

**Memorial Student Center**  
**Carter G. Woodson Black Awareness Committee**  
**11<sup>th</sup> Annual Rev. Dr. Martin Luther King Jr. Breakfast**  
**January 18, 2018**

### **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 (<http://wbac.tamu.edu/>), 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 goals 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. This program is a “formal way to reflect on the life, legacy, and accomplishments of Dr. King to make his legacy relevant for the university, its students, faculty, and administration.” This year’s event was scheduled on January 18, 2018 and hosted Kevin Powell as the speaker. This was the eleventh year of this annual program and the sixth year Student Life Studies worked with MSC WBAC for their program assessment.

### **Method and Sample**

The survey was developed using Teleform<sup>®</sup>, survey design software that creates scannable forms and databases. The paper-survey consisted of 16 questions: 11 questions were quantitative, two questions were qualitative, and three were demographic. The data was analyzed using SPSS<sup>®</sup>, a statistical software package, and Microsoft Excel<sup>®</sup>.

Of the approximate 625 people who attended the program and received the survey in some manner, 260 completed some part of the survey, for a 42% response rate (an increase from the 15% response rate in 2016, which was the last year Student Life Studies worked with MSC WBAC on assessing this program).

### **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%. N/A responses were removed from the analysis. Tables are in descending order for the 2018 mean or frequency. Summary themes for the qualitative questions 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.

Program attendees were given a chance to share what they learned from the event. Of the 181 responses, numerous attendees mentioned learning about the concept #ReadStudyTravel. From this concept respondents talked about needing to read more, being committed in their work, being a leader, speaking up for others, and volunteering or making a difference in their community. Some also talked about learning about issues around the world, about the life of Dr. Martin Luther King Jr., and some history of the United States.

When asked if the advertising for the program was clear and abundant, 20% of the participants strongly agreed, 48% agreed, 18% were neutral, 13% disagreed, and 2% strongly disagreed (mean=3.71/5.00; sd=.98; n=227). This was an increase from 2016 (mean=3.61/5.00; sd=1.16; n=92).

Through a select-all-that-apply question, attendees were asked how they heard about the MLK Breakfast. Table 1 demonstrates that more than half of the respondents learned about the program through email. Additionally, almost one-third knew of the MLK Breakfast because they had previously attended the event. Those who selected the “other” response option wrote-in responses including colleague, department/office, Allen Academy, student organization, and digital signs in the MSC.

| <b>How did you hear about the event?<br/>(check all that apply)</b> | <b>2018 Percent<br/>[n=252]</b> | <b>2016 Percent<br/>[n=96]</b> | <b>2015 Percent<br/>[n=182]</b> |
|---|---------------------------------|--------------------------------|---------------------------------|
| <b>Email</b>  | 62%                             | 67%                            | 43%                             |
| <b>Previously Attended MLK Breakfast</b>                            | 32%                             | *                              | *                               |
| <b>Family/Friend</b>  | 21%                             | 22%                            | 21%                             |
| <b>Other</b>  | 21%                             | 13%                            | 28%                             |
| <b>Social Media**</b>   | 10%                             | 9%                             | 12%                             |
| <b>MSC or WBAC Website</b>  | 9%                              | 16%                            | 14%                             |
| <b>Poster</b>   | 3%                              | 8%                             | 9%                              |
| <b>Newspaper/Media</b>  | 3%                              | 8%                             | 4%                              |
| <b>Announcement at WBAC Event</b>                                   | 1%                              | 9%                             | 8%                              |
| <b>Handbill/Table***</b>  | <1%                             | 4%                             | 4%                              |

Table 1—Program Marketing

\*Not asked

\*\*Facebook was changed to Social Media on the 2018 survey

\*\*\*Handbill was changed to Handbill/Table on the 2018 survey

The survey asked several questions specifically about the program content. Table 2, on the following page, shows that program participants reported being generally positive for most statements; however, they were slightly less positive related to the Dream Walk as they entered the Ballroom. Compared to 2016 respondents agreed with all statements more positively. The results were fairly consistent with the results from three years ago.

