
 Research Briefs from Crafton Hills Office of Research and Planning
Arts Day Spring 2011

Overview: In spring of 2011, Crafton Hills College (CHC) faculty, staff and students hosted the fourth annual Arts Day. This recruitment event exposes local high school students to the college's fine arts programs and support services available to them as prospective incoming college students. Attendees participated in a series of targeted arts experiences and interactive workshops in theatre improvisation, music, dance, art, and spoken word. This brief illustrates the perspectives of the ninety-eight participants who completed a one-page survey evaluating their experience.

Methodology: The February 25, 2011 event was attended by students from the following six local high schools; Redlands, Redlands East Valley, Yucaipa, San Geronio, Pacific, and Arroyo. To assess various aspects of the event, the Office of Research and Planning (ORP) in collaboration with the Dean of Arts and Sciences crafted a one-page evaluation form to collect feedback from the 108 students in attendance. In total, 98 valid surveys were collected and analyzed (response rate = 91%), the results provided are sufficient to generalize findings with a 95% confidence level¹.

The survey included one multiple choice question asking participants to indicate their plans upon graduating from high school. Using a four-point scale with choices ranging from *Strongly Agree* to *Strongly Disagree*, attendees were asked to rate their level of agreement with statements to gauge the perceived value and overall satisfaction with various aspects of Arts Day. Next, using a four-point scale (4 = Excellent; 3 = Good; 2 = Average; 1 = Poor), students rated the merit of the workshops they attended. Finally, respondents were given the opportunity to leave feedback, comments, and suggestions in two open-ended questions.

Findings: Table 1 displays all responses to the question "what do you plan to do after high school, check all that apply." Respondents were more likely to indicate that they plan to attend Crafton Hills College (39%) and less likely to indicate plans to attend a vocational/technical school (9%).

Table 1: Plans following graduation from High School

What do you plan to do after high school?	#	N	%
Attend Crafton Hills College	38	96	38.8
Attend another community college	24	96	24.5
Attend a 4-year college or university	26	96	26.5
Attend a vocational/technical school	9	96	9.2
Work	10	96	10.2
Uncertain	22	96	22.4

Note: "#" refers to the number of times respondents selected that answer as their choice, "N" refers to the total number of respondents who answered this question, and "%" is the # divided by the "N".

¹ 1 Krejcie, R.V. & Morgan, D.W. (1970). Determining sample size for research activities. Educational and Psychological Measurement, 30, 607-610.

Table 2 is arranged by Mean score in descending order and excludes not applicable responses. The first column lists the statements, the second column (i.e. "N") shows the number of students who responded to the item, the column entitled "Min" shows the lowest response on the scale, the column entitled "Max" shows the highest response on the scale, the column "Mean" shows the average rating, and the last column shows the standard deviation. Students rated whether or not they agreed with the statements on a four point scale as follows:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

If the Min (i.e. lowest) score was a "3", that means that none of the students disagreed or strongly disagreed with the statement. If the Max score was a "4", that means that at least one student strongly agreed with the statement. As an illustration, if the mean score was 3.65, that would indicate that, on average, students either agreed or strongly agreed with the statement.

Respondents were more likely to indicate that their Art's Day attendance resulted in an increase of knowledge of Fine Arts at Crafton Hills College (Mean = 3.61). On the other hand, respondents were less likely to indicate that attending Art's Day helped them increase their knowledge of the application, registration, and financial aid processes at Crafton (Mean = 2.94)

Table 2: Perceived level of agreement of value and overall satisfaction with Arts Day

Please rate your level of agreement with the following:	N	Min	Max	Mean	Std. Deviation
After today's visit, I learned more about the Fine Arts at Crafton	92	2	4	3.61	.554
Overall, I am satisfied with today's visit to Crafton Hills College	97	2	4	3.58	.537
Today's workshops were interesting and useful	95	2	4	3.49	.563
After today's visit, I understand the application, registration and financial aid processes at Crafton	93	1	4	2.94	.719

Table 3 presents participant's level of satisfaction with the theatre, music, art, dance, and spoken word workshops. Respondents were more likely to rate all of the workshops as excellent or good. Specifically, 70% of the respondents felt the Art workshop was excellent. In addition, 59% of the respondents ranked the theatre and spoken word workshops as excellent.

Table 3: Perceived quality of Arts Day workshops

Workshops	Excellent		Good		Average		Poor	
	N	%	N	%	N	%	N	%
Theatre Improvisation	58	59.2	24	24.5	11	11.2	4	4.1
Music	47	48.0	36	36.7	11	11.2	3	3.1
Art	69	70.4	17	17.3	9	9.2	2	2.0
Dance	42	42.9	24	24.5	24	24.5	7	7.1
Spoken Word	58	59.2	22	22.4	10	10.2	7	7.1

Open Ended Questions: Attendees were asked to provide a response to the questions; "What did you enjoy most about Arts Day?" and "How can we improve Arts Day?" The key concepts from the comments were extracted and the following is a compilation of the major themes identified.

Overall, students most enjoyed the interactive workshops, hands on activities, and the environment created by the faculty, staff, and students who hosted the event.

- There were 34 comments specifically remarking about the opportunity for students to make their own t-shirts / screen-printing. One student stated, "Thanks CHC, I got a Rockin' new t-shirt!"
- Students were very pleased with the workshops. The Art and Music workshops were both identified by 7 students as their favorite part of Arts Day. The Spoken Word workshop had 20 students identify it as a highlight and included comments such as; "I feel inspired now" "Spoken Word was really inspiring, to the point that I want to become a poet." The Theatre / Improvisation workshops were identified by 16 respondents. One student said, "I loved the improv it made me laugh and we got to act silly." Another favorite was Dance, identified by 11 students, specific comments included; "I really like dance it was easy and fun" "dance workshops were the most interactive and the ones I enjoyed the most." General comments such as, "I enjoyed every workshop" and "I love how interactive the workshops are" were also common.
- The Introduction dances and performance were emphasized by 6 students as a favorite part of Arts Day.
- The students were the focus of comments left by 7 students which included, "They helped us participate in every activity" "I love how everyone was so nice, funny, and open" "I love the energy of the students"
- All of it and everything were comments left by 7 students, and lunch was also identified by 7 students as a favorite.
- The information on what Crafton Hills College offers was chosen by 3 students who said, "I would like to attend Crafton", "I didn't know they offered that here", and "walking around and seeing the school" were highlights of their day.

On the whole, the comments included as suggestions for improving Arts Day were general in nature. While 9 comments suggested no need for improvement, 11 respondents suggested that opportunities for exposure to additional kinds of art, specifically painting, drawing, choreography, hip hop dancing, and visual arts would be ideal. In addition, there were several specific proposals for organization of the event next year.

- 8 respondents identified the need to improve the food, such as adding a vegetarian and vegan menu option. One student asked for "more cookies- less wrinkly apples."
- 4 students suggested future attendees should have a choice to attend only workshops and groups that emphasize things that they are interested in.
- 3 students believe that keeping schools together would make the experience more enjoyable.
- "Explain the student body life more and what each class is really about", "More explanations of what goes on in classes as in projects, homework, etc." "Would like to have seen more of the Art studio" and "more about the application process, classes, and majors" were thoughts from students who feel that more information about the college would be an improvement.
- Other ideas for improvement included; the ability to choose shirt-sizes with registration and have artwork from Crafton students on display.

Any questions regarding this report can be requested from the Office of Research and Planning at: (909) 389-3391 or you may send an email request to mriggs@craftonhills.edu

