UCLA

Dashew Center Programs: Utilization for 2016-2017

Dashew Center for International Students & Scholars (DCISS) Report

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Executive Summary

Through optional programs, DCISS engaged with nearly 30% of the UCLA international students, scholars, employees, and dependents.

Who is using the optional programs?

Overall, undergraduate students represent the highest user group of optional programs, followed by graduate students and exchange students.

For international participants, undergraduate students represent the highest user group, followed by graduate students and exchange students. For domestic participants, undergraduate students represent the highest user group, followed by graduate students and employees.

Which programs do users participate in most?

Among all optional programs, peer-to-peer programs have the highest number of contacts and unique users, followed by mixers and cultural/arts/sports appreciation and participation events.

While both undergraduate and graduate students participated most in peer-to-peer programs and mixers, undergraduate students are most attracted to peer-to-peer programs and therefore establishing social connections through long-term opportunities. Graduate students participated most in mixers and built social connections through single events. Exchange students and employees are most interested in mixers, and extension students and dependents had the most contacts through cultural/arts/sports appreciation and participation events.

When looking at unique users, international users participated most in mixers, followed by cultural/arts/sports appreciation and participation programs, whereas domestic users participated most in mixers and peer-to-peer programs.

Which programs do users participate in most on a repeat basis?

Overall, colleague training events have the highest repeat rate, with nearly 30% of the users participating more than once. Among the top three categories that attracted the most users, peer-to-peer programs have the highest repeat rate, with more than 20% of the users participating more than once, followed by mixers with a slightly lower repeat rate.

Student users have a higher repeat rate for on-campus programs when compared to off-campus programs. Of the off-campus programs, students also have a higher repeat rate for L.A. based-programs when compared to programs that took place outside of Los Angeles.

What are DCISS's "Star" programs?

This report evaluates DCISS programs based on engagement breadth and depth. With both high repeat user rate and high number of unique users, peer-to-peer programs are DCISS's "Star" program.

Who is most likely to engage more than once?

Domestic UCLA employees have the highest repeat rate, with 60% of the unique users participating in more than one DCISS optional program or event. International exchange students have the second-highest repeat rate, followed by international extension students and international graduate students.

Additionally, for on-campus programs, international users are more likely to participate on a repeat basis. For off-campus programs, domestic users are more likely to participate on a repeat basis, compared to international users.


Recommendations

Engage domestic students. The utilization rate of domestic students is significantly lower than international students. Based on the analyses results, we can draw a conclusion that certain optional programs, such as mixers and peer-to-peer programs, have high user groups. Therefore, DCISS should expand offerings for domestic students in the area of peer-to-peer programs and mixers by collaborating with other offices on programs in these areas since these categories enjoy the most domestic participation currently.

- Example: the Dashew Center could increase co-sponsoring of mixers, speaker's series, peer coaching programs, and other events that are similar to other programs sponsored by other entities at UCLA.

Peer support and social connection. Peer-to-peer and mixers have the highest user groups, compared to other program categories, which indicates that users are most interested in participating in programs that provide opportunities for students to support each other and make social connections. Therefore, DCISS should consider hosting or coordinating more events that utilize peer support and communication, such as study groups, writing groups, and alumni events that help students understand their career options. Additionally, DCISS should continue to embed opportunities for participants at peer support events to connect socially, in order to catalyze the growth of student support systems.

Engagement depth vs. breadth. Engagement breadth is measured by the number of unique users and the rate of unique users. And engagement depth is measured by the number of repeat users and the repeat rate. While DCISS optional programs reached a wide range of participants, our analysis indicates future opportunities to encourage repeat participation. Compared to international graduate
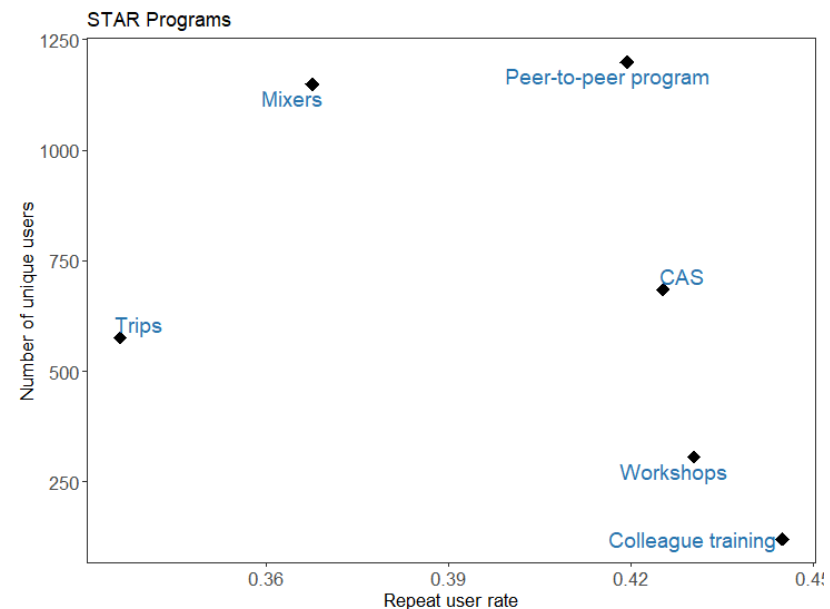
students, international undergraduate students have a much lower repeat rate but represent the highest user group. Therefore, future efforts should focus on new user acquisition for international graduate students and user retention for undergraduate students, to increase both engagement breadth and depth among international students.

Exchange students, extension students, as well as UCLA employees have a relatively higher repeat rate compared to other participant groups. So it is important to focus on user retention to encourage repeat participation for these groups as well. Dependents, as shown in the graph above, have both low repeat rate as well as number of unique users.

Additionally, while peer-to-peer programs are DCISS's "Star" program in the academic year 2016-2017, mixers and CAS programs show great potential to join the league. As further support for program performance, DCISS should focus on encouraging repeat participation for mixers users and acquiring new users for CAS events.

Formal engagement between students and employees. Among all programs, UCLA domestic employees are most interested in mixers and cultural/arts/sports appreciation and participation events (CAS). Since students also have high participation in mixers and CAS programs, DCISS can view those as platforms for formal engagement between UCLA employees and students.
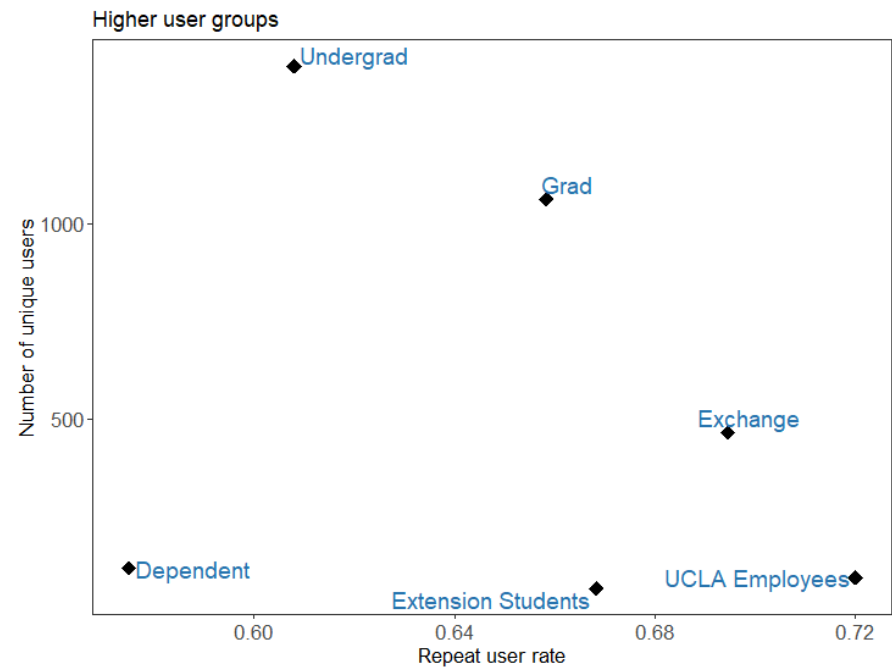
Abbreviation

For the readability of the graphs, the following terms are abbreviated:

Type	Abbreviation	Term	Abbreviation	Term
Participant type	Additional	Additional contacts	Unique	Unique users
	Int'l	International	Domestic	Domestic
	Int'l additional	International additional contacts	Dom additional	Domestic additional contacts
	Int'l unique	International unique participants	Dom unique	Domestic unique participants
	Int'l participants	International participants	Int'l non-participants	International non-participants
	Dom participants	Domestic participants	Int'l participants	International participants
	UG	Undergraduate	G	Graduate
	UG additional	Undergraduate additional contacts	G additional	Graduate additional contacts
	UG unique	Undergraduate unique participants	G unique	Graduate unique participants
Event type	Peer-to-peer	Peer-to-peer programs	CAS	Cultural/art/sports appreciation and participation
	Mixers	Mixers	Trips	Trips
	T: short	Trip: short	T: long	Trip: long
	W	Workshops		
	W: culture	Workshops: culture	W: financial	Workshops: financial
	W: career	Workshops: career	W: health	Workshops: health
	W: academic	Workshops: academic	Dialogue	Dialogue
	Info session	Info session – urgent response	CT	Colleague training
Event Location	LA	L.A. Based	NonLA	Non-L.A. Based

1. Total contacts and unique users for all programs

Key Observations

1. Utilization of all programs
   a. Through **mandatory programs**, 67.88% of all participants engaged with DCISS
   b. Through **optional programs**, 47.66% of all participants engaged with DCISS
2. Repeat user rate[1] for all programs
   a. For **all participants**. the repeat user rate is 52.29%
   b. For **each participant type**, exchange students have the highest repeat user rate of participation in all programs (69.14%), followed by employees (66.24%) and Extension students (64.16%).
3. Repeat user rate by program mandatory status
   a. The repeat user rate for **mandatory programs** is 47.29%
   b. The repeat user rate for **optional programs** is 39.73%.

What does the data mean?

1. For users of all programs, more than half participated in DCISS programs on a repeat basis
2. It is important to note that mandatory program participation data could not capture information from students who missed the official event but completed the program at DCISS office later on. Therefore, further interpretation needs to take the data limitation into account.

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[1] Repeat user rate: The repeat rate is calculated by dividing the number of additional contact by the total number of contacts within the category. This report uses the rate to capture the source of contacts and measure the depth of the user engagement.
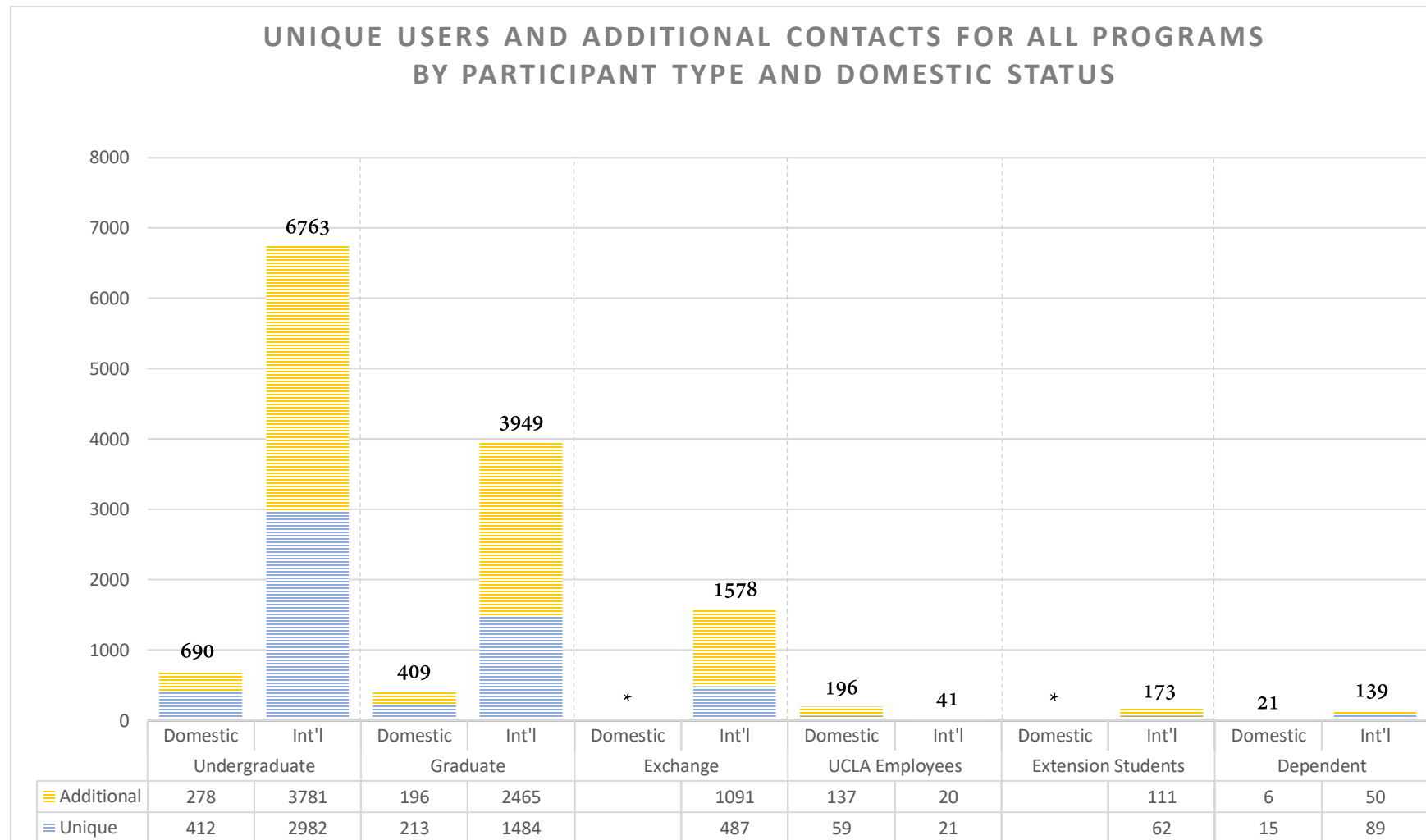
Table 1.1 Total contacts and unique users by participant type and domestic status

Student type	Domestic		International		Unknown		Total	
	Total	Unique	Total	Unique	Total	Unique	Total	Unique
Undergraduate	**683**	**408**	**6763**	**2975**			**7453**	**3383[a]**
Undergrad- Transfer			10	*			10	*
Undergrad-Summer	*	*	3012	1340			3012[a]	1340[a]
Undergrad-Undergrad	683	408	3741	1635			4424	2043
Graduate	**409**	**206**	**3949**	**1484**			**4358**	**1690**
Grad-Anderson	27	19	536	218			563	237
Grad-Grad	372	187	2925	1084			3297	1271
Grad-Law	10	*	488	182			498	182[a]
Exchange	*	*	**1578**	**487**			**1578[a]**	**487[a]**
Exchange-Grad	*	*	56	16			56[a]	16[a]
Exchange-Undergrad	*	*	964	268			964[a]	268[a]
Visiting Scholars	*	*	558	203			558[a]	203[a]
UCLA Employees	**196**	**59**	**41**	**21**	*	*	**237[a]**	**80[a]**
Extension Students	*	*	**173**	**62**			**173[a]**	**62[a]**
Dependent	**21**	**15**	**139**	**89**			**160**	**104**
Unknown	**29**	**16**	**24**	**19**	**849**	**324**	**902**	**359**
Grand Total	**1338[a]**	**704[a]**	**12667**	**5137[a]**	**849[a]**	**324[a]**	**14854[a]**	**6165[a]**

*Number is lower than 10, therefore it's suppressed to protect students' identity.
a. The total only includes the subcategories of which the numbers of unique participants are reported. The subcategory of which the number of unique participants is suppressed is not included

Figure 1.1 Total contacts and unique users by participant type and domestic status

UNIQUE USERS AND ADDITIONAL CONTACTS FOR ALL PROGRAMS BY PARTICIPANT TYPE AND DOMESTIC STATUS

	Undergraduate		Graduate		Exchange		UCLA Employees		Extension Students		Dependent	
	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l
Additional	278	3781	196	2465		1091	137	20		111	6	50
Unique	412	2982	213	1484		487	59	21		62	15	89

*Number is lower than 10, therefore it's suppressed to protect students' identity.
Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

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Table 1.2 Total contacts and unique users by event mandatory status

Event mandatory status	Total N	Total %	Unique N	% repeated users within category[a]	% of overall unique users[c]
Mandatory	**7977**	**54.98%**	4205	47.29%	60.07%
Optional	**6697**	**45.02%**	4036	39.73%	57.65%
Grand Total	**14674**	**100.00%**	**7001[b]**	**52.29%**	

a. The index "% repeated users within category " is the number of additional contacts divided by the number of total contacts in the event category.
b. The number of unique users in grand total (6190) is not a simple sum of unique users in mandatory and optional programs, because a student might be a unique user in both mandatory programs and optional programs.
c. The index "% of overall unique users" is the number of unique users in the event category divided by the number of grand total unique users (6190).

