Welcome to the 2014–2015 Assessment Highlights Publication!

The Carolina Union is committed to creating safe, inclusive, and educational experiences that enable students to maximize their time at Carolina. This publication is a showcase of the great work and the assessments being done in each of the five areas that comprise the Union. In 2014–2015, the Union reexamined its approach to collecting data by identifying ways that we can incorporate assessment into current programming and services and ways to use it to plan for the future. This multistep process began with department reviews and an evaluation of programs and services.

Our Department Reviews consisted of evaluating our programs and services. Meetings were held throughout the year with students, staff, faculty, and other various departments to further understand the needs and desires of the various stakeholders. Additionally, each area within the Union was asked to provide a glimpse of their work over the past year. As the Union continues to enhance our assessment initiatives, we will strive to use all data collected to inform our practice through programs and services that emphasize student engagement and learning as the top priority.

Thank you,

Becki Santiago
Student Development Specialist
Carolina Union
University of North Carolina at Chapel Hill
MISSION and OBJECTIVE

The assessment highlighted throughout this document maps to the Division of Student Affairs’ initiative Excellence in Action. Excellence in Action is a multifaceted initiative which encourages purposeful, measurable engagement with the Carolina community. Here in the Union, our mission to create safe, inclusive, and educational experiences is demonstrated throughout the wide variety of programs, services, and spaces we provide to the Carolina community.

Our commitment to Excellence in Action is demonstrated through the assessment projects found in this document. Each project is listed with its mapped competencies.

DYNAMIC LEARNING

The intellectual exploration of existing and emerging knowledge through the use of critical thinking, creativity, innovation, and communication skills that develops life-long learners with the capacity to address real world problems.

- Critical Thinking
- Creativity and Innovation
- Communication

HONOR

The fortitude, courage, and character to stand by personal and community principles. The willingness to sacrifice short term personal gain for the good of long-term goals and the good of the community. Holding oneself to congruency between one’s values and everyday actions and interactions.

- Ethics and Integrity
- Fairness and Respect for Others

PERSONAL RESPONSIBILITY

The ownership of one’s actions and commitments through ongoing reflection and engagement with others, in order to develop self-awareness, interpersonal skills, wellness, and resiliency. This process allows one to achieve authenticity, balance, and a sense of purpose, which provides a path towards a congruent wholehearted life.

- Self-Awareness
- Interpersonal Development
- Wellness and Resiliency

COMMUNITY ENGAGEMENT

The commitment of an individual to develop cross-cultural perspectives. To actively engage in local and global communities as a result of a sense of responsibility.

- Civic Involvement
- Local and Global Citizenship
- Cross-Cultural Perspectives

The role of assessment is a critical pillar of Excellence in Action as it supports high-impact co-curricular programs that transform and empower students to connect experiences in and out of the classroom.
Union Administration coordinates much of the activity associated with the Union. From helping with programming to assisting with the needs of student organizations and departments, this area often wears multiple hats.

**EBI OVERVIEW HIGHLIGHTS**

The Carolina Union is committed to fostering an inclusive, safe, and educational environment. One of the ways we demonstrate this commitment is through participating in a bi-annual nationwide survey that allows us to benchmark our services, programs, and facilities against ourselves and other institutions.

Educational Benchmarking Incorporated (EBI) works closely with the Association for College Unions International (ACUI) to deliver a robust instrument that is disseminated across our campus, and is made available to all students at the University of North Carolina Chapel Hill.

In 2014, the Carolina Union participated in the EBI survey for the fifth time. We had an all-time record number of student respond in 2014, with 1119 student voices represented.

The EBI survey is comprised of twelve factors. We received a score in each of the factor areas, based on how the students responded to the questions related to each factor.

