

**Memorial Student Center
Carter G. Woodson Black Awareness Committee
17th Annual Rev. Dr. Martin Luther King Jr. Breakfast
January 2024**

Purpose of Assessment

The Memorial Student Center (MSC) Carter G. Woodson Black Awareness Committee (WBAC) annually sponsors The Reverend Dr. Martin Luther King Jr. (MLK) Breakfast. This year's program was held on January 18, 2024; attendees were surveyed to help MSC WBAC better understand their experience and to improve future programs.

Key Findings with Recommendations

Student Affairs Planning, Assessment & Research (SAPAR) identified several key findings and developed actionable recommendations that MSC WBAC may take based on the results. However, MSC WBAC student leaders and members may identify other findings using their knowledge and understanding of the community. Staff and student leaders are strongly encouraged to read all the results and qualitative comments to gain a fuller understanding of attendees' experiences.

- The Net Promoter Score® (NPS®), a customer loyalty metric that gauges how willing a customer is to recommend a product or service, was used to measure overall attendees' satisfaction with the event. The NPS ranges from -100 to 100. A positive NPS® (>0) is generally considered good, with the highest performers' scores ranging between 50 and 80. The Net Promoter Score® (NPS®) resulting from attendees' responses was +87, four points lower than last year's score.

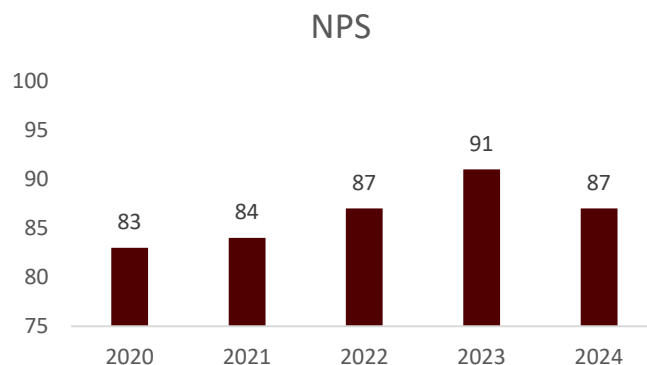


Figure 1: Net Promoter Score®

- The majority of respondents indicated the program gave them a better understanding of social justice issues, and that they were satisfied with both the speaker and the moderator.
- Most attendees who responded to the survey were Texas A&M faculty or staff members; however, this year more students from Texas A&M System Schools, including the College Station campus, responded (26%) than in 2023 (18%).
- Due to over half of the attendees responding that this was their first time attending the MLK Breakfast, SAPAR recommends that MSC WBAC continue its communication and outreach to these attendees to promote attendance at future events.

Method and Sample

The survey was developed using Qualtrics®, a software program that creates web-based surveys and databases. The survey consisted of ten questions: seven questions were quantitative, two were qualitative, and one was demographic. Due to branching technology, not all respondents saw all questions. The data were analyzed using SPSS®, a statistical software package, Tableau, a data visualization software, and Microsoft Excel®. The survey was available to attendees through a QR code and open link near the end of the in-person event; hence, an exact response rate cannot be determined. However, per the MSC WBAC staff, approximately 712 attended the event. Of those in attendance, 173, or approximately 24%, completed some part of the survey.

Results

Results are reported as means, standard deviations (sd), and frequency percentages for the number of people (n) who responded to the question. For ease of reading, frequency percentages have been rounded to the nearest whole percent, so totals may not add up to exactly 100%. Not Applicable responses were removed from the analysis. Tables are in descending order for the 2024 mean or frequency. Summary themes for the qualitative questions are included in this report; the entire list can be found in a separate document. Comparisons to the previous survey results are made where appropriate.

The first question asked respondents if this was their first time attending the MLK Breakfast. Of the 176 respondents, 61% said yes and 39% said no. A smaller percentage than last year indicated that it was their first time attending the MLK Breakfast, as last year 64% indicated that it was their first time.

Next, respondents were asked, on a scale of zero to 10, how likely they were to recommend attending the MLK Breakfast to others. This question used the Net Promoter Score® (NPS®), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. The NPS® range is -100 to 100 and is determined by subtracting the percentage of detractors (selectors of ratings from 0-6) from the percentage of promoters (selectors of ratings from 9-10). Generally, a NPS® below zero is an indicator that customers have a low satisfaction level or will not recommend a product, service, or experience. A positive NPS® (>0) is generally considered good, with the highest performers' scores ranging between 50 and 80. The responses for the MLK Breakfast resulted in a NPS® of +87. Frequencies of the NPS® ratings by score groups are noted below in Table 1.

