

**Memorial Student Center  
Carter G. Woodson Black Awareness Committee  
16<sup>th</sup> Annual Rev. Dr. Martin Luther King Jr. Breakfast  
January 2023**

**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 26, 2023; attendees were surveyed to help MSC WBAC better understand their experience and to improve future programs.

**Key Findings with Recommendations**

Student Affairs Planning, Assessment, and Research (SAPAR) identified several key findings and developed actionable recommendations that MSC WBAC may take based on the results. However, MSC WBAC staff (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 +91, four units higher than last year's score. Again, this year more than three-quarters indicated it was extremely likely they would recommend the MLK Breakfast to others.

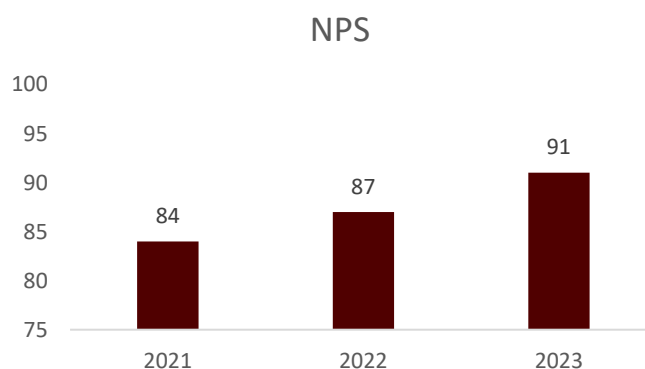


Figure 1: Net Promoter Score®

- About two-thirds of attendees responded that this was their first time attending the event.
- 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 and about one-fifth were students of a Texas A&M System School, including the College Station campus.
- Due to the increase in first-time attendees from past years' events, SAPAR recommends that 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. The data were analyzed using SPSS®, a statistical software package, 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 746 attended the event. Of those in attendance, 245, or approximately 33%, 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%. Due to branching technology, not all respondents saw all questions. Not Applicable responses were removed from the analysis. Tables are in descending order for the 2023 mean or frequency. Summary themes for the qualitative question are included in this report; the entire list can be found in a separate document. Comparisons to the previous survey results will be made where appropriate.

The first question asked respondents if this was their first time attending the MLK Breakfast. Of the 245 respondents, 64% said yes and 36% said no. A larger percentage than last year indicated that it was their first time attending the MLK Breakfast, as last year 23% 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 +91. Frequencies of the NPS® ratings by score groups are noted below in Table 1.

<b>NPS® ratings by score groups</b>	<b>2023 Respondents Percent n=245</b>	<b>2022 Respondents Percent n=61</b>	<b>2021 Respondents Percent n=206</b>
<b>Promoter (9-10 rating)</b>	92%	90%	88%
<b>Passive (7-8 rating)</b>	7%	7%	8%
<b>Detractor (0-6 rating)</b>	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 244 respondents to this question, 99% selected yes. Last year, 100% of respondents selected yes. Those who selected no were asked why they did not think the program gave them a better understanding of social justice issues in a select-all-that-apply format. Of the two who responded no, one selected the response, "I am already well versed in social justice issues, so this program did not better my understanding of these issues" and the other selected "other," explaining that the program was more of an overview of the event and did not change what they already knew.

Respondents were asked their level of satisfaction or dissatisfaction with the honored guest and conversation facilitator of the MLK Breakfast. As shown in Table 2, on the next page, respondents were most satisfied with the Honored Guest. Respondents who answered 'dissatisfied' or 'very dissatisfied' to the question asking them their satisfaction with the Honored Guest and the Conversation Facilitator were presented a question asking them the

reason for their dissatisfaction. Of the two that answered this question, they mentioned that the Conversation Facilitator did not follow the speaker, so it did not feel like a conversation, and that they wished there was more time to hear from the guest.

	<b>Very satisfied (5)</b>	<b>Satisfied (4)</b>	<b>Neither satisfied nor dissatisfied (3)</b>	<b>Dissatisfied (2)</b>	<b>Very dissatisfied (1)</b>	<b>2023 Mean (sd) [n]</b>	<b>2022 Mean (sd) [n]</b>
<b>Honored Guest</b>	96%	4%	-	-	-	4.96 (.19) [238]	4.85 (.40) [61]
<b>Conversation Facilitator</b>	82%	16%	1%	1%	-	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 70 responses, and many just shared their appreciation for the program with such an impactful speaker. A few suggested having more visual examples on the screens for the audience to follow and gave feedback on the food at the event. Suggestions for future MSC WBAC speakers varied, but some recommendations include Dr. Krystal Simmons, Michelle Obama, Karen Hunter, Joe Madison, Miles McPherson, Nicholas Hill, etc. See the attached comments for the complete list of suggested 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.

<b>Please select from below which best describes your primary relationship with Texas A&amp;M University.</b>	<b>Frequency %</b>
<b>Faculty/Staff/Administrator within the Texas A&amp;M System (TAMU and/or all system schools)</b>	77%
<b>Texas A&amp;M University System (TAMUS) Student</b>	18%
<b>Former TAMUS Student</b>	4%
<b>Community member</b>	1%

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

Respondents who indicated they were Texas A&M University students were asked to provide their UIN (Universal Identification Number). There were 51 student UINs recorded and demographic data can be found on an attached document.

## **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 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. Regina King on January 26, 2023. This was the 16<sup>th</sup> 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, and 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, and 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, and Research can be found at <https://sapar.tamu.edu/results/>. Additionally, division staff and student leaders can follow Student Affairs Planning, Assessment, and 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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