Figure 1.2 Total contacts and unique users by event mandatory status

UNIQUE USERS AND ADDITIONAL CONTACTS
BY EVENT MANDATORY STATUS

	Mandatory	Optional
Additional	3772	2661
Unique	4205	4036
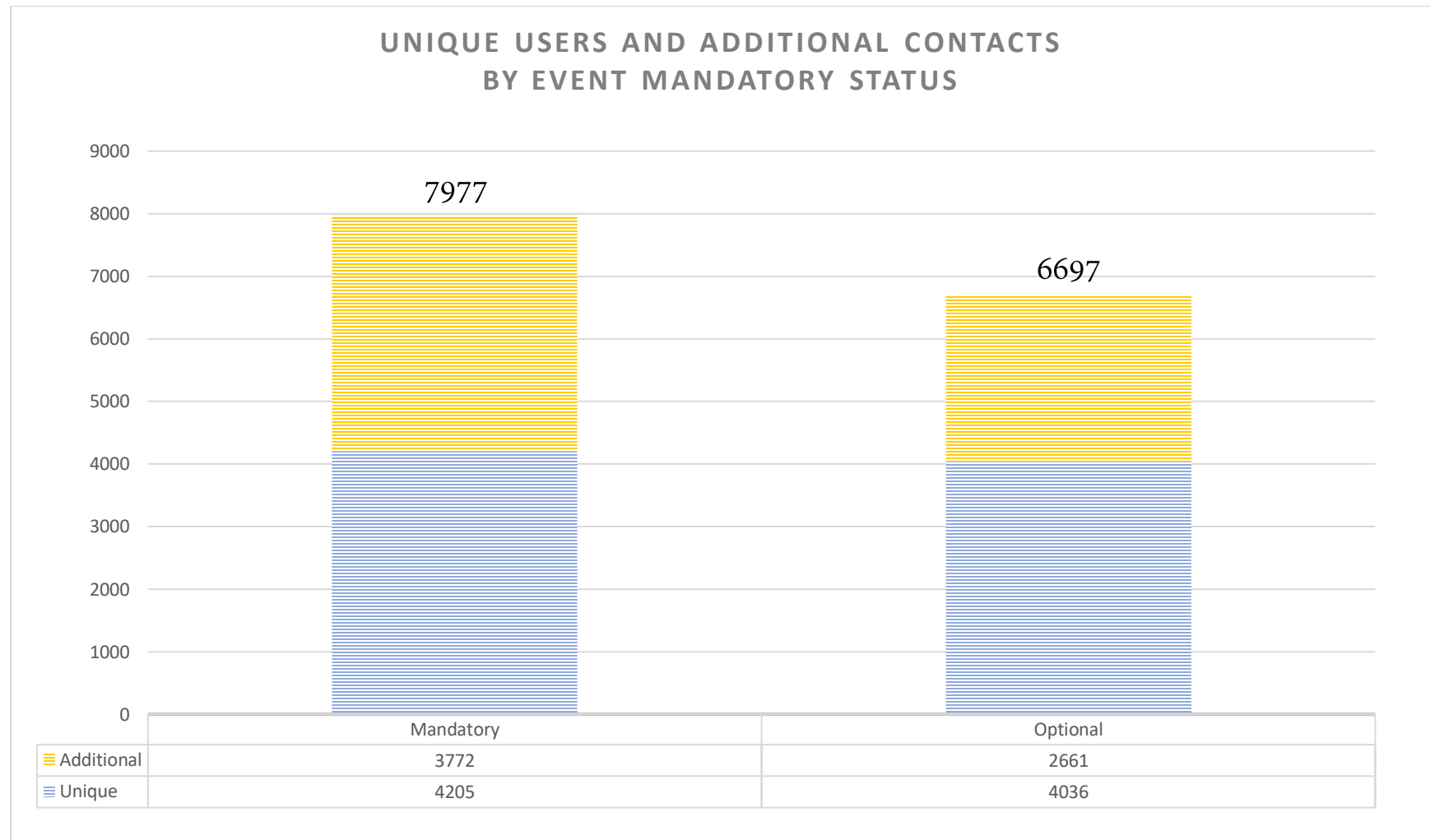
Table 1.3 Total and unique users by event mandatory status and domestic status

Mandatory Status	Domestic		International		Unknown		Total	
	Total	Unique	Total	Unique	Total	Unique	Total	Unique
Mandatory	95	48	7882	4157			7977	4205
Optional	1261	776	4600	2469	853	791	6697	4036
Grand Total	1356	819	12482	5395	835	787	14674	7001

Figure 1.3 Total and unique users by event mandatory status and domestic status

UNIQUE PARTICIPANTS AND ADDITIONAL CONTACTS BY MANDATORY STATUS AND STUDENT TYPE

	Mandatory		Optional	
	Domestic	International	Domestic	International
▦ Additional	47	3725	485	2131
▦ Unique	48	4157	776	2469
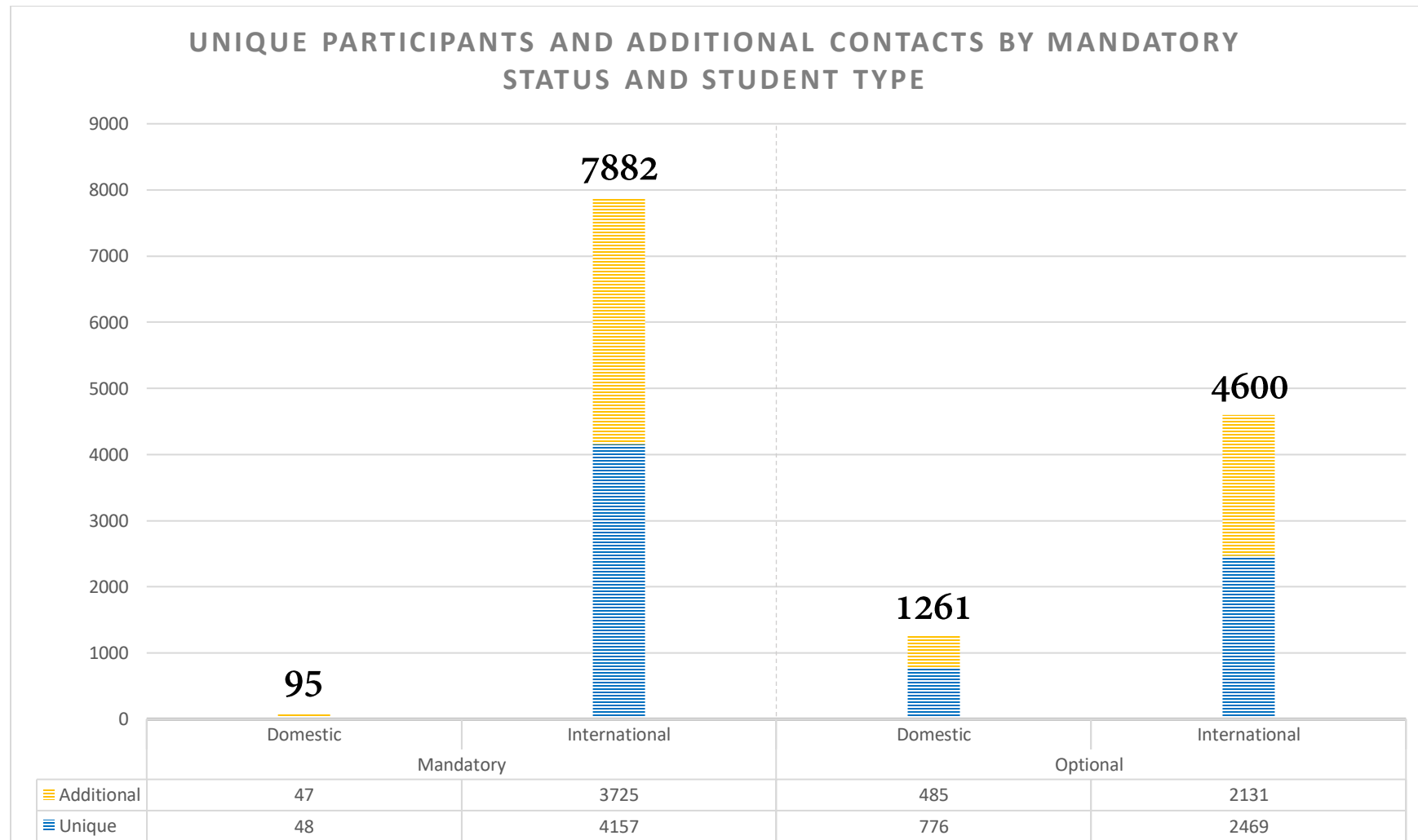
* A number of participants did not report their nationality. Therefore the number will not match the number of unique participants

2. Total contacts and unique users for optional programs

Key observations:

1. Utilization rate.
   a. For **domestic undergraduate** students, the utilization rate is 1.54%
   b. For **domestic graduate** students, the utilization rate is 2.59%
   c. For **international undergraduate** students, the utilization rate is 27.99%
   d. For **international graduate** students, the utilization rate is 25.02%
2. Highest contact groups.
   a. 31% of the total contacts occurred through **peer-to-peer programs**
   b. 27% of the total contacts occurred through **mixers**
   c. 18% of the total contacts occurred through **cultural/art/sports appreciation and participation**
3. Highest user groups
   a. 40% of unique users of optional programs engaged through **peer-to-peer programs**
   b. 36% of unique users of optional programs engaged through **mixers**
   c. 24% of unique users of optional programs engaged through **cultural/art/sports appreciation and participation**.
4. Repeated user rate.
   a. **Colleague training events** have the highest repeated user rate (27.98%)
   b. **Peer-to-peer programs** have the second-highest repeated user rate (22.28%)
   c. **Mixers** have the third-highest repeated user rate (20.86%)

What does the data mean?

1. There is great potential for the Dashew Center to engage with domestic students to increase their utilization rate of DCISS programs
2. Overall, users participate most in peer-to-peer programs, followed by mixers and cultural/art/appreciation and participation
3. Peer-to-peer programs are DCISS "Star" programs
   a. The high number of contacts indicates that the programs generate the most engagement overall
   b. The high number of unique users indicates that the programs have the highest engagement breadth
   c. The high repeat user rate indicates that the programs have more users who participate on a repeated basis

Table 2.1 Utilization rate by student type and domestic status

	Domestic			International		
	Total on campus	Participated	Utilization rate	Total on campus	Participated	Utilization rate
Undergrad	27368	421	1.54%	3505	981	27.99%
Grad	9410	244	2.59%	3265	818	25.02%

a.b. The percentage difference between 1.39% and 2.13% is significant at the 0.001 level.
c.d. The percentage difference between 23.82% and 19.26% is significant at the 0.001 level.

Figure 2.1 Utilization rate by student type and domestic status
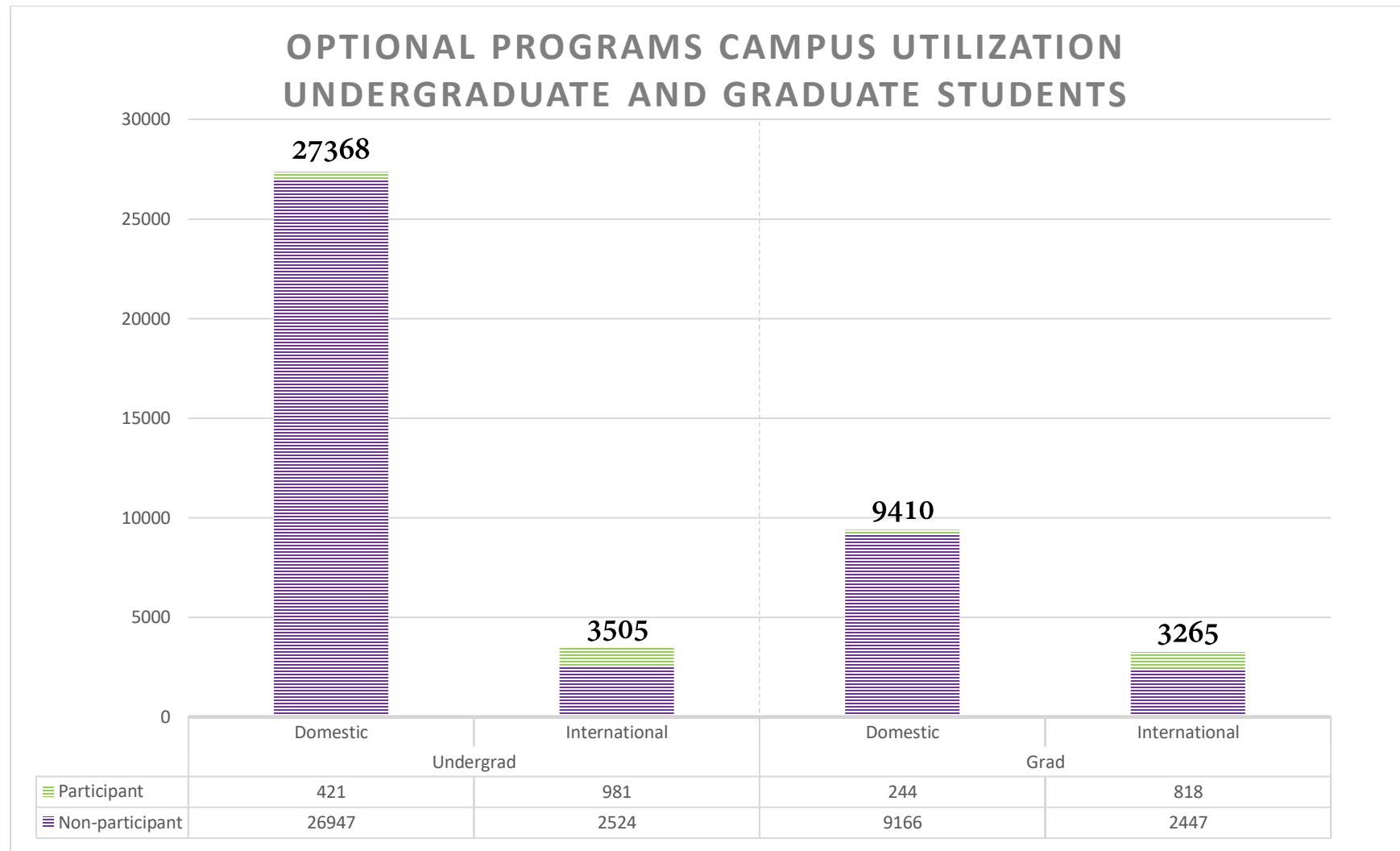
OPTIONAL PROGRAMS CAMPUS UTILIZATION UNDERGRADUATE AND GRADUATE STUDENTS

	Undergrad		Grad	
	Domestic	International	Domestic	International
Participant	421	981	244	818
Non-participant	26947	2524	9166	2447

