



Office of Student Life and Cultural Centers
**Measuring the Impact of Participation in the
African American Heritage Tour**
Assessment Report

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Choose One: Learning outcome assessment

Date of Assessment Implementation: April 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 African American Heritage Tour is managed by the professional staff in the African American Student Center in connection with faculty member Dr. Toni Humber from the EWS Department. Connecting with Cal Poly Pomona's learn-by-doing approach the African American Heritage Tour was assessed to evaluate student learning and program impact. Participants were asked 3-4 open ended questions pertaining to information presented on the tour and the personal impact of the experience for them. The African American Heritage Tour is managed by the professional staff in the African American Student Center. The guided tour involves learning about the African American influence in Los Angeles by visiting sites of historical and cultural significance.

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.

Assessment Methodology

Students were asked 3-4 open ended questions in a paper survey.

What did you learn?

Share one thing about the African American influence in Los Angeles.

What personal impact did this experience have on you?

Results

Of the 56 participants, 28 of them responded to the survey questions. Selection of key tabulated data collected from the question share one thing about the African American influence in Los Angeles.

- I learned that African American history and Latino History are very intertwined in Los Angeles.
- African Americans have rich history in Los Angeles.
- I learned so much about Los Angeles history. I never really thought about slavery reaching LA, but I learned about Betty Mason.
- The African American community has so much to be proud of and I didn't even realize it.
- I didn't realize that people in California participated in the Civil Rights movement.
- There are a lot of historic places connected to African Americans and religion

- There is so much history right in the community that I grew up in that I have never known about I feel cheated.
- Raised Awareness.
- I loved seeing American I Am, I always wanted to participate in the Diversity Ambassador program, but I haven't been able too, now I am more excited than ever to apply.
- I am in awe of the contributions that Blacks have made.
- I have a renewed interest in doing work to unite black and brown people.

Implications for Practice

In addition to learning about the history that is shared with them, students are making personal connections to their lives. The value of continuing this program is clear and will be enhanced by working with student to continue to look for new sites and experiences to add to the tour.