

Memorial Student Center
International Student Association
I-Week
Spring 2024

Purpose of Assessment

The International Festival, known as I-Week, is a weeklong festival and Texas A&M's largest cultural celebration. It is designed to bring cultural awareness to those attending as well as to serve as a platform for cultural organizations and individuals to share their home cultures with the Texas A&M community. This year, I-Week took place February 26-March 1, 2024, and consisted of a variety of events including I-Exhibit, I-Story, I-Dinner, I-Show, I-Art, and I-Awards. International Student Association (ISA) wanted to assess attendees of any activity during the weeklong event. This is the fourth year that Student Affairs Planning, Assessment & Research worked with the International Student Association to assess this annual program.

Key Findings with Recommendations

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

- Part of the mission for ISA is to promote cultural awareness through programs and community engagement and to represent international Aggies. I-Week seems to have been successful in achieving this part of its mission with 74% of the respondents reporting they increased their awareness of one or more cultures different from their own and having a greater appreciation for the international cultures at Texas A&M. This is, however, a slight decrease from 2023 when 88% of respondents reported having a greater appreciation of the international cultures at Texas A&M after attending I-Week.
- The I-Exhibit assessment was distributed on an open link QR-Code and only one attendee responded. Organizers are encouraged to consider different distribution methods for the assessment. In 2023 when I-Exhibit was a part of the general Attendee survey there were four respondents. Different distribution methods could include adding I-Exhibit back to the attendee survey, having organizers at I-Exhibit ask attendees to fill out the survey, or paper exit slips.
- The statements regarding I-Show were more positive or the same compared to 2023. I-Week organizers are recommended to keep the same format and to reach out to more cultural organizations to participate.
- The last event assessed was the I-Awards; no respondent selected this event. This section has four quantitative questions and one qualitative question. When SAPAR staff got the attendance list from MaroonLink there were no entries specifically for the I-Awards.
 - SAPAR recommends using the new Get Involved platform next year to capture attendance at I-Awards.
- This is the third year in a row that attendees of this event commented on long waits. This year's attendees commented the most about running out of food due to the buffet style. Both 2023 and this year's respondents commented about having food signage.

- Since I-Dinner is the largest event, planners may want to specifically look at the logistics of this event. They might include working with the staff at University Center & Special Events to assist with the crowds and effectively manage the lines.

Method and Sample

This year’s I-Week had two surveys, the I-Week Attendees, and the I-Week Exhibit survey. These surveys were developed using Qualtrics®, a survey design software used for creating web-based forms and databases. The I-Week Attendees was an electronic survey with 35 questions: 29 were quantitative and six were qualitative. All attendees were asked about their overall I-Week experience and then were asked to respond to questions based on the events they reported attending. Due to branching technology, not all respondents received all questions. The I-Week Attendees survey link was emailed on March 2, 2024, to 280 individuals who attended at least one event during I-Week. Non-respondents received up to three reminders before the survey closed on March 9, 2024. Of the 280 attendees who received the survey invitation, 64 responded to at least one question, yielding a 22% response rate (a decrease of 2% compared to 2023).

The I-Week Exhibit Survey had six questions: five were quantitative and one qualitative. This survey was distributed through an open-link QR code; there was only one response. Data from both surveys were analyzed using SPSS®, a statistical software package, Tableau®, a data visualization software, and Microsoft Excel®.

Results

Results are reported as means, standard deviation (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%. Tables are in descending order for the 2024 mean or frequency unless otherwise specified. Comparisons to the previous years are made where appropriate. Summary themes are contained in this report; the entire list can be found in a separate document. This report is divided into eight sections: Overall, I-Story, I-Dinner, I-Show, I-Art, I-Awards, Demographics, and I-Exhibit.

Overall

Using a select all that apply formatted question, respondents were initially asked how they heard about I-Week events. Table 1 illustrates that bulk emails were the most common way people learned about I-Week. By contrast, classroom announcements or extra credit, flyers, yard signs, and Instagram takeover were the least selected, and no one selected “walked by.” Those who selected the “other” response option were able to write how they heard about I-Week. Six shared various methods including colleagues, attending previously, and emails from their club.

| How did you hear about I-Week events? (Select all that apply) | 2024 Frequency [n=60] | 2023 Frequency [n=96] |
|--|--------------------------------------|--------------------------------------|
| Bulk emails | 27% | 55% |
| From my friend participating in I-Week | 21% | 25% |
| Social Media | 17% | 21% |
| From my organization participating in I-Week | 9% | 19% |
| Other | 7% | 8% |
| Flyers | 5% | 14% |
| Yard signs | 5% | 4% |
| @TAMU Instagram Takeover | 5% | 4% |
| Classroom announcement or extra credit | 5% | 1% |
| Walked by | -- | 5% |

