CIE ASSESSMENT REPORT/PLAN

Report: International Student Scholarship Banquet  Date: Thursday, April 18, 2013

GOALS:

The goals of the banquet are to:

• Expose Loyola students, faculty and staff to a country and its culture through a speaker, food, art, music and entertainment.
• Raise money for the International Student Scholarship Fund.

SUMMARY:

ISA was interested in focusing on Brazil because of all the attention it has been getting in the news, especially with the world cup and Olympics both being held soon there. Many members of the Brazilian community of New Orleans were involved in planning and attending the banquet this year. The banquet was an educational event as well as a celebration of Brazilian music, food, dance and culture.

Last year, ISA did not get funding from SGA because they said that they did not fund fundraising events. This year, SGA returned to being okay with fundraisers as long as they are also worthy events that benefit the entire Loyola community. However, ISA did not apply on time for funding, which meant we had to delay the event until the end of April, which was a difficult time to hold the banquet. Despite some challenges, the banquet was our most successful yet in terms of attendance and fundraising.

The Banquet took place on Thursday, April 18 in the St. Charles Room. Set up began around 11:30 AM and the Banquet was over by around 9:30 PM.

Table Sponsors:

• Academic Resource Center
• Center for Latin American & Caribbean Studies
• College of Business
• Department of History
• Department of Languages & Cultures
• Department of Religious Studies
• Middle East Peace Studies
• Nicholls State University
• Office of the President
• Office of the Provost
• Office of Student Affairs
• Twomey Center for Peace Through Justice
• University Honors Program
• University Ministry/Mission & Ministry

Silent Auction Donors:

• Audubon Nature Institute
• Juan’s Flying Burrito
• University Ministry
• Rock ‘n’ Bowl
• Slice Pizzeria
• University Honors Program
• World War II Museum

Cost: ISA received $7,205.25 from SGA for the Banquet

Tickets Sold: 180 presales (the event only fits 160 – we estimated 10% would not attend) + 10 tickets at the door

Summary of Funds Raised

| Funds Raised from Ticket Sales: | $3,180 |
| Funds raised from Silent Auction: | $744 |
| Funds raised from wine and caiprinhas: | $596 |
| Total Funds Raised: | $4,520 |

EVALUATION METHODS:

CIE staff members met the week after the banquet to discuss changes/recommendations for next year. CIE also took into account informal feedback from the ISA E-Board/members and other banquet attendees.

SUMMARY OF RESULTS:
The International Student Scholarship Banquet was successful in achieving its goal of exposing Loyola students, faculty and staff to a country and its culture. While we cannot quantify how much students learned from the banquet, it is clear that they were exposed to many different aspects of Brazil and its culture. The banquet program included music, speakers, dance and an educational slideshow:

- Brazilian music and dancing was provided by Casa Samba from New Orleans.
- Loyola Professor Jeffrey Krug gave an intro about Brazil.
- Tulane Professor Annie Gibson spoke about ties between Brazil and New Orleans.
- Loyola student Gabby Landry performed an Afro-Brazilian dance.
- An educational slideshow depicting Brazil’s art, architecture, culture and history was on display during the banquet.

In addition to the official program events, an environment was created at the banquet that allowed for interaction between everyone, including the Brazilian community of New Orleans and the Loyola community. Before the official program started, students, faculty and staff interacted for the first 45 minutes while bidding on silent auction items, and mingling.

The International Student Scholarship Banquet was also successful in achieving its goal of raising money for the International Student Scholarship Fund. The total funds raised were $4,520 (a slight increase from last year’s total of $4,224), which makes this year’s banquet our most successful yet in terms of fundraising.

RECOMMENDATIONS:

Banquet Delegation: the banquet is too large of an event for one person to manage every aspect.
- One person should manage the silent auction the week of the banquet and during the banquet.
- One person should manage ticket sales before the event as well as all cash received.

Ticket Sales: This year we oversold the event by 10% based on last year’s assessment, which helped with the amount of money raised while also ensuring that the room was full.
- To make it easier for people attending, print new tickets each year with the date and location (include “semi-formal attire” on the tickets as well)
- Continue to oversell tickets by at least 10%.
- Every table should have 9 seats rather than 8.
- People getting free tickets must pick them up by a certain date or else forfeit them.
- People purchasing tickets must pay for them by a certain date or else forfeit them.
- Continue with pricing from this year: $200/table, $10/student, $20 per faculty/staff, $30/community member.
- At the ticket table, on the ticket sales spreadsheet, build in two columns marked STUDENT and COMMUNITY- ticket takers don’t need to worry about attempting to write names down; a simple mark in the correct column will speak to money taken.

Silent Auction: Around 95 items were available and around 22 remained unsold at the silent auction. A majority of unsold items were photographs from previous photo contests. We need more (and better) silent auction items and we need more people to bid.
- Set prices at a minimum that is acceptable in the case that someone only pays the minimum bid price.
- Push getting silent auction items more before students arrive, at orientation and at ISA meetings.
- Have CIE staff purchase items whenever possible when traveling abroad.
- Identify particular international students who can purchase items from their home country and get reimbursed by CIE.
- Continue to work in advance with local businesses to get donations.
- Continue to email students before they leave for the summer and before Christmas to remind them about bringing back silent auction items.

Cash: Cash received from different sources was not kept separate during the banquet, which made it complicated to figure out what was raised.
- Keep money separate at the end of the night...no matter what. Even go as far as having gallon size zip lock storage bags with SILENT AUCTION, LIQUOR SALES and TICKET SALES written on them before the evening begins for easy access.
- For change made, IOU’s should be placed in the bags to properly track incoming money.
- Make bigger signs for the end of the night to direct people where to go to pay.

Banquet Program:
- Eliminate university intro speaker because they take too long and can go off topic.
- Limit main speaker’s speaking time to 20 minutes & have the speaker start after dinner is completed if possible.
- The order should be:
  - Music before program starts
  - Kristy, ISA President, Debbie
  - Blessing/Food
  - Speaker (as dinner is finishing)
  - Student performance
  - Main entertainment

Highlighting ISA: keep head table as a way to highlight ISA.
- Continue having E-Board members do more of the announcements and introductions and explain more about ISA, why picked the country, how to get involved, etc.

Alcohol: The alcohol contributed significantly to the amount that we fundraised.
- Try to have a specialty drink and wine at future banquets.

Funding: SGA decided this year that they would, once again, fund the banquet even though it’s a fundraiser because it is also an educational event open to the entire Loyola community.
- Explore other funding sources if necessary, including the Diversity Committee. Tony Decuir is the current Chair.