**Factor 1** Publicizes the Union and Promotes Campus  
**Factor 2** College Union has a Positive Environment  
**Factor 3** College Union is Student-Oriented  
**Factor 4** College Union is a Source of Entertainment  
**Factor 5** College Union Enhances Life and Leadership  
**Factor 6** Union Food Variety, Quality, and Price  
**Factor 7** Aspects of Dining Service  
**Factor 8** Bookstore Staff  
**Factor 9** Bookstore Items’ Variety and Price  
**Factor 10** Union Cleanliness  
**Factor 11** Union Staff  
**Factor 12** Overall Program Effectiveness
Once we received our 2014 report from EBI, it was determined that Factor 1 and Factor 5 were the two critical factors that we wanted to focus this review on. These areas were identified by EBI as the Union’s Top Priority. These two areas have the largest impact on students, and increasing scores in Factor 1 and 5 is likely to increase our overall program effectiveness (Factor 12).

Factors 6, 7, 8, and 9 were not considered when the committee reviewed the overall data and EBI report. These factors are in relation to food, dining services, bookstore services, and bookstore staff. These four areas were identified by EBI as non-predictors of impact on overall program effectiveness. In the future these factors will be completely eliminated from the instrument, resulting in a shorter survey for our students to utilize and a potentially higher overall program effectiveness score.

**DATA’S IMPACT**

EBI results influence every area in the Carolina Union. We have continued to focus specifically on Factor 1 (Publicizes the Union and Promotes Campus) and Factor 5 (College Union enhances Life and Leadership). Examples of our commitment to raising these scores include hosting critical campus events like Carolina Conversations, along with the creation and centralization of one dedicated area within the Union, titled Student Life & Leadership.
The Carolina Union Board of Directors is comprised of a representative group of leaders on campus, including the Director of the Carolina Union, faculty members appointed by the Chancellor, appointed graduate students, and select student leaders from various student organizations. The Board meets on a monthly basis to discuss the operation of the Union and how to better improve students’ experiences with the Carolina Union. This year we delivered a comprehensive instrument to all board members during their Fall Retreat in September 2014. We then delivered the same instrument in March 2015 to explore the differences that occurred throughout each board member’s term.

**Goals reported by Board of Directors members at the beginning of the year included:**
- Understand and assist with long-range planning for the Union
- Ensure students are aware of the Board
- Fully understand Union functions and departments

**When asked what they felt they accomplished throughout the 2014–2015 year, members responses included:**
- Created the infrastructure to successfully split the CUAB President and Chair of the Carolina Union Board of Directors positions
- Began to take a stance on important campus social issues
- Started a master plan that will change the image of the Union in the future, as well as created a very in depth dialogue on the reconstruction of the Pit
- Strengthened Board structure and institutional memory
As we begin developing the Fall Retreat for the Board of Directors, we will incorporate reviewing specific expectations including program attendance and presentations hosted by the Union.

**RESULTS**

<table>
<thead>
<tr>
<th>Average Pre-test Score</th>
<th>Average Post-test Score</th>
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List the six members of the leadership team.

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Do you agree with the statement: “I am confident in my knowledge of the Carolina Union resources, services, and programs.”

<table>
<thead>
<tr>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
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<tr>
<td>50%</td>
<td>100%</td>
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Indicate your level of agreement with the statement: “Board Leadership takes steps to ensure that fiscal reports are thoroughly understood by all board members.”

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How many Union events do you anticipate attending/did you attend throughout the 2014–2015 year?

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Communications and Creative Services makes the Carolina community aware of Union services, spaces, and events through a variety of marketing initiatives. This department also provides creative services to officially recognized student organizations, Student Affairs departments, and other University departments. This department of full-time and student staff tackles over 300 design requests annually and brings holidays and new campus traditions to life by planning engaging events and promotions.

TREAT YO SELF THURSDAY

This Union signature event was started in the fall of 2014 to offer an open forum for students, staff, and faculty to indulge in sweet treats and conversation. These events happen once a month on a Thursday afternoon. The event has provided the Union with an informal opportunity to learn more from the community about a variety of topics including furniture preference, future programming, and diversity initiatives.

In addition to handing out cupcakes, Treat Yo Self Thursday has provided a great opportunity to Union staff to distribute marketing materials in a timely manner. During the 2014–2015 year, items have included CUAB film brochures, Halloween handbills, Student Staff hiring cards, and ESPN wristbands.