NPS® ratings by score groups	2024 Respondents Percent [n=173]	2023 Respondents Percent [n=245]	2022 Respondents Percent [n=61]	2021 Respondents Percent [n=206]
Promoter (9-10 rating)	87%	92%	90%	88%
Passive (7-8 rating)	13%	7%	7%	8%
Detractor (0-6 rating)	1%	1%	3%	4%

Table 1: Recommend MLK Breakfast

Next, respondents were asked if the program gave them a better understanding of social justice issues. Of the 175 respondents to this question, 61% strongly agreed, 33% agreed, and 6% neither agreed nor disagreed (mean=4.55/5.00; sd=.61;n=175). Nobody selected the disagree or strongly disagree options.

Respondents were asked their level of satisfaction or dissatisfaction with the Dr. Angela Davis and conversation facilitator of the MLK Breakfast. As shown in Table 2, on the next page, respondents were most satisfied with the Honored Guest.

	Very satisfied (5)	Satisfied (4)	Neither satisfied nor dissatisfied (3)	Dissatisfied (2)	Very dissatisfied (1)	2024 Mean (sd) [n]	2023 Mean (sd) [n]	2022 Mean (sd) [n]
Honored Guest	87%	11%	2%	-	-	4.85 (.40) [171]	4.96 (.19) [238]	4.85 (.40) [61]
Conversation Facilitator	74%	24%	2%	1%	-	4.71 (.52) [172]	4.80 (.48) [239]	4.72 (.52) [61]

Table 2: MLK Breakfast Honored Guest and Conversation Facilitator

Respondents were asked to share suggestions of speakers that the MSC WBAC should consider for MLK Breakfast in the future. There were 54 responses, and many just shared their appreciation for the program with such an impactful speaker. Suggestions for program improvement included more time for the conversation with the guest speaker and more time for questions. Suggestions for future MSC WBAC speakers varied, but some recommendations include Michelle Obama, Kimberlé Crenshaw, Dr. Cornel West, and Stacey Abrams. See the attached comments for the complete list of suggested program improvements and speakers.

Respondents were asked to identify their affiliation with Texas A&M University. As noted in Table 3, over three-quarters identified themselves as faculty/staff/administrators with the Texas A&M System.

Please select from below which best describes your primary relationship with Texas A&M University.	Frequency Percentage [n=159]
Faculty/Staff/Administrator within the Texas A&M System (TAMU and/or all system schools)	63%
Texas A&M University System (TAMUS) Student	26%
Former TAMUS Student	6%
Community Member	5%

Table 3: Relationship with Texas A&M (n=233)

Respondents who indicated they were Texas A&M University students, faculty, or staff were asked to provide their UIN (Universal Identification Number). There were 111 UINs recorded, however demographic data could be found for only 49 of those UINs (demographic data are not available for faculty and staff). Ethnic origin data can be found in Table 4 below.

Ethnic Origin	Frequency Percentage [n=49]
White Only	33%
Hispanic or Latino of any Race	31%
Black only or multi-racial with Black	27%
International	6%
Asian Only	4%

Table 4: Demographics

Background

The Memorial Student Center (MSC) Carter G. Woodson Black Awareness Committee (WBAC) enhances the multicultural experience of the entire campus community by producing programs that encourage education and exploration of African American heritage and culture. According to its website (<https://wbac.tamu.edu/purpose/>), the mission statement and goals for this student committee include:

The MSC Carter G. Woodson Black Awareness Committee (WBAC) provides educational programming, community-building, and enriching experiences that enhance the understanding of the culture and contributions of people of African descent and their impact on society. The learning outcomes of MSC WBAC include:

- Expose all students and campus community members to educational programming related to Black culture, history, heritage, and the events throughout the African diaspora.
- Educate students and campus community members by providing relevant programming, diverse perspectives, and engaging presenters.
- Explore ideas and issues germane to Black people locally, regionally, and around the world.

The Reverend Dr. Martin Luther King Jr. (MLK) Breakfast is an annual program sponsored by MSC WBAC. As noted on the website <https://wbac.tamu.edu/mlk/>, this program is a “formal way to reflect on the life, legacy, and accomplishments of Dr. King. At Texas A&M, our hope is not only to honor King, but to also make his legacy relevant for the university, its students, faculty, and administration.” This year’s event hosted speaker was Dr. Angela Davis on January 18, 2024. This was the 17th year of this annual program and the tenth year Student Affairs Planning, Assessment, and Research worked with MSC WBAC for their program assessment.

Project Details

Student Affairs Planning, Assessment & Research provides quality assessment services, resources, and assessment training for departments in the Texas A&M University Division of Student Affairs and student organizations. Services by Student Affairs Planning, Assessment & Research are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through Student Affairs Planning, Assessment & Research can be found at <https://sapar.tamu.edu/results/>. Additionally, division staff and student leaders can follow Student Affairs Planning, Assessment & Research on Facebook.

To work with Student Affairs Planning, Assessment & Research for future assessment projects, please fill out the Assessment Questionnaire at <https://sapar.tamu.edu/aqform/>.

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