Bar labels: 27368, 3505, 9410, 3265

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

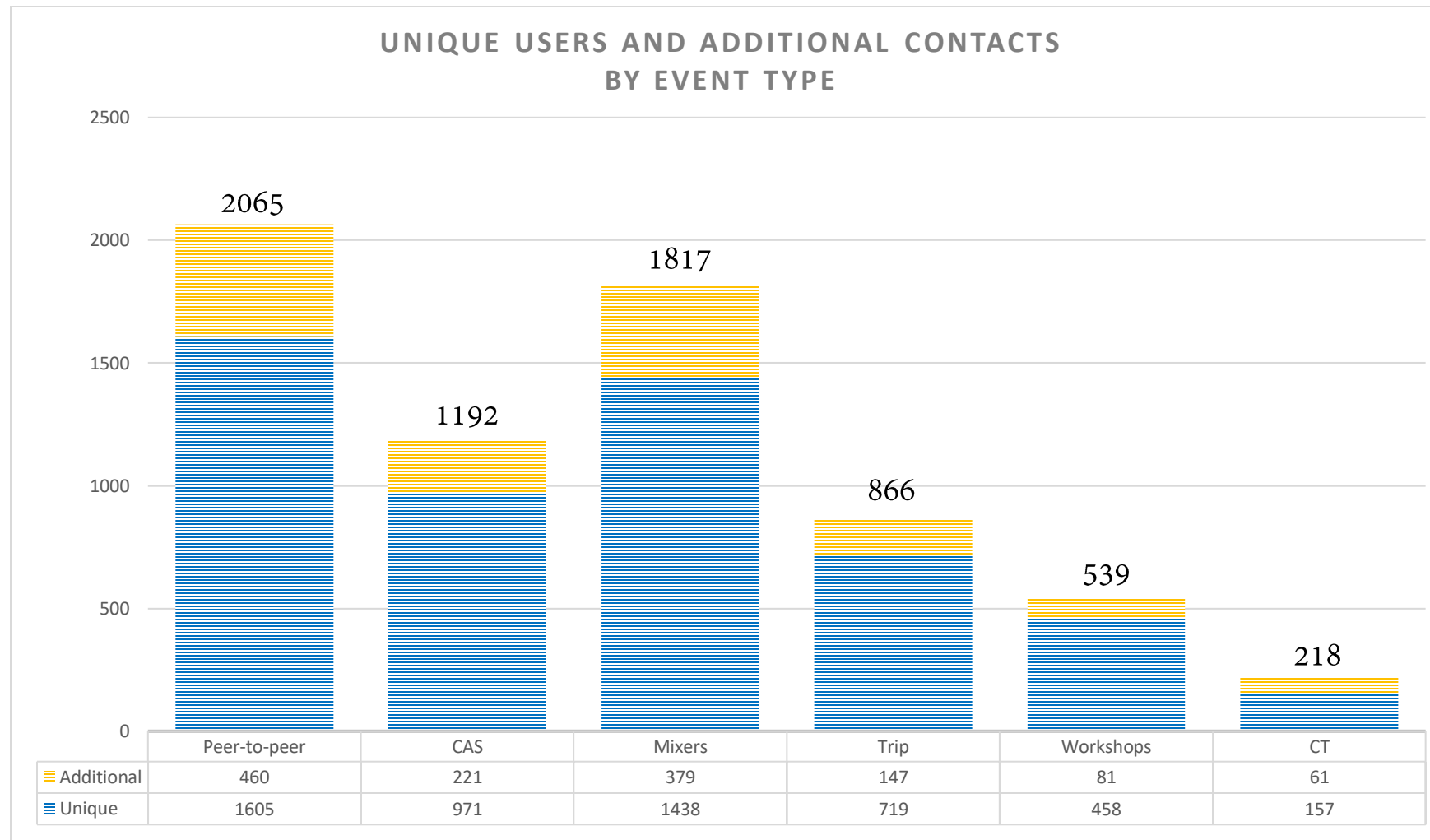## Table 2.2 Total contacts and unique users by event type

Event Type	Total N	Total %	Unique N	% Repeated users by Category*	% of optional unique users **
Peer-to-peer program	**2065**	**31%**	**1605**	**22%**	**40%**
Cultural/art/sports appreciation and participation	**1192**	**18%**	**971**	**19%**	**24%**
Mixers	**1817**	**27%**	**1438**	**21%**	**36%**
Trip	**866**	**13%**	**719**	**17%**	**19%**
Trip: short	695	10%	617	11%	15%
Trip: long	171	3%	149	13%	4%
Workshops	**539**	**8%**	**458**	**15%**	**11%**
Workshops - Skill building: Culture	103	2%	91	12%	2%
Workshops - Skill-building: Financial	228	3%	224	2%	6%
Workshops - Skill-building: Career	47	1%	46	2%	1%
Workshops - Skill building: Health	37	1%	35	5%	1%
Workshops - Skill building: Academic	32	0%	32	0%	1%
Dialogue	42	1%	39	7%	1%
Info session – urgent response	50	1%	50	0%	1%
Colleague training	**218**	**3%**	**157**	**28%**	**4%**
Grand Total	**6697**	**100%**	**4036**	**40%**	**100%**

*The index "% repeated users by Category" is the number of additional contacts divided by the number of total contacts in the event category.

** The index "% of optional unique users" is the number of unique users in the event category divided by overall unique users in optional programs (4036).

Figure 2.2 Total contacts and unique users by event type

UNIQUE USERS AND ADDITIONAL CONTACTS
BY EVENT TYPE

	Peer-to-peer	CAS	Mixers	Trip	Workshops	CT
Additional	460	221	379	147	81	61
Unique	1605	971	1438	719	458	157

Totals shown above bars: Peer-to-peer 2065, CAS 1192, Mixers 1817, Trip 866, Workshops 539, CT 218

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for abbreviations and the designated terms.

3. Total contacts and unique users for optional programs by event type, domestic status, and student type

Key observations:

1. Repeat user rate by domestic status
   a. The repeat user rate for **international participants** is 21.5%
   b. The repeat user rate for **domestic participants** is 24.98%.
2. Highest user groups
   a. **Overall,** international undergraduate students represent the highest user group of optional programs, compared to other participants.
   b. For **domestic** participants, undergraduate students represent the highest domestic user group, followed by graduate students and employees.
   c. For **international** participants, undergraduate students represent the highest international user group, followed by graduate students and exchange students.
3. Most utilized programs
   a. **Overall**, 37% of the contacts between DCISS and participants are made through peer-to-peer programs, followed by mixers (27%) and cultural/arts/sports appreciation and participation events (18%).
   b. For **undergraduate** participants, 32% of the contacts with DCISS are made through peer-to-peer programs, followed by mixers (26%) and cultural/arts/sports appreciation and participation events (18%).
   c. For **graduate** participants, 41% of the contacts with DCISS are made through mixers, followed by peer-to-peer programs (22%) and cultural/arts/sports appreciation and participation events (20%).
   d. For **exchange** student participants, 26% of the contacts with DCISS are made through mixers, followed by peer-to-peer programs (22%) and cultural/arts/sports appreciation and participation events (22%).
   e. For UCLA **employee** participants, 25% of the contacts with DCISS are made through mixers, followed by cultural/arts/sports appreciation and participation events (19%) and colleague training events (19%).
   f. For **dependent** participants, 39% of the contacts with DCISS are made through cultural/arts/sports appreciation and participation events, followed by mixers (26%) and peer-to-peer programs (19%)
4. Repeat user rate per program category
   a. **Overall,** colleague training have the highest repeat user rate (28%), followed by peer-to-peer programs (22%) and mixers (21%).
   b. For **domestic** participants, the repeat user rate is the highest of colleague training (41%) and trips (38%), followed by peer-to-peer programs (35%)
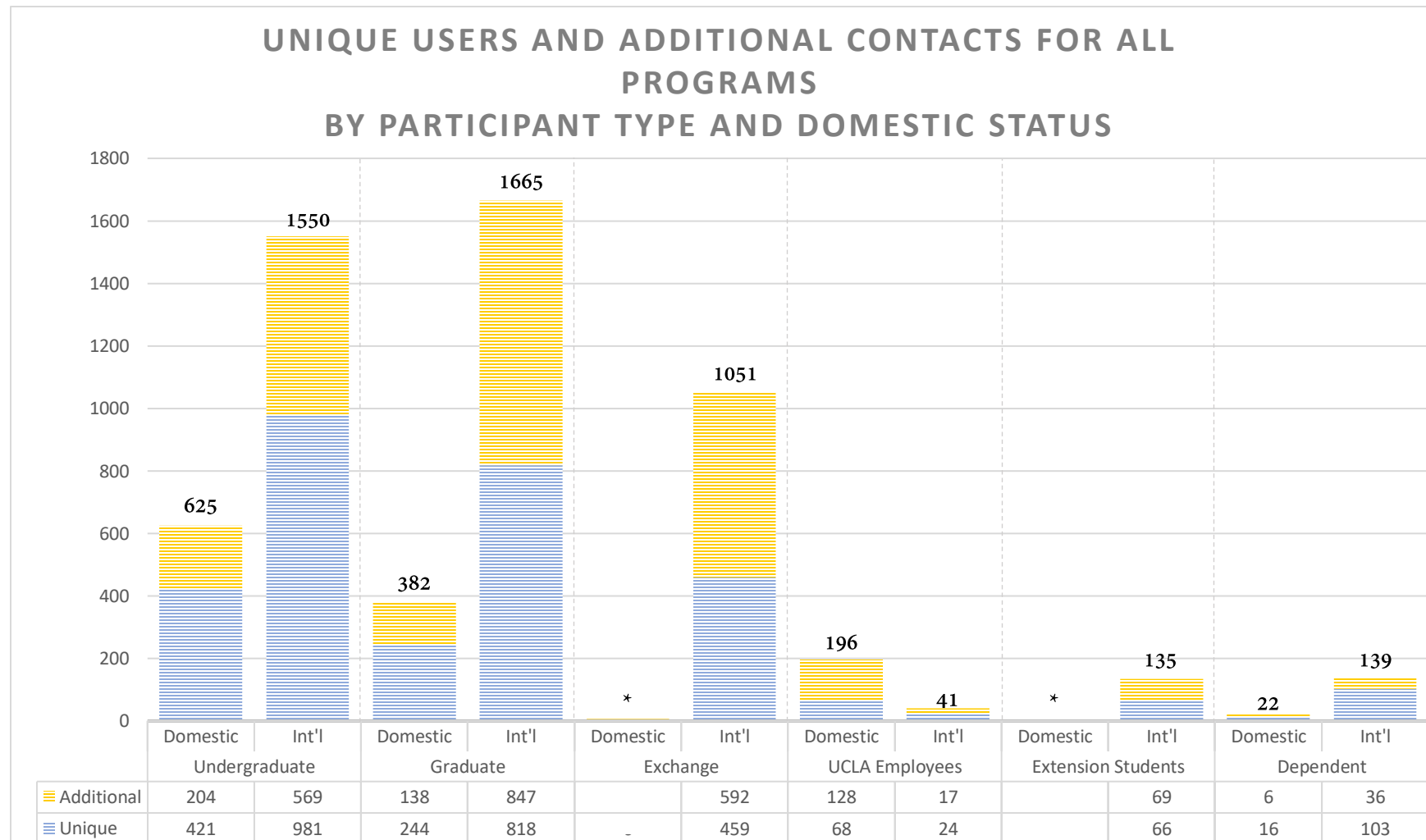
    c. For **international** participants**,** the repeat user rate is the highest of peer-to-peer programs (30%), followed by mixers (23%) and workshops (18%).

5. Highest user groups for *peer-to-peer programs*.
    a. **Overall,** language programs have the highest user group, followed by international ambassador and global siblings
    b. For **undergraduate** students, language programs have the highest user groups, followed by global siblings and international ambassadors
    c. For **graduate** students, language programs have the highest user groups, followed by international ambassador and global siblings

6. Repeat user rate for *peer-to-peer programs*
    a. **Overall,** the repeat user rate for global siblings is 53.51%, followed by language programs (18.79%) and international ambassador (10.31%).
    b. For **undergraduate** students, the repeat user rate is the highest for global siblings (42.71%), followed by language programs (14.84%) and international ambassador (9.7%)
    c. For **graduate** students, the repeat user rate is the highest for global siblings (73.47%), followed by language programs (20.43%) and international ambassador (11.67%)

7. Highest user groups and repeat user rate for *cultural/arts/sports appreciation and participation*.
    a. Undergraduate students represent the **highest user group** (340), compared to graduate students (324).
    b. **The repeat user rate** for graduate students is higher (19.2%), compared to undergraduate students (11.23%)

8. Highest user groups and repeat user rate for *mixers*.
    a. Graduate students represent the **highest user group**, compared to undergraduate students
    b. **The repeat user rate** for graduate students is the highest (28.21%), compared to undergraduate students (10.77%)

9. Highest user groups for *workshops*.
    a. For **domestic** users, information sessions have the highest user groups, while other workshop programs have less than 10 unique users.
    b. For **international** users, financial workshops have the highest user groups (114), followed by culture workshops (83) and academic workshops (26).
    c. For **undergraduate** users, financial workshops have the highest number of users (31), followed by culture workshops (26), dialogue (16), and career workshops (16)
    d. For **graduate** users, financial workshops have the highest number of users (84), followed by culture workshops (36) and career workshops (11).

10. Repeat user rate for *workshops*.
    a. For **international** users, the repeat user rate is the highest for dialogue (37.5%), followed by health workshops (34.29%) and career workshops (19.15%).
    b. For **domestic** users, the repeat user rate is not available due to the small size of user groups

11. Highest user groups for *trips*
    a. **Overall**, international users represent the highest user group, compared to domestic users

b. **Overall**, short trips have the highest number of unique users, compared to long trips
c. For both **international and domestic** users, short trips have the highest number of unique users
d. For both **undergraduate and graduate** users, short trips have the highest number of unique users
e. For **long** trips, graduate students represent the highest user group, compared to undergraduate users
f. For **short** trips, undergraduate students represent the highest user group, compared to graduate students

12. Repeat user rate for *trips*
   a. **Overall**, the repeat user rate is the highest for domestic users, compared to international users
   b. For **long** trips, the repeat user rate is the highest for graduate users, compared to undergraduate users
   c. For **short** trips, the repeat user rate is the highest for graduate users, compared to undergraduate users

What does the data mean?

1. The relatively higher repeat user rate for **domestic users** suggests that a greater percentage of domestic users participated in DCISS optional programs on a repeat basis, compared to international users. However, with a low repeat user rate in mixers, domestic users show the potential to engage more in-depth in that category.
2. **International undergraduate** students represent the highest user group, with a strong interest in peer-to-peer programs where they teach, mentor, and support their peers through long-term programs. With a 30% utilization rate, international undergraduate students still show great potential for more participation in DCISS optional programs. Therefore, to encourage more participation from international undergraduate students, DCISS can establish more peer-to-peer programs to increase the engagement breadth in that student population.
3. **Graduate** students represent the highest user group in mixers with a relatively higher repeat user rate compared to undergraduate students. The repeat user rate measures engagement depth 30% of graduate users participate in mixers on a repeat basis. Therefore, graudate students show both high engagement breadth and depth in the mixers programs.
4. **Exchange** students are most interested in mixers, where they make social connections through single events, and **Dependents** are most interested in cultural/arts/sports appreciation and participation events. With relatively lower numbers of unique users, exchange students and dependents show great potential for DCISS to increase user acquisition by targeting specific user groups with the program they are most interested in.