600 CUPCAKES are given away within the FIRST HOUR of the program
Treat Yo Self Thursday has grown throughout this year, so we will continue to host these monthly opportunities next year. The quick assessments we have been able to collect from students have provided us with support for various projects including Pit renovations, an activities board restructure, and furniture consideration. Next semester we are exploring creating a series of questions that are all related to Carolina Conversations to continue to support the University’s initiative.
The Office of Events Management is committed to helping organizations plan and produce vibrant, creative and successful events by providing a step-by-step process for event planning for all events. This office is responsible for helping student organizations, UNC departments and affiliates, and external clients schedule and produce over 16,000 reservations annually.

**POST EVENT SURVEYS**

The Events Management team is committed to assisting clients and better understanding their needs. At the end of all large scale events, clients are provided with an opportunity to provide us with feedback regarding their experience with the department, staff, and event venue. If clients choose not to complete the online survey, Events Management assistants reach out via telephone in order to offer clients every opportunity to provide us with feedback. We use this feedback to continuously update and improve our event planning process and foster stronger relationships with our clients.

**THE EVENTS PROCESS**

**DATE OF ASSESSMENT:** Ongoing  
**EXCELLENCE IN ACTION COMPETENCIES:** Dynamic Learning, Communication  
**ASSESSMENT METHOD:** Survey

*How easy was your initial events experience?*

- Very easy: 25%
- Easy: 44%
- Difficult: 22%
- Very difficult: 9%

**TOP 3 CHALLENGES OF THE EVENTS PROCESS**

- Utilizing VIRTUAL EMS Reservation System
- COSTS OF EVENTS
- ONSITE TECHNICAL ISSUES
**Staffing**

Percentage of clients who indicated

**The Union Staff’s Professionalism Exceeded Expectations**

81%

Percentage of clients who indicated

**The Union Staff’s Customer Service Exceeded Expectations**

84%

Percentage of clients who indicated

**The Union Staff’s Positive Attitude Exceeded Expectations**

88%

Percentage of clients who indicated

**An office or person was particularly helpful throughout the events planning process**

70%

**Use and Quality of Services**

Percentage of clients who reported using our

**Box Office Services**

57%

Percentage of clients who reported using our

**Tech Services**

60%

Percentage of clients who reported

**Event Venue & Equipment were set to their preference**

94%

**Data’s Impact**

With data to support the change, this summer Events Management will be implementing a new training module to allow students a user-friendly introduction to our events software. This will also incorporate our common practices and policies. We also have used the data collected regarding helpful staff members as a recognition tool.

"The staff in the Office of Events Management was very professional. On the day of the event everything was set up when they got there and ready to go. Staff the day of was very knowledgeable and the event went very smoothly."

"I would just say to make the website more clear about how to request a reservation and make the online reservation part simpler."

Homecoming concert in Carmichael Arena
Facilities Management supports all other Union departments to make sure the building is in tiptop shape. This department aims to ensure that all other Union departments have the facility they need to maximize their potential. Housekeeping and maintenance work together seamlessly to provide a building atmosphere that supports the Carolina Union mission to foster safe, inclusive, and educational experiences.

**FACILITIES MANAGEMENT EBI RESULTS**

Our Facilities Management Team consistently receives positive feedback from users of the Union regarding the maintenance and upkeep of Union spaces. For the fifth time, our Facilities team was the top scoring area when we received our Educational Benchmarking Inc. (EBI) results. The following data represents the Union’s EBI results in Factor 10, Union Cleanliness. This data has provided us with the opportunity to celebrate our Facilities Management team.

**DATE OF ASSESSMENT:** Fall 2014

**EXCELLENCE IN ACTION COMPETENCIES:**

- Dynamic Learning
- Communication

**ASSESSMENT METHOD:** Survey

**GRAPH 1: Factor 10 Scores 2006–2014**

In 2014 our score in Factor 10 (Union Cleanliness) was 6.04, far surpassing the EBI standard of 5.50. Factor 10 has consistently been our highest rated area.

