2017 Dawg Daze Program Summary

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SR. PROGRAM MANAGER
DATE: 11/22/2017
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 from 13 events to over 250 events and activities ranging from academic workshops to student activities fair. In 2017, Dawg Daze ran for 10 days from September 21st to September 30th.

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 identify 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 program summary will examine the Dawg Daze budget, sponsorship, check-in data, student volunteers, communications and marketing and provide suggestions and ideas for program improvement. Throughout the summary will be images taken from social media to show how students engaged with Dawg Daze. This data does not include information from Winter Dawg Daze which is a smaller version of Fall Dawg Daze. You can view the Winter Dawg Daze assessment at [http://fyp.washington.edu/assessment](http://fyp.washington.edu/assessment).

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

Martha Tran
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First Year Programs
Dawg Daze Volunteers (Student Advisory Board/Team Captains, Transfer Ambassadors and Dawg Daze Leaders)

Dawg Daze volunteers are a critical part of the Dawg Daze experience. This dedicated group of over 240 volunteers support all aspects of Dawg Daze including crowd control, check-in, logistical support and general event help. This year we continued our newest leadership position, Transfer Ambassadors, which engaged transfer students at Dawg Daze at specific transfer student only events.

Dawg Daze Student Advisory Board/Team Captain Summary

DDSAB members were recruited in winter quarter, met 3 times in spring quarter and then served as Team Captains during Dawg Daze. This new role was created to provide more training and leadership opportunity for students. By offering meetings in spring quarter, we no longer needed a full day Team Captain training the day before Dawg Daze Leader training and were able to provide students with intentional leadership learning and development.

This volunteer role was advertised with the following benefits based on the Husky Leadership Intuitive (HLI) program leadership framework.

- **Systems Thinking** - Making connections between individual parts in a system to anticipate how the relationships between these parts affect each part and the system as a whole.
- **Mentoring** - Using one's expertise and experience to teach, coach, share resources, and challenge individuals with less experience and/or knowledge so that they can reach their potential.
- **Group Development** - Assisting groups in developing a sense of shared purpose, commitment, trust and effectiveness so that group members work together in the most effective, efficient, and empowering manner.
- **Plan** - Laying out a course of action to complete an intended objective by identifying tasks and setting deadlines for completion in an effort to accomplish that objective and work toward a larger goal.

This year’s DDSAB had 28 members; 14 members had been previous DDSAB/Team Captains or Dawg Daze Leaders, 2 members were transfer students and 8 were international students. When asked why they wanted to apply for this position, one student wrote...

“When I walked in UW campus as a freshman, I was nervous and excited. As a first-generation college student in my family, I had no idea what college life would be like and how to make friends. After joining Dawg Daze’s activities, I felt I was welcomed by this big family! I decided to become a member of Dawg Daze Student Advisory Board since then because I want to help the freshman like me to feel warm and...
welcomed from our UW community. I understand their concern about college life and I believe that I can do a great job.”

DDSAB members were broken up into 4 groups and assigned to a returning DDSAB member. Each group were assigned to as task. Tasks were (1) creation and implementation of Out of State Mixer event, (2) creation and implementation of Dawg Daze 101 event, (3) creation of social media videos to advertise key Dawg Daze events, and (4) creation and implementation of “Life as a Dawg Daze Leader” training at Dawg Daze Leader Training. They also provided student feedback on Dawg Daze programming changes/funding and assisted in the Dawg Daze Leader recruitment process.

Transfer Ambassador (TA) Summary

The TA role was created in 2016 to increase transfer student involvement and to support transfer specific events at Dawg Daze (see page 7). During recruitment for Dawg Daze Leaders, transfer applicants were asked if they would be interested in serving as a TA during Dawg Daze. TAs are considered a Dawg Daze Leader but had the opportunity to sign up to support specific events for transfer students. Their lanyard also indicated that they were a Transfer Ambassador.
TAs attended an additional 2 hour training before the start of Dawg Daze Leader training and were paired with 2 Team Captains who was also a transfer student. 30 TA applied and were selected, most of whom had never been a Dawg Daze Leader or Team Captain in the past.