Figure 3.1 Total contacts and unique users in the Academic year 2016-2017, by student type and domestic status

UNIQUE USERS AND ADDITIONAL CONTACTS FOR ALL PROGRAMS
BY PARTICIPANT TYPE AND DOMESTIC STATUS

	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l
	Undergraduate		Graduate		Exchange		UCLA Employees		Extension Students		Dependent	
Additional	204	569	138	847		592	128	17		69	6	36
Unique	421	981	244	818	-	459	68	24		66	16	103

*Number is lower than 10, therefore it's suppressed to protect students' identity.
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Table 3.1. Total contacts by event type and participant type

	Undergrad		Graduate		Exchange		UCLA Employees		Extension Students		Dependent		Unknown	Grand Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	n	%
Peer-to-peer program	696	32%	453	22%	238	22%	15	6%	36	26%	30	19%	597	2065	31%
Cultural/art/sports	383	18%	401	20%	235	22%	48	19%	38	28%	62	39%	25	1192	18%
Mixers	559	26%	842	41%	280	26%	62	25%	28	20%	42	26%	*	1813[a]	27%
Trip: short	360	17%	101	5%	170	16%	22	9%	15	11%	22	14%	*	690[a]	10%
Trip: long	44	2%	71	3%	37	3%	12	5%	*	*	*	*	*	164[a]	3%
Workshops - Skill building: Culture	29	1%	39	2%	21	2%	*	*	*	*	*	*	0	89[a]	2%
Workshops - Skill-building: Financial	31	1%	87	4%	22	2%	*	*	*	*	0	0%	84	224[a]	3%
Workshops – skill-building: Career	16	1%	12	1%	14	1%	*	*	*	*	0	0%	*	42[a]	1%
Workshops - Skill building: Health	*	*	*	*	14	1%	*	*	*	*	0	0%	0	14[a]	1%
Workshops - Skill building: Academic	16	1%	*	*	10	1%	*	*	0	0%	0	0%	*	26[a]	0%
Dialogue	18	1%	10	0%	10	1%	*	*	*	*	*	*	*	38[a]	1%
Info session – urgent response	*	*	10	0%	*	*	26	11%	0	0%	0	0%	*	36[a]	1%
Colleague training	*	*	10	0%	*	*	48	19%	*	*	0	0%	149	207[a]	3%
Grand Total	2152[a]	100%	2036[a]	100%	1051[a]	100%	233[a]	100%	117[a]	100%	156[a]	100%	855[a]	6600[a]	100%

a. The percentage number highlighted in this table is the event type with the highest participation rate among that specific student type.
*Number is lower than 10, therefore it's suppressed to protect students' identity.

Table 3.2 Total contacts and unique users by event type and domestic status

Event Type	Domestic		International		Unknown		Total	
	Total	Unique	Total	Unique	Total	Unique	Total	Unique
Peer-to-peer program	**375**	**243**	**1099**	**771**	**591**	**591**	**2065**	**1605**
Cultural/art/sports appreciation and participation	**225**	**175**	**967**	**796**			**1192**	**971**
Mixers	**502**	**420**	**1315**	**1018**			**1817**	**1438**
Trip	**78**	**48**	**788**	**671**			**866**	**719**
Trip: short	59	41	636	576			695	617
Trip: long	19	12	152	137			171	149
Workshop	**49**	**41**	**404**	**331**	**86**	**86**	**539**	**458**
Workshops - Skill building: Culture	*	*	96	85			96[a]	85[a]
Workshops - Skill-building: Financial	*	*	139	136	84	84	223[a]	220[a]
Workshops - Skill-building: Career			47	46			47	46
Workshops - Skill building: Health	*	*	35	33			35[a]	33[a]
Workshops - Skill building: Academic	*	*	28	28	*	*	28[a]	28[a]
Dialogue	10	*	32	31			42	31[a]
Info session – urgent response	23	23	27	27			50	50
Colleague training	**32**	**19**	**27**	**24**	**159**	**114**	**218**	**157**
Grand Total	**1261**	**946**	**4600**	**3611**	**836**	**791**	**6697**	**4036**

*Number is lower than 10, therefore it's suppressed to protect students' identity.
a. The total only includes the subcategories of which the numbers of unique participants are reported. The subcategory of which the number of unique participants is surprised is not included

Figure 3.2.1 Total contacts and unique users for peer-to-peer programs by event subcategory and domestic status
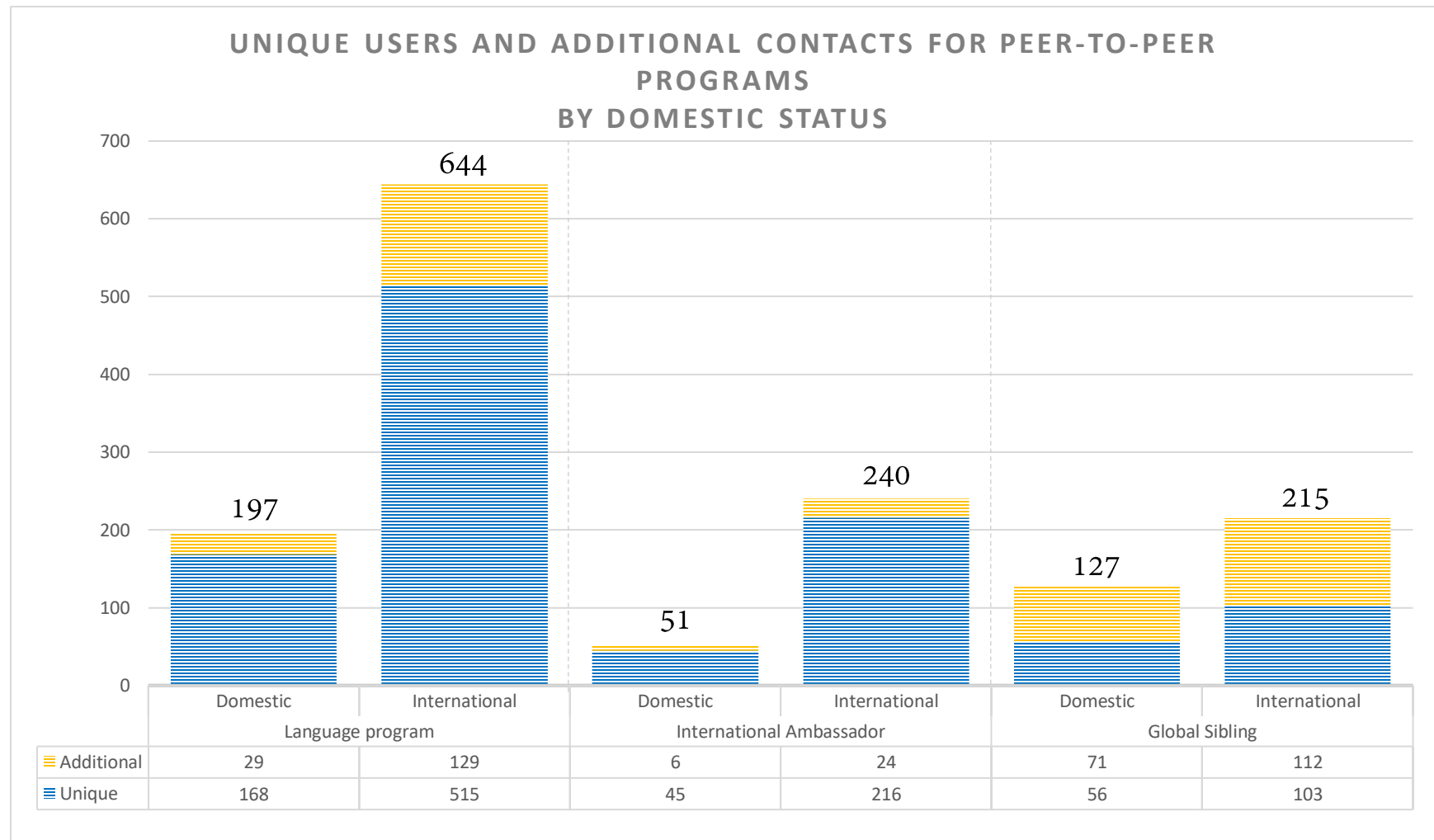

UNIQUE USERS AND ADDITIONAL CONTACTS FOR PEER-TO-PEER
PROGRAMS
BY DOMESTIC STATUS

	Language program		International Ambassador		Global Sibling	
	Domestic	International	Domestic	International	Domestic	International
Additional	29	129	6	24	71	112
Unique	168	515	45	216	56	103

Figure 3.2.2 Total contacts and unique users for peer-to-peer programs by event subcategory and student type

UNIQUE USERS AND ADDITIONAL CONTACTS FOR PEER-TO-PEER
PROGRAM
BY PARTICIPANT TYPE

	Language program		International Ambassador		Global Sibling	
	Undergrad	Grad	Undergrad	Grad	Undergrad	Grad
Additional	57	48	11	14	85	72
Unique	327	187	102	106	114	26
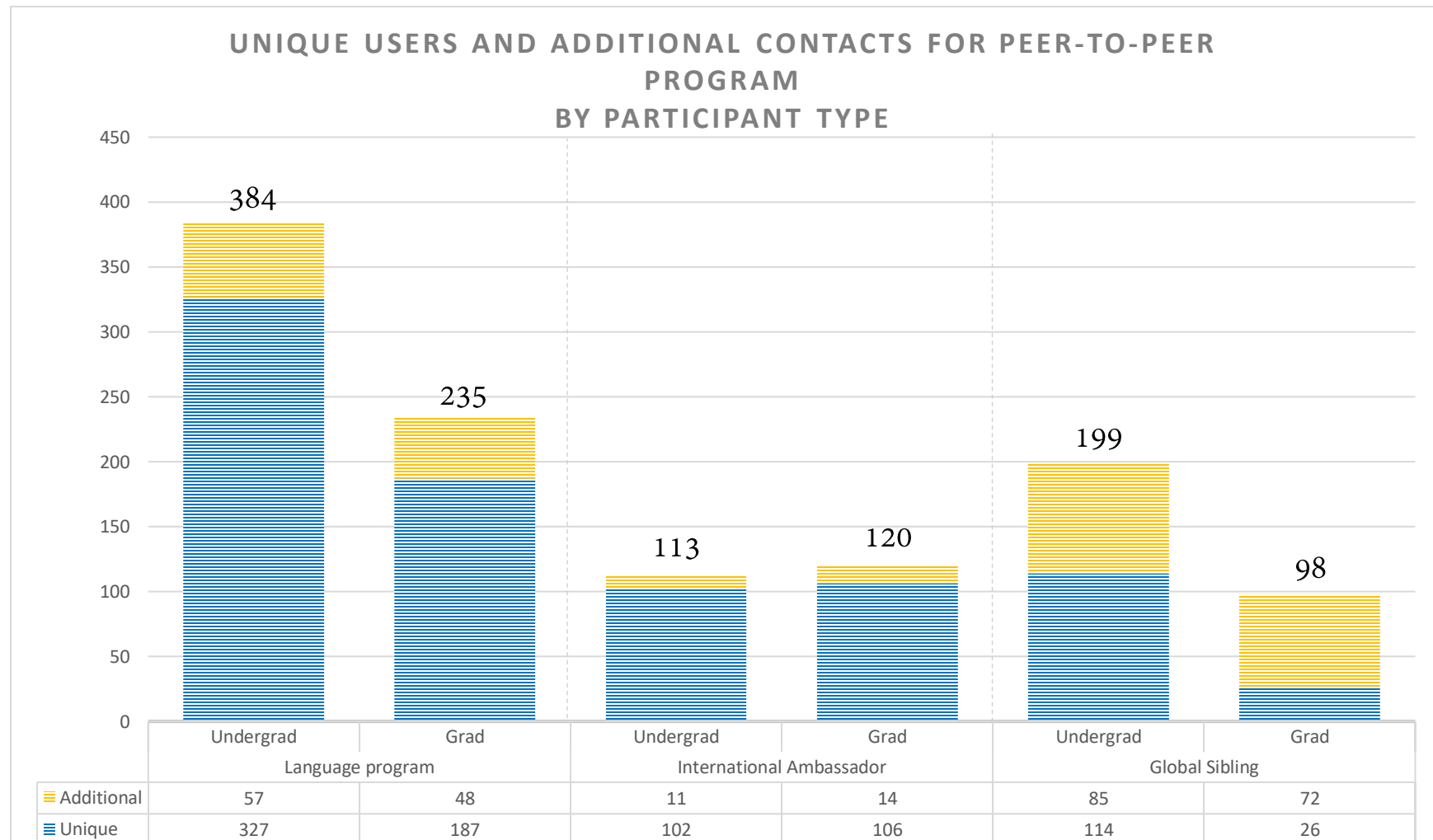
Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 3.3.1 Total contacts and unique users for culture/arts/sports appreciation and participation programs by domestic status
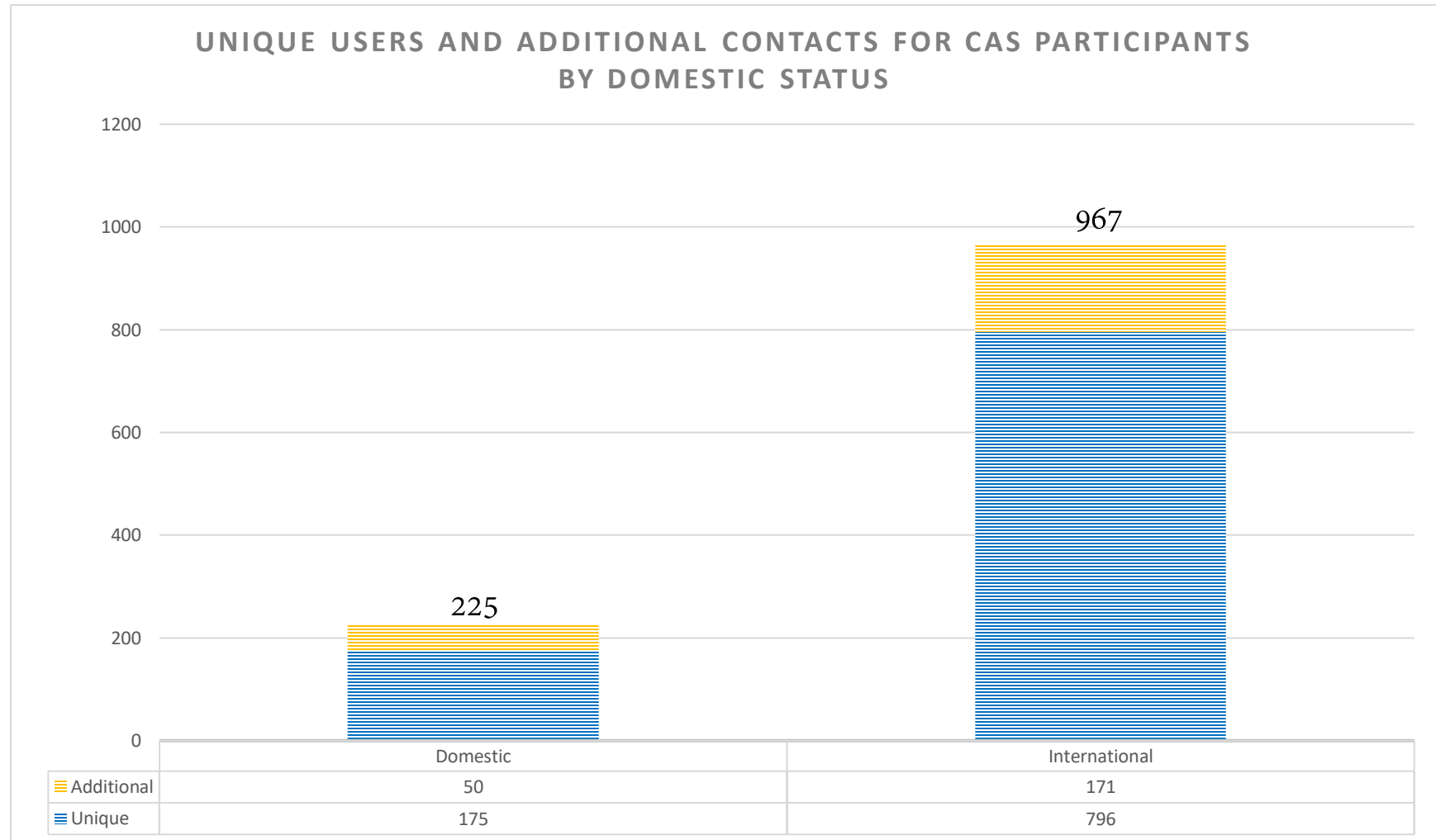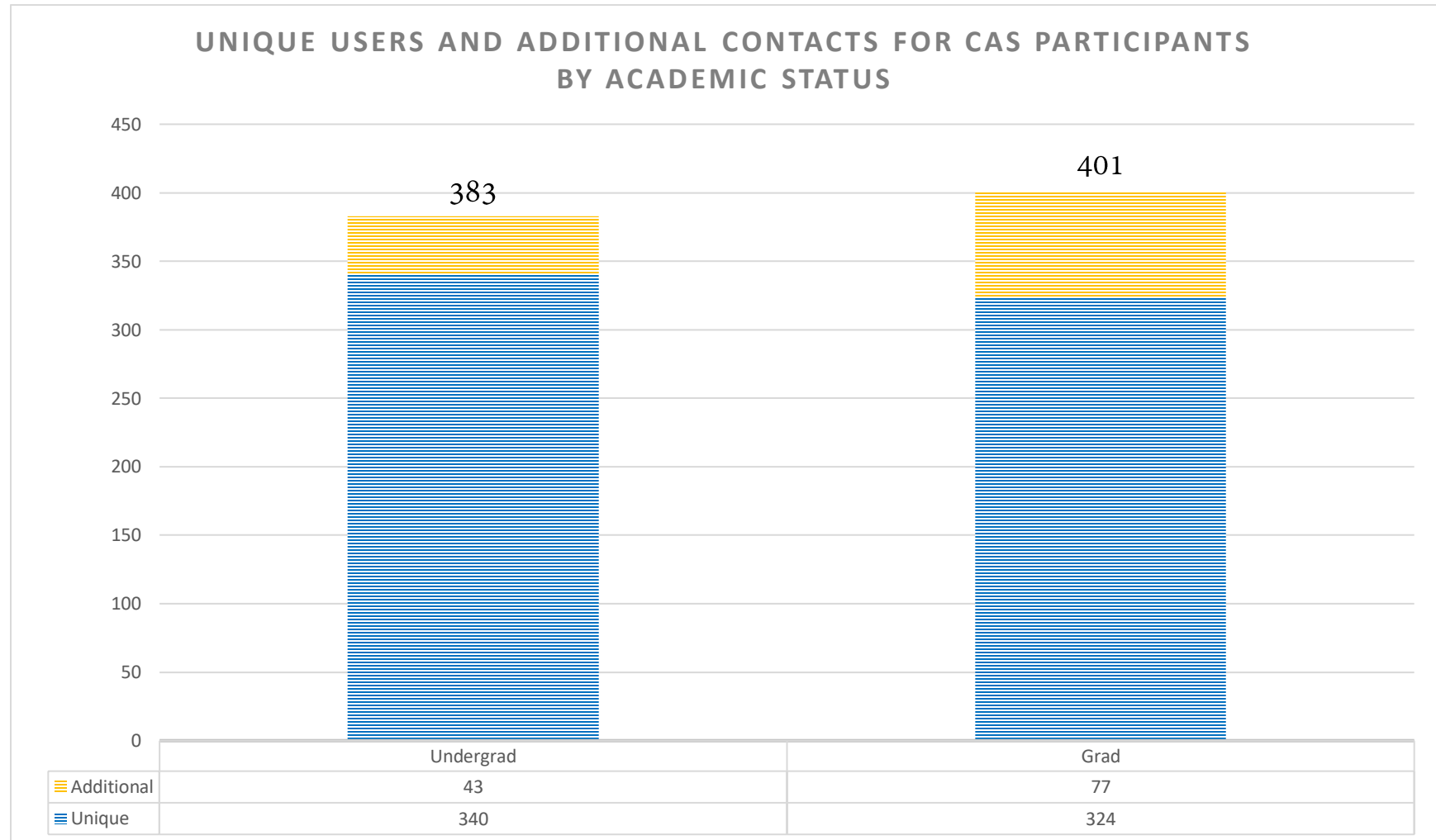
UNIQUE USERS AND ADDITIONAL CONTACTS FOR CAS PARTICIPANTS
BY DOMESTIC STATUS