**GRAPH 2: Factor 10 Satisfaction by Class Year**

Senior students were the most satisfied with the Union’s cleanliness, while graduate students were the least satisfied.
“The upkeep is great. Much better than any other building on campus.”

“Nick and his crew have a great eye for attention to detail and are passionate about what they do.”

“It would be great if communication on projects to the building got to staff in a timely manner. I think we need to know when something is about to start and when it will end.”

“Data’s impact

As Facilities Management continues to map out a renovation plan for the first floor of the Union, the data collected here provides them with an outline for setting primary and secondary goals and projects. The Facilities Management team is also working to release a new communication system that will allow all Union staff members to be made aware of projects start and end dates in a timely manner.

**DATA’S IMPACT**

The data collected regarding Facilities Management has given us the opportunity to celebrate an area that is often underappreciated. Facilities Management has also implemented a new system for maintaining the restrooms in hope that we will see a rise in this score in the 2016 results. We have also used this data to assist the External Review team in compiling their report of findings and recommendations for the future of the Facilities Management department.

**MAINTENANCE and HOUSEKEEPING SURVEY**

Our Facilities team recognized that outside users were very satisfied with their services; however, they also wanted to ensure they were capturing the needs of their internal users. An instrument was distributed to all student staff, full-time staff, and tenants of the Union in the Fall 2014 semester.

**RESULTS**

Overall, Union staff tended to have a more critical eye regarding the cleanliness of the Union facilities than our students. However, our students were slightly less satisfied with the Union maintenance than our staff.

“Data’s impact

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The Office of Student Life & Leadership of the Carolina Union empowers and transforms students, staff, and faculty to create positive sustainable change within our communities. The areas that comprise this department include: Carolina Leadership Development, Carolina Union Activities Board, Student Organizations, Union Student Staff Development, and Union Assessment.

**FALL TRAINING**

In Fall 2014, the Union hosted its first Union-wide training. The training occurred over four days and included supervisor training, general Union training, and departmental training. When student staff arrived onsite the first day of training, they were asked to complete a pre-test and at the end of the training were given the same instrument. The instrument asked questions regarding their knowledge of Union policies, procedures, staff, and employment opportunities.

**RESULTS**

101 student employees participated in the pre- and post-test. 100 of the 101 students maintained or increased their scores from the pre- to the post-test.

**DATA’S IMPACT**

Using these results we requested a budget increase to allow the four day model of Fall Training to continue. In the fall we will be expanding the options students have during training, creating more diversity in the programming to accommodate both our returning staff and our new staff.
STUDENT STAFF EVALUATIONS

Along with providing the first Union-wide training, Fall 2014 marked the first formal evaluations delivered to every student staff within the Union. All supervisors and students used the same rubric when evaluating their performance, allowing for comparison of supervisor ratings and self-ratings. The six elements students were evaluated on were job knowledge, efficiency, reliability, critical thinking, technical proficiency, and interpersonal communication.

EXAMPLE RUBRIC

All results are out of four, with a maximum total score being 24.

<table>
<thead>
<tr>
<th>Point of Review</th>
<th>1 - Emerging</th>
<th>2 - Developing</th>
<th>3 - Accomplished</th>
<th>4 - Expert</th>
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<tbody>
<tr>
<td>JOB KNOWLEDGE</td>
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<td>EFFICIENCY</td>
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<td>RELIABILITY</td>
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<td>CRITICAL THINKING</td>
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<td>TECHNICAL PROFICIENCY</td>
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<tr>
<td>INTERPERSONAL SKILLS</td>
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TOTAL SCORES: Out of 24

We were surprised to find that overall managers rated student staff higher than the students rated themselves.

BEST AREA: Out of 4

3.38 INTERPERSONAL COMMUNICATION
3.30 RELIABILITY

WORST AREA: Out of 4

2.11 CRITICAL THINKING
2.99 JOB KNOWLEDGE

DATA’S IMPACT

This was the first time all Union student staff were assessed in a systematic way using the same rubric. To try and raise the average score in the job knowledge area, each full-time supervisor will sit down to review the data and create a detailed plan for helping students understand the various work elements that fall into each of the six categories. These plans will be revealed to student staff during Fall Training. Full-time staff have had an opportunity to reflect and report back on the usage of the rubric, and we will be adjusting the rubric to fit various department needs.
Leaders within the Carolina Union Employee Forum (CUEF) were trained on focus group facilitation and hosted multiple opportunities for any student staff to come and share their stories and opinions regarding the Carolina Union Employee Forum (CUEF) and their employment experience. The following results highlight the focus group conversations and outline the feedback we received from the student leaders who were asked to facilitate the conversations.