Table 1: I-Week Marketing

Attendees were asked a series of questions about their level of agreement or disagreement about I-Week overall. Table 2, on the following page, demonstrates that almost all attendees felt that learning about different cultures than theirs helps them to live and work effectively in a diverse and global society and that they gained a great appreciation for the international cultures at Texas A&M. Additionally, 49% of all attendees agreed that I-Week was well organized, which is a notable decrease from 70% in 2023.

| Please respond to the following statements about I-Week hosted by International Student Associations. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n] | 2023 Mean (sd) [n] | 2022 Mean (sd) [n] |
|---|----------------------|------------------------|-------------------------|---------------------------------------|---------------------------------------|---------------------------------------|
| Learning about cultures different than my own helps me live and work effectively in a diverse and global society. | 85% | 7% | 7% | 2.78 (.57) [n=54] | 2.86 (.42) [n=84] | 2.91 (.29) [n=43] |
| I am likely to attend other ISA events in the future. | 78% | 11% | 11% | 2.67 (.67) [n=54] | 2.77 (.48) [n=84] | 2.65 (.65) [n=43] |
| I have a greater appreciation of the international cultures at Texas A&M after attending I-Week. | 74% | 17% | 9% | 2.65 (.65) [n=54] | 2.86 (.42) [n=84] | 2.74 (.54) [n=43] |
| I increased my awareness of one or more cultures different from my own. | 74% | 17% | 9% | 2.65 (.65) [n=54] | 2.76 (.51) [n=84] | 2.79 (.67) [n=43] |
| I-Week allowed me to freely explore ideas, perspectives, and cultures different from my own. | 66% | 25% | 9% | 2.57 (.67) [n=53] | 2.70 (.56) [n=84] | 2.67 (.52) [n=43] |
| I have a greater understanding of the international cultures at Texas A&M after attending I-Week. | 67% | 19% | 15% | 2.52 (.75) [n=54] | 2.65 (.55) [n=84] | 2.67 (.47) [n=43] |
| I-Week met or exceeded my expectations. | 56% | 19% | 25% | 2.31 (.85) [n=52] | 2.56 (.63) [n=84] | 2.37 (.79) [n=43] |
| I-Week was well organized. | 49% | 26% | 25% | 2.25 (.83) [n=53] | 2.62 (.64) [n=84] | 2.20 (.85) [n=44] |

Table 2: I-Week Outcomes

When asked what they learned by attending one or more I-Week events, 21 attendees shared several thoughts. Attendees mentioned learning about different cultures, food, clubs, and performances. One student shared the following about attending I-Show:

“I only attended I-Show and I loved watching individuals' cultural performances. It was so wonderful to see diversity present at Texas A&M and the talent of students of all academic and cultural backgrounds come together to share that with the Texas A&M community. I learned about various styles of dances, singing, and performance styles of different cultures.”

Respondents were asked to share which I-Week event(s) they attended. The results are displayed in Table 3, on the following page. Like the past couple of years, I-Dinner was attended the most.

| Which I-Week event(s) did you attend? (Select all that apply) | 2024 Frequency [n=64] | 2023 Frequency [n=84] | 2022 Frequency [n=44] |
|--|-----------------------------|-----------------------------|-----------------------------|
| I-Dinner | 76% | 58% | 84% |
| I-Show | 34% | 35% | 36% |
| I-Art | 9% | 7% | 21% |
| I-Story | 2% | 11% | 5% |
| I-Awards | -- | 10% | 14% |

Table 3: I-Week Attendance

I-Story

I-Story provides an opportunity for students to share short, informative presentations on any culture. One respondent indicated that they attended I-Story as seen in Table 4.

| Please respond to this statement related to I-Story specifically. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n=1] | 2023 Mean (sd) [n] | 2022 Mean (sd) [n=2] |
|---|--------------|----------------|-----------------|-------------------------------|-----------------------------|-------------------------------|
| The student presenters did a good job providing information about their home culture. | 100% | -- | -- | 3.00 (.00) | 3.00 (.00) [n=8] | 3.00 (.00) |
| The hosts of I-Story did a good job leading the event and providing information. | -- | 100% | -- | 2.00 (.00) | 2.75 (.46) [n=8] | 3.00 (.00) |
| The production was high quality. | -- | 100% | -- | 2.00 (.00) | 2.71 (.49) [n=7] | 3.00 (.00) |
| I have a greater understanding of films from different cultures around the world after the I-Story presentations. | -- | -- | 100% | 1.00 (.00) | * | * |

Table 4: I-Story

*Question not asked

I-Story attendees were asked to provide any suggestions they had to improve the event. There were no responses.

