

Analysis of the Distinguished Lecture Series: Lt. Dan Choi

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 320 attendees were present. As an additional datapoint, 81 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	83	85.6
Faculty	4	4.1
Staff	2	2.1
Alumna/us	1	1.0
Community	4	4.1

Table 2: Marketing

How did attendee find out about this event?	#	Valid %
Facebook	19	19.6
Class	19	19.6
Email	30	30.9
NT Daily	5	5.2
Local Newspaper	1	1.0
UNT Events Calendar	13	13.4
Banner in Rec Center	4	4.1
Poster	22	22.7
InHouse	2	2.1
DLS Website	4	4.1
UNT Press Release	3	3.1
Organization/Club	7	7.2
Word of Mouth	-	-
Faculty/Staff	-	-

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

Statement	#	ALL Mean	ALL SD
The event staffs were very helpful.	96	4.51	0.69
Tickets for this event were easy to get.	97	4.61	0.61
I was exposed to a world-class speaker.	97	4.67	0.57
Without this event, I would NOT have had a chance to hear this speaker.	96	4.35	0.88
I learned something new at this event.	97	4.61	0.58
This event significantly impacted the quality of life for our community.	97	4.49	0.73
This event complemented my education.	95	4.50	0.74
I look forward to attending another DLS event.	95	4.68	0.53

Table 4: Attendee Agreement With Responses

Statement	% AGREE or STRONGLY AGREE
The event staff were very helpful.	89.7
Tickets for this event were easy to get.	94.8
I was exposed to a world-class speaker.	96.9
Without this event, I would NOT have had a chance to hear this speaker.	85.5
I learned something new at this event.	94.8
This event significantly impacted the quality of life for our community.	87.6
This event complemented my education.	87.7
I look forward to attending another DLS event.	94.8

Discussion

Total cost for this event was \$21,034.82. The ticket sales revenue was \$202.00. Overall, attendee numbers were moderate. A common theme that was noticed from the survey was that respondents learned oppression can take many forms, but regardless, we are all somebody. People also stated that Lt. Dan Choi was an awesome speaker and that they were more aware of the need for civil rights. The data reveals that 94.8% of student respondents look forward to attending another DLS event and 94.8% 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	5	6.2%
College of Arts and Sciences	36	44.4%
College of Business	9	11.1%
College of Education	9	11.1%
College of Engineering	4	4.9%
College of Information	1	1.2%
College of Music	4	4.9%
College of Visual Arts & Design	2	2.9%
Graduate School	1	1.2%
Mayborn School of Journalism	9	11.1%
Merchandising, Hospitality, and Tourism	1	1.2%
Division of Undergraduate Studies	-	-
Academic Administration	-	-
UNTD Liberal Arts & Life Sci	-	-

GPA Bands*	#	%
2.0 - 2.49	11	13.6%
2.5 - 2.99	17	21.0%
3.0 - 3.49	22	27.2%
3.5 - 4.0	22	27.2%
Under 2.0	9	11.1%

Type	#	%
Freshman	9	11.1%
Sophomore	8	9.9%
Junior	19	23.5%
Senior	31	38.3%
Post-Bac	1	1.2%
Masters	9	11.1%
Doctoral	4	4.9%
Spec-Prof	-	-

Status	#	%
Full-Time	36	44.4%
Part-Time	45	55.6%

Admit Type	#	%
1st Time in Col	-	-
Continuing	81	100%
New GRAD	-	-
New UG Trans.	-	-
TAMS	-	-
Transient	-	-

Ethnicity	#	%
African-Amer.	23	28.4%
Amer. Indian	-	-
Asian/Pacific Isl.	3	3.7%
Hispanic	14	17.3%
Non-Res	7	8.6%
Other	1	1.2%
White	33	40.7%

Age Band	#	%
Under 19	3	3.7%
19-24	60	74.1%
25-34	16	19.8%
35 & Older	2	2.5%

Gender	#	%
Female	45	55.6%
Male	36	44.4%

Event took place on February 10, 2014.