| <b>Program Information</b>  | <b>Strongly Agree (5)</b> | <b>Agree (4)</b> | <b>Neutral (3)</b> | <b>Disagree (2)</b> | <b>Strongly Disagree (1)</b> | <b>2018 Mean (sd) [n]</b> | <b>2016 Mean (sd) [n]</b> | <b>2015 Mean (sd) [n]</b> |
|---|---------------------------|------------------|--------------------|---------------------|------------------------------|---------------------------|---------------------------|---------------------------|
| <b>The speaker(s) was a good fit for this program</b>   | 85%                       | 14%              | 1%                 | --                  | --                           | 4.85 (.38) [252]          | 3.04 (1.58) [93]          | 4.93 (.30) [180]          |
| <b>The program provided useful information and ideas that can be taken away and applied in other areas</b>                          | 72%                       | 24%              | 2%                 | <1%                 | <1%                          | 4.68 (.58) [250]          | 3.21 (1.41) [94]          | 4.77 (.45) [177]          |
| <b>The program made relevant connections between me and issues/ideas that impact Black/African Diasporic community(s)</b>           | 70%                       | 27%              | 2%                 | <1%                 | --                           | 4.67 (.54) [250]          | 3.45 (1.36) [93]          | 4.74 (.53) [178]          |
| <b>From attending this program, I can connect Dr. King and the civil rights movement of the past to present events today</b>        | 66%                       | 31%              | 3%                 | <1%                 | <1%                          | 4.61 (.61) [251]          | 2.90 (1.40) [94]          | *                         |
| <b>The program enhanced my knowledge of the civil rights movement and a pertinent civil rights issue</b>                            | 57%                       | 37%              | 5%                 | 1%                  | --                           | 4.51 (.63) [249]          | 3.31 (1.24) [94]          | 4.77 (.46) [177]          |
| <b>From attending this program, I understand how social justice pertains to the African American community</b>                      | 55%                       | 37%              | 7%                 | 1%                  | <1%                          | 4.45 (.70) [247]          | 3.69 (1.18) [93]          | *                         |
| <b>From attending this program, I know ways I could continue to move forward Dr. King's dream of civil rights**</b>                 | 48%                       | 43%              | 9%                 | --                  | 1%                           | 4.37 (.71) [248]          | 3.55 (1.24) [92]          | *                         |
| <b>It was beneficial to see the changes at Texas A&amp;M University by walking through the Dream Walk as I entered the Ballroom</b> | 38%                       | 37%              | 23%                | 1%                  | 1%                           | 4.12 (.84) [203]          | *                         | *                         |
| <b>Going through the Dream Walk as I entered the MLK Breakfast enhanced my understanding of the speaker's comments</b>              | 36%                       | 34%              | 25%                | 2%                  | 2%                           | 4.01 (.94) [201]          | *                         | *                         |

Table 2—Program Information

\*Not asked

\*\*In previous years the statement was “I know ways I could participate in today’s civil rights movement”

Respondents were given a chance to make suggestions to improve the MLK Breakfast or ideas for future speakers. Many of the comments from the 147 who wrote a response were positive and praised the program. Some of the suggestions that were made included allowing more time for breakfast, testing the microphones before the program, advertising the start time for the breakfast and not the program (others mentioned confusion about the tickets saying 9:30, but breakfast beginning at 9:00), keeping the conversational format, providing a time frame for the program (2-hours or event is 9:30-11:30), and posting program information sooner on the website. Several reported not knowing about the Dream Walk prior to the program and suggested it be made more visible, provide

more information about it, and keep it up throughout Black History Month. Additionally, there were a variety of ideas shared for future speakers such as Colin Kapernik, Michelle Obama, Donna Ford, Jesse Williams, Eric Thomas, Patrissee Cullors, Bree Newsome, Rick Rigsby, Beverly Tatum, and Ayesha McGowan. Some recommended bringing Kevin Powell back or to have a speaker who is uplifting and passionate.

