared, "Felt like we weren't really helping people who truly need help in the Bryan/College Station area but doing favors/odd jobs for those who are already well-off. Would be more encouraging if people who were less fortunate were helped more."

Qualitative Themes: Please explain the reason for your recommendation rating: Detractors(0-6 rating)	Number of comments
Site and site leader assignment process issues, challenges for individual sign-ups, communication lacking from TBE, inadequate number of students assigned to site	8
Tool pickup and drop off: need speeding up/increase efficiency of the tool gathering/ distribution/return process, long lines, disorganized	7
Recommendations for change, include only service projects for those in need within the poorer parts of Bryan/College Station	7
Positive comments, generally (Fun, worthwhile, rewarding experience etc....)	5
Made friends, connected with others, and felt part of the Aggie community	4
Traffic and parking issues	3
Work meant for professionals- outside students' scope	3
Improve check-in process (excluding tool distribution)/Lines too long at kick-off ceremony	1
Community impact of The Big Event/Serving the community	1
Miscellaneous	1

Table 3: Themes-Rating Reasons of Detractors (n=27)

Lastly, students were asked to describe what it meant for them and their group to do work out at their assigned job site and 298 respondents obliged. About 85% of the responders described the meaning of the work for their group and themselves and 15% described only what the work meant to them personally. A few also interpreted the question as asking about the type of work done, without adding any response regarding the meaning of the service. Many who described what the work meant to them and their group referenced the Aggie core value of selfless service and working with friends; one student explained, "It meant selfless service to those that contribute to our lives here at A&M, while also being able to enjoy it with friends." Another said, "It meant that we got to give back to the people who make BCS what it is. We got to say thank you for putting up with living with 70,000 college students (haha). It meant we got to bond over the desire of ours to give, to serve, and to help."

Many also spoke about how rewarding the experience was for them and feeling good because of the appreciation of the resident they did the work for. One student said, "The work we did at our assigned job site gave us a lot to be proud about. We got a lot of work done and were happy to do something good for our community. It was also very rewarding to see how positively our resident responded to our service." Another noted that "Helping restore an older property even a little bit was such a help to the owners, we were told, and it was awesome getting to witness how the work we did had a big impact on their day."

On the next two pages, participant demographics are shown and compared. Table 4 shows the comparison between a sample of The Big Event 2022 participants to who the survey was sent to, and the participants in the sample who responded to the survey. This table is listed as the highest percentage to the lowest based on the survey respondent results. Table 5 shows the comparison of all The Big Event participants from 2018, 2019 and 2022. This table shows the number of participants in 2022 is lower compared to both 2019 and 2018.

	Survey Respondents [n=857]	Survey Sample [n=4250]
Classification		
Senior	29%	32%
Sophomore	26%	25%
Junior	25%	25%
Freshman	15%	14%
Masters	3%	2%
Doctoral	1%	1%
Professional	1%	1%
Undergraduate Non-degree	<1%	<1%
Primary College/School		
Engineering	27%	25%
Business	12%	14%
Agriculture	12%	11%
Liberal Arts	12%	14%
Education	9%	11%
Veterinary Medicine	7%	6%
Science	7%	6%
General Studies	5%	6%
Architecture	3%	4%
Geosciences	2%	2%
Public Health	3%	2%
Nursing	<1%	<1%
Exchange	<1%	<1%
Bush	<1%	<1%
Medicine	<1%	<1%
Pharmacy	<1	<1%
School of Law	--	<1%
Ethnic Origin		
White	60%	60%
Hispanic or Latino of any Race	20%	24%
Asian	11%	9%
Multi-racial excluding black	4%	3%
International	3%	2%
Black or multi-racial with black	1%	2%
American Indian	<1%	<1%
Unknown or Not reported	<1%	<1%
First Generation Student		
Not First Generation	81%	79%
First Generation	15%	17%
Unknown	5%	4%
Sex		
Female	62%	57%
Male	38%	43%
Corps of Cadet Membership Status		
Non-Members	95%	94%
Members	5%	6%
On Campus Residence Status		
Off Campus Residents	77%	84%
On Campus Residents	23%	16%
Member of 2021-2022 Freshmen Leadership Organization		
Non-Members	97%	89%
Members	3%	11%

