Event: Country Fair
Date: October 26, 2012

SUMMARY OF EVENT:
The Country Fair continues to be a very successful, popular campus-wide event. It is hard to estimate attendance, but the 300 soda cans we purchased were gone within one hour of the event starting.

- **Cost**: ISA requested $6,293.07 from SGA for the Fair and received $5,318.07 which was the requested amount minus the t-shirts that were not allocated.
- **Location**: The Fair took place in the Peace Quad.
- **Entertainment**: Entertainment was provided by El Mariachi Jalisco and Mexico y sus Raices.
- **Set Up**: Set up began around 9 AM when the tables arrived and cleanup was completed by 6:00 PM.
- **Reviews**: Overall, the Country Fair received very positive reviews from the participants including:
  - “It was fun watching people’s reaction to the food.”
  - “I love this event.”
  - “Easy and fun.”
  - “People are very interested and ask questions.”
- **Suggestions for improvement included**:
  - More variety in entertainment (3 tables).
  - More than $100 available for food purchases (3 tables).
  - An official start time and welcome.
  - A master list of countries represented.
  - More songs from outside of Latin America (2 tables).
  - Increase info given about the countries.
  - Make a system where food is reward for listening.

OBJECTIVES/GOALS:
- Showcase Loyola’s diverse international community.
- Create a participatory event where international students can interact with U.S. American students, faculty and staff.
- Create an educational event that increases international knowledge and awareness of Loyola’s students, faculty and staff.
- Provide an opportunity for international students to share their culture with the Loyola community.
- Provide an opportunity for returned study abroad students to share about their experience and meet others who are also interested in that country (international students or students who want to study abroad in that country).
- Encourage Loyola students to study abroad by providing information about study abroad and exposing them to information other countries as well as their food and entertainment.

SUMMARY OF PARTICIPANTS:

**Total Number of Tables**: 40 (8 foot), 8 (48 inch rounds), 140 chairs
**Tables Serving Food**: 27
**Tables Representing Countries**: 31
**Countries / Regions Represented**:

<table>
<thead>
<tr>
<th>Country</th>
<th>Region</th>
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<tbody>
<tr>
<td>Argentina</td>
<td>India</td>
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<tr>
<td>Australia</td>
<td>India Study Abroad</td>
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<tr>
<td>Belgium Study Abroad</td>
<td>Iran</td>
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<tr>
<td>Belize</td>
<td>Japan</td>
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<tr>
<td>Business in Europe Study Abroad</td>
<td>Morocco</td>
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<tr>
<td>Canada</td>
<td>Nicaragua</td>
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<td>China</td>
<td>The Netherlands</td>
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<td>Dominican Republic</td>
<td>Peace Conference</td>
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<td>Ethiopia</td>
<td>Serbia</td>
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<td>Paris Study Abroad</td>
<td>South Korea</td>
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<td>Germany</td>
<td>Spain</td>
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<td>Guatemala</td>
<td>Sweden</td>
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<td>Haiti</td>
<td>Venezuela</td>
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<tr>
<td>Honduras</td>
<td>Vietnam</td>
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EVALUATION METHODS:
Evaluations filled out by each country. ISA E-Board gives recommendations. Results compiled, reviewed and discussed by CIE staff.

RESULTS/OUTCOMES:

**Country Fair Table Host Evaluations** (18/31 Evaluations Received)

1. Was this the first time you sponsored a table at the Country Fair?
   - 12 Yes
   - 6 No

2. What were your thoughts/impressions of the students who visited your table? How interested/knowledgeable did they seem in your culture/country?
   - “Never asked.”
   - “Most of the people just grabbed food but some were really interested.”
   - “Very interested.”
   - “Didn’t have food, only info.”
   - “Not much.”
   - “Interested but not so knowledgeable, kept confusing my country with Honduras.”
   - “Many did not know that much but seemed very interested.”
   - “Returning students seemed knowledgeable, new Students were interested.”
   - “Everyone was very interested. They had little to no prior knowledge.”
   - “They were all wondering what our food was and received several compliments for best food.”
   - “They were content with my dessert.”
   - “They seemed interested to find out about Japan and eager to try the food.”
   - “Very interested, not knowledgeable, they confused Spain with Mexico.”
   - “They really liked the food and some had been to the country and talked about their experience.”
   - “Loved the food and the video and the slang words. Seemed pretty interested.”

3. What improvements could be implemented to make the Country Fair better?
   - “None.”
   - “None.”
   - “Official start time and welcome master list of country’s represented.”
   - “More people signed up for tables.”
   - “Make a system where food is a reward for listening.”
   - “More food.”
   - “More money per table- $100 was not enough for paella.”
   - “Should have a better introduction/ opening and every table should serve their food from one specific time.”
   - “Increase education of the country’s culture.”
   - “It would’ve been great if there would have been other Australians to help at the table.”
   - “Soca! – Trinidad music.”

