

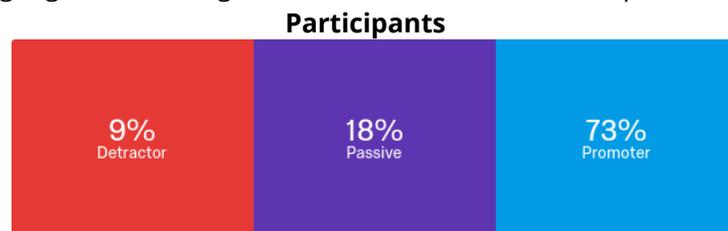
# The Big Event Community and Participant Surveys Spring 2019

## Purpose of Assessment

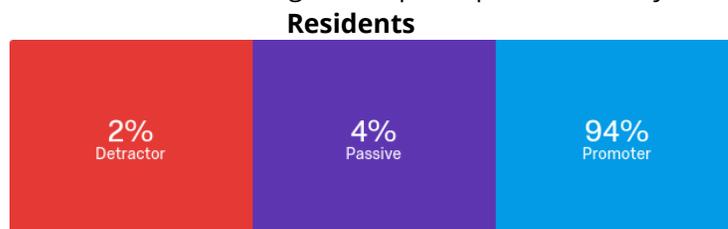
Two surveys were created to understand how students were impacted by participating in The Big Event, and how members of the Bryan/College Station community reacted to their experience with The Big Event participants. The Big Event committee collected feedback from both the community members who registered for a job and the student participants who registered. This report covers the responses from both groups.

## Key Findings with Recommendations

Student Life Studies 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. Findings 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.



- Most students who participated in The Big Event seemed to enjoy their experience and planned to participate in The Big Event 2020. The Big Event scored a Net Promoter Score® (NPS) of 63, a generally high score. Participants were pleased with the work done and felt The Big Event offers a good way to give back to the community, get to know people in their community, and offers many valuable skills to be learned.
- Participants who were detractors saw the event as unorganized and found difficulty in trying to complete their jobs, as well as not truly helping people in the community that are really in need of assistance.
- Over the past few years, student participant numbers have fallen. The most significant fall has happened from 2018 to 2019 with a 14% decrease. The Big Event staff may want to reevaluate marketing strategies to students to encourage more participation in next year's event.



- Most residents were pleased with The Big Event and the services provided to them. The Big Event scored a Net Promoter Score® (NPS) of 91, a very high score. Residents shared that they enjoyed meeting the students, giving students an opportunity to give back, and would participate in The Big event again 2020 and recommend it to others.
- Residents who were detractors also saw the event as unorganized when trying to contact Big Event staff and encountered issues with the attitude and work ethic of students that came to assist them.

## **Method and Sample**

The four question participant survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The participant survey included two quantitative and two qualitative questions. The participant survey was sent to a random sample of 6000 student participants through an email invitation on March 29, 2019. Non-respondents were sent up to two reminders before the survey closed on April 8, 2019. Of those who were sent the survey, 1659 completed at least some part of the survey yielding a 28% response rate.

The resident survey was also produced using Qualtrics®. The survey contained three questions: two quantitative and one qualitative. The resident survey was sent to 2322 residents on March 30, 2019. Non-respondents were sent up to two reminders before the survey closed on April 11, 2019. Of those who received the survey, 1600 responded to at least some part of it yielding a 69% response rate.

Data for both surveys was 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%. Questions resulting in over 1000 qualitative responses were analyzed and coded, determining qualitative themes. Summary themes were determined for those questions with fewer than 1000 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 were asked how likely they were to recommend participating The Big Event to a friend or fellow student. Out of the 6000 people who received the survey, 1639 student responded to this question. The NPS was found to be 63+, with the NPS ranging from -100 to 100. The NPS was found 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 highest performers usually between 50 and 80. The breakdown of the net promoter scores (NPS) are noted below in Table 3.

	<b>N</b>	<b>Percent</b>
<b>Promoter</b>	1,190	73%
<b>Passive</b>	299	18%
<b>Detractor</b>	150	9%

Table 1: Participants Recommend The Big Event (n=1639)

Students were then asked to explain their reasoning for their recommendation rating. Of the 605 respondents to this question, 49 of them were detractors, 79 were passive, and 428 of them were promoters. The detractors said projects taking more time than what was specified, helping people that don't really need help, or the residents they assisted were rude. Many comments for the detractors said how unorganized The Big Event was. This included having too little or too many site leaders for one job, difficulty in contacting The Big Event chairs for mishaps inquiries, proper tools not being given for the work that had to be done, not being informed properly about their job site needs, and projects getting cancelled without getting informed. It

was also noted that students missing from their site and not being able to complete their job was another issue. However, the promoters said their score was based on enjoying giving back to the area they live in as college students, had an amazing time with their groups, and loved interacting with the residents of the community. Many also saw it as a great way for college students to de-stress and get community service hours while impacting so many people.

