CIE ASSESSMENT REPORT

Program: Spring Study Abroad Fair Date: January 29, 2015

SUMMARY OF PROGRAM:

CIE hosted its annual study abroad fair on Thursday, January 29th from 11:30 a.m. to 2:00 p.m. There were 50 tables at the fair, representing Loyola’s summer study abroad programs, Loyola semester and yearlong programs, ISEP programs, and third party programs. Passport Services and the U.S. Postal Service also attended, and processed passport applications and renewals at the event. Approximately 150-200 students attended the fair (compared to about 200-250 in 2013); Approximately 29 students and faculty/staff members applied for new passports and 11 applied for renewals at the event (compared to 20 total last year).

OBJECTIVES/GOALS:

- The main goal of the study abroad fair is to expose students to international academic opportunities by providing them a chance to speak with study abroad program representatives and students returning from study abroad experiences. Tables are also set up for general study abroad advising, academic advising, and financial aid and scholarship advising.
- Another goal of the event is to provide students with the opportunity to acquire a passport.

EVALUATION/ASSESSMENT METHODS:

The success of the event is determined by the following:

- Number of fair attendees (the number of tables and the number of students that attend the fair)
- Number of applications for passports
- Feedback from program representatives: An evaluation form is distributed to all program representatives (exchange students, past study abroad participants, faculty/staff, and program providers).
- CIE evaluation of the event.

SUMMARY OF CHANGES IMPLEMENTED FOR THIS PROGRAM:

- Passport services and USPS were given 5 tables rather than 4.
- Marketing was more exhaustive:
  - The Peer Advisors and I made some classroom announcements in early January.
  - E-mails were sent before the winter break as well as each week leading up to the event along with social media and posters everywhere.
  - The confirmation packet was prepared as a pdf with clickable links and e-mailed.
  - Parking passes were given out upon arrival since many people are traveling the weeks before the fair.
- Rather than having meal passes (which are only for the OR) jambalaya and gumbo were catered from Sodexho and served in the Claiborne room. This would be much easier and possibly less expensive than only ordering king cake and purchasing meal vouchers which may not be used.
  - This would also allow the student volunteers to eat.
- The outside participants were sent a link to a Google form rather than the paper form which also eliminated unnecessary information and allowed for more accurate and timely tracking of who would be attending.
- The room layout stayed the same as in previous years but the Loyola programs were given priority placement in the middle aisles, closest to the doors to drive traffic.

SUMMARY OF EVALUATION/MEETINGS:

- 43 tables (compared to 45 tables last year)
- 150 sign-ins. Estimated attendance: 150-200 students
- 40 passport applications (compared to 20 last year)
- Attendees 17 providers, 5 faculty led, 20 student reps for Loyola programs, Diversity Abroad and the Peace Corps were given tables
- 30 evaluations (16 providers, 5 faculty/staff, 8 student and 1 unidentified) were collected at the end of the event.
  - Summary:
    - 90% of representatives rated the event as “good” or “excellent”
    - 80% of respondents rated the time/duration of the event as excellent or good
    - 89% of respondents rated the registration process as excellent or good
    - 93% of respondents rated the pre-fair information as “good” or “excellent”
    - 2 respondents rated the room set up as fair while 27/30 (90%) rated it as excellent or good
    - Student attendance was rated as “good” or “excellent” by 16, “fair” by 10, and poor by 2
    - Of the overall rating of the fair, 93 % said it was excellent or good and no one rated it as poor.
- Specific likes included the “enthusiastic students”, local food, the location, and the organization of the event.
  - Friendliness of staff and information on processes
  - Thank you so much for the nice lunch! I also appreciated being in a space with natural light. Set up was easy and smooth, thank you!
  - Great location- accessible to many things; also local food!
  - Great communication before the event.
  - Students that were interested seemed genuinely interested- Knew what classes and where they wanted to go
• Well organized. Good student questions.
  Students were very friendly, very specific email with detailed information.