	Domestic	International
☰ Additional	50	171
☰ Unique	175	796

Figure 3.3.2 Total contacts and unique users for culture/arts/sports appreciation and participation programs by student type

UNIQUE USERS AND ADDITIONAL CONTACTS FOR CAS PARTICIPANTS
BY ACADEMIC STATUS

	Undergrad	Grad
Additional	43	77
Unique	340	324

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

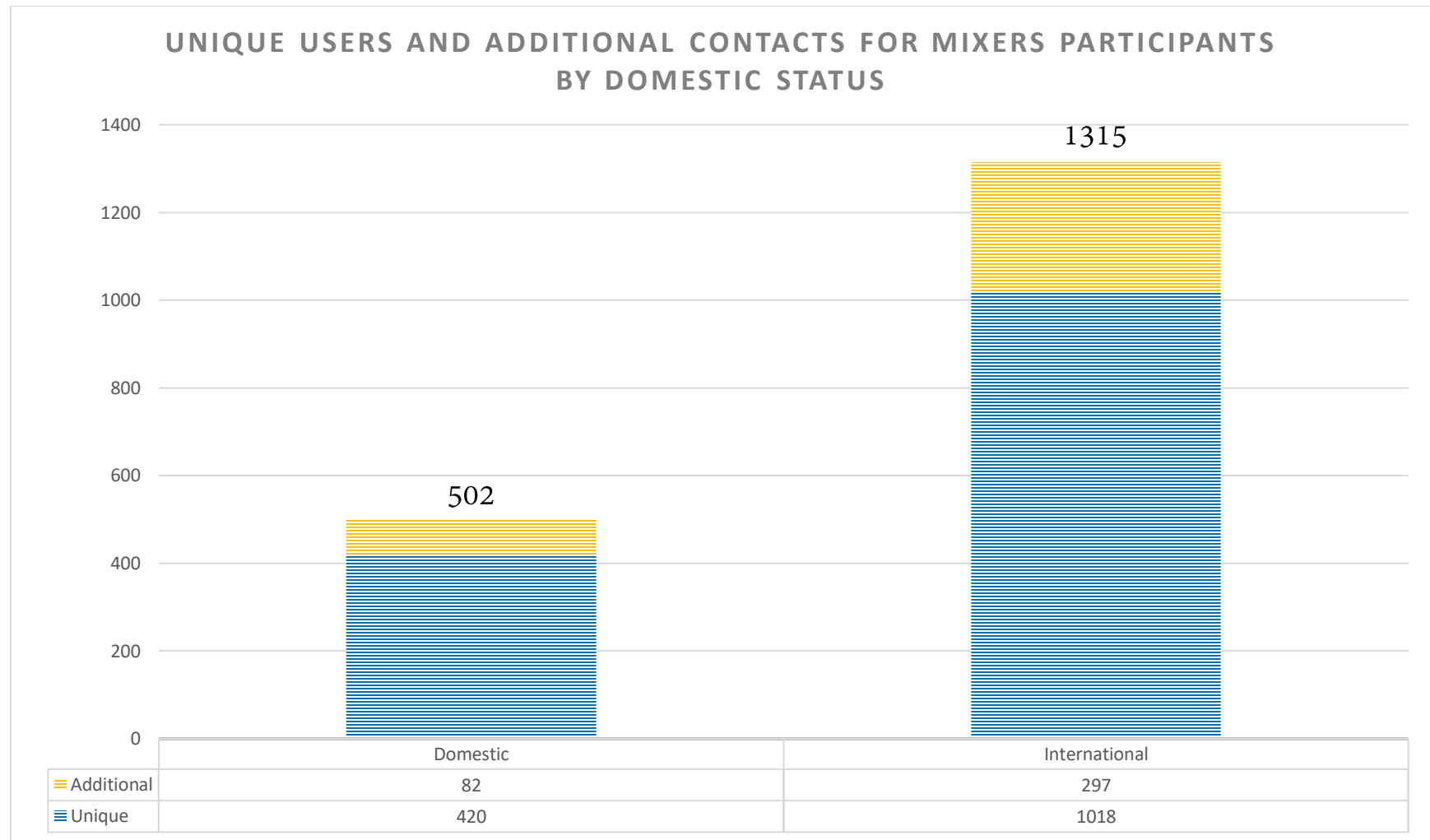**Figure 3.4.1 Total contacts and unique users for mixers by domestic status**
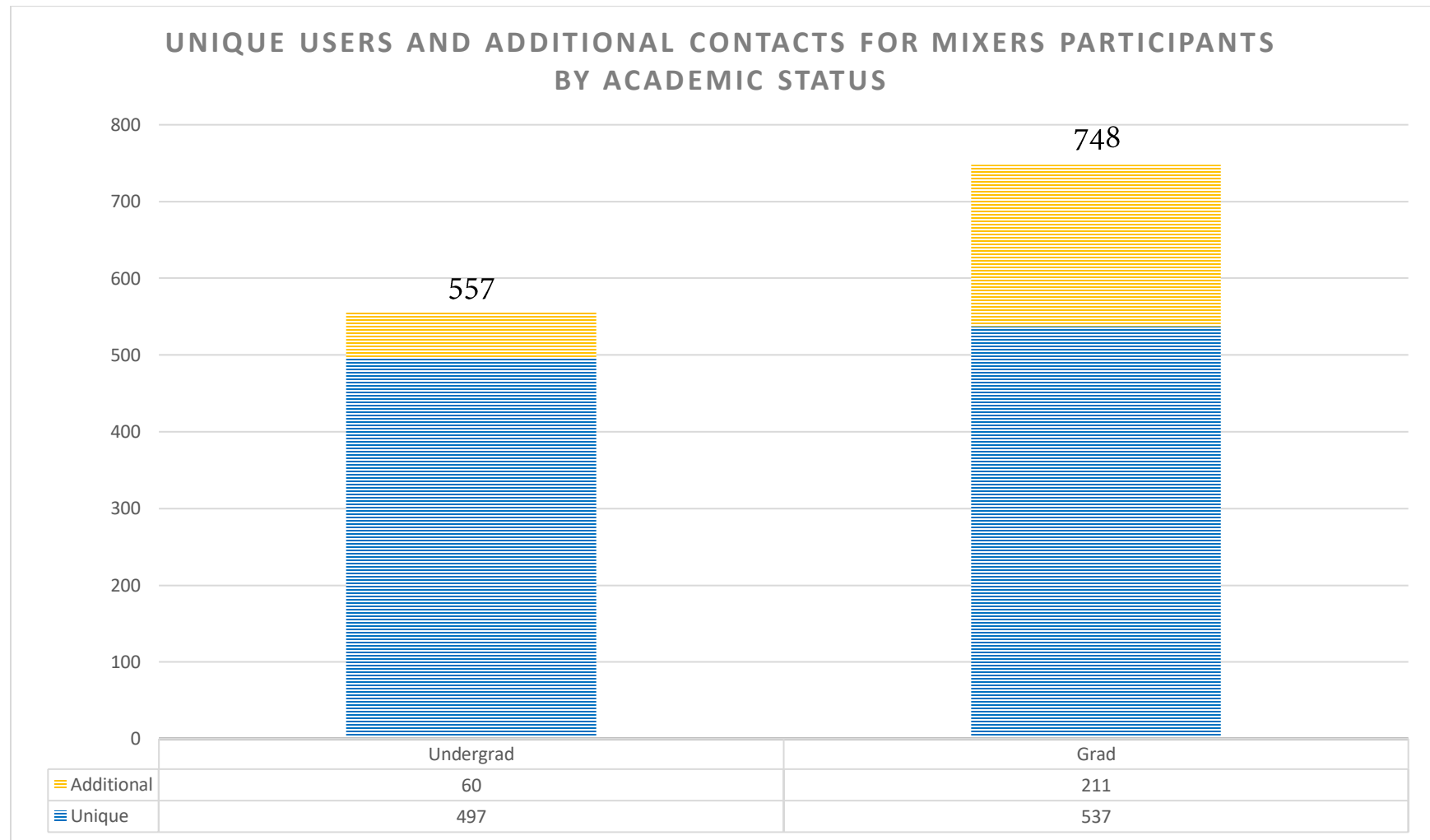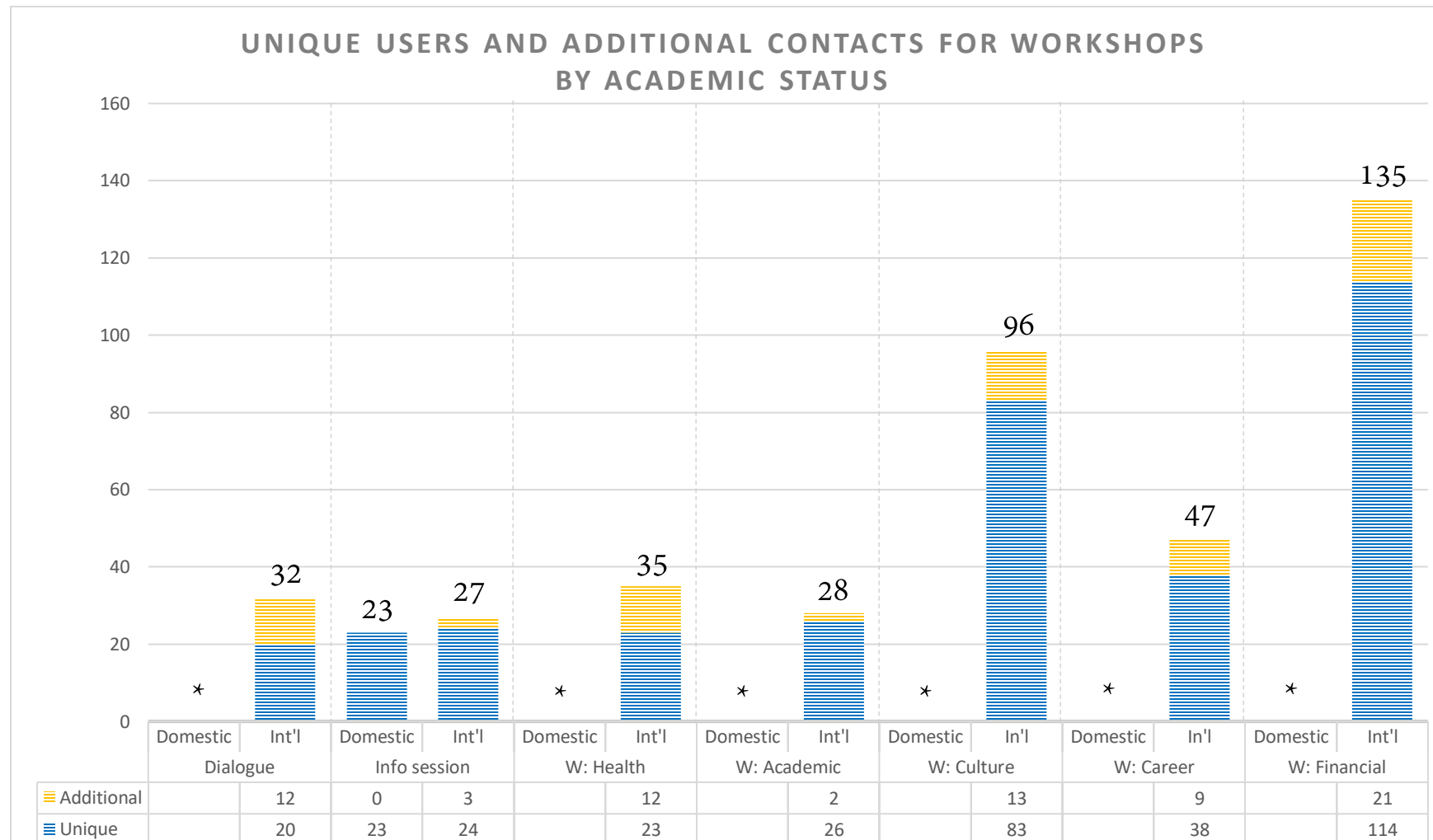
UNIQUE USERS AND ADDITIONAL CONTACTS FOR MIXERS PARTICIPANTS BY DOMESTIC STATUS

