



Office of Student Life and Cultural Centers
**Assessing Student Learning as a Result of Attending the
3D Leadership Conference**
Assessment Report

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Type of Assessment: Quantitative

Date of Assessment Implementation: November/2010

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Purpose of Assessment

The 7th annual 3D (Dream, Dare, Do) Leadership Conference was held on November 19, 2010 at the Bronco Student Center, at Cal Poly Pomona. This year's theme was "Identifying the Who in You," featuring Kip Fullbeck as the keynote speaker. The goal of this conference was to empower students by assisting them in identifying their leadership styles, inspiring them to advance to the next level of leadership and strengthening the student leadership community at Cal Poly Pomona.

The 3D Leadership Conference was assessed on several levels to evaluate student learning, impact and program satisfaction. Student learning was the focus of this assessment report. Our goal was to understand the impact of the 3D Leadership Conference in assisting students in achieving the four learning outcomes.

Targeted Learning Outcomes

1. Participants will understand the importance of being a leader.
2. Participants will identify at least one strategy to develop as a leader.
3. Participants will identify where their personal identities intersect.
4. Participants will be empowered to create a community of respect and appreciation.

The four learning outcomes meet Cal Poly Pomona's educational objectives: interpersonal skills, intentional learning and global citizenship.

Assessment Methodology

Pre

586 students registered for the 7th Annual 3D Leadership Conference. Of the 586 students that registered, 421 completed the on-line (StudentVoice) pre-conference assessment, giving us a 72% return rate. A pre and post assessment was implemented to gather data on students' knowledge and perceptions before and after the conference. The pre-assessment consisted of 15 questions, with 3 specifically asking the students about learning outcomes 1 and 2.

Post

Utilizing StudentVoice, 379 students that attended the conference received an online assessment the Monday after the 3D Leadership Conference. The assessment consisted of 40 forced-choice and Likert Scale questions that measured learning and satisfaction. Of the 379 students, 148 responded to the assessment giving us a 39% response rate.

Results

Learning Outcome 1: Participants will understand the importance of being a leader.

The data below is an average of 6 close-ended questions that measured Learning Outcome 1:

- 82% of the students felt that the conference helped them better identify their own beliefs and values as a leader.
- When asked about the importance of leadership, 95% found being a leader was important to them.

Learning Outcome 2: Participants will identify at least one strategy to develop as a leader.

The data below is an average of 14 close-ended questions that measured Learning Outcome 2:

- 99% of the students found it important that they develop as a leader.
- The top three areas where students felt they needed improvement were time management, communication, and self-discipline.
- Students indicated that within the next year, 75% or more of them were likely to participate in the following opportunities: attending a meeting of an organization, volunteer on campus, volunteer off campus, seek an internship position, participate in cultural activities, seek new leadership experiences, and participate further in SDLI.
- 68% of the students indicated that the conference helped them learn about campus leadership programs and services that can help develop them as a leader.
- In the pre-conference questionnaire 77% of respondents stated that they were familiar with their leadership style, when asked the same question in the post-conference questionnaire the percentage went up to 94%.

Learning Outcome 3: Participants will identify where their personal identities intersect.

The data below is an average of 2 close-ended questions that measured Learning Outcome 3:

- In the pre-conference assessment, 97% of the students that responded were aware of their personal identities. After the conference, 99% of the students that responded to the post-conference assessment agreed that the conference helped them identify where and how their personal identities intersect.

Learning Outcome 4: Participants will be empowered to create a community of respect and appreciation.

The data below is an average of 3 close-ended questions that measured Learning Outcome 4:

- The 97% of the students stated they understood their role in creating a community of respect and appreciation.
- 99% of students felt empowered by the conference to create a community of respect and appreciation.
- 78% of students indicated that the conference helped them develop more confidence when working with people who have different backgrounds from their own, 78% of students agreed.

Conclusion

An average of about 88% of the students achieved LO1.

An average of about 87% of the students achieved LO2

An average of about 98% of the students achieved LO3.

An average of about 91% of the students achieved LO4.

Implications for Practice

- Create different leadership tracks for students at different stages of leadership development.
- Identify in the program the workshops and its corresponding learning outcomes.
- Try to understand why so many students that pre-registered for the conference did not show-up on the day of the conference. 586 pre-registered and only 379 attended the conference. This has been the phenomenon for the past three years since the division implemented Symplicity (online registration system).