**Dawg Daze Leader Summary**

Dawg Daze Leaders are recruited end of spring quarter and average about 15 hours of volunteer time during Dawg Daze with some volunteering as many as 25 hours. With the creation of the DDSAB, we shorten the Dawg Daze Leader training last year from 1 full day (8:30-4:30pm) to a half day (12-4:30pm). This shorten training was successful and allowed us to streamline our topics and materials.

The data below shows the total number of volunteers from 2012 to 2017. In 2015, we began to separate transfer students from the general population. The total number of volunteers in 2017 is 251. The data does not include DDSAB/Team Captains.

**Table 1: 2012-2016 Total Number of Dawg Daze Leaders**

![Graph showing total number of Dawg Daze Leaders and Team Captains from 2012 to 2017]

**Table 2: 2017 Class Standing**

![Pie chart showing class standing for 2017: Freshmen 54%, Sophomore 33%, Junior 9%, Senior 4%]

**Table 3: 2017 Ethnicity Breakdown**

![Pie chart showing ethnicity breakdown for 2017: Asian 45%, White 28%, 2 or more 8%, Hispanic 8%, Native American 2%, African American 2%, Hawaiian 3%, Middle Eastern 2%, Other 2%]
In 2017, 65% of Dawg Daze Volunteers were female, 35% were male and 1% were transgender. The breakdown of in-state verses out-of-state is 66% from Washington, 15% International and 19% are from Out-of-state. Dawg Daze continues to be the program that a higher percentage of international students participate as Dawg Daze Leaders and Team Captains than in other student leadership opportunities offered by First Year Programs.
Dawg Daze Transfer Specific Events

Dawg Daze continues to focus on creating intentional programming specifically for transfer students. This was accomplished in several ways; (1) departments and campus partners were asked to specifically create events marketing to Transfer students by including the word “transfer student” in the title, (2) events for transfer students were highlighted in a different color on the Dawg Pass (visual schedule), and (3) Transfer Husky Kick-Off which invited Transfer students and their families to participate in the forming of the “W” photo.

(1) Transfer specific events – This year we did not receive as many submissions for transfer specific events. Overall events for transfers have grown from 2 in 2015 to 18 in 2016. 2017 we had 11 transfer specific events.

Husky Veteran Pre-Fall Welcome
Transfer Students Sail Away to Alki Beach
Former Transfer Student Panel Discussion- Avoiding "Transfer Shock"
Transfer Husky Kick-Off
Transfer Student Career Accelerator Lab
Happy Hour on the Ave for Transfer Students
Foster School of Business: Transfer Mixer
UW Libraries Tours for Transfer Students
Transfer Student Social: Welcome to the UW Libraries
Transfer Connections: Business, Economics, Law Societies and Justice, Political Science and History
Transfer Connections: Biology, Psychology, Public Health, and Health Sciences

(2) Increase in marketing to Transfer students at Transfer Advising and Orientation, targeted emails and transfer highlights in printed materials such as the Dawg Pass.

(3) 2nd year of Transfer Husky Kick-Off which welcomed students and their families at a separate event at the same time as Husky Kick-Off. Transfer Husky Kick-Off included a welcome from UW President Ana Marie Cauce, a panel of current and alumni Transfer students and opportunity for students and their families to join in the “W" photo.

Dawg Daze Sponsorship

Dawg Daze budget is also impacted by sponsorships. The chart below shows the sponsorship funding from 2011 to 2017. Sponsorship money is used to off-set the entertainment costs at Dawg Daze.

Table 4: 2011-2017 Dawg Daze Sponsorship
*Numbers do not reflect in-kind donations

Dawg Daze Check-In Data

Table 5 shows the 2017 Dawg Daze check-in breakdown. The total number of check-ins increased this year to 5,964 from 5,079 in 2016. This year, we saw the return of the Greek Member Check-In at the New Greek Member Day event. All students receive a lanyard and a Dawg Pass (printed visual schedule) at check-in. Compared to 2016 data, more students checked in on Day 2 than Day 1 of Dawg Daze check-in.

