



Office of Student Life and Cultural Centers
**A Qualitative Assessment on how the Diversity Ambassadors
Experience Impact Student's Cultural View**
Assessment Report

La'Keisha Gilford-Beard, Coordinator, African American Student Center

Choose One: Learning outcome assessment

Date of Assessment Implementation: March 2010

Date of Report: July 2010

Purpose of Assessment

Students are offered several programs managed by the Cultural Centers that strive to impact their development through cultural enhancement. The Diversity Ambassadors program is managed by the professional staff in the African American Student Center. The Diversity Ambassador Program was assessed on several levels to evaluate student learning, impact and program satisfaction.

Targeted Learning Outcome

Following participation in a Cultural Center program, students will be able to articulate one learned aspect about the respective cultural community(ies) presented. Participants will be able to connect this experience to at least two of the Universities Learning outcomes. Participants will be able to identify at least one way that they will give get involved in their community.

Assessment Methodology

Program participants completed paper surveys and submitted statements of impact at the end of the program. The survey was comprised of 5 likert scale questions and 4 open ended questions pertaining to acquired knowledge, their satisfaction with the program and their level of commitment to get involved in the community.

Results

All 10 program participants completed and submitted a statement of impact. Below is selection of responses collected.

- "This trip and program has helped me to realize that there is greatness within me and every day I must strive to live that greatness. The heroes and accomplishments from the past have shown me that I, an ordinary person, can have a lasting effect on the future. Anything can be achieved through God, optimism, hope, preparation, hard work, and perseverance."
- "Children and college students played a huge role in the movement. That has made me reflect on what I am doing with my talents and energy."
- "This experience has opened my eyes to injustices, both past and present, and given me the tools and courage to act upon those I see."
- " During my trip to the south I have gained a greater appreciation for the number of countless people who everyday endured the harsh reality of racism so that I can exercise my rights not just as an African American woman but a human being in general."

- “I didn’t realize how instrumental White people were in the Civil Rights Movement”
- “I realized that I have a responsibility to enact change in my community”
- “The Diversity Ambassador Program is a life changing experience. I feel more empowered to get involved and effect change.”

90% of the program participants were able to connect their Diversity Ambassador experience to at least 2 of the Universities Learning outcomes.

100% of the program participants were able to identify at least one way that they will get involved in their community

100% of the program participants either strongly agreed or agreed that this program fulfilled their expectation.

100% of the program participants either strongly agreed or agreed that they would recommend this program.

Implications for Practice

We will continue to look for sites and course assignments to add to the experience to further participants’ knowledge. Continue to explore ways to ensure that participants are able to connect this experience to the university’s learning outcomes.