4. How likely will you be to sponsor a table again? Please explain why.
   - “Very likely. It was fun watching people’s reaction to the food.”
   - “Very likely.”
   - “Very likely. Easy and fun.”
   - “Not likely. Want to get the chance to walk around other tables.”
   - “Very likely. I love this event.”
   - “Very likely.”
   - “Not very likely. Exchange student.”
   - “Very likely. To promote peace, justice, the minor, the peace conference.”
   - “Very likely. To teach people about the real Iran.”
   - “Very likely. I will not be here next year.”
   - “Very likely. Awesome”
   - “Very likely. It will be my senior year and 4th year participating at the fair.”
   - “Very likely. People are very interested and ask questions.”
   - “Not very likely. The only participants were international students and only here for one semester.”
- “Not very likely. I’m stay here until may next year.”
- “Not very likely. If I could yes, but I’m graduating.”
- “I won’t. Graduating.”
- “Very likely. We want people to get to know and love our country.”

5. How quickly did you go through the food at your table?
- “In 30 minutes.”
- “Very quickly.”
- “In 45 minutes.”
- N/A
- “1 hour.”
- “30 minutes.”
- “Very, very, very quickly.”
- “Very quickly. Our table was by far one of the busiest.”
- “45 minutes.”
- “1 hour.”
- “30 minutes.”
- “5 minutes! (exaggerating) – 30 minutes.”
- “It lasted pretty long, but still went quickly through what we had.”
- N/A
- “30 minutes. Made by hand so didn’t get to provide much food.”
- “Ran out at 5:15. Perfect.”
- “Lasted quite a bit because we had a lot, but everything finished before 5.”

6. How much money did you spend on food for your table (if applicable)? Was this enough or would you want to be able to spend more?
- $89
- “Food was donated, but more food would be nice.”
- “$70 – could have bought more.”
- N/A
- “$20 – I would spend more.”
- $70
- “$100 – we really could have used more money for food.”
- “$100 – it was not enough.”
- $80 – more.
- $15
- $80
- “$100 – more – it was not enough.”
- “$150 – this was just enough, but it depends on what food you’re gonna make.”
- N/A
- “$70 – more in order to make a larger portion.”
- “About $70. More is possible, but not necessary.”
- “Between $75 to $100 was enough.”

7. What did you think of the entertainment? Do you have any suggestions?
- “Fun.”
- “It was good.”
- “Fun.”
- “Awesome.”
- “Loved it.”
- “Very good. Loved the music.”
- “Only focused on one culture. More variety.”
- “It was great.”
- “Wonderful.”
- “Awesome.”
- “Very good.”
- “Awesome people are dancing and excited.”
- “The mariachis were great.”
- “We had send songs but barely heard any so may be more variety in music and the entertainment was only representing south-america and mediterranean countries. It should be more universal.”
- “It was fun because never before had I listened to mariachi in live. Either all tables should have food or none should have.”
- “The mariachi music was a great entertainment.”
- “It was great but too difficult to send songs in.”
- “It was concentrated on one culture.”

8. Any other thoughts about the Country Fair?
- “None.”
- “Food goes really fast.”
- “Love it!”
- “Keep it up!”
ISA E-Board Views

Public’s Reaction-
Through inquiries to people who came to the event, reactions were very positive. The music and dance elicited an incredibly positive response, with a large crowd watching the dancers and music which was lively, colorful, and fun.

Table’s Reaction-
The tables had a mixed reaction. The students who led tables felt that the event as a whole was successful. Their response to hosting a table themselves was less positive. People who hosted the tables felt their countries were underrepresented, with them only spending time and energy to cook food and then having people come for less than a minute or two. Food, again, went very fast. This was, we believe, in part because the music started late, making people go straight for the food instead of watching the performers.

ISA E-Board Recommendations

Appeal of Tables-
We think that to have people stay for longer at tables, the tables themselves must be more appealing. For this reason, we think that ISA should not only advertise the tables to internationals as just Food and a poster. Some tables stood out greatly this year, like the Trinidad and Tobago and Australia tables. The Trinidad and Tobago table had a computer monitor with videos from Trinidad, music, Carnival items, and a trifold board. The Australia table, instead of giving out food, gave out boomerangs which were received extremely well by the public. We think that presenting ideas like these, and letting people know that we could ask SGA to reimburse things like boomerangs and such instead of food if they let us know before allocations would be a way to make tables more creative and appealing.

Control of Food-
We may need to emphasize to the tables that, before they start putting their food up for grabs, that they should prepare themselves to stagger the food instead of serving it all at once. This makes it last longer, and could be done after certain time intervals.

Representation of Countries-
The issue about shifting the focus from just food to the countries themselves poses one of the greatest challenges. In practice, we think it would be detrimental to the event if the tables had to talk to people about their country before giving out food. We think this would reduce the number of people willing to work tables, and lower overall attendance to some degree. We think that each country, however, should be recognized during the event. At some point, ISA should go over the list of participating countries and table, and have a cheering contest, encouraging making noise of some sort, especially if it is made through some foreign instrument or such. We also considered other international events, such as the Olympics, and played with the idea of having a large mural and, during the event, have each country go up and paste some distinctive aspect of their nation on the board to make a large mural of all the countries in ISA and Loyola.

