

# **2015 Dawg Daze Student Assessment Summary**

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DATE: 11/9/2015



Fall Dawg Daze has been a longstanding tradition of the University of Washington and is one of the nation's largest weeks of welcome. Started in 2004, Dawg Daze has grown to have over 200 events and activities ranging from academic workshops to student activities fair.

Through participation in Dawg Daze an entering student will:

- Be exposed to a variety of people in our campus and see what it consist of people from different ethnicities, interests, backgrounds, and areas of the world.
- Connect with new and returning students at the university during their first week of campus.
- Be able to self-identify one new area of academic or social area of interest after the completion of Dawg Daze.
- Be able to identity at least two concepts or areas of involvement that will help them be successful as a student at the university.

Dawg Daze is possible through the partnership and collaboration with more than 180 departments and student organizations representing a diverse array of resources and opportunities.

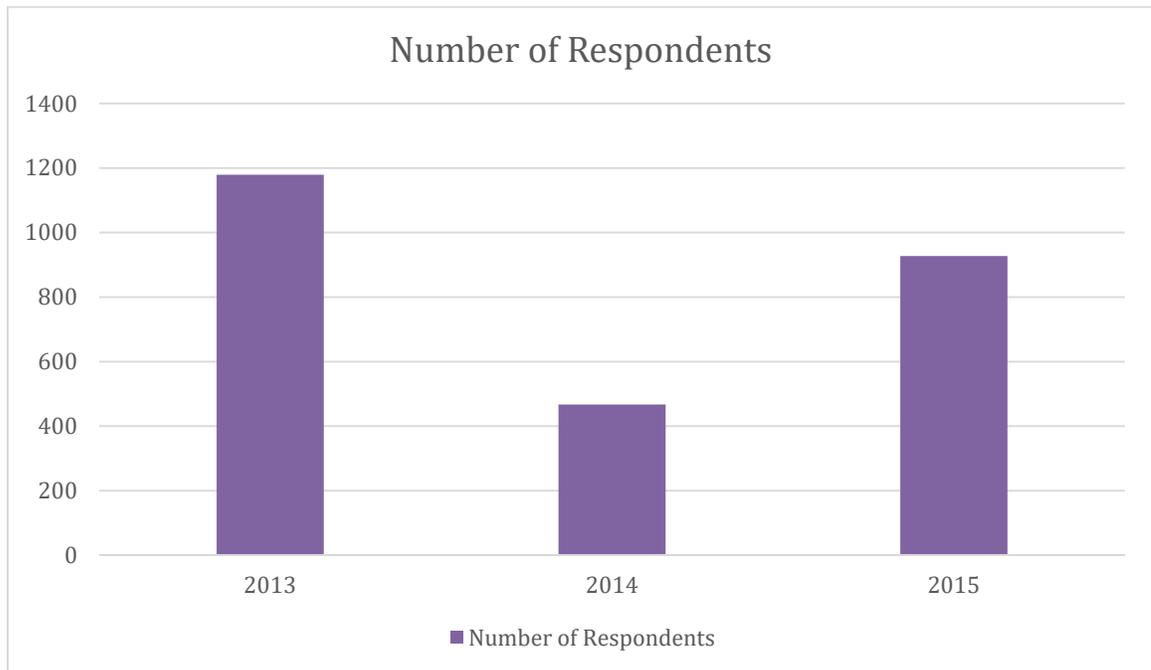
This assessment summary looks back on data collected since 2013 and provides suggestions and ideas for program improvement. This data does not include information from Winter Dawg Daze which is a smaller version of Fall Dawg Daze.

Questions? Please email [dawgdaze@uw.edu](mailto:dawgdaze@uw.edu),

Martha Tran  
Program Manager  
First Year Programs



Dawg Daze assessment data is gathered via Catalyst Tools. Students are asked to respond to a catalyst survey immediately following the end of Dawg Daze. The number of respondents change each year; 2013 had 1,179 respondents, 2014 had 467 respondents and 2015 had 927 respondents. The low survey response from 2014 is not clear. The same method of outreach was used for all three years (email outreach and social media).



Below is data on the respondents of the survey:

Q: Did you enter UW this fall as an incoming:						
	2013		2014		2015	
Freshmen	66.16%	780	84.15%	393	95.79%	888
Transfer	33.84%	399	15.85%	74	4.21%	39
Q: Are you an international student?						
International Student	14.92%	175	11.50%	11	14.22%	126

As expected, majority of the students are freshmen. It is possible that the high percentage from 2013 is because the question does not factor in credit type. Many AP/IB/Running Start students believe they are transfer students. Moving forward, we will change the question to be clear that we mean by entering application and not by credit.