Demographic information was collected from this evaluation. As shown in Table 3, a majority of people who attended the event and completed the survey were female, administrators or staff members, and/or White. There was an increase in the administrators or staff members and White attendees compared to previous years. However, there was a decrease in graduate students, faculty members, and those identifying as African American/Black attending the event. Those who wrote a response for classification indicated Allen Academy student, family, former student, retired faculty, and parent. Those who wrote a response for ethnicity said Arab, human, Irish Swedish, Jew, and classism.

| <b>Demographics</b>                            | <b>2018<br/>Percent</b> | <b>2016<br/>Percent</b> | <b>2015<br/>Percent</b> |
|--|-------------------------|-------------------------|-------------------------|
| <b>Gender</b>                                  | <b>n=249</b>            | <b>n=90</b>             | <b>n=179</b>            |
| Female   | 70%                     | 73%                     | 68%                     |
| Male   | 30%                     | 27%                     | 31%                     |
| Not Listed                                     | --                      | --                      | 1%                      |
| <b>Classification</b>                          | <b>n=244</b>            | <b>n=91</b>             | <b>n=185</b>            |
| Administrator/Staff Member                     | 62%                     | 32%                     | 35%                     |
| Graduate Student                               | 12%                     | 24%                     | 17%                     |
| Community Member not affiliated with Texas A&M | 9%                      | 8%                      | 11%                     |
| Senior   | 5%                      | 4%                      | 7%                      |
| Faculty Member                                 | 5%                      | 17%                     | 8%                      |
| Not Listed                                     | 4%                      | 6%                      | 5%                      |
| Junior   | 3%                      | 7%                      | 5%                      |
| Sophomore                                      | 1%                      | 1%                      | 3%                      |
| Freshman                                       | --                      | 2%                      | 2%                      |
| <b>Ethnicity</b>                               | <b>n=248</b>            | <b>n=91</b>             | <b>n=174</b>            |
| Caucasian/White                                | 40%                     | 36%                     | 35%                     |
| African American/Black                         | 36%                     | 43%                     | 45%                     |
| Hispanic/Latino                                | 12%                     | 12%                     | 14%                     |
| Multiracial                                    | 5%                      | 2%                      | 1%                      |
| Asian American/Asian/Pacific Islander          | 4%                      | 2%                      | 4%                      |
| Prefer not to answer                           | 1%                      | 3%                      | --                      |
| Not Listed                                     | <1%                     | 1%                      | 1%                      |
| Native American/American Indian                | <1%                     | --                      | 1%                      |

Table 3—Demographics

### **Conclusions and Recommendations**

Overall MLK Breakfast attendees were positive about the program, including the speaker, the program format, and content. Participants generally met the identified learning outcomes for the program and could articulate what they learned. In comparison to the event two-years ago, there were significant positive changes made.

It seems that more continues to be done to advertise the program, hopefully based on the feedback being received from the evaluations. MSC WBAC may want to focus efforts on the methods that seemed to reach more attendees based on the feedback. It can be a challenge to have a program so close to the start of the spring semester. MSC WBAC is encouraged to look at current marketing methods and identify new strategies. Some possibilities could be

advertising with academic advisors and colleges in the fall semester, during New Student Conferences in January, and working with faculty members to give extra credit for students attending. Additionally, if not already being done, the MLK Breakfast could be cross-promoted with other MSC organizations. This also could contribute to the diversity related goals the MSC is currently establishing. Several of these initiatives could increase the number of students attending the MLK Breakfast, which currently represents just over one-third of the attendees.

MSC WBAC is encouraged to review the planning process that was used for this year when planning for the 2019 MLK Breakfast. MSC WBAC planners may want to explore the suggestions provided by respondents to see if those could be implemented. One specifically that may be worth looking at is the timing of the program and advertising that consistently. Additionally, the planning staff is strongly encouraged to read all respondents' comments to gain a fuller understanding of individuals' feedback beyond the summary themes presented in this report.

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***Services provided by Student Life Studies are funded, in part, by Texas A&M University Advancement Fee.  
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