	Domestic	International
Additional	82	297
Unique	420	1018

Figure 3.4.2 Total contacts and unique users for mixers by student type

UNIQUE USERS AND ADDITIONAL CONTACTS FOR MIXERS PARTICIPANTS BY ACADEMIC STATUS

	Undergrad	Grad
Additional	60	211
Unique	497	537

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 3.5.1 Total contacts and unique users for workshop programs by event subcategory and domestic status

UNIQUE USERS AND ADDITIONAL CONTACTS FOR WORKSHOPS BY ACADEMIC STATUS

	Dialogue		Info session		W: Health		W: Academic		W: Culture		W: Career		W: Financial	
	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	Int'l	Domestic	In'l	Domestic	In'l	Domestic	Int'l
Additional	12	0		3		12		2		13		9		21
Unique	20	23		24		23		26		83		38		114

*Number is lower than 10, therefore it's suppressed to protect students' identity.
Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.
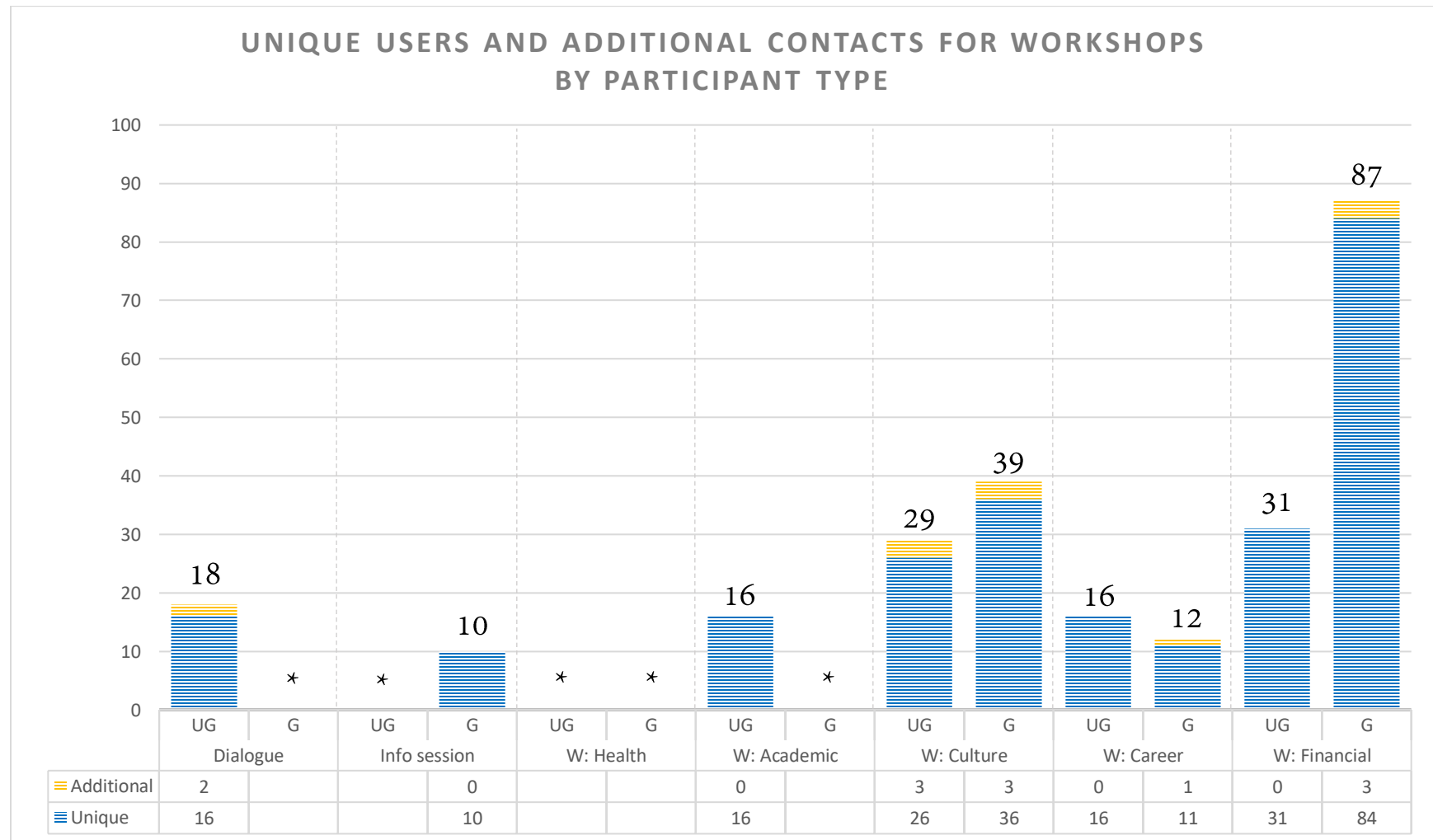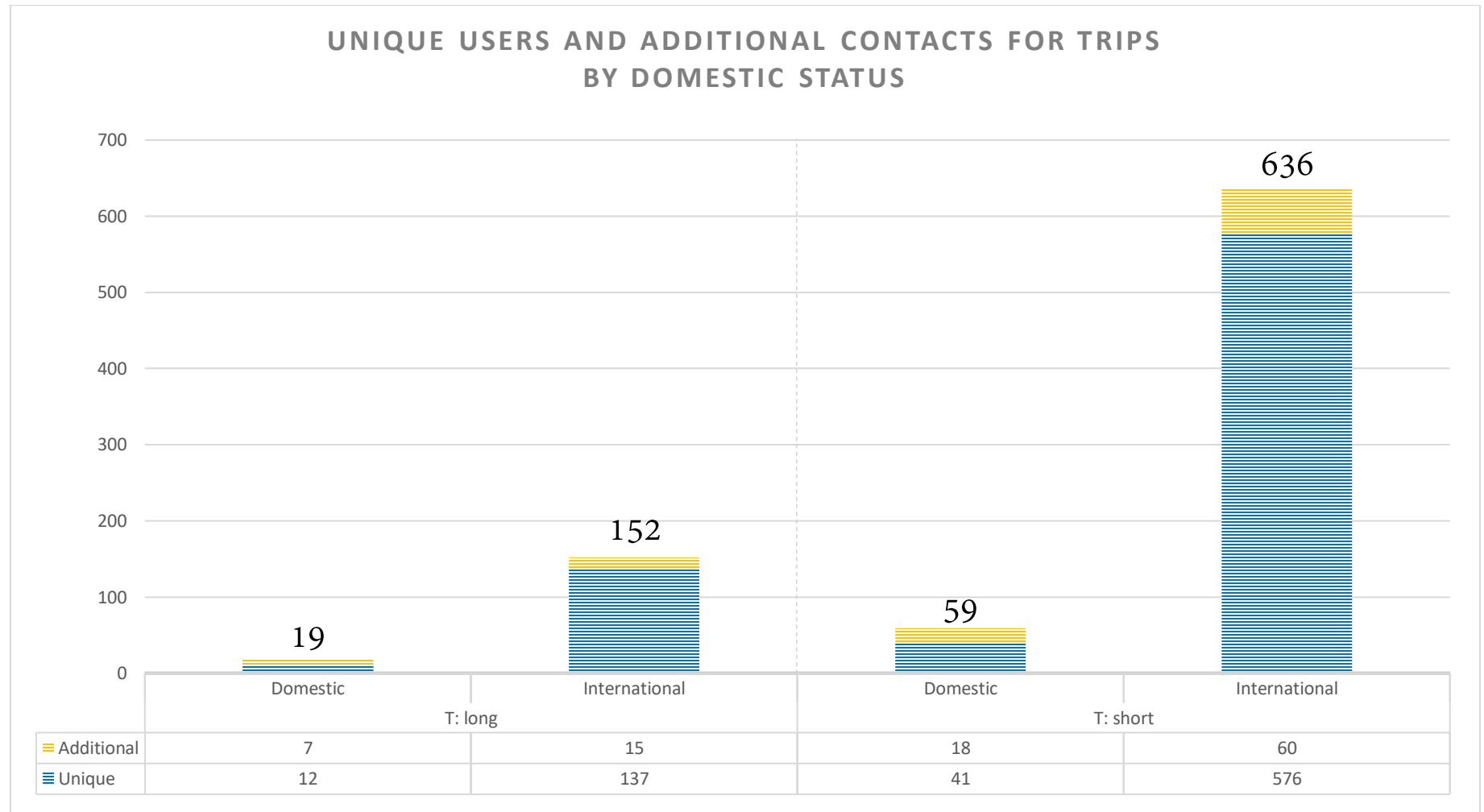
Figure 3.5.2 Total contacts and unique users for workshop programs by event subcategory and student type

UNIQUE USERS AND ADDITIONAL CONTACTS FOR WORKSHOPS BY PARTICIPANT TYPE

		Dialogue		Info session		W: Health		W: Academic		W: Culture		W: Career		W: Financial	
		UG	G	UG	G	UG	G	UG	G	UG	G	UG	G	UG	G
Additional		2			0			0		3	3	0	1	0	3
Unique		16			10			16		26	36	16	11	31	84

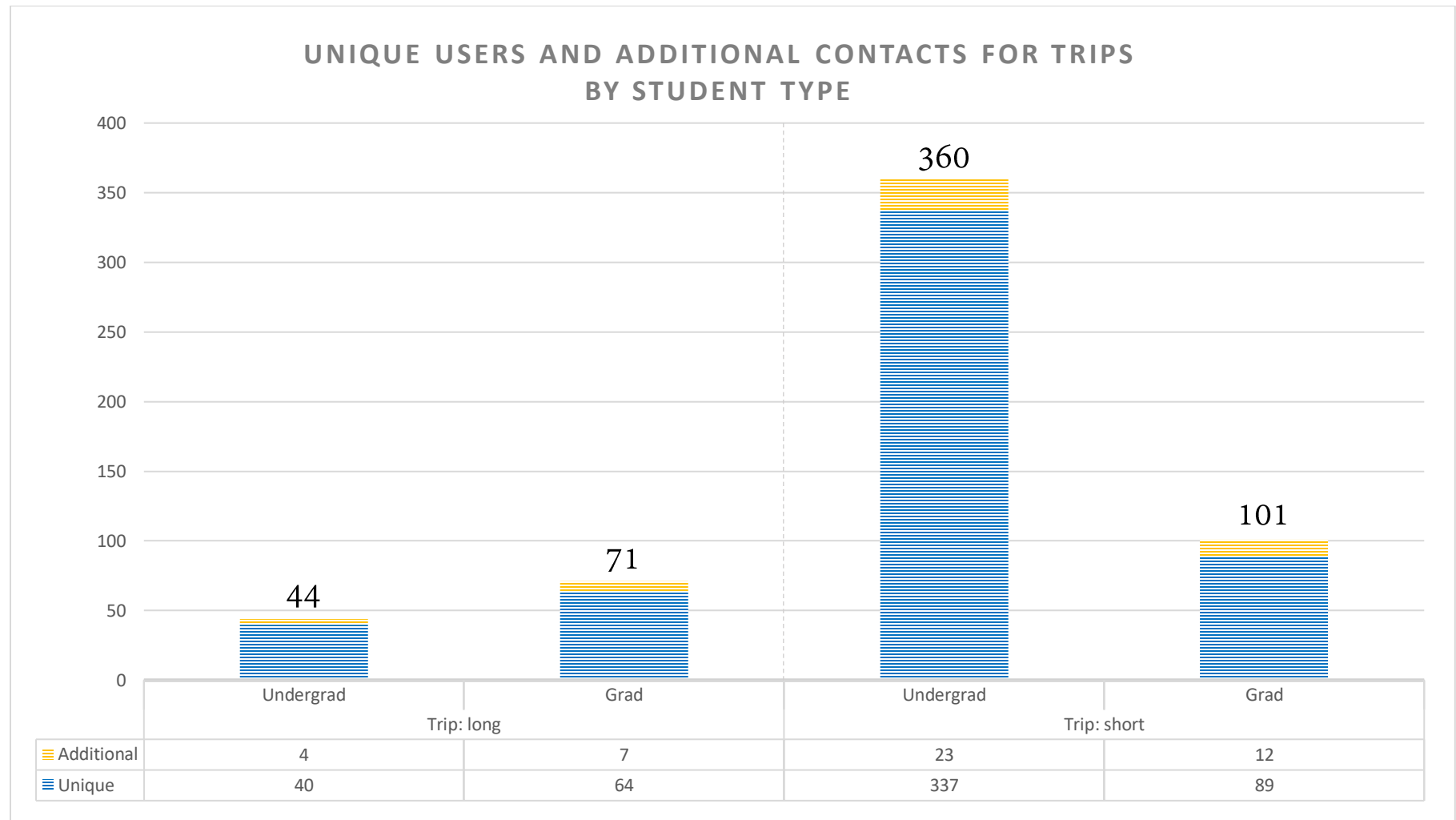*Number is lower than 10, therefore it's suppressed to protect students' identity.
Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 3.6.1 Total contacts and unique users for trip programs by event subcategory and domestic status

UNIQUE USERS AND ADDITIONAL CONTACTS FOR TRIPS BY DOMESTIC STATUS

	T: long		T: short	
	Domestic	International	Domestic	International
Additional	7	15	18	60
Unique	12	137	41	576

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 3.6.2 Total contacts and unique users for trip programs by event subcategory and student type

UNIQUE USERS AND ADDITIONAL CONTACTS FOR TRIPS BY STUDENT TYPE

	Trip: long		Trip: short	
	Undergrad	Grad	Undergrad	Grad
Additional	4	7	23	12
Unique	40	64	337	89

Totals shown above bars: 44, 71, 360, 101

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

4. Total contacts and unique users for optional programs by event location, domestic status, and student type

Key observations

1. Number of contacts.
   a. **Overall**, 66.4% of the contacts occurred on campus, 32.91% occurred off-campus.
   b. **Overall,** 97.45% of the contacts occurred in the Los Angeles County, 2.55% occurred outside the Los Angeles County
2. Repeat user rate.
   a. For **on-campus** programs, the repeat user rate is 35.54%
   b. For **off-campus** programs, the repeat user rate is 26.36%
   c. For **L.A. based** programs, the repeat user rate is 38.61%
   d. For **non-L.A. based** programs, the repeat user rate is 12.87%
3. Highest user groups
   a. Overall, 73.13% of unique users engaged with DCISS through **on-campus** programs, while 40.21% engaged through off-campus programs.
   b. Overall, 99.26% of the unique users engaged with DCISS through programs in **L.A. County**, while 3.69% engaged through programs outside L.A. County.
4. Repeat user rate for *on-campus* programs.
   a. For **domestic** users, the repeat user rate is 30.48%
      i. For domestic **undergraduate** users, the repeat user rate is 27.67%
      ii. For domestic **graduate** users, the repeat user rate is 30.45%,
   b. For **international** users, the repeat user rate is 41.16%
      i. For international **undergraduate** users, the repeat user rate is 33.82%
      ii. For international **graduate** users, the repeat user rate is 44.43%
5. Repeat user rate for *off-campus* programs.
   a. For **domestic** users, the repeat user rate is 36.09%
      i. For domestic **undergraduate** users, the repeat user rate is 19%
      ii. For domestic **graduate** users, the repeat user rate is 24.14%
   b. For **international** users, the repeat user rate is 27.78%
      i. For international **undergraduate** users, the repeat user rate is 21.28%
      ii. For international **graduate** users, the repeat user rate is 31.81%
6. Repeat user rate for *L.A.* programs
   a. **Overall**, the repeat user rate for L.A. based programs is 38.61%

        b. For **domestic** users, the repeat user rate is 37.47%
           i. For domestic **undergraduate** participants, the repeat user rate is 32.1%
          ii. For domestic **graduate** users, the repeat user rate is 35.96%
        c. For **international** users, the repeat user rate is 45.17 %
           i. For international **undergraduate** participants, the repeat user rate is 35.67%
          ii. For international **graduate** students, the repeat user rate is 49.59%.
    7. The repeat user rate for *non-L.A.* programs
        a. **Overall**, the repeat user rate for non-L.A. based programs is 12.87%
        b. For **domestic** users, the repeat user rate is 36.84%
        c. For **international** users, the repeat user rate is 9.87%
           i. For international **undergraduate** users, the repeat user rate is 10.26%
          ii. For international **graduate** users, the repeat user rate is 10%

What does the data mean?