Q: Where do you live during the academic year?						
	2013		2014		2015	
On campus	46.23%	521	67.04%	301	76.56%	686
In Greek Community	6.48%	73	3.79%	17	5.93%	53
Within 5 miles of the UW (Not Greek Community)	17.57%	198	11.14%	50	5.47%	49
Between 5-10 miles of the UW	11.45%	129	6.24%	28	3.57%	32
More than 10 miles away from the UW	18.28%	206	11.80%	53	8.48%	76

This question serves to address whether students who commute are more likely to participate in Dawg Daze events or not. We believe that commuting makes access to Dawg Daze events more challenging.

Challenges of attending Dawg Daze are address on page 6, 9 and 10.

Below is the data on general Dawg Daze questions:

Q: How many Dawg Daze events did you attend throughout the week?						
	2013		2014		2015	
None	18.32%	216	4.07%	19	2.16%	20
1-5	51.57%	608	44.75%	209	36.25%	336
6-10	22.39%	264	32.33%	151	41.21%	382
11-15	5.77%	68	10.92%	51	14.35%	133
16-20	1.19%	14	5.14%	24	3.56%	33
More than 20	0.76%	9	2.78%	13	2.48%	23

Majority of students attend between 1-10 events at Dawg Daze. The percentage of students who did not participate in any Dawg Daze events have dropped from year to year. With over 200 events it is likely that about 97% of incoming students participated in Dawg Daze in at least 1 event.

Q: What were the reasons you attended Dawg Daze events (check all that apply)?						
	2013		2014		2015	
My friends were going	78.50%	756	80.36%	360	79.82%	724
Event name and description sounded interesting	73.21%	705	84.38%	378	86.11%	781
RA encouraged me to go	17.86%	172	21.56%	97	20.84%	189
FIG Leader encouraged me to go	--	--	--	--	13.34%	121
Sorority/Fraternity encouraged me to go	4.15%	40	2.90%	13	4.30%	39
To meet new people	54.41%	524	70.09%	314	71.55%	649
To learn about campus resources	39.56%	381	47.99%	215	49.17%	446
To learn how to be academically successful on campus	25.13%	242	30.80%	138	33.74%	306
To learn how to get involved on campus	43.41%	418	53.79%	241	50.50%	458

To feel part of the UW community	53.58%	516	66.74%	299	62.62%	568
It was a Dawg Daze Key Event (Dawg Daze Dozen Event)	8.00%	77	7.14%	32	54.24%	492

Majority of students attend Dawg Daze because (1) event name and description sounded interesting, (2) friends were going and (3) to meet new people. This is important to note when events names/descriptions are being created. It is also important to note that people went to events because they already knew others who were going but also hoped to meet new people at the same time.

Q: If you did not attend some Dawg Daze events, what were some reasons you did not attend? (check all that apply)						
	2013		2014		2015	
Did not know about them	50.47%	486	45.76%	205	44.54%	404
Events were not of interest to me	72.69%	700	79.24%	355	80.71%	732
Didn't feel it was important	41.33%	398	44.87%	201	45.53%	413
Was told I didn't need to go	6.54%	63	8.48%	38	7.72%	70
Work conflicts	25.44%	245	17.41%	78	17.64%	160
Participation in fall varsity sport	1.77%	17	1.56%	7	0.77%	7
Participation in band activities	1.14%	11	2.01%	9	1.87%	17
Participation in fraternity or sorority activities	5.09%	49	3.79%	17	4.85%	44
Participation in other campus activities	--	--	25.89%	116	24.37%	221
Transportation or commute issues	15.06%	145	13.84%	62	10.69%	97

Majority of students did not attend some Dawg Daze events because (1) events were not of interest, (2) didn't feel like they were important and (3) did not know about the event. It is very likely that as we increase population specific event programming (like transfer or international specific) that the percentage of "events were not of interest would increase". We should also focus marketing on why an event is important to one's Husky Experience.

This would impact whether or not a student feels like a Dawg Daze event was important or not.

Q: What would have increased the possibility of your participation in Dawg Daze?