Next, students were asked how they heard about The Big Event in a select all that apply format. Seen in Table 2 below, a majority of students heard about The Big Event through their organization’s past participation, or through friends. Students that selected “other” were given the opportunity to write in a way they heard about The Big Event. Of the 50 students who selected “other”, 47 wrote in a way they heard about The Big Event. Some of the themes that were identified as ways they heard about The Big Event included social media, past participation, growing up locally, FISH Camp, T-Camp, New Student Conference (NSC), emails, and having prior knowledge of the event. Some notable responses included it is a nationally known event and a big deal to A&M, general Aggie knowledge, and it is tradition.

<b>How did you hear about The Big Event? (select all that apply)</b>	<b>Percent [n=1695]</b>
<b>Because my organization participates most years</b>	76%
<b>Friends</b>	43%
<b>Recruitment signs on Camps</b>	24%
<b>The Big Event spoke at my organization</b>	5%
<b>Other</b>	5%

Table 2: The Big Event Marketing (Participant)

Lastly, students were asked to described how participating in the Big Event provided them the opportunity to work collaboratively with their fellow students. Four-hundred eighty-three (483) students responded by saying getting to know people they didn’t know before helped them practice teamwork and build relationships. Respondents also mentioned that working towards a similar goal gave them the ability to execute jobs efficiently, learn how to communicate, and implement responsibility.

On the next two pages, participant demographics are shown and compared. Table 3 shows the comparison between a sample of The Big Event 2019 participants who the survey was sent to, and the participants in the sample who responded to the survey. This table is listed as highest percentage to lowest based on the survey respondent results. Table 4 shows the comparison of all The Big Event participants from 2017 to 2019. This table indicates that participants have decreased over the years, and significantly from 2018 to 2019. Participant numbers decreased by 6% from 2017 to 2018, by 14% from 2018 to 2019, and a total of 19% from 2017 to 2019.

	<b>Survey Respondents [n=1,638]</b>	<b>Survey Sample [n=6,000]</b>
<b>Classification</b>		
Senior	26%	30%
Sophomore	26%	26%
Junior	23%	25%
Freshman	16%	14%
Masters	6%	4%
Doctoral	3%	2%
Other	<1%	<1%
Professional*	--	<1%
<b>Primary College</b>		
Engineering	30%	29%
Business	13%	13%
Agriculture	12%	11%
Liberal Arts	12%	14%
Education	10%	10%
Veterinary Medicine	7%	6%
Science	5%	5%
General Studies	4%	5%
Architecture	4%	4%
Geosciences	2%	2%
Public Health	2%	2%
Nursing	<1%	<1%
Exchange	<1%	<1%
Bush	<1%	<1%
Medicine	--	<1%
Pharmacy	--	<1%
School of Law	--	<1%
<b>Ethnic Origin</b>		
White	60%	59%
Hispanic or Latino of any Race	22%	23%
Asian	7%	8%
International	6%	4%
Multi-racial excluding black	3%	3%
Black or multi-racial with black	2%	3%
American Indian	<1%	<1%
Native Hawaiian or Pacific Islander	<1%	<1%
Unknown or Not reported	<1%	<1%
<b>First Generation Student</b>	<b>[n=1,639]</b>	
Not First Generation	73%	74%
First Generation	20%	21%
Unknown	7%	5%
<b>Sex</b>	<b>[n=1,639]</b>	
Female	63%	55%
Male	37%	46%

