

The Big Event Community Survey Spring 2023

Purpose of Assessment

A survey was created to understand how members of the Bryan/College Station community reacted to their experience with The Big Event (TBE). This was the 18th time Student Affairs Planning, Assessment & Research (SAPAR) helped TBE committee in assessing community members or student participants' experiences with TBE.

Key Findings with Recommendations

Student Affairs Planning, Assessment & Research (SAPAR) identified several key findings and developed actionable recommendations the student organization may take based on the results. However, The Big Event staff may identify other findings using their knowledge and understanding of the community and the event.

Customer satisfaction findings from the residents of TBE are shown as a Net Promoter Score® (NPS), a customer loyalty metric that gauges how willing a customer is to recommend a product or service. Generally, 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 usually between 50 and 80. The NPS® scores from the resident survey's findings are high as shown below; the NPS® score reached a new high this year.

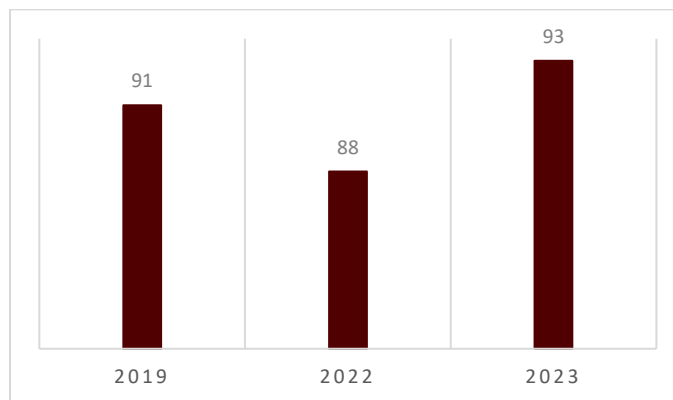


Figure 1: Net Promoter Scores®

Residents enjoyed meeting with students, and most found the volunteers hardworking and enthusiastic, and the residents expressed appreciation for the student work at their homes. Many also noted that TBE is an excellent opportunity for those in the community to connect with current students. Residents that were dissatisfied with their experience most often cited their project was unfinished and that the number of volunteers that showed up did not match what was promised or requested.

SAPAR recommends TBE staff read the comments from the residents, as many could be used in marketing materials to promote TBE. Specifically, by sharing residents' comments with students considering participation in 2024 TBE, the students may have a better understanding of the importance of their service to not only individual residents but its contribution to the relationship of Texas A&M and the surrounding community supporting them throughout the year.

Method and Sample

The survey was produced using Qualtrics®, a software program that creates web-based surveys and databases. The survey contained three questions: two quantitative and one qualitative. The survey was successfully sent to 1,847 residents on March 25, 2023. Non-respondents were sent one reminder before the survey closed on March 30, 2023. Of those who received the survey, 1,152 responded to at least some part of it yielding a 62% response rate. Data for the survey were analyzed using SPSS®, a statistical software package, and Microsoft Excel®.

Results

Results are reported as a Net Promoter Score (NPS®) question, which is a customer loyalty metric that gauges how willing a customer is to recommend a product or service and the frequency of 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%. Summary themes and coding were determined for the qualitative responses. Those themes are contained in this report; the entire list of comments can be found in a separate document. Comparisons to previous years are made throughout the report as applicable.

Residents were asked how likely they were to recommend The Big Event to their family, friends, and neighbors within the College Station and Bryan area based on this year's experience and 1,149 residents responded to this question. 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® was found to be +93 from a possible NPS ranging from -100 to 100. The 2023 NPS® score was slightly higher than the +88 score achieved the last time The Big Event resident participants were surveyed in 2022. A positive NPS® (>0) is generally considered good, with the highest performers usually between 50 and 80. The breakdown of the NPS® categories of respondents is noted below in Table 1.

	N	Percent
Promoter (rating 9&10)	1,088	95%
Passive (rating 7&8)	38	3%
Detractor (rating 0-6)	23	2%

Table 1: NPS® Resident Respondent Categories (n=1152)

Residents were then asked to explain their rating regarding the question of their likelihood of recommending The Big Event to others. Some respondents mentioned multiple ideas in their responses, thus the total number of mentions may exceed the number of responses. Table 2, on the next page, shows the theme most prevalent from promoter and passive rating residents' comments was about appreciation, with compliments for the students and the event. Quite a few noted that the students were very hard working, even when the full number of students promised for the job did not show up. One resident noted, "The willingness of the students to work hard and give of their time on a Saturday is such a testament to the spirit of service. They help our family to complete work that would otherwise be neglected because of family duties. We also love seeing the students interact with our kids, and be a positive influence on them."