Table 4 – 2022 Participant Demographics of Respondents and Sample

	Participants 2022	Participants 2019	Participants 2018
Classification	[n=13,189]	[n=18,576]	[n=21,578]
Senior	31%	30%	31%
Sophomore	25%	25%	24%
Junior	25%	25%	24%
Freshman	14%	15%	15%
Graduate	3%	<1%	6%
Professional	1%	<1%	<1%
Other	<1%	<1%	<1%
Primary College/School			
Engineering	25%	27%	26%
Liberal Arts	14%	14%	15%
Business	14%	13%	13%
Education	11%	10%	11%
Agriculture	10%	11%	11%
Veterinary Medicine	6%	6%	6%
Science	6%	5%	5%
General Studies	6%	5%	6%
Architecture	3%	4%	4%
Geosciences	2%	2%	2%
Public Health	2%	2%	1%
Nursing	<1%	<1%	<1%
Exchange	<1%	<1%	*
Bush	<1%	<1%	<1%
Medicine	<1%	<1%	<1%
Pharmacy	<1%	<1%	<1%
School of Law	<1%	<1%	<1%
Ethnic Origin			
White	60%	58%	60%
Hispanic or Latino of any Race	23%	24%	23%
Asian	10%	8%	7%
Multi-racial excluding black	3%	3%	3%
International	2%	4%	4%
Black or multi-racial with black	2%	3%	3%
American Indian	<1%	<1%	<1%
Native Hawaiian or Pacific Islander	<1%	<1%	<1%
Unknown or Not Reported	<1%	<1%	<1%
First Generation Student			
Not First Generation	80%	73%	72%
First Generation	17%	22%	23%
Unknown	4%	5%	5%
Sex			
Female	58%	54%	56%
Male	42%	46%	44%
Corps of Cadets Membership Status			
Non-Member	94%	N/A	N/A
Member	6%	N/A	N/A
On Campus Residence Status			
Off Campus Resident	84%	N/A	N/A
On Campus Resident	16%	N/A	N/A
2021-2022 Freshmen Leadership Organization			
Non-Member	88%	N/A	N/A
Member	12%	N/A	N/A

Table 5 - Participant Demographics 2018, 2019, 2022

Resident Survey

Residents were asked how likely they were to recommend The Big Event to their family, friends, and neighbors within the College Station and Bryan area based on this year's experience. Thirteen hundred and five (1305) residents responded to this question. 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® was found to be +88 from a possible NPS ranging from -100 to 100. The 2022 NPS® score was slightly lower than the +91 score achieved the last time The Big Event resident participants were surveyed in 2019. A positive NPS® (>0) is generally considered good, with the highest performers usually between 50 and 80. The breakdown of the NPS® categories of respondents is noted below in Table 6.

	N	Percent
Promoter (rating 9&10)	1194	92%
Passive (rating 7&8)	62	5%
Detractor (rating 0-6)	49	4%

Table 6: NPS® Resident Respondent Categories (n=1305)

Respondents were then asked to explain their rating regarding the question of their likelihood of recommending The Big Event to others. Table 7 shows the theme most prevalent from promoter and passive rating residents' comments was about appreciation, with effusive compliments for the students and the event. Quite a few noted that the students were very hard working, even when the full number of students promised for the job did not show up. One resident noted, "The students are friendly and helpful. They completed work in a few hours that would take me several weekends to accomplish alone. I have participated in The Big Event for several years and I will continue to participate for many years to come." Another resident, this time a new "customer," also exclaimed, "This was our first year, and it was so amazing! The volunteers showed up on time, ready to work and had six weeks of work knocked out within three hours. My husband and I are beyond grateful and will be signing up every year!"