Table 3 – 2019 Participant Demographics of Respondents and Sample

\*Includes Pharmacy, Law, Medical, and Veterinary School

	<b>Participants 2019</b>	<b>Participants 2018</b>	<b>Participants 2017</b>
<b>Classification</b>	<b>[n=18,576]</b>	<b>[n=21,578]</b>	<b>[n=22,626]</b>
Senior	30%	31%	31%
Sophomore	25%	24%	25%
Junior	25%	24%	24%
Freshman	15%	15%	13%
Graduate	<1%	6%	6%
Professional*	<1%	<1%	1%
Other	<1%	<1%	2%
<b>Primary College</b>	<b>[n=18,576]</b>	<b>[n=21,578]</b>	<b>[n=23,006]</b>
Engineering	27%	26%	25%
Liberal Arts	14%	15%	12%
Business	13%	13%	14%
Agriculture	11%	11%	13%
Education	10%	11%	11%
Veterinary Medicine	6%	6%	6%
Science	5%	5%	5%
General Studies	5%	6%	5%
Architecture	4%	4%	4%
Geosciences	2%	2%	2%
Public Health	2%	1%	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%
<b>Ethnic Origin</b>	<b>[n=18,592]</b>	<b>[n=21,578]</b>	<b>[n=22,818]</b>
White	58%	60%	60%
Hispanic or Latino of an Race	24%	23%	23%
Asian	8%	7%	7%
International	4%	4%	4%
Black or multi-racial with black	3%	3%	4%
Multi-racial excluding black	3%	3%	2%
American Indian	<1%	<1%	<1%
Native Hawaiian or Pacific Islander	<1%	<1%	*
Unknown or Not reported	<1%	<1%	*
<b>First Generation Student</b>	<b>[n=18,592]</b>	<b>[n=21,578]</b>	<b>[n=22,888]</b>
Not First Generation	73%	72%	70%
First Generation	22%	23%	23%
Unknown	5%	5%	7%
<b>Sex</b>	<b>[n=18,592]</b>	<b>[n=21,578]</b>	<b>[n=22,888]</b>
Female	73%	56%	55%
Male	46%	44%	45%
<b>Total</b>	<b>18,592</b>	<b>21,578</b>	<b>23,006</b>

Table 4 - Participant Demographics 2017-2019  
 \*Includes Pharmacy, Law, Medical, and Veterinary School

## Resident Survey

First, residents were asked how likely they are to recommend The Big Event to their family, friends, and neighbors within the College Station and Bryan area based on this year's experience. Out of the 2322 people who received the survey, 1600 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 91+, with the NPS ranging from -100 to 100. The NPS was found 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 highest performers usually between 50 and 80. The breakdown of the net promoter scores (NPS) are noted below in Table 3.

	<b>N</b>	<b>Percent</b>
<b>Promoter</b>	1,498	94%
<b>Passive</b>	64	4%
<b>Detractor</b>	38	2%

Table 5: Residents Recommend The Big Event (n=1600)

Respondents were then asked to explain their rating in regards to the question of their likelihood of recommending The Big Event to others. Of the 1,289 respondents, 29 were detractors, 39 were passive, and 1,221 were promoters. The detractors noted that their rating was because their requests that they made to The Big Event Staff were not met, such as, not receiving requested certain materials and not receiving participants that were needed for their specific project needs. Other residents had issues with their team themselves. Issues that presented were because their crew failed to show up, were late, did not finish their project, slacked off, or left early without finishing. The promoters responded by saying the students who came to work for them were hardworking, polite, and friendly. Many residents also said their teams finished their jobs, worked together efficiently, were quick learners, and exceeded their expectations. Additionally, residents saw The Big Event as a great way to meet students and give them an opportunity to give back that can provide good life experiences to students.

Next, respondents were asked how they heard about The Big Event, in a select all that apply format. Table 4 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 in a response and the most frequent comments included email, notification on the Bryan Texas Utilities (BTU), newspaper, and previous experience.

<b>How did you hear about The Big Event? (select all that apply)</b>	<b>2019 Percent [n=1539]</b>	<b>2018 Percent [n=1751]</b>	<b>2017 Percent [n=1888]</b>
<b>Past Experience</b>	<b>60%</b>	<b>49%</b>	<b>52%</b>
<b>Friends/Family/Word of Mouth</b>	<b>43%</b>	<b>49%</b>	<b>*</b>
<b>Other</b>	<b>9%</b>	<b>9%</b>	<b>24%</b>
<b>The Big Event Website</b>	<b>7%</b>	<b>8%</b>	<b>11%</b>
<b>Television Advertisement</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>
<b>Posters/Signs</b>	<b>4%</b>	<b>6%</b>	<b>4%</b>
<b>Facebook</b>	<b>4%</b>	<b>5%</b>	<b>6%</b>
<b>Radio Advertisement</b>	<b>4%</b>	<b>4%</b>	<b>5%</b>

Table 6: 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 29, 2019.

## **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 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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