CIE ASSESSMENT REPORT/PLAN

Event: Study Abroad Fair January 2013
Date: January 24, 2013

SUMMARY OF EVENT:

CIE hosted its annual study abroad fair on Thursday, January 24 from 11:30 a.m. to 2:00 p.m. There were 50 tables at the fair, representing Loyola’s summer study abroad programs, Loyola semester and yearlong programs, ISEP programs, and third party programs. Passport Services and the U.S. Postal Service also attended, and processed passport applications and renewals at the event. Approximately 200-250 students attended the fair (compared to about 300-350 in 2012); 5 students and faculty/staff members applied for passports at the event (compared to 37 last year).

OBJECTIVES/GOALS:

• The main goal of the study abroad fair is to expose students to international academic opportunities by providing them a chance to speak with study abroad program representatives and students returning from study abroad experiences. Tables are also set up for general study abroad advising, academic advising, and financial aid and scholarship advising.
• Another goal of the event is to provide students with the opportunity to acquire a passport.

EVALUATION METHODS:

The success of the event is determined by the following:
• Number of fair attendees (the number of tables and the number of students that attend the fair)
• Number of applications for passports
• Feedback from program representatives: An evaluation form is distributed to all program representatives (exchange students, past study abroad participants, faculty/staff, and program providers).
• CIE evaluation of the event.

SUMMARY OF RESULTS:

• 50 tables (compared to 40 tables last year)
• 200 sign-ins (compared to 250 last year). Estimated attendance: 200-250 students (compared to 300-350 last year)
• 5 passport applications (compared to 37 last year)
• Attendees 28 providers, 4 faculty led, 10 student reps for Loyola programs, 4 Loyola offices including Business, Financial Aid, Loyola Law, and AISEC.
• 16 evaluations (13 providers, 2 faculty/staff, 1 student) were collected after the fair through online survey creator survey monkey
  o Summary:
    ▪ All representatives rated the event as “good” or “excellent”
    ▪ 15 respondents rated the time/duration of the event as excellent or good
    ▪ 15 respondents rated the registration process as excellent or good
    ▪ Only 1 respondent rated the pre-fair information as fair
    ▪ 2 respondents rated the room set up as fair while 14 rates it as excellent or good
    ▪ Student attendance was rated as good by 9, fair by 6, and poor by 1
    ▪ Of the overall rating of the fair, 14/16 said it was excellent or good while 2 rated it as fair.
    ▪ Specific likes included the level of student engagement, the location, set-up, and the organization of the event.
• 9 respondents supplied answers for suggestions for next year’s fair. 3 remarked that the “passport fair” signs were larger than the other signs for publicity, which may have confused students. One recommended moving outside and 2 recommended extending the hours to 2:30 or 3 since students still came in after 2. 1 commented on having a more logical flow for the students passing by each table.
• Self-evaluation
  o It went well considering that I could not start planning it until December. I focused too much on the organization and logistics.
  o I underestimated the amount of publicity needed, especially for the passport fair. There was a steep decline
in the number of applications but the USPS came prepared with enough workers.
  o The set up of the room worked out really well although we ended up with too many tables.

CHANGES FOR NEXT YEAR:

• Changes to room layout. May not need as many tables since some Loyola programs ended up sharing tables. Also need to place the Loyola programs at the main entrance to St. Charles since they didn’t get much traffic by the windows.
• Passport services and USPS need 3-4 tables and may need to be convinced to provide the same number of representatives.
• Try to get more evaluations. This can either be done as survey monkey again (if prepared in advance) or someone needs to be in charge of going around to each table and asking for the evaluation. A peer advisor will start at 1 going to each table and then rotating again to collect the completed evaluations well before 2.
• Marketing needs to be more aggressive:
  o Do what seemed to work well in previous years: more direct emails, sending passport application info early and often, more posterig, more classroom presentations, “study abroad fair today” signs.
  o Add fair info to e-mail signatures in January.
  o Order double sided “fair today” signs
• The registration form for providers needs to be revised to clarify that we need their mailing address not just a business address since many don’t work in their home office.
  o Possibly may not need to mail the confirmation letter. Parking passes and meal tickets can be given out upon arrival since so many didn’t get them in time or simply forgot them.
• The volunteers need to be solicited earlier and scheduled more for clean up than set up.
  o The carpenter’s cart should also be requested for the day, especially afterwards for hauling materials.

What suggestions do you have for next year?

☐ Possibly extend hours of the fair.
  2/4/2013 4:16 PM View Responses

☐ More marketing for the fair before the day
  1/30/2013 9:17 PM View Responses

☐ I would make the study abroad fair sign outside the room we were in bigger and more prominent than the one that said “passport fair today.”
  1/30/2013 10:21 AM View Responses

☐ Maybe move the big passport fair sign inside the fair. I think it may have confused some students because it was the first sign they saw. Or make a bigger study abroad fair sign next to it.
  1/25/2013 12:12 AM View Responses

☐ My only suggestion would be to have a more logical flow for the students to pass by each table.
  1/25/2013 11:09 AM View Responses

☐ Greater publicity would have been helpful. Perhaps that is unfair, but I was disappointed by the student turn out.
  1/25/2013 10:47 AM View Responses

☐ Everything seemed well advertised but there were still definitely some slow parts to the day. Perhaps it was the great weather keeping students outside? A well organized event and the students who did attend seemed engaged.
  1/25/2013 10:29 AM View Responses

☐ The passport fair sign seemed to be bigger than any of the study abroad fair signs. Some students may not have seen the study abroad fair signs if they were just walking by in the hall.
  1/25/2013 9:23 AM View Responses

☐ The weather was perfect today- weather can be so variable, but I think the fair location would have benefited from moving outside. Also, I believe extending the fair to 2:30 or 3:00 would have been manageable- students were still coming in after 2pm!
  1/24/2013 9:56 PM View Responses

Additional Comments?

☐ Thanks for considering our comments! The fair was a success, the space is wonderful, and you were very accommodating.
  Thank You! Lauren Jennings (formerly Kolls) - ISA
  2/4/2013 4:16 PM View Responses

☐ Great fair!
  1/30/2013 10:21 AM View Responses

☐ Thank you for organizing the event and for having us! Division of International Education, The University of New Orleans
  1/25/2013 9:23 AM View Responses

☐ Thank you so much for all of your hard work and preparation! Congrats on a successful fair!