



Department Name  
**The ASI Bronco Events and Activities Team (BEAT)**  
Assessment Report

Associated Students, Inc.  
2012-13

**Choose One:** Learning Outcome Assessment

**Date of Assessment Implementation:** January 2013

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**Purpose of Assessment**

This assessment started as a promotional video to highlight the experience of being a student leader planning events with the Bronco Events and Activities Team (BEAT). The intent was to use the video as a marketing tool to recruit students to join BEAT, but after reviewing the footage, the advisors realized that the video was truly a testimonial to the learn-by-doing experience. A poster presentation was developed to accompany the video interviews and both were presented at the Stories of Successful Learning event in Winter Quarter.

**Division Learning Outcome** Intellectual & Practical Competencies

**Targeted Learning Outcome**

Students participating in ASI BEAT will develop the following six competencies:

**Leadership Development**

Students will demonstrate the ability to plan ahead and respond to unexpected challenges in the process of guiding others toward a set of desired results or outcomes that are based on organizational needs rather than individual interests.

**Effective Communication**

Students will apply verbal, written, visual and listening skills to communicate persuasively and coherently to diverse audiences.

**Interpersonal Relationships**

Through their work in a team-centered environment, students will uphold trust and respect as core values in a multicultural working community, while recognizing the personal similarities and differences that create an effective team.

**Critical Thinking and Problem Solving**

When faced with challenges in their position in ASI, students will analyze information to develop a well-researched position and construct convincing arguments or strategies.

### **Organizational Planning**

Students will be able to develop a statement of purpose and identify criteria that include the effective use of resources such as time, people and finances in order to systematically proceed on a path to successfully accomplish team goals.

### **Social Responsibility**

Students will demonstrate an appreciation for the privileges and the responsibilities that accompany the role of the student leader and be able to prioritize goals and the use of resources.

### **Assessment Methodology**

The Marketing student staff conducted interviews with each of the BEAT chairs and asked them about their experiences as a part of BEAT. Questions ranged from how the students became involved, what they gained from the experience, what they loved about their work, what benefit BEAT offered to the campus and why others should be a part of BEAT. The finished video presents the common themes shared by the BEAT chairs during the qualitative interviews.

### **Results**

**The video is posted on YouTube at:**

[https://www.youtube.com/watch?v=OPsIFPkj2Sc&list=UUNJt7gd2jkjwp8\\_9jy1fHrg](https://www.youtube.com/watch?v=OPsIFPkj2Sc&list=UUNJt7gd2jkjwp8_9jy1fHrg)

The video is a wonderful piece that articulates, from the students themselves, what they learned and valued from their leadership experience with ASI BEAT. The students talked about their personal growth as a result of their participation in this leadership experience. The video captures statements that demonstrate learning in all six of the expected learning outcomes that were set by ASI for the student leaders. Some of the statements the BEAT chairs made in the video are outlined below and categorized according to the learning outcome.

Leadership Development:

- The feeling of accomplishment
- Planning ahead and seeing the event through till the end
- Adjusting to changes during the event
- “my favorite part is the clean-up portion”- talk and review the event
- Learn-by-doing
- Be a part of knowing what’s going on
- “Do things the campus hasn’t seen before”

Effective Communication:

- Bringing their creativity and new ideas to light
- Proposing event ideas to a group and being open to feedback and critique

Interpersonal Relationships:

- part of ASI and a network of people
- teamwork
- collaborative work
- “doesn’t feel like work”
- Able to have fun and get the work done
- A community building experience

#### Critical Thinking and Problem Solving:

- Proposing ideas and working with budgets
- Events rarely go exactly as planned

#### Organizational Planning:

- This competency is emphasized in BEAT due to their role as the student body's event planning team
- Event planning details and behind the scenes work
- Behind the scenes work- understanding how events are planned and the small details
- Set budgets, working with vendors and contracting performers

#### Social Responsibility:

- Get students involved and to step outside your bubble
- Make an impact on campus
- Getting students to connect to campus and make an impact
- Provide creative and diverse events for students on campus

#### **Conclusion**

Most of the campus community is familiar with events like Midnight Madness, CPP's Got Talent, and Bronco Fusion, but few know the details about the planning each individual activity requires and what happens the months leading up to the event day. The planning experience is a powerful learning and leadership opportunity. The team and personal growth is evident in the video and the effectiveness of their collaboration is demonstrated in the weekly programs. The project started as a "behind the scenes" look at what the BEAT chairs do, but the finished product is a testament to the hands-on learning experiences that are provided in our living laboratory on campus.

#### **Implications for Practice**

This video was intended to be the start of a series featuring each of the ASI departments and the student staff experience. To date this is the only video that has been produced, but it remains a great example of a qualitative assessment of student learning. Because the interviews were conducted by students, the BEAT chairs were candid and open. However, this evaluation highlighted on all of the positive aspects of the BEAT Chairs' experiences because the original intention was for this to be a recruitment tool to get more students interested in joining BEAT. Changing the overall intent of the video and interview process could provide a more balanced evaluation of the BEAT or other staff experience.