• 14 respondents supplied answers for specific dislikes
  o 9 commented on the lower or slow student attendance
  o In regard to the time, one commented that it was a shorter time frame

• 14 respondents supplied answers for suggestions for next year’s fair.
  o More advertising and creating some sort of incentive for students to attend were suggested.
  o 2 suggested longer hours and 1 suggested starting later
  o 3 suggested a different location or outside
  o More food and coffee was suggested
  o “Info for students on financial aid?”
  o “Perhaps explain more on Loyola’s own programs and why programs should be highlighted to students.”

Notable additional comments included:
  o I would’ve liked to hear more about how you would like providers to speak about program options. We want to support you and your mission as much as possible.
  o Thank you for providing such great hospitality and making us feel welcome. Also thanks for letting us ship boxes ahead of time. Overall it’s very easy to come here and participate fully in the fair.
  o It was good that there were a lot of representatives from each university willing to give information to prospective students. But it would be better if there were a representative from each university as many people wanted to know about Ireland but there was no one there.
  o I enjoyed it; enjoyed talking to students very much.
  o Fantastic peer advisors (Sonia)

**CHANGES FOR NEXT PROGRAM:**
  o More stick in the ground “Study Abroad Fair” signs need to be ordered
  o More food should be ordered from Sodexho but a sign should also be put on the door to deter non-participants
  o Coffee would also be a good addition
  o The fair invitation/announcement should be sent earlier since some providers book travel so far in advance that they couldn’t come
  o I do include a brief paragraph about our provider policy but we either need to draft a more detailed e-mail or do a brief Q&A session will everyone during the set-up hour
  o E-mail marketing as well lots of on campus posters were effective but perhaps more targeted marketing could be done by working with academic departments, financial aid, and other on-campus allies
  o There needs to be a better method for tracking people entering the venue. Sign ins are easier but many students bypass the table and it also depends on the students we have sitting at the entrance.

**Attachments**

Evaluation of Spring 2015 Education Abroad Fair

<table>
<thead>
<tr>
<th>Item</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Fair Location</td>
<td>Excellent 21</td>
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<td></td>
<td>Good 6</td>
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<td></td>
<td>Fair 3</td>
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<table>
<thead>
<tr>
<th>Time/Duration</th>
<th>Rating</th>
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<tr>
<td>Excellent 16</td>
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<tr>
<td>Good 8</td>
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<td>Fair 6</td>
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<table>
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<tr>
<th>Registration Process</th>
<th>Rating</th>
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<tr>
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<tr>
<td>Good 10</td>
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<td>Fair 3</td>
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<td>Poor</td>
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<table>
<thead>
<tr>
<th>Pre-Fair Information</th>
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<tr>
<td>Excellent 18</td>
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<td>Good 10</td>
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<tr>
<td>Fair 2</td>
<td></td>
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<tr>
<td>Poor</td>
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<table>
<thead>
<tr>
<th>Room Set-Up</th>
<th>Rating</th>
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<tbody>
<tr>
<td>Excellent 18</td>
<td></td>
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<tr>
<td>Good 9</td>
<td></td>
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<tr>
<td>Fair 2</td>
<td></td>
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<tr>
<td>Poor</td>
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</table>
Student Attendance
Excellent 2
Good 14
Fair 10
Poor 2

Overall
Excellent 11
Good 17
Fair 2
Poor

Comparison to last spring’s fair
Excellent 3
Good 4
Fair 1
Poor 1
n/a 17

What specifically did you like about the event?
Very enthusiastic students!
The space and campus location
Friendliness of staff and information on processes
Thank you so much for the nice lunch! I also appreciated being in a space with natural light. Set up was easy and smooth, thank you!
Great location- accessible to many things; also local food!
Great communication before the event.
How all the countries were organized and that foreigners currently studying abroad in New Orleans were here to vouch for their school.
The location is great and allows students to take their time.
Great set up, wonderful refreshments and great instructions for first time visitors! Very organized!
Organization, space, refreshments
Very well organized
Students that were interested seemed genuinely interested- Knew what classes and where they wanted to go
Well organized. Good student questions.
Meeting with Alisa and interested students.
Passport
Good location and great mix of programs
It was conveniently located and logically arranged. Love having USPS do passport apps on site.
Food, chocolate, good atmosphere
Meeting with students
Set-up really good- spacious for people to walk around; passport done very well
Students were very friendly, very specific email with detailed information.
Lot of choice for students.
Lots of countries were represented.
The energy.