**ROLE OF CAROLINA UNION EMPLOYEE FORUM**

When asked to discuss the role of Carolina Union Employee Forum, the most common response was that it allowed Union employees to connect to one another.

- Most students have contact with the Carolina Union Employee Forum through a person they know well or they have no contact at all.
- They appreciate the social events, however some feel isolated and only interact within their departments.

**CUEF EVENT PREFERENCES**

Overwhelming feedback indicated that student staff receive too many emails related to their employment and events within the Union.

**IMPROVING EMPLOYMENT EXPERIENCE**

Three common themes emerged when we asked the student staff about ways we could improve their experience in the Union.

- Allow students to utilize rooms that aren’t currently reserved.
- Provide more recognition or appreciation around mid-term and final exam times.
- Offer on-campus discounts, for example: The Pit Stop, Lenoir and Student Stores.
EMPLOYMENT TAKEAWAYS

The top 5 things students reported learning while working for the Union were:

- TIME MANAGEMENT
- PRIORITIZING TASKS
- TEAMWORK
- PROBLEM SOLVING
- PROFESSIONALISM

“I learned the importance of working as a team, because we have to do so many huge things together and it really forces you to pull your own weight and make sure you’re on top of things so that the whole team functions.”

“We all treat each other the same in that way. I work before you, I do my work so you don’t have to do both of our work because one day you’re going to be working before me.”

“It really taught me to be mature and to have a good work balance as well as extracurriculars and classes and things, so post-graduation I think working for the Union is going to be very beneficial.”

DELIGHTFUL DINNER REFLECTION

Student leaders serving on CUEF had the opportunity to host and facilitate the Delightful Dinners. After the conclusion of the event, we asked them to reflect on their experience.

Areas of Excellence

- The opportunity allowed students to gain skills in leading meetings, rationalizing input, and communicating well.
- The leadership and teamwork required will provide good examples for future job interviews.
- Leading the dinners helped legitimize the role of CUEF as student representatives who listen to the students.

Areas for Improvement

- Facilitators had trouble remaining neutral and not providing their own opinions.
- Facilitators believed the events could have been better advertised and had more options.
- Facilitators had trouble getting quieter participants to respond, as discussions were often monopolized by more outgoing students.

DATA’S IMPACT

We will continue hosting Delightful Dinners in the 2015-2016 year as they were a success for both the facilitators and student staff. We will use them to continue to explore areas of success and areas of improvement, and we may move to incorporate them into the professional development series we are creating.
Project Union is a series of creative, monthly events produced entirely by student staff of the Union. It promotes collaboration, communication, and community among our employees as well as the Carolina campus community. Project Union events are designed to engage and enliven non-traditional, little-used spaces in the Union. Events this year included karaoke, Cheerwine and design, and a variety of holiday-themed events. The following data outlines the highlights of Project Union and the student staff who hosted the events.

EVENT DATA

Attendance at Project Union varied on average between 50–160 students. In previous years, attendance at Project Union has largely been comprised of Union student staff. However, this year the majority of event attendees were non-employees.

PROJECT UNION COORDINATOR

Each event was supported by a team of student staff, and they reported to a student Project Union Coordinator. Student staff were asked to reflect on their experience with the coordinator.

STUDENT STAFF EVALUATIONS

Students had the opportunity to evaluate the work of their fellow staff members while planning Project Union.

Percentage who felt the Coordinator Answered BUDGET QUESTIONS

Percentage who felt the Coordinator Helped IMPROVE their Project

“Lack of or inconsistent communication was a problem.”

