

GREAT Greek Weekend Evaluations

2019 GREAT Greek Weekend Evaluations

Overview & Summary

In order to make informed decisions about re-vamping GREAT Greek Weekend, the following quantitative and qualitative data has been taken from the post-retreat evaluations from the most recent retreat that occurred November 15-16, 2019.

As we are looking to modify marketing and curriculum for the retreat, the data examined below are only from Registration & Promotional Materials, Large Group Workshops, and Team Time.

Major Takeaways

- **Registration & Promotional Materials**
 - The advertising/marketing, along with the registration form/application & correspondence, have progressively rated lower as the years go on. (2.66)
 - The registration form and application rated higher this year in comparison to previous years. (4.08)
 - Email communication had an average rating of (3.69), and many participants expressed that they wished communication was clearer this year, and many suggested that we communicate via email sooner for future retreats.
 - Overall, the workbooks have a “great” average rating. (4.08)
- Some comments participants gave about registration, and promotional materials are as follows:
 - *“I wish there was a 1 page PDF or a picture I could send to show people an overview of GGW.”*
 - *“I did not see any form of marketing about GGW until I received my nomination. The email nomination could have provided more information about what GGW is.”*
 - *“I feel like if more advertising were to be marketed, more people could attend. The workbook was detailed and helped a lot.”*
 - *“It was well advertised to my specific chapter, but it was not for other chapters.”*
 - *“Advertising could have been better because some chapters were not as informed.”*
 - *“I wish the email with details about the weekend came out earlier than Tuesday.”*
 - *“Maybe more advertising about it and more information leading up to the weekend.”*
 - *“Could have been more communication before the retreat.”*

Each activity from the retreat weekend was scored on a 5-point scale defined by “Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree.” This rating scale was utilized to determine if the participants felt as if each activity was beneficial to them personally as a leader in the Greek Community.

• Large Group Workshops

- Leadership Styles: True Colors (60% strongly agree, 34.3% agree)
- Understanding the Greek Community (65.7% strongly agree, 34.3% agree)
- Identity, Privilege, and Power Walk (58.3% strongly agree, 36.1% agree)
- The Great Debate (41.7% strongly agree, 44.4% agree)
- Values Auction (25% strongly agree, 72.2% agree)
- Values and Congruence (52.8% strongly agree, 41.7% agree)
- Build Your new Member Class (52.8% strongly agree, 22.2% agree)
- Charting Your Course/SMART Goals (22.2% strongly agree, 55.6% agree)
- **Small-Group Workshops**
 - Where I am From (31.4% strongly agree, 45.7% agree)
 - Identity, Privilege, and Power Circles (47.2% strongly agree, 44.4% agree)
 - Leadership Styles: Working with Other Colors (66.7% strongly agree, 22.2% agree)

Moving Forward:

- **Registration & Promotional Materials**
 - Develop a more effective marketing strategy. There needs more focus in the future.
 - Improve email communication with chapters and individuals before the retreat.
 - Design new promotional materials utilizing photos taken at GGW 2019.
 - Have student leaders attend chapter meetings to advertise the retreat.
 - Utilize chapter meetings for current facilitators to present the opportunity to.
 - Showcase through social media the past participants and where they are now.
- **Large Group Workshops**
 - **The Privilege Walk**
 - Be very strategic about which facilitators lead this activity.
 - Having at least one facilitator be of an unrepresented identity with the other facilitator being more affluent helps drive the more meaningful conversation.
 - **Processing & Action Plan / SMART**
 - It seems like an activity that is too workbook-heavy to be towards the end of the retreat.
 - Retreat participants expressed this involved too much writing and that they were checked out by the time this activity came up.
 - Rework this activity to be more discussion-focused. This part of the program can be the “big button” that sparks a fire under the participants to become leaders in the Arizona Greek Community.

- **Values & Congruence**
 - Revisit the statements used in this activity to make it more relevant.
 - Some statements can be reworded to avoid any confusion and heated political conversation.
 - Facilitators expressed that some of the verbiages is outdated and should be updated.
- **Small-Group Time**
 - Find a way to incorporate more small group time. Facilitators and participants expressed that they would have liked more time apart from the rest of the group. Possibly allow for additional discussion/debriefing with small groups following large group activities.
 - Add some extra minutes to buffer the schedule and allow discussions to run overtime and avoid cutting off good conversation.
 - Teach facilitators to learn how to end team time with something along the lines of, “This has been a great conversation, and we encourage you to keep talking about this during downtime and when you return to campus! To stay on schedule, we have to move on to the next activity.”

Final Notes:

Students who attended the program felt that the experience was a positively impactful one. Their time was well spent, and they left gaining more from it than they experience. Many students hoped that all chapters would be represented and seek the opportunity to share what they learned with their chapters.