### 2013 Responses

- More information. As a freshman I knew more events because I was on campus. It would be a good idea to email a schedule of events to the UW students and faculty.
- More notification
- Perhaps more food?
- If they advertised it online.
- If the musical guests had been people that I wanted to see.
- More advertisement in the Greek system.
- I'm a commuter and I commute 4 hours a day total. I don't have time for any of the events, especially the ones later in the evening. I wish there were better events during the day.
- If I received an email about Dawg Daze or saw more advertisements about it, I would possibly have participated in Dawg Daze.
- More advertisement, as I was often unaware of the events occurring.
- More publicity of events. I live off campus and heard nothing about any events at all

### 2014 Responses

- If I didn't have a job... and commuted home.... But um, yeah, I had no free time during the hours posted for big Dawg Daze events. :\
- Having something that I was interested in going on. I am not going to college to be social. So not interested in social events.
- emails and something good for international students to attend
- If I lived in Seattle, I would have participated.
- Better information for Transfer Students. I literally knew nothing about what was going on.
- if I didn't have to work.
- If I was younger
- Less people
- I honestly had no idea they were even going on!

### 2015 Responses

- I was unable to attend due to prior commitments
- I might have participated if someone I knew previously invited me.
- More time, but that was because of my schedule, not your fault.
- I broke my ankle so if they had been closer to me I would have attended them.
- If i wasn't so lazy
- Free stuff
- I guess I didn't feel like I had to go. Maybe if there was something I was really interested in, and it was encouraged by peers or professors, then I might have gone...
- I was just too busy, it sounded amazing though.
- I just didn't have time, I would have loved to participate.

Student responses have changed dramatically from 2013 to 2015. This is due to the increase in website, guidebook and social media. Students seem to now know how to access Dawg Daze and most of the participation is around commuting and transfer specific programming. We can look into more area specific events to support commuter students, perhaps a Dawg Daze event in Lynnwood, Tacoma, Bellevue, etc where students can meet others who are commuting from those locations.

My initial perception of Dawg Daze matched my experience during the week.						
(1) Agree (2) Somewhat Agree (3) Neutral (4) Disagree (5) Strongly Disagree						
	2013		2014		2015	
Agree	36.28%	328	34.91%	148	24.74%	215
Somewhat Agree	39.60%	358	45.28%	192	66.74%	580
Neutral	15.27%	138	12.50%	53	--	--
Somewhat Disagree	5.42%	49	5.66%	24	8.06%	70
Disagree	3.34%	31	1.65%	7	0.46%	4

Q: If your perception did not match your experience, what would have helped to accurately portray what Dawg Daze is like before arriving on campus?

### 2013 Responses

- It would have been nice to know how to sign up, what events students like the most, and to have more signage around campus
- more community activities/friendliness - eg up the ave is only really fun if you already have some friends to do it with maybe bring freshman groups along to do it together/meet people together
- If I had more people to go with
- I did not realize everything would have such long lines. Some of the events could definitely have been more organized to accommodate the large numbers, but I do wish I had gone to more of the events.
- More information about transfer student events
- More advertisement of events going on per day.
- It's disappointing how events (the large ones in particular) are generally overcrowded and run

out of free giveaways quickly

### 2014 Responses

- It was made to sound like this HUGE deal, whereas in reality it didn't really come off that way.
- More activities targeted to transfer students would be helpful.
- I thought it was going to be more fun and more things going on. For example, I thought the carnival was going to be an actual carnival.
- I first heard about Dawg Daze during the summer orientation. Only a few of the FUN key events were mentioned. I had no idea that there would be dozens of daily events to introduce students to available resources (academic, food and activities in the area, commuting, etc). It would've been nice if those were mentioned at orientation, not just the few fun things.
- Nothing can prepare one for the size and scope of such a thing.
- There was not as much interaction with other students in the activities as I anticipated, nor as much interaction with older students.
- I thought Dawg Daze would be more exciting and there would be stuff going on in Red Square all the time. This was not true.
- I felt the lines were too long so I couldn't actually participate in many events. There should be better organization or more events to make the experience more enjoyable. I know it is hard with so many students, but I think it could be improved.

### 2015 Responses

- There were fewer social events and opportunities to meet people than I expected
- I didn't know that there would be so many lines for everything. Also, I could not get into the Comedy Show, a key event highlighted often by the UW, because I was not informed that I had to go early because space was limited.
- I thought there were going to be more opportunities to meet other freshmen, but instead the events seemed to be events that people all went to together.
- Fewer activities than expected.
- Not activities that enabled students to be able to have students introduce each other better. Events formed cliques.
- Mention more of the academic events and sell them more.
- It's not really a place to meet people and make friends. It's more like a big group event.
- I was just busier than I thought I would be when Dawg Daze was going on. When I first heard of it, I was very excited to attend multiple events but joining a sorority limited how many events I could attend.
- Pictures of lines to get into events...
- There were a lot of time conflicts so I was unable to go to a majority of the events I wanted.
- Tell people to relax and how we don't have to attend everything

### Population Specific Data

The following survey data looks at specific populations such as transfer, international and commuting students. These populations are an important and growing part of the UW community.