Arrangement of Country Fair Tables-
We think that, to give the Country Fair a more unifying theme, we could separate the countries by regions. This way, Asia, Africa, Europe, Latin America, North America, the Caribbean, and other regions can be grouped, making them easier to locate. Large banners for each region could be made for each section. Also, arranging the tables more like a huge maze, where you start on one end and work your way to the end could ensure that more people see every table.

More interactive activities-
The quiz provided at the country fair garnered a positive response from most of the people who actually took the time to fill it in. Actual activities within the event are a great idea and should be encouraged in some way, shape or form.

Role of ISA E-board-
The E-board had a somewhat minor role on the day of the event, understandably, as we all had tables. However, at the beginning, we should serve as masters of ceremonies, and try to unify the event in some way, shape, or form.

Based on the surveys, observations and feedback from the ISA E-Board, students and staff, the Country Fair was successful in achieving its goals and objectives:

- Showcase Loyola's diverse international community.
  - More than 30 countries were featured.
- Create a participatory event where international students can interact with U.S. American students, faculty and staff.
  - The Country Fair creates such an environment.
• Create an educational event that increases international knowledge and awareness of Loyola’s students, faculty and staff.
  - The students at their tables help to do this.
• Provide an opportunity for international students to share their culture with the Loyola community.
  - International students who wish to participate have the opportunity to do this.
• Provide an opportunity for returned study abroad students to share about their experience and meet others who are also interested in that country (international students or students who want to study abroad in that country).
  - A number of tables this year were a combination of international students and returned study abroad students.
• Encourage Loyola students to study abroad by providing information about study abroad and exposing them to information other countries as well as their food and entertainment.
  - We had a table with information about study abroad options as well as tables hosted by the Loyola summer program faculty directors.

RECOMMENDATIONS

1. Catering:
   - Ensure that large coolers and ice for storing drinks are listed in the contract.
   - Ask that all hot water be in the trays by 2:45. This year water was still being poured at 3:00.

2. Entertainment
   - Possible options for next year – Kumbuka since it will have been 5 years since they came last.
   - Make sure DJ plays a variety of music.

3. Information given to participants
   - Encourage students to bring a lot of food – make sure they know that at least a couple of hundred people will come.
   - Reiterate to tables that they should not start serving until 3:30.
   - Give tables a detailed list of how to breakdown their table once the Fair is over so that it does not fall to volunteers to clean up every table.
   - Create a website for table hosts that gives more detailed information on how to host a table with pictures and examples of a good table.

4. Getting table hosts
   - Email outgoing study abroad students (in addition to returned) early to let them know about the Country Fair and that they can be matched with an international student to host a table together.

5. Opening
   - ISA E-Board member should serve as “Master of Ceremonies” with an introduction and announcements at breaks.
   - To get people excited and make it clear the Fair has official begun we can have the opening announcements (ISA, entertainment, etc.) and then announce each country name and have the table cheer when their name is called.

6. Country Showcase
   - To help each country feel like they are being “featured” at the Fair, we can give 1 minute to each country to come up at the music intermission and either do a presentation, play a song or something else that they feel represents their country. We would be very strict with the 1 minute rule, but make it fun. We can give them suggestions, such as:
     • Top 5 Myths/Misconceptions about your country
     • Top 5 things you want people to know about your country
     • National anthem or popular song from your country
     • Dance that is popular in your country
   - Another option suggested by the ISA E-Board was to create a CF mural on the day of the Fair with input from each table.

7. Timeline
   - If we use the new format of the Opening and the Country Showcase then the timeline should be as follows:
     • Opening
     • Entertainment
     • Country Showcase during intermission (30 minutes)
     • Entertainment continues

8. Who qualifies for food reimbursement
   - It was decided this year that faculty will not be eligible for reimbursement at the Country Fair unless they are working with students to host the table.

9. Table layout
   - Try to arrange tables into a maze-like design in order to keep students from starting the Fair early and to encourage students to go to each table. The e-board also suggested grouping by region.
Food/Supplies/Expenses Notes:

We spent $234.45 at Sam’s Club

Purchased:
300 cans of soda
1 box of forks
2 flats of sterno - 2 hour kind
2 packs of plastic cups COUNT???
2 packs of large aluminum pans
1 pack of lids for smaller aluminum pans
3 packs of small aluminum pans

Catering bill: $453.43

Entertainment expenses: $900
• $450 for Mariachi
• $450 for Dancers

Total food reimbursement for tables: $1,641.58

For next year’s Fair, we will need:
• Hot cups
• Clear plastic ups but not the kind we’ve been getting as they’re made of corn product and MELT in the sun
• Napkins
• 2 boxes of forks
• 1 box of spoons
• A few more wire baskets