What specifically did you dislike about the event?
The shorter time frame
Can't think of anything!
Would have liked more students to come though!
Slow student flow
IEADE and ESADE need brochures
Poor attendance- but not sure what additional marketing you could do- maybe some raffles and food would bring in more students
Not many students
While student attendance seemed good overall, things were a bit slow for me
Ran out of cake :( 
Layout
Not enough student bodies
Not enough people showed up compared to last semester
Not a lot of students.
There were not a lot of students who attended.

What suggestions do you have for improvements?
Longer time
None
Longer hours- earlier start time? 10 am?
Continue to build traffic. Perhaps offer incentives for student attendance? Or set up in a location where students will be passing by?
Start later- more students come after 12 pm
Info for students on financial aid?
Perhaps explain more on Loyola’s own programs and why programs should be highlighted to students.
More marketing!
More food and drink- it ran out before we got there.
Food readily available to students who attend- advertise lots of king cake!
More on-campus promotion.
Maybe some more on campus promotion.
Coffee!
Outside is better.
Change location.

**Will you participate in future Loyola study abroad fairs?**
Yes! (23)

**Additional Comments**
Fantastic peer advisors (Sonia)
Great to talk to and a wonderful advocate for study abroad
I would’ve liked to hear more about how you would like providers to speak about program options. We want to support you and your mission as much as possible.
Great job organizing!
Thanks for planning everything!
Thank you :)
Thank you! It was a great day overall. And the food was very tasty.
Thanks for a delicious lunch!
Thank you for the lunch and king cake!
Thank you for providing such great hospitality and making us feel welcome. Also thanks for letting us ship boxes ahead of time. Overall it’s very easy to come here and participate fully in the fair.
It was good that there were a lot of representatives from each university willing to give information to prospective students. But it would be better if there were a representative from each university as many people wanted to know about Ireland but there was no one there.
I enjoyed it; enjoyed talking to students very much.
Nice meeting you and your students
This fair is better than the one in my home country so good job.
I want some delicious food.

**Please choose one to describe yourself-**
Student 8
Faculty/staff 5
Program Provider 16

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<thead>
<tr>
<th></th>
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<th>Price</th>
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<tbody>
<tr>
<td><strong>FOOD</strong></td>
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<tr>
<td>By The Pan - Chicken and Andouille Gumbo - serves 25 - each</td>
<td>1</td>
<td>$49.99</td>
<td>$49.99</td>
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<tr>
<td>Traditional King Cake (Large) (Feeds 20-25ppl)</td>
<td>2</td>
<td>$32.00</td>
<td>$64.00</td>
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<tr>
<td>By The Pan - Tossed Green Salad (Mixed Greens, Tomatoes, Red Onion and Cucumbers) (Balsamic Vinaigrette and Ranch Dressing)</td>
<td>30</td>
<td>$2.00</td>
<td>$60.00</td>
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<tr>
<td>By The Pan - Vegetarian Jambalaya - serves 24-25 - each</td>
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<td>$45.99</td>
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<tr>
<td><strong>BEVERAGES</strong></td>
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<tr>
<td>Aqua Fresca - (Citrus ) -per gallon</td>
<td>2</td>
<td>$5.00</td>
<td>$10.00</td>
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<tr>
<td>Iced Tea - per gallon</td>
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<td>$15.99</td>
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<tr>
<td><strong>LABOR</strong></td>
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<tr>
<td>1 Set/Clean/Attendant @ 4hrs- per hour (Minimum 4hrs)</td>
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<td>- Burgundy Skirting</td>
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</table>
- Client will provide 2 tables for food and beverages
- 6in plates, forks, and napkins for Jambalaya
- 5oz black bowls for Gumbo
- Bio Ware cup for beverages

4 $19.50 $78.00

Order Summary
Food $219.98
Beverages $25.99
Labor $78.00

Order Totals
Sub Total $323.97
On Campus Tax $14.14
Order Total $338.11
Balance Due $338.11