

***Won't Back Down* Event Evaluation Report**

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The *Won't Back Down* event was held on October 9th, 2012 at 7:00 pm at the Harkins Theatre at Tempe Market Place. The event included a panel discussion followed by screening of the film, *Won't Back Down*. This event was co-hosted by the Sanford Inspire Program (SIP) and Teachers College Student Council. The objective of the event was to get in touch with current education and non-education majors, and to encourage non-education majors to schedule 1:1 meetings with the SIP recruiters in an effort to potentially recruit students from other departments within Arizona State University (ASU) to Mary Lou Fulton Teachers College (MLFTC). The event was advertised through Org Sync, Student Council Facebook, Teachers College Facebook, SIP Facebook accounts, fliers in ASU classes at the Downtown, Tempe, and West campus, fliers at high schools, Changemaker Central, Listserv Blasts, CLAS Peer Mentors and Community Assistants, Teachers College Ed News, and through tabling at all campuses. The event cost \$450, allocated from the SIP budget. Students were invited to attend free of charge.

Doors for this event opened at 6:30 pm, and before that most of the students already lined up at the door. Students were asked to swipe their ASU ID card to obtain access to the event. At 7:00 pm, the event began with one of the SIP Campus Campaign Coordinators moderating a panel of three educators. The panelists were asked to describe their pathway in education up to their current positions. They were asked to describe a time when they saw a need for change in their profession and did not back down. Panelists explained the professions and opportunities in education, as well as the impact that educators make. Once the panel was over at 7:30 pm, the movie began. At the end of the event, student ambassadors handed out fliers for the upcoming Taylor Mali event (future event sponsored by SIP and other organizations).

A total of 100 students participated in this event. Out of this group, 82 of the students were education majors already enrolled in the MLFTC, and 18 students were of different majors. The most frequent other major was psychology, which had three students (16.6 %) participating in the event. The other non-education majors were of various different majors. Please see *Table 1* for the distribution of the other majors.

Data obtained from the SIP recruitment team indicated that one of these 18 students showed interest for signing up for a 1:1 meeting when they were contacted after the event. This one student has not followed up with the recruiter to set up a date and time for the meeting, up to this date of November 18, 2012.

Table 1. Frequency of non-education major participants by their majors.

Major	Frequency
Business (Communication)	1
CLAS-Justice Studies	1
CLAS, Bio Sci (Animal Phys & Behavior)	1
CLAS, Communications	1
CLAS, Psychology	1
Engineering-Computer Systems Engineering	1
English	1
Exploratory-Social and Behavioral Sciences	1
Fulton, Biomedical Engineering	1
Graphic Design	1
Herberger-Music Education	1
History	1
New College, Integrative Studies	1
New College, Psychology	1
Political Science	1
Psychology	3

In terms of the distribution of enrolled campus location for all participating students; most of the students ($N=76$) who participated were enrolled in a program at the Tempe campus. Please see *Table 2* for the campus enrollment locations of the participants.

Table 2. Campus distribution of participants by education and non-education majors

Enrolled in ASU campus	Education Majors <i>N</i>	%	Non-Education Majors <i>N</i>	%
DPC	7	7.0	0	0
Poly	5	6.0	1	5.6
Tempe	63	76.0	13	72.2
West	7	11.0	4	22.2
Total	82	100	18	100

Results:

The participants of this event were majorly formed of education majors who were enrolled in a program at ASU Tempe campus. Based on these, the following suggestions are made for future events:

- This event seemed to be successful drawing education majors, thus such events may be a strategy for retention, inspiring and re-inspiring current students.
- Recruitment team ought to search for different ways to reach out to non-education majors during advertising such as using methods focusing on the policy messages, social issues, community service, major specific messages, and grassroots organizing.
- Design instruments to capture the reasons non-education majors attend such events and use their input to inform advertising efforts.
- Design instruments to capture why the non-education majors are not signing up for 1:1 meetings with the SIP recruiters after the event even though they attended an education event.
- This event was held in Tempe, at a location close to Tempe campus. Host events at all four campuses to understand the impact of location on MLTFC and non-major participants.
- Focus on attracting more non-education major students from Poly and Downtown campuses to participate in the event.