The repeat user rate is not influenced by the number of programs. It measures the engagement depth of users. **Overall**, on-campus programs, as well as L.A.-based programs, have a relatively high repeat user rate, indicating that users participated on a repeat basis in programs that are relatively closer to them in distance.

Specifically, for **on-campus programs**, the repeat user rate for international users is lower than domestic users, indicating that international users are potentially more likely to participate on a repeated basis. The opposite pattern was found for **off-campus** programs that a higher percentage of domestic users participate more than once in off-campus programs, compared to the percentage of international users.

Interestingly, **international graduate students** a higher repeat user rate for all location categories except programs that happen outside of Los Angeles County. This means that, while a higher percentage of international graduate students participated on a repeat basis in programs in Los Angeles County, a higher percentage of **international undergraduate students** participated more than once in programs outside of L.A. County.

Table 4.1 Total contacts and unique users by event location (campus)

Event Location	Total N	Total %	Unique N	% repeat users within category	% of overall unique users
On-campus	4447	66.40%	2911	34.54%	72.13%
Off-campus	2204	32.91%	1623	26.36%	40.21%
Total	6697	100%	4036	39.73%	100%

Figure 4.1 Total contacts and unique users by event location (campus) and domestic status

UNIQUE PARTICIPANT AND ADDITIONAL CONTACT BY EVENT LOCATION AND DOMESTIC STATUS

	On Campus		Off Campus	
	Domestic	International	Domestic	International
Additional	281	1210	122	459
Unique	641	1730	216	1193

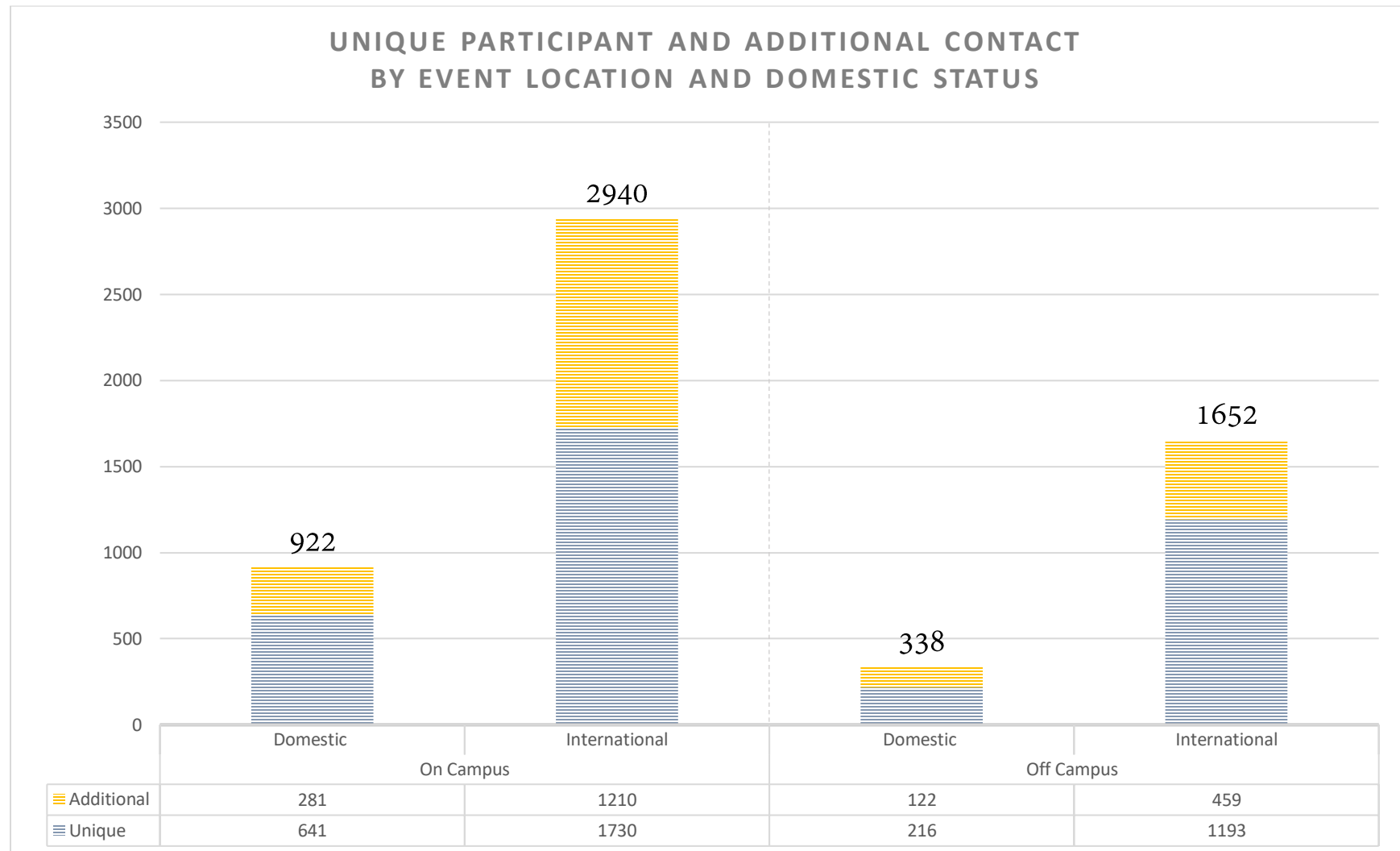Bar totals: Domestic On Campus 922, International On Campus 2940, Domestic Off Campus 338, International Off Campus 1652.

Figure 4.2.1 Total contacts and unique users for optional on-campus programs by student type and domestic status

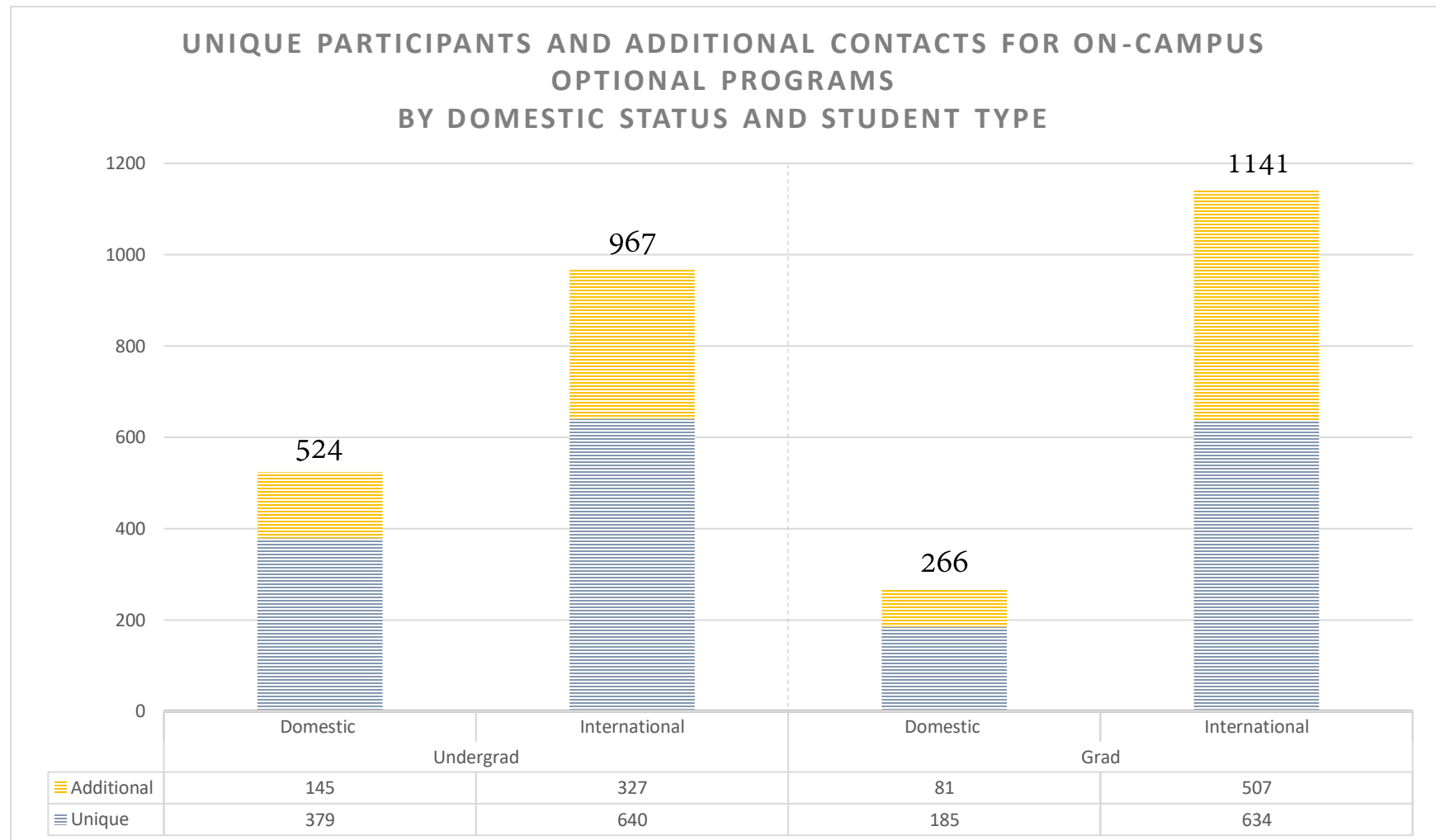UNIQUE PARTICIPANTS AND ADDITIONAL CONTACTS FOR ON-CAMPUS
OPTIONAL PROGRAMS
BY DOMESTIC STATUS AND STUDENT TYPE

| | Undergrad | | Grad | |
	Domestic	International	Domestic	International
Additional	145	327	81	507
Unique	379	640	185	634

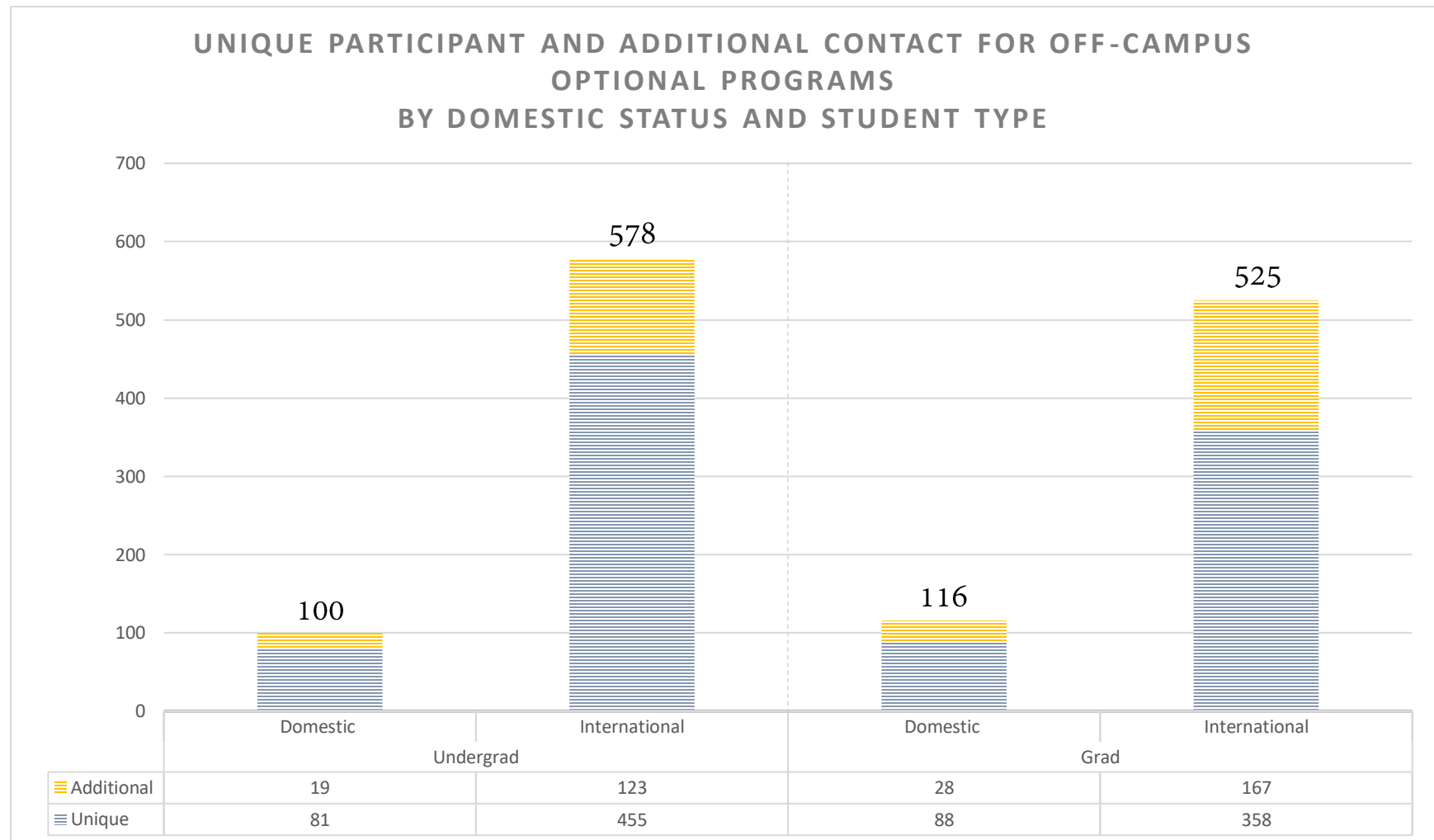**Figure 4.2.2 Total contacts and unique users for optional off-campus programs by student type and domestic status**

UNIQUE PARTICIPANT AND ADDITIONAL CONTACT FOR OFF-CAMPUS
OPTIONAL PROGRAMS
BY DOMESTIC STATUS AND STUDENT TYPE

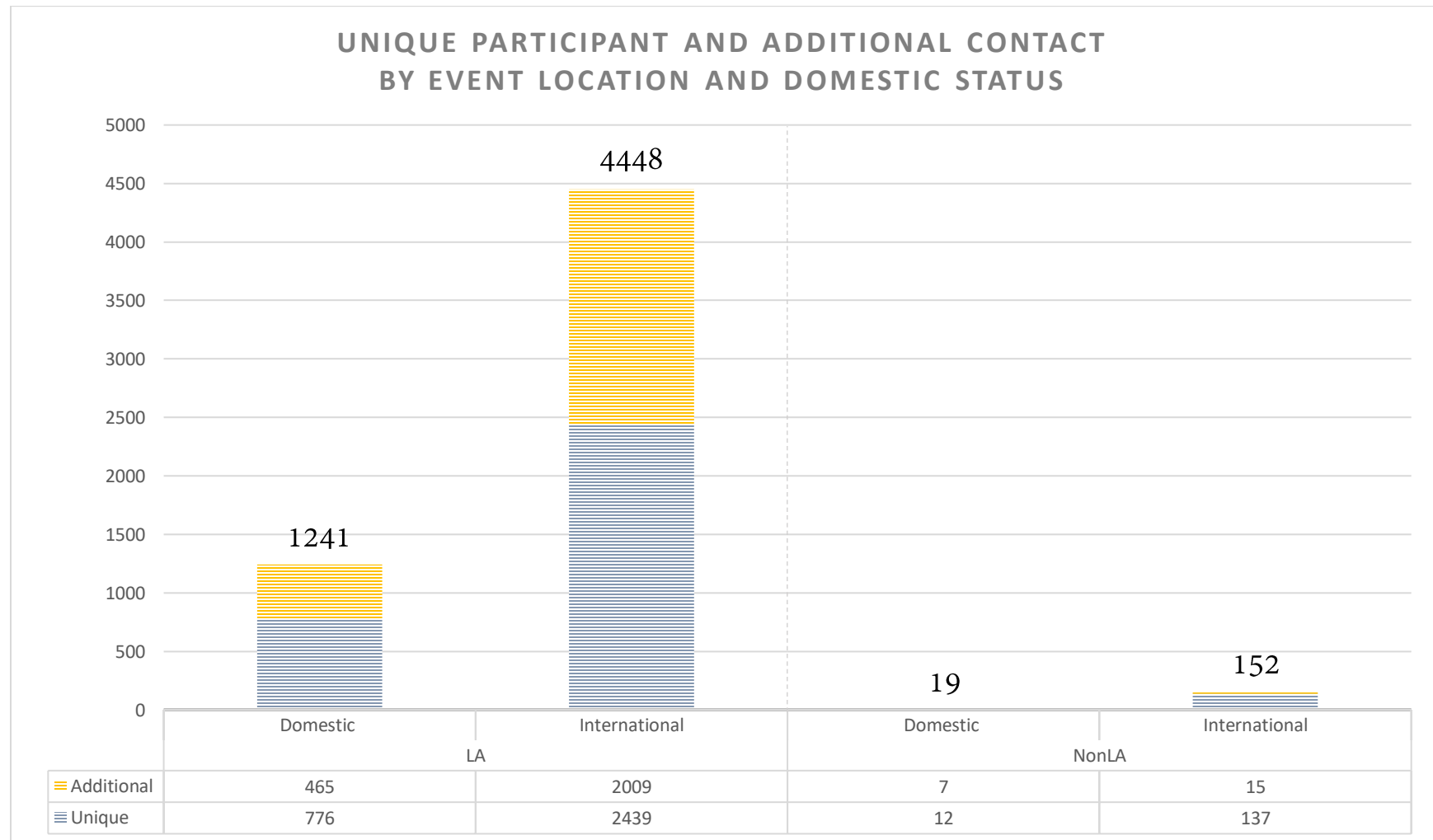| | | Undergrad | | Grad | |
		Domestic	International	Domestic	International
	Additional	19	123	28	167
	Unique	81	455	88	358

