



6th Annual Arts Day Evaluations

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Purpose of Brief

This brief illustrates the perspective of the ninety participants who completed a one-page survey evaluating their experience at the Sixth Annual Arts Day in Spring 2013.

Summary of Findings

- 29% of respondents stated that they planned to attend CHC after graduating from high school, while 20% of respondents stated they planned to attend another community college.
- 92% of respondents either agreed or strongly agreed that they were satisfied with the Arts Day event.
- 68% of respondents rated the quality of the Art workshop as excellent.
- 61% rated the theatre improvisation workshop as excellent.
- Additionally, the other three workshops were more likely to be rated excellent or good.
- 43 respondents mentioned the Art, t-shirt, or screen printing workshop as the most enjoyable part of Arts Day with one respondent stating they enjoyed, "being able to put a design on a t-shirt and getting to keep it."
- 23 comments mentioned the theatre improvisation as the most enjoyable part of Arts Day.

Overview

In Spring 2013, Crafton Hills College (CHC) faculty, staff and students hosted the sixth 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 creative writing.

Methodology

The Office of Institutional Effectiveness, Research and Planning in collaboration with the Dean of Arts and Sciences developed a one-page evaluation form to collect feedback from students attending the Sixth Annual Arts Day. The survey included one multiple choice question asking respondents to indicate their plans upon graduating from high school. Two Likert-scale questions gauged respondents' perceived value, perceived quality, and overall satisfaction of the event. Finally, respondents were given the opportunity to leave feedback, comments and suggestions in two open-ended questions. In total, 90 valid surveys were collected and analyzed.

Findings

Table 1 displays respondents' plans upon graduating from high school. Respondents were most likely to indicate they plan to attend CHC (29%) and least likely to indicate plans to attend a vocational/technical school (3%). Twenty-eight respondents stated they planned to attend another community college.

Table 1. Plans upon graduating from high school.

Statement	N	%
Attend Crafton Hills College	39	28.9%
Attend another community college	28	20.7%
Attend a 4-year college or university	25	18.5%
Attend a vocational/technical school	4	3.0%
Work	20	14.8%
Uncertain	19	14.1%
Total	135	100.0%

Note: "N" refers to the number of respondents who selected that answer and "%" refers to N divided by the Total N.

Table 2 illustrates respondents' perceived value and overall satisfaction with the event. Over 92% of respondents were satisfied with Arts Day, and 90% of respondents either agreed or strongly agreed that the workshops were interesting and useful. While 89% of respondents either agreed or strongly agreed that they learned more about the Fine Arts program at CHC, only 65% of respondents stated they understand the application, registration, and financial aid processes.

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

Statement	Strongly Agree		Agree		Disagree		Strongly Disagree	
	N	%	N	%	N	%	N	%
Overall, I am satisfied with today's visit to Crafton Hills College.	49	54.4	34	37.8	3	3.3	4	4.4
Today's workshops were interesting and useful.	38	42.2	43	47.8	5	5.6	4	4.4
After today's visit, I learned more about the Fine Arts at Crafton Hills College.	44	48.9	36	40.0	7	7.8	3	3.3
After today's visit, I understand the application, registration and financial aid processes at Crafton Hills College.	18	20.2	40	44.9	27	30.3	4	4.5

Table 3 illustrates respondents' perceived quality of the five workshops provided to participants. Overall, 68% of respondents rated the quality of the Art workshop as excellent, and 61% rated the theatre improvisation workshop as excellent. Additionally, the other three workshops were more likely to be rated excellent or good.

Table 3. Perceived quality of Arts Day workshops.

Workshop	Excellent		Good		Average		Poor	
	N	%	N	%	N	%	N	%
Theatre Improvisation	54	60.7	25	28.1	7	7.9	3	3.4
Music	31	34.4	37	41.1	15	16.7	7	7.8
Art	60	66.7	17	18.9	10	11.1	3	3.3
Dance	39	43.8	20	22.5	25	28.1	5	5.6
Campus Tour	29	32.2	31	34.4	21	23.3	9	10.0

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?" Major themes in the responses were identified and compiled. Forty-three respondents mentioned the Art, t-shirt, or screen printing workshop as the most enjoyable part of Arts Day with one respondent stating they enjoyed, "being able to put a design on a t-shirt and getting to keep it." Twenty-three comments mentioned the theatre improvisation with one respondent stating, "it enlightened me on how to improve my acting. [There was] positive energy surrounding the environment", and another 23 comments mentioned lunch or the food. An additional 16 comments mentioned the dance workshop positively. Overall, 9 respondents enjoyed the environment created by the faculty, staff, and students who hosted the event.

When asked what could be improved, many respondents stated nothing or provided positive comments about the event without improvements needed (20 comments). Twenty-one respondents mentioned improving the campus tour, although some respondents wanted a longer tour while some wanted less walking. Seven respondents recommended expanding visual arts.