

Analysis of Make a Difference Day 2015

Center for Leadership and Service
Division of Student Affairs | University of North Texas

Introduction

Make a Difference Day is a large day of community service, where students participate in local community service projects at nonprofit organizations in Denton and the surrounding areas as individuals and as members of student organizations. Students register for Make a Difference Day through an online survey instrument (Qualtrics) and are then assigned to a specific project site depending on need and interest. Make a Difference Day was moved from October 24 to November 7 due to rain. The program was held from 9 AM until 12 PM. This event does not have a morning program, and students were instructed to go straight to their community service projects. Community service projects varied in scope and type of work. Students participated in service projects including large environmental restoration projects and sorting merchandise at a thrift store. The variety in type of project allowed for the best utilization of resources, as staff wanted to insure that each student and nonprofit site had a positive experience with the overall program, Make a Difference Day.

Methodology

The Center for Leadership and Service sent students a thank you email on Saturday 11/7 with a link to take an evaluation survey on Qualtrics about their Make a Difference Day experience. The Center for Leadership and Service requested the surveys to be completed within the week. We sent reminder emails on 11/11 and again on 11/16. The reminder emails were sent by the advisor and graduate student advisor. 1,300 students participated in Make a Difference Day and total of 15 surveys were completed. We decided as a team that the number of feedback was small that the results were inconclusive.

Discussion

In planning The Big Event 2016, the Center for Leadership and Service will hand out paper surveys to participants through their community partners. Community Partners will be informed via email and in person about the surveys and when to hand them out. After the event, the Big Event executive board will go around to community partners, and pick up their surveys. We believe that we will have a better response rate, and be able to garner better feedback for the program.

For More Information:

For more information on the programmatic elements of Make a Difference Day 2015, please contact Stephanie Knight, Director of the Center for Leadership and Service at Stephanie.Knight@unt.edu.