Table 5: 2016 Dawg Daze Check-In

A few changes that were made this year that helped increase check-in numbers are the advertisement of check-in opportunity within the FYP office throughout the first four days of Dawg Daze. We also had longer check-in times on Red Square. After assessing the numbers for residence hall locations, we will do not plan to offer check-in at Alder Hall, Elm Hall or Mercer Hall. Most check-in locations took place in Maple Hall and McMahon Hall.
Dawg Daze Communications and Marketing

Dawg Daze uses various methods of communications and marketing to reach out to first year and returning students.

Involvio App

Dawg Daze has used Guidebook as a mobile app since 2012 and Legit App in 2016. The move to Legit App provided year-long event hosting as well as a UW branded app. This year we used Involvio App. Table 6 below shows the number of installs from 2012 to 2017.

Table 6: Number of Installs from 2012 to 2017

<table>
<thead>
<tr>
<th>Year</th>
<th>Installs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>525</td>
</tr>
<tr>
<td>2013</td>
<td>461</td>
</tr>
<tr>
<td>2014</td>
<td>2,910</td>
</tr>
<tr>
<td>2015</td>
<td>3,510</td>
</tr>
<tr>
<td>2016</td>
<td>3,183</td>
</tr>
<tr>
<td>2017</td>
<td>6,460</td>
</tr>
</tbody>
</table>
The switch to Involvio provided a unique opportunity to include the Advising and Orientation (A&O) schedule for freshman, transfers and parents. We were also able to get students to download the app much earlier in June. This resulted in an earlier downloads and we saw significant higher downloads from transfers and parents than previous years. Table 7 shows the breakdown of downloads by population.

Table 7: Downloads by population

<table>
<thead>
<tr>
<th>Population</th>
<th>Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Freshman</td>
<td>4,841</td>
</tr>
<tr>
<td>Transfers</td>
<td>778</td>
</tr>
<tr>
<td>Parents</td>
<td>265</td>
</tr>
<tr>
<td>Faculty/Staff</td>
<td>211</td>
</tr>
</tbody>
</table>

Involvio app also allowed for us to track RSVP information and event views. Please note that RSVP numbers does not reflect actual attendance but is helpful to see what students were most interested in. Table 8 shows more data on app usage collected on 9/26/2017.

Table 8: App Usage Data

<table>
<thead>
<tr>
<th>Events</th>
<th>Total Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Husky Kick-Off</td>
<td>857</td>
</tr>
<tr>
<td>Light Night Carnival</td>
<td>811</td>
</tr>
<tr>
<td>Fall Fling</td>
<td>699</td>
</tr>
<tr>
<td>Late Night Shopping</td>
<td>655</td>
</tr>
<tr>
<td>Dance Party</td>
<td>611</td>
</tr>
<tr>
<td>On-Campus Student Jobs</td>
<td>599</td>
</tr>
<tr>
<td>Convocation</td>
<td>599</td>
</tr>
<tr>
<td>Quad Flicks</td>
<td>591</td>
</tr>
<tr>
<td>Fun and Games with UW Recreation</td>
<td>407</td>
</tr>
<tr>
<td>Internship Explained</td>
<td>393</td>
</tr>
</tbody>
</table>
**Involvio App Summary**

A mobile app is an important as a method of engaging with this student population as many are used to having immediate access to information on their phones. We will continue to explore which app is the most effective through assessment data and focus groups. In the past, mobile apps has been mentioned frequently as a commonly used resource for navigating Dawg Daze.

After a trial year with Legit App, we discovered that a year-round app was not worth the effort to maintain and manage. Also student usage of Legit App following Dawg Daze dropped significantly. Until the UW decides to move to a campus-wide app, we will primarily focus on an app for A&O and Dawg Daze.