These respondents also often said they enjoyed the opportunity to get to know the students who visited their homes and interact with them. Many also noted that The Big Event helps promote a positive relationship between the community and the University. But mainly, they just found the volunteers polite and fun, and appreciated their caring. As one resident exclaimed "It's a great experience. We had work done that needed to be done that we couldn't do. And interaction with the students just made us so happy."

Qualitative Themes: Please explain the reason for your recommendation rating: Promoters & Passive categories	Number of comments
Positive comments, great group of students, great job completed, hard-working, polite, very appreciated	945
Enjoyed connecting to students/connecting students to the community	64
Not enough students for job/not as many students as promised/late	36
Incomplete job/did not follow directions/lesser quality than expected	12
Tools inadequate (number or type)	5
Did not receive Big Event sign	2

Table 7: Qualitative Themes Residents Promoters & Passives(n=1015)

Table 8 shows the themes derived from the comments of those 44 residents whose NPS® ratings were in the detractor category. The primary reason for dissatisfaction was due to no volunteers showing up at the residents' homes to work as expected, and secondarily, not enough students showed up as promised. And for some of the residents, this was not just a disappointment, but it also became a burden. One of the residents described their situation, "No one came-after I confirmed it on Tuesday and bought breakfast, lunch for 11. Also had to hire some to unload mulch from truck- we are elderly and cannot lift bags."

Qualitative Themes: Please explain the reason for your recommendation rating: Detractors(0-6 rating)	Number of comments
No one showed up to do the job	18
Not enough students showed up as promised	16
Miscommunication from The Big Event or the student groups assigned; jobs canceled or unknown status	9
Poor attitude – disinterested in working/not done well	7
Tools inadequate (number or type)	4
Incomplete job/Showed up late/Left early	3

Table 8: Qualitative Themes Residents Detractors (n=44)

Next, respondents were asked how they heard about The Big Event, in a select all that apply format. Table 9 below shows that similarly to the last two years, the most common responses were "past experience," "family/friends/word of mouth," and "other." Those who selected other could write a response and the most frequent comments included email, The Eagle newspaper, neighbors, previous experience, Texas A&M employee, and former student.

How did you hear about The Big Event? (select all that apply)	2022 Percent [n=1251]	2019 Percent [n=1539]	2018 Percent [n=1751]
Past Experience	60%	60%	49%
Friends/Family/Word of Mouth	38%	43%	49%
Other	9%	9%	9%
The Big Event Website	8%	7%	8%
Facebook	6%	4%	5%
Television Advertisement	5%	6%	6%
Posters/Yard Signs	5%	4%	6%
Instagram	<1%	*	*

Table 9: Big Event Marketing to Residents

*was not given as an option

Organization Background

The Big Event is a committee of the Student Government Association (SGA). According to its website (<http://bigevent.tamu.edu/>), "The Big Event is the largest, one-day, student-run service project in the nation where students of Texas A&M University come together to say 'Thank You' to the residents of Bryan and College Station." The mission statement for The Big Event states:

Through service-oriented activities, The Big Event promotes campus and community unity as students come together for one day to express their gratitude for the support from the surrounding community.

The mission is accomplished by asking community members to submit ideas for personal service projects such as doing tasks within their houses, painting walls on their exterior property, and digging ditches. Students, or “participants,” sign up as individuals or with groups and receive a community task to focus on during the designated day. This year’s The Big Event was held on March 26, 2022.

Project Details

Student Affairs Planning, Assessment & Research (SAPAR) 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 Affairs Planning, Assessment & Research (SAPAR) are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through SAPAR can be found at <https://sapar.tamu.edu/results/>.

To work with Student Affairs Planning, Assessment & Research (SAPAR) for future assessment projects, please fill out the Assessment Questionnaire at <https://sapar.tamu.edu/aqform/>.

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