I-Dinner

Attendees at I-Dinner had the opportunity to try food from many different cultures. Those attending I-Dinner were asked about their experience. Table 5, on the following page, reveals that over half of attendees agreed with all statements. Additionally, there was a decrease in score for all statements compared to last year.

| Please respond to this statement related to I-Dinner specifically. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n=36] | 2023 Mean (sd) [n=49] | 2022 Mean (sd) [n=36] |
|--|--------------|----------------|-----------------|--------------------------------|--------------------------------|--------------------------------|
| I tried a new cuisine or food that I had never tried before at I-Dinner. | 81% | 3% | 17% | 2.64 (.77) | 2.76 (.60) | 2.58 (.73) |
| The purchasing process for I-Dinner was easy. | 72% | 19% | 8% | 2.64 (.63) | 2.73 (.53) | 2.64 (.68) |
| I enjoyed the meal I received at I-Dinner. | 67% | 17% | 17% | 2.50 (.78) | 2.84 (.51) | 2.50 (.81) |
| I gained a better understanding of different cultures through I-Dinner. | 67% | 14% | 19% | 2.47 (.81) | 2.76 (.52) | * |

Table 5: I-Dinner
*Question not asked

Respondents were asked to share any suggestions they had to improve I-Dinner in the future, and 22 commented. Many of the comments referenced the lack of food, the self-service buffet leading to disproportionate food amounts among attendees, and the buffet being confusing. Other ideas for improvement included having smaller servings, limiting to one entrée and a few sides, and having others serve the food. A few encouraged planners to have information about where the food was from. One attendee recommended having food from countries in Europe and North, Central, and South America.

I-Show

Performance groups or individuals perform music, dances, or other talents during I-Show. Attendees who reported they attended I-Show (n=17) were asked to indicate their level of agreement or disagreement with the series of questions regarding that event. Table 6 indicates that attendees enjoyed the performances the most and felt the performances were inclusive. As compared to 2023, 2024 attendees responded more positively to the statements.

| Please respond to this statement related to I-Show specifically. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n=17] | 2023 Mean (sd) [n=27] | 2022 Mean (sd) [n=16] |
|---|-----------|-------------|--------------|-----------------------|-----------------------|-----------------------|
| I enjoyed the performances at I-Show. | 100% | -- | -- | 3.00 (.00) | 2.96 (.19) | 3.00 (.00) |
| The performances/cultural groups were inclusive. | 100% | -- | -- | 3.00 (.00) | 2.93 (.27) | 2.75 (.58) |
| There was a wide variety of different types of performances (group dancers, singing, fashion show, etc.). | 94% | 6% | -- | 2.94 (.24) | 2.67 (.62) | 2.50 (.73) |
| I-Show was high quality. | 82% | 18% | -- | 2.82 (.40) | 2.89 (.32) | * |
| I enjoyed the fashion show at I-Show. | 82% | 18% | -- | 2.82 (.40) | 2.81 (.40) | 2.88 (.34) |

Table 6: I-Show
*Question not asked

Seven I-Show attendees provided suggestions when asked how to improve the event in the future. One attendee suggested more groups representing Africa. A few suggested more advertising and signage.

I-Art

Attendees who reported they attended I-Art (n=3) were asked to indicate their level of agreement or disagreement with the series of questions regarding that event. Table 7 illustrates that attendees had a positive experience at I-Art.

| Please respond to this statement related to I-Art specifically. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n=3] | 2023 Mean (sd) [n=6] | 2022 Mean (sd) [n=9] |
|---|-----------|-------------|--------------|----------------------|----------------------|----------------------|
| I saw/experienced a new art technique from a culture other than my own. | 100% | -- | -- | 3.00 (.00) | 2.50 (.84) | 3.00 (.00) |
| I learned about a culture other than my own. | 100% | -- | -- | 3.00 (.00) | 2.33 (1.03) | 2.89 (.33) |

Table 7: I-Art

Respondents were asked to give suggestions they had to improve I-Art in the future, and one responded. They suggested combining I-Art and other events.

