

UCLA

Dashew Center Programs: Utilization for 2017-2018

Dashew Center for International Students & Scholars (DCISS) Report

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Executive Summary

Through optional programs, DCISS engaged with nearly 30% of the international students, scholars, employees, and dependents, as well as almost 2% of domestic students, scholars, and employees.

Who is using the optional programs?

Compared to the academic year 2016-2017*, the user profile remains the same. Overall, undergraduate students represent the highest user group, followed by graduate students and exchange students. For international users, undergraduate students represent the highest user group, followed by graduate students and exchange students. For domestic users, undergraduate students represent the highest user group, followed by graduate students and employees.

Which programs do users participate in the most?

While peer-to-peer programs had the highest number of contacts in the academic year 2016-2017, mixers became the most utilized programs in the academic year 2017-2018, pushing peer-to-peer programs to second place, followed by cultural/arts/sports appreciation and participation*. Both undergraduate and graduate students participate the most in mixers in the academic year 2017-2018