**Benefits of using Involvio vs. Legit App**
- Complete Branding
- Unlimited “guides”
- Ability to do event assessment within the app
- RSVP specific push notifications
- Population/cohort tracking
- Personalized guides based on population/cohort

**Table 9: 2017 Growth of app downloads from 6/9/17 to 9/30/17**

**Dawg Daze Emails**

Dawg Daze sends out targeted emails starting in September to remind students about upcoming events. This year as the university transitions from Convio to Marketo platform
to send out emails, we sent emails out from dawgdaze@uw.edu and did not track email open rates. In 2018, Dawg Daze emails will be sent out via Marketo.

**Dawg Daze Social Media**

Dawg Daze currently uses facebook, Instagram, Twitter and Tagboard as our main platforms of social media. The data below tracks the use of Facebook and the #uwdawgdaze.

Facebook - https://www.facebook.com/uwdawgdaze/
Tagboard (#uwdawgdaze) - https://tagboard.com/uwdawgdaze/181223
Twitter - https://twitter.com/uwdawgdaze
Instagram - https://www.instagram.com/uwdawgdaze/

**Dawg Daze Facebook**

Facebook continues to drop as sources of event information for students. Because Dawg Daze is a large event, we exploring what engagement would look like if Dawg Daze was an event page for 2018. It is clear that the Dawg Daze Facebook page is no longer the best way to reach students.

2012 DD Facebook had a bump of ~100
2013 DD Facebook had a bump of ~1,200
2014 DD Facebook had a bump of ~600
2015 DD Facebook had a bump of ~700
2016 DD Facebook had a bump of ~100
2017 DD Facebook had a bump of ~23

Table 10: 2017 Net Likes on Dawg Daze Facebook
This year also saw a significant number of dislikes from previous years. Because the page is already populated with current students or even students who have graduated, it is very likely the dislikes are people who are no longer students.

On average, our number of likes in 2014 was 13 per day, 2015 was 4 per day, 2016 was 3 per day and 2017 was not measurable.

While likes does not equal reach, it was clear that the page still serves a purpose and is necessary to maintain. Below is the list of posts that received the most reach. These posts were posted the day of or just hours before the event.

Most Reach Posts:
- Late Night Shopping at Fred Meyer – 7.7k
- Husky Kick-Off Reminder - 4k
- Meany Hall Dawg Daze Presents – 2.9k

**Dawg Daze Instagram**

<table>
<thead>
<tr>
<th>2015 Data</th>
<th>2016 Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of posts – 124</td>
<td>Total number of posts – 134</td>
</tr>
<tr>
<td>Total number of followers – 604</td>
<td>Total number of followers - 617</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2017 Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of posts – 146</td>
</tr>
<tr>
<td>Total number of followers – 673</td>
</tr>
</tbody>
</table>

**Dawg Daze Snapchat**

In 2015, we also created a location tag on snapchat that was used by students throughout Dawg Daze. An example of the location tag is below. Unfortunately snapchat location tags are difficult to get approved from snapchat. Similar to 2016, this year’s tags was not approved and was not available for Dawg Daze.

In 2017, Dawg Daze was asked by UW Marketing to host a snapchat take over. This take over was facilitated by two student leaders (Dawg Daze Team Captain and Student Coordinator for Dawg Daze). It was a successful take over and increased our reach beyond first year students. We are still collecting data from UW Marketing on the extent of the reach.
Social media outreach continues to drop. There are many factors that may have impacted our numbers. We continue to see a trend away from Facebook as students continue to migrated more onto Instagram and Snapchat. There was also a significant drop in usage of the #uwdaugdaze and tagboard. It is recommend to ask students in focus groups if they feel over saturated with social media requests from companies/school/etc. Most tagboard posts came from campus partners and Dawg Daze Leaders.

We are also exploring how to activate incoming students on social media at Dawg Daze. This could look like a “street team” of recruited already social media savvy students who can be the on the grounds and posting actively.
2017 Highlights on Social Media

What's good #UWDawgDaze
pic.twitter.com/DDUA1sCY5r

UW Dawg Daze includes a Umiak race at CWB for Husky Freshmen. #UWdawgdaze #uw

so much love for these two!!!(:
#skodawgs #uwdawgdaze

Free popcorn? No wonder there's a crowd!
#uwdawgdaze
pic.twitter.com/xviVsng85w