I-Awards

The last event assessed was the I-Awards, of the 64 respondents to the I-Week Attendee Survey, no one selected that they attended this event. This section had four quantitative questions and one qualitative question. When SAPAR staff got the attendance list from MaroonLink there were no entries specifically for the I-Awards.

Demographics

Student demographics were gathered from the university's student information system using students' Universal Identification Numbers (UIN) for all students who attended an event during the week and those who responded to the survey. The results are displayed in Table 8, on the following page in descending order by each category for the 2024 survey respondent column. Additionally, respondents were largely female students and College of Engineering students, which is similar to last year's results.

| | 2024 Survey Respondents [n=54] | 2024 I-Week Attendees [n=251] |
|---|---|--|
| Sex | | |
| Female | 59% | 54% |
| Male | 41% | 46% |
| Ethnicity | | |
| International | 37% | 39% |
| Hispanic or Latino | 20% | 16% |
| Asian | 19% | 24% |
| White | 15% | 14% |
| Multi-Racial (excluding Black) | 6% | 3% |
| Black or Multi-Racial (including Black) | 4% | 3% |
| Unknown or Not Reported | -- | 1% |
| Citizenship | | |
| U.S. Citizen | 59% | 56% |
| Not U.S. Citizen | 41% | 44% |
| First Generation | | |
| Not First Generation | 44% | 43% |
| Unknown | 41% | 44% |
| First Generation | 15% | 13% |
| Classification | | |
| Senior | 30% | 24% |
| Masters | 22% | 25% |
| Doctoral | 19% | 19% |
| Sophomore | 17% | 16% |
| Junior | 7% | 7% |
| Freshman | 6% | 8% |
| Vet School | 2% | 0% |
| College/School | | |
| Arts and Sciences | 33% | 24% |
| Engineering | 28% | 43% |
| Architecture | 15% | 4% |
| Agriculture | 15% | 9% |
| Bush School of Government | 9% | 5% |
| Public Health | 4% | 2% |
| Business | 2% | 6% |
| Education | 2% | 3% |
| Veterinary Medicine | 2% | 0% |
| Other | -- | 1% |
| Exchange | -- | -- |
| Qatar | -- | -- |
| Performance and Visualization | -- | 2% |

Table 8: Demographics

When asked if they would like more information about International Student Association, 31% of the 45 respondents said yes, and 69% indicated no. Those who stated they would like more information were asked to provide their email address to be contacted, which can be found in a separate document.

I-Exhibit

This year I-Exhibit had a separate survey from the overall I-Week Attendee survey, the I-Exhibit was an open-link survey accessed through a QR Code. There was one response to the I-Exhibit survey as compared to four last year. During I-Exhibit international organizations set up tables to show their cultures and share about their home country. Table 9 shows that the one I-Exhibit respondent agreed that they gained a greater understanding of different cultures around the world after attending I-Exhibit.

| Please respond to this statement related to I-Exhibit specifically. | Agree (3) | Neutral (2) | Disagree (1) | 2024 Mean (sd) [n=1] | 2023 Mean (sd) [n] | 2022 Mean (sd) [n] |
|--|----------------------|------------------------|-------------------------|---|---------------------------------------|---------------------------------------|
| I have a greater understanding of different cultures around the world after attending I-Exhibit. | 100% | -- | -- | 3.00 (.00) | 3.00 (.00) [n=3] | * |
| I-Exhibit was engaging. | 100% | -- | -- | 3.00 (.00) | 2.67 (.58) [n=3] | 2.83 (.41) [n=6] |
| It was clear how to participate in I-Exhibit (picking up and returning a passport for prizes). | 100% | -- | -- | 3.00 (.00) | 2.33 (1.16) [n=3] | * |
| I am likely to attend other ISA events in the future. | 100% | -- | -- | 3.00 (.00) | * | * |

Table 9: I-Exhibit
*Question not asked

The respondent was asked to share any suggestions they had to improve I-Exhibit, but did not provide a response to this question. When asked How did you hear about I-Week events? (select all that apply), they selected flyers and walked by. Lastly, they were asked “Would you like more information about International Student Association (events, members, etc.)?” and they responded yes. Their information will be shared along with the other respondents who said yes to the I-Week Attendee Survey.

Department Background

According to its website (<https://isa-aggies.tamu.edu/>), the International Student Association “includes students from throughout the world who strive to create a welcoming and inclusive environment for all Aggies. ISA members are proud of their home countries and want to share their cultures with the Texas A&M Community. ISA provides a safe space for international and U.S. students to interact, unleash their creativity, and share their cultural identities.”

Project Details

The Department of 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, anyone 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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