### Transfer Specific Data

Q: Did Dawg Daze meet your needs as a transfer student?						
	2013		2014		2015	
Yes	66.40%	251	71.64%	48	75.68%	28
No	33.60%	127	28.36%	19	24.32%	9

If no, please explain (did not ask in 2013 survey)

#### 2014 Responses

- I wasn't interested in hanging out with a bunch of young kids fresh out of high school, do social activities. I might of been more interested in more in depth tours, or explanations of the building layouts, where to get things like supplies or tutors, where the best study area where. Orientation had some of that, but if there was more at events like Dawg Daze I might have attended. I am interested in function not fun.
- There needs to be more events that focus on connecting transfer students. Many of the people that I met during the tours and events were overwhelmingly freshman. Only after participating in the making of the "W" did I meet 10 other transfer students for 30 minutes.
- Most of the students are freshmen, I was new to campus anyway so it doesn't matter.
- I guess if you are a freshman with no responsibilities or a job you can make all the events. It's tougher for transfer students.
- No opportunity to meet current UW juniors/seniors
- Felt most events were geared toward traditional freshman students. I have kids and a family. Something specific for transfers would have been nice.
- Didn't really feel like I belong in the community
- I started summer quarter and never got a proper welcoming. My advisor told me I missed the orientation in summer so I have felt lost ever since.
- I'm still not aware of all the resources available to me as a student, and more signage in general would make navigating easier as someone new to campus.

#### 2015 Responses

- I just wasn't interested in meeting a bunch of young kids out of high school, neither were they interested in meeting me.
- I was busy with other things going on so I didn't need it much.
- Being in a TFIG and being told the Husky Kickoff is mandatory and counts as my first meeting was misleading and inappropriate. I really enjoyed the panel on how to avoid transfer shock, and would have appreciated more resources and panels specifically aimed at older transfer students, or those returning to school after an absence.
- Would have liked more direction on how to get involved as a transfer since I only have two years at this school.
- I didn't really know anyone so it wasn't as fun to participate.

- I would have liked to see some events applying specifically for older transfer students. It felt very freshman like at times and not welcoming to transfer students within a specific demographic, especially since so many people are going back to college that are older (30-50 years old) and more mature.
- It seemed to focus on freshman
- My TFIG leader didn't show up so we got put in another random group that didn't have as much structure or topics to talk about like ice breakers...

### Population Specific Data

Below is some data comparing 2015 data between population groups of transfer, international and \*commuting students.

\*Commuting student is defined by someone who does not live on campus or the Greek system. Lives more than 5 miles away from the UW.

Please rate the following statements using the scale below. Dawg Daze helped me...

1. Agree
2. Somewhat Agree
3. Neutral
4. Somewhat Disagree
5. Disagree

#### Connect with other incoming students

Overall Mean	2.00	Difference
Transfer Student Mean	2.26	-0.26
International Student Mean	2.45	-0.25
Commuting Student Mean	1.87	+0.13

#### Connect with returning UW students

Overall Mean	2.54	
Transfer Student Mean	2.57	-0.03
International Student Mean	2.37	+0.17
Commuting Student Mean	2.55	-0.01

#### Connect with resources at UW

Overall Mean	1.96	Difference
Transfer Student Mean	1.81	+0.15
International Student Mean	1.42	+0.54
Commuting Student Mean	1.89	+0.07
Feel more at home here at UW		
Overall Mean	1.67	Difference
Transfer Student Mean	1.86	-0.19
International Student Mean	1.68	-0.01
Commuting Student Mean	1.75	-0.08
Increase Husky Pride		
Overall Mean	1.56	Difference
Transfer Student Mean	1.73	-0.17
International Student Mean	1.49	+0.07
Commuting Student Mean	1.57	-0.01

Overall transfer and international students seem to be the most different population of students. Commuting students tend to vary the least when it comes to the overall student experience. All populations saw an increase for connecting with resources at the UW.

### Assessment Data Summary

Moving forward, Dawg Daze can improve by focusing on 3 key points.

- (1) Building community – finding opportunities for people to meet before a big event, especially for students not in the residence hall. Perhaps commuter targeted events at specific neighborhoods.
- (2) Academic focused advertising and events – engage more departments and faculty at Dawg Daze. This will also target Transfer student interests as well as introduce students to more academic resources and services.
- (3) Crowd management – make more events dawg pass only. Should help with making sure only first-year students can take advantage of events like Chocolate Fair and wax hands at HUB Crawl and Midnight Carnival