“It was difficult to find a time when everyone could meet, so we struggled.”
DATA’S IMPACT

Project Union has appeared in varied formats over the course of the past four years. With the creation of the Student Life & Leadership department and the strengthening of the Activities Board, Project Union will be taken over by CUAB in the 2015–16 year. In 2015–2016 we will replace Project Union with a professional development requirement. The data collected regarding numbers and student feedback has been influential in making this decision.

FUNCTIONAL LEADERSHIP WORKSHOP SERIES

In the fall of 2013 the Office of Student Organizations started a leadership development program called Functional Leadership Workshop Series. This program was designed to address the need of practical leadership development opportunities for student organization officers and general members. During the first year, 146 students representing 96 student organizations attended at least one of the 15 workshops. During the second year, we saw a 67% increase in attendance, with a 98% increase in number of student organizations represented in at least one workshop.

STUDENT ORGS 101:

The Student Orgs 101 workshop is part of our Basics series which cover topics regarding how an organization can maximize their use of the resources provided on campus and specifically through the Carolina Union. It is an introductory session designed for new or aspiring organizations, and/or new leaders of existing organizations.

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<tr>
<td>PRE-TEST</td>
<td>2.64</td>
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<tr>
<td>POST-TEST</td>
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<td>3.52</td>
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Participants performed better on the post-test at the conclusion of the one hour workshop as opposed to the pre-test prior to the workshop.

DATA’S IMPACT

The data collected for the Student Orgs 101 workshop not only provided us insight as to how much students knew prior to attending the workshop, but allowed us to modify the presentation mid-semester in order to more fully address gaps in the presentation materials. This has also allowed us to make modifications to the session which will be incorporated into a comprehensive officer training.
LEADERSHAPE

The LeaderShape Institute® celebrated its five year anniversary at UNC-Chapel Hill this past spring. The Institute is a week long immersion experience that provides participants the opportunity to create a just, caring, thriving world and live in possibility for the week. The UNC session of the Institute has impacted over 400 students, staff, and community partners. The Institute continues to show impact from the assessment data both quantitatively and qualitatively.

CREATING A VISION

At the Institute students engage in the process of creating their own vision for the world, their passions are inspiring and several visions from the 2015 session are featured below. The process of creating a vision acts as a direct assessment of their knowledge and skill development in strategic thinking.

“To end poverty and raise the standard of living for everyone with the introduction of technological development and best practices to underdeveloped economies.”

“A future where queer people of faith will feel loved, accepted, and validated by their communities of queers and of people of faith.”

“A world in which everyone is free from discrimination.”

“A world where individuals feel safe and empowered to live their lives to the fullest.”

EVENT EXPERIENCE

The LeaderShape Institute® was a VALUABLE EXPERIENCE in developing my capacity to lead.

I WOULD RECOMMEND the LeaderShape Institute® to others.

DATA’S IMPACT

The data we receive from the Institute both qualitative and quantitative in nature allows Carolina Leadership Development to measure the growth and development of our students. The data speaks to the high impact practices we provide and contributes to the overall impact of our office.
CAROLINA UNITED

Carolina United is a signature program of Carolina Leadership Development and seeks to explore the intersection of social identities through intergroup dialogue. This five day immersion program serves as a catalyst for social change at UNC through creating safe and inclusive environments, using variety of interactive activities, and promoting peer facilitation.

EVENT EXPERIENCE

The data collected is a reflection of the student experience and their change in perception of their own ability to make an impact on campus regarding issues of diversity and multiculturalism.

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<th>Overall Rating of the</th>
<th>CAROLINA UNITED EXPERIENCE</th>
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<td>ABILITY TO MAKE AN IMPACT</td>
<td>on campus regarding issues of diversity and multiculturalism</td>
<td>7.875</td>
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DATA’S IMPACT

The data has shown significant impact on the students’ ability to make a difference on campus regarding issues of diversity and multiculturalism. Because of the significance of the data, we have decided to create a more detailed assessment and parcel out the experience of our counselors and participants. Upon review of the high impact practice model, we have determined both the counselor and participant experience qualify as a high impact practice and intend to measure the results at the upcoming program.