

Analysis of the Distinguished Lecture Series: Roslyn Brock

Introduction

The Distinguished Lecture Series (DLS) is a student-fee funded opportunity to provide the university and greater communities with a variety of distinguished lecturers and speakers that will bring significant interest, visibility and added prestige to the University of North Texas. Considering the time and expense involved in executing these events it is imperative to gauge whether or not the campus population not only found the event beneficial but also educational. The DLS staff wanted a consistent instrument to analyze each DLS speaker throughout the academic year.

Methodology

Each DLS attendee was given a half-page 11 item survey to complete at any time during the DLS event in addition to a writing instrument. All completed surveys were gathered by UNT Green Jackets and DLS Committee members. All completed were turned into the Division of Student Affairs, Student Affairs Administration office for scanning and exporting into SPSS v17 to generate frequency and descriptive reports. For this specific event, approximately 110 attendees were present. As an additional datapoint, 57 students provided their ID to obtain tickets. The survey captures attendee type, marketing patterns and general beliefs regarding the event. Additionally, an open ended question exists to not only explain what the attendee learned at the lecture but also to serve as an additional form of validity evidence to either bolster or refute the findings or state issues or concerns regarding the event. All statements were on a five point Likert scale with (1= Strongly Disagree – 5= Strongly Agree).

Results

The following means and frequencies were calculated from the responses gathered at the program.

Table 1: Attendees

Attendee Type	#	Valid %
Student	24	58.5
Faculty	1	2.4
Staff	4	9.8
Alumna/us	-	-
Community	6	14.6

Table 2: Marketing

How did attendee find out about this event?	#	Valid %
Facebook	3	7.3
Class	5	12.2
Email	9	22.0
NT Daily	41	100.00
Local Newspaper	5	12.2
UNT Events Calendar	7	17.1
Banner in Rec Center	1	2.4
Poster	10	24.4
InHouse	4	9.8
DLS Website	4	9.8
UNT Press Release	41	100.00
Organization/Club	4	9.8
Word of Mouth	-	-
Faculty/Staff	-	-

Table 3: Attendee Responses (ALL = All attendees, STU = Students Only)

Statement	#	ALL Mean	ALL SD
The event staff were very helpful.	40	4.65	0.53
Tickets for this event were easy to get.	38	4.50	0.83
I was exposed to a world-class speaker.	41	4.73	0.50
Without this event, I would NOT have had a chance to hear this speaker.	41	4.21	0.90
I learned something new at this event.	41	4.46	0.77
This event significantly impacted the quality of life for our community.	41	4.36	0.66
This event complemented my education.	38	4.47	0.68
I look forward to attending another DLS event.	41	4.53	0.59

Table 4: Attendee Agreement With Responses

Statement	% AGREE or STRONGLY AGREE
The event staff were very helpful.	95.2
Tickets for this event were easy to get.	85.3
I was exposed to a world-class speaker.	97.6
Without this event, I would NOT have had a chance to hear this speaker.	73.2
I learned something new at this event.	87.8
This event significantly impacted the quality of life for our community.	90.2
This event complemented my education.	83.0
I look forward to attending another DLS event.	95.1

Discussion

Total cost for this event was \$15,981.45. The ticket sales revenue was \$216.00. Overall, attendee numbers were low. A common theme that was noticed from the survey was that respondents learned that as students, they need to take a stand and vote. Students were asked to be courageous. Students also stated they learned they do not need to compromise their beliefs in order to be noticed. The data reveals that 95.1% of student respondents look forward to attending another DLS event and 87.8% learned something new. Lastly, please see Appendix A for additional data of students who obtained a ticket to the event.

For More Information:

For information on the programmatic elements of the DLS program, please contact Michelle Bradley, Coordinator of Special Projects at Michelle.Bradley@unt.edu. For assessment or methodology related elements of the DLS program, please contact Jason F. Simon, Ph.D., Associate Vice Provost for Institutional Research and Effectiveness at Jason.simon@unt.edu.

Appendix A

College/School	#	%
Col Public Affairs & Comm Srv	8	14.0%
College of Arts and Sciences	16	28.1%
College of Business	12	21.1%
College of Education	6	10.5%
College of Engineering	1	1.8%
College of Information	1	1.8%
College of Music	-	-
College of Visual Arts & Design	-	-
Graduate School	2	3.5%
Mayborn School of Journalism	6	10.5%
Merchandising, Hospitality, and Tourism	5	8.8%
Division of Undergraduate Studies	-	-
Academic Administration	-	-
UNTD Liberal Arts & Life Sci	-	-

GPA Bands*	#	%
2.0 - 2.49	10	17.9%
2.5 - 2.99	12	21.4%
3.0 - 3.49	19	33.9%
3.5 - 4.0	15	26.8%
Under 2.0	-	-

Type	#	%
Freshman	-	-
Sophomore	11	19.3%
Junior	13	22.8%
Senior	26	45.6%
Post-Bac	2	3.5%
Masters	3	5.3%
Doctoral	2	3.5%
Spec-Prof	-	-

Status	#	%
Full-Time	9	15.8%
Part-Time	48	84.2%

Admit Type	#	%
1st Time in Col	-	-
Continuing	56	98.2%
New GRAD	1	1.8%
New UG Trans.	-	-
TAMS	-	-
Transient	-	-

Ethnicity	#	%
African-Amer.	40	70.2%
Amer. Indian	1	1.8%
Asian/Pacific Isl.	-	-
Hispanic	7	12.3%
Non-Res	2	3.5%
Other	-	-
White	7	12.3%

Age Band	#	%
Under 19	1	1.8%
19-24	47	82.5%
25-34	6	10.5%
35 & Older	3	5.3%

Gender	#	%
Female	42	73.7%
Male	15	26.3%

Event took place on April 15, 2014.