CIE ASSESSMENT REPORT/PLAN

Event: Spring Study Abroad Fair          Date: February 6, 2014

SUMMARY OF EVENT:
CIE hosted its annual study abroad fair on Thursday, February 6th 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 150-200 students attended the fair (compared to about 200-250 in 2013); Approximately 20 students and faculty/staff members applied for passports at the event (compared to 5 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:
• 45 tables (compared to 50 tables last year)
• 150 sign-ins (compared to 200 last year). Estimated attendance: 150-200 students (compared to 200-250 last year)
• 20 passport applications (compared to 5 last year)
• Attendees 21 providers, 4 faculty led, 20 student reps for Loyola programs,
  o Business in Europe did not show up but requested a table
  o The 4 Loyola offices including Business, Financial Aid, Loyola Law, and AISEC were invited but did not attend.
  o 34 evaluations (18 providers, 4 faculty/staff, 9 student and 2 unidentified) were collected 30 minutes before the end of the event.
  o Summary:
    ▪ All representatives rated the event as “good” or “excellent”
    ▪ 32/34 respondents rated the time/duration of the event as excellent or good
    ▪ 29/34 respondents rated the registration process as excellent or good
    ▪ Only 1 respondent rated the pre-fair information as “poor” while 27/34 rated it as “good” or “excellent”
    ▪ 2 respondents rated the room set up as fair while 32 rated it as excellent or good
    ▪ Student attendance was rated as “good” or “excellent” by 14, “fair” by 17, and poor by 3
    ▪ Of the overall rating of the fair, 31/32 said it was excellent or good while 1 rated it as fair.
    ▪ Specific likes included the King Cake, level of student engagement, the location, and the organization of the event.
• 15 respondents supplied answers for specific dislikes
  o 7 commented on the lower student attendance which 2 attributed to the rainy/cold weather
  o In regard to the time, one commented that the first hour was slow and one would have liked more time with students
• 12 respondents supplied answers for suggestions for next year’s fair.
  o More advertising and creating some sort of incentive for students to attend were suggested.
  o Including a country map on the labels for exchange tables.
  o 1 person also suggested moving the time to noon.
• Self-evaluation
  o Student attendance was lower this year but all avenues for advertising were used with the exception of taking out an ad in the Maroon.
  o The organization and communication with providers and volunteers was much better. The number of returnees and exchange students was doubled this year.
  o The organization and placement of Loyola programs tables seemed to work better in the middle rather than on just one side.

### CHANGES FOR NEXT YEAR:

• Changes to room layout may not be necessary but the Loyola program tables need to be more attractive. It’s hard to compete with the table cloths of the providers.
• Passport services and USPS were given 4 tables but needed another.
• Marketing needs to be more exhaustive:
  o The Peer Advisors and I were not able to make classroom announcements so this will need to be prioritized since this was possibly the only advertising we did not do. E-mails were sent before the winter break as well as each week leading up to the event along with social media and posters everywhere.
  o There is no need to mail the confirmation letter. It will simply be prepared as a pdf with clickable links and e-mailed.
  o Parking passes can be given out upon arrival since many people are traveling the weeks before the fair.
• The volunteers need to be solicited more aggressively (and possibly incentivized?) and scheduled more for clean up than set up. This year I only had 1 student able to stay and help.
• Rather than having meal passes (which are only for the OR) sandwiches or pizza should be catered from Sodexho and served in the Claiborne room. This would be much easier and possibly less expensive than only ordering king cake and purchasing meal vouchers which may not be used.
  o This would also allow the student volunteers to eat.

1. What specifically did you like about the event?

- King cake! Thanks. And I was filmed by a broadcast.
- Convenient location.
- I thought the location of the fair was good, but I wish more students would have wandered over from the cafeteria area.
- Organization.
- Format, student interest.
- I thought the pre-fair information was great and helpful. I also LOVED the flyers posted around campus.
- Talking about my experience and hoping other students get to experience it.
- King cake, list of courses, personal.
- King cake- food makes people come! Good material at tables.
- The set-up is good – lots of space.
- Organization- thank you!
- Ability to speak at length with those students who stopped by.
- Brochure & king cake
- Available options to students.
- The space is accessible and the students are enthusiastic.
- Great location/time, and it is greatly appreciated that a parking pass and lunch is provided!
- The location was spacious and we had a lot of space.
- All the varied opportunities for information.
- Talking to students.
- Having these indoors is so much better than outdoors.
- Not too many providers.
- Well-organized & managed. Great communication! Parking help was great.
- King cake.
- Very open. Good environment for students to get info. Inside is a plus. Passport booth.
- Love the space! I love talking with Loyola students!

2. What specifically did you dislike about the event?

- Lower than normal attendance.
- It seems that there were not as many students in attendance this year.
- Not enough interaction.
Too few students.
Set-up seemed repetitve (all tables look the same).
Not many students, although I expect the weather kept people away.
I wish I would have spoken to more Environmental/Bio majors.
No power for computers.
I wish there had been more students, but I’m guessing it’s because of the rain/cold weather.
There were not a lot of students that attended. There was not a lot of information that was sent to the student body.
Not many students.
Location a bit out of the way.
A little bit slow from 11:30–12:30.
Only king cake.
Fair times—would be nice to have longer time with students since this is our only time on campus this semester.

3. What suggestions do you have for improvements?

- None except for lower attendance.
- Involve the international students. Create kind of a “team competition” with different countries where we have to bring our culture. The winner could have a prize or a present like a dinner somewhere, coupons for something, or a ticket to a festival. Also, the location could be less formal. Maybe instead in an open place like a corridor where there are more people walking around.
- I am not sure if you provided it, but it is always nice to have an address for the parking garage, that way I can just plug it into a GPS.
- More exciting.
- More PR- more advertising beforehand. More activity (food/music)
- None.
- Incentive for students to attend?
- Have a Fall fair as well.
- Move the time to noon because a large majority of students have class from 11–12:15. Also, spread the word because I only learned about this from professor’s word of mouth.
- A bigger space (gym). Section for returnees.
- None!
- On the labels on each table, provide a picture of the country instead of just the study abroad logo. It will make things visually easier (especially for universities with long titles or universities with little known locations).

4. Will you participate in future Loyola study abroad fairs?

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Yes.
I hope so!
Yes.

5. Additional Comments.

- Great fair.
- Thank you!
- Thank you!
- Thank you for hosting!
- Thank you for having us on campus—I really enjoyed talking to your smart and motivated students.
- Thank you again!