Another resident, this time a new "customer," also exclaimed, "After living in BCS for 14 years, I finally signed up for Big Event. I was always hesitant to do so, thinking it wasn't fair to take advantage of college students' free labor when I could do the work myself or hire someone. This year a friend convinced me to sign up, and I'm so glad I did! 8 members of SHEP worked tirelessly cleaning out my flowerbeds so I can re-mulch & plant. They did so with the most positive and energetic attitude, truly making me feel like I was doing something for them rather than them helping me. What I realized afterward, was that after working with college students at TAMU for 13 years, this was the first time students served me, instead of me serving them...it was really a very meaningful experience. Thank you for this opportunity to come full circle living & sharing the Aggieland community with students!"

Qualitative Themes: Please explain the reason for your recommendation rating: Promoters & Passive categories	Number of comments
Positive comments, students were hard workers, polite, did a great job, etc.	929
Great to connect with current students	30
Not enough students for the job/not as many students as promised/late/left early	18
Incomplete project/lesser quality than expected	10
Scheduling issue with The Big Event	8
Students did not have the necessary tools/skills	4
Good communication	2
Did not receive The Big Event sign	1

Table 2: Qualitative Themes Residents Promoters & Passives(n=976)

Table 3 shows the themes derived from the 23 comments of residents whose NPS® ratings were in the detractor category. The primary reason for dissatisfaction was due to the project not being completed as expected, the second being that the number of students needed did not match the job or that the students were not at the site for the whole time. And for some of the residents, this was not just a disappointment, but it also became a burden. One of the residents described their situation, "I'm disabled. I spent over \$250 on food, drinks, snacks, treats, goodies for the 10 people I was told would come. Not to mention ALL the mulch, cleaning supplies, bags, rags, etc etc I bought. For 4 people to show up, 3 left early, then 2 showed up and 2 more left early. None ate or drank anything I bought (not cooked, bought). I wasted probably \$500 and now I have to find and hire someone to finish what they started. I depended on today so bad. Just a big let down."

Qualitative Themes: Please explain the reason for your recommendation rating: Detractors	Number of comments
Project was not finished	14
Not enough students for the job/not as many students as promised/late/left early	10
Students did not have the necessary tools/skills	4
Generally positive	1

Table 3: Qualitative Themes Residents Detractors (n=23)

Next, residents were asked how they heard about The Big Event, in a select all that apply format. Table 4, on the next page, shows that the most common responses were 'past experience' and 'friends/family/word of mouth.' Those who selected other could write a response and the most frequent comments included that they've known about it for years, an email from The Big Event, the Eagle, as well as being repeat customers.

How did you hear about The Big Event? (select all that apply)	2023 Percent [n=1149]	2022 Percent [n=1251]	2019 Percent [n=1539]
Past Experience	67%	60%	60%
Friends/Family/Word of Mouth	38%	38%	43%
The Big Event Website	8%	8%	7%
Posters/Yard Signs	7%	5%	4%
Other	6%	9%	9%
Facebook	4%	6%	4%
Television Advertisement	4%	5%	6%
Instagram	<1%	<1%	*

Table 4: Big Event Marketing to Residents

*was not given as an option

Organization Background

The Big Event is a committee of the Student Government Association (SGA). According to its website (<http://bigevent.tamu.edu/>), "The Big Event is the largest, one-day, student-run service project in the nation where students of Texas A&M University come together to say 'Thank You' to the residents of Bryan and College Station." The mission statement for The Big Event states:

Through service-oriented activities, The Big Event promotes campus and community unity as students come together for one day to express their gratitude for the support from the surrounding community.

The mission is accomplished by asking community members to submit ideas for personal service projects such as doing tasks within their houses, painting walls on their exterior property, and digging ditches. Students, or "participants," sign up as individuals or with groups and receive a community task to focus on during the designated day. This year's The Big Event was held on March 25, 2023.

Project Details

Student Affairs Planning, Assessment & Research (SAPAR) 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 (SAPAR) are funded, in part, by the Texas A&M University Advancement Fee. Results of this project and other assessment projects done through SAPAR can be found at <https://sapar.tamu.edu/results/>.

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

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