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

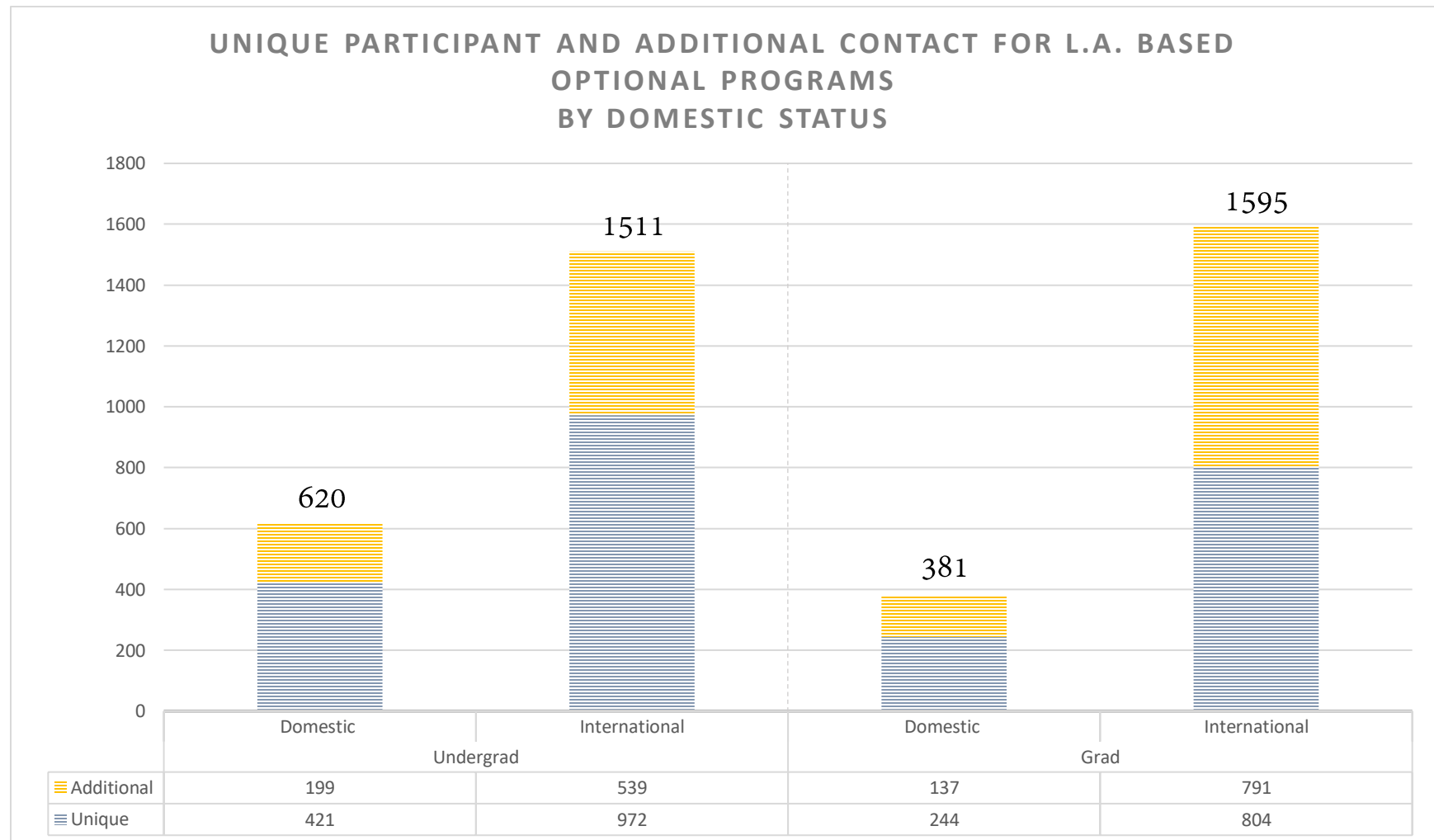**Table 4.2 Total contacts and unique users by event location (Los Angeles County)**

Event Location	Total N	Total %	Unique N	% repeat users within category	% of overall unique users
L.A. Based	6526	97.45%	4006	38.61%	99.26%
Non-L.A. Based	171	2.55%	149	12.87%	3.69%
Total	6697	100%	4036	39.73%	100%

Figure 4.3 Total contacts and unique users by event location (Los Angeles County) and domestic status

UNIQUE PARTICIPANT AND ADDITIONAL CONTACT BY EVENT LOCATION AND DOMESTIC STATUS

	Domestic	International	Domestic	International
	LA	LA	NonLA	NonLA
Additional	465	2009	7	15
Unique	776	2439	12	137

Chart totals: Domestic LA: 1241, International LA: 4448, Domestic NonLA: 19, International NonLA: 152
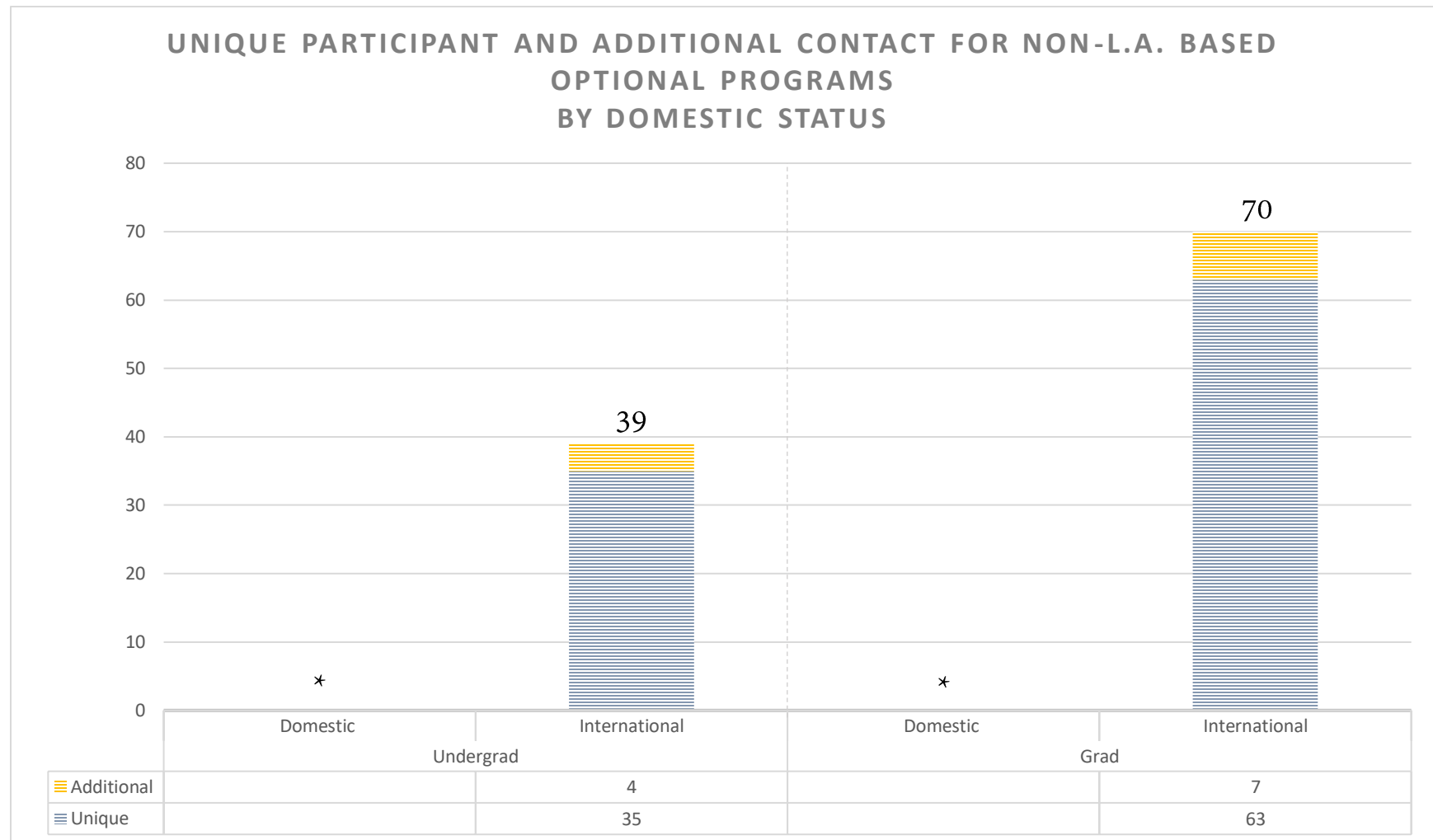
Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 4.4.1 Total contacts and unique users for L.A. based optional programs by student type and domestic status

UNIQUE PARTICIPANT AND ADDITIONAL CONTACT FOR L.A. BASED OPTIONAL PROGRAMS BY DOMESTIC STATUS

	Undergrad		Grad	
	Domestic	International	Domestic	International
Additional	199	539	137	791
Unique	421	972	244	804

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.

Figure 4.4.2 Total contacts and unique users for Non-L.A. based optional programs by student type and domestic status

UNIQUE PARTICIPANT AND ADDITIONAL CONTACT FOR NON-L.A. BASED
OPTIONAL PROGRAMS
BY DOMESTIC STATUS

	Undergrad		Grad	
	Domestic	International	Domestic	International
▤ Additional		4		7
▤ Unique		35		63

Note: For the cleanness of the graph, the terms are abbreviated. Please refer to page 4 for terms and their designated abbreviations.
*Number is lower than 10, therefore it's suppressed to protect students' identity.

Appendix: Event categorization

1. Mandatory:
Summer iStart
iSTART Summer Session A: Bag Pickup
Fall iStart
Fall iSTART Bag Pick-Up
Academic Integrity Workshop
W17 iSTART Bag Pick-Up
Winter iStart

2. Trip: short
LA Bus Tour - iSTART Summer A
After Hours: Downtown LA Brewery Hop
626 Night Market
LA Bus Tour - iSTART Summer C
Explore SoCal: Laguna Beach
Undergraduate Water Sport Sampler Day: At the UCLA Marina Aquatic Center
Explore SoCal: Downtown LA
A Nerdy Day in Downtown LA
Universal Studios
Griffith Observatory Trip
Explore SoCal: Long Beach
Explore SoCal: Pasadena Day
Disneyland and California Adventure

3. Trip: long
Fall Travel*Mate Trip: Along the California Coast
Grad and Scholar miniTravel*Mate Trip: San Diego
Travel*Mate Trip: Ski/Snowboard in Big Bear
Spring Break Travel*Mate Trip: Wild West
Summer Break Travel*Mate Trip: Yosemite

4. Cultural/art/sports viewing and participation
West Side Story the Musical: At the Hollywood Bowl
Tchaikovsky Spectacular with Fireworks: At the Hollywood Bowl
International Comedy Show
Outdoor Movie Night: The Spanish Apartment
SIA with Special Guest Miguel: At the Hollywood Bowl
Cirque du Soleil: Toruk
People's Choice Awards
Rent: The Musical

Dashew Center Programs: Utilization for 2016-2017
Dashew Center for International Students and Scholars (DCISS)

Finding Neverland: The Musical
Game of Thrones: The Live Concert Experience
Outdoor Movie Night: The Danish Girl
LA Dodgers Baseball Game
LA Galaxy Soccer Game
LA Clippers Basketball Game
LA Kings: Hockey Game
LA Lakers Basketball
Fowler Out Loud: The Dashew Center Performs
Super Bowl Party
A Hosted Family Thanksgiving: Spend Dinner At the Home of a UCLA Alumnus

5. Mixers [events that provide single-event opportunities to make social connections]
Graduate Networking Night
Undergraduate New Bruin Mixer
UCLA After Hours: A Mixer For Graduate Students and Scholars = After hours fall launch
International Speed Dating
UCLA After Hours: Happy Hour
After Hours: Karaoke and Happy Hour
UCLA After Hours: Taco Tuesday
World Café
Welcome Carnival
End-of-the-Year Graduation Banquet: Everyone Welcome!

6. Peer-to-peer program [programs where students mentor, teach, and help each other through long-term opportunities]
International Student Ambassador
International Student Ambassador Game Night
Int'l Ambassadors' "Ring in the New Year" Social
Spring Dessert Social: Presented By The Int'l Student Ambassadors
Fall Language Exchange
Winter Language Exchange
Spring Language Exchange
Global sibling
AC&C

7. Workshops - Skill building: Health
Mindfulness Workshop: Mindful Eating
Thrive at UCLA: A Workshop for International Students
Mindful Eating

8. Workshops - Skill building: Culture
American Politics 101
Intro to American Football Workshop

Dashew Center Programs: Utilization for 2016-2017
Dashew Center for International Students and Scholars (DCISS)

Dating On A Dime: Workshop
#RelationshipGoals: How to Navigate Dating in America as an International Student

9. Workshops - Skill building: Academic
Kurnitz Creative Writing Award: Introduction Workshop
Error Free: The Mechanics of Grammar
Storytelling & Research Internship Training #1 - Apr 08, 2017

10. Workshops - Skill-building: Financial
Financial Strategies Workshop for International Undergraduates
Funding Opportunities for International Graduate Students
Healthy Finances: Budgeting 101 and Money Saving Tips for International Students
Tax workshop
Tax Workshop for UCLA Non-Residents
Navigating On-Campus Employment For International Students

11. Workshops – Skill-building: Career
Life After UCLA…
Life After UCLA: Employment Based Visa Options Workshop
Life After UCLA: Employment Sponsored Visa Options Workshop

12. Dialogue [These are more interactive events than workshops, where students take active part instead of just listening]
Food For Thought: Share With Shideh
Post-Election Reflection for International Students and Scholars
Dinner Dialogue: International and Domestic Students
Lunch Dialogue: Cultural Transitions

13. Info session – urgent response
Executive Order: Reflection and Information Session for International Students and Scholars
Executive Order: Debrief and Information Session

14. Colleague training
Colleague Training - Mar 02, 2017
F-1 Training for Graduate SAOs - Apr 07, 2017
F-1 Undergraduate Training Workshop - Apr 28, 2017
Pronouncing Chinese Names Workshop - Apr 25, 2017
Data, Insight, Action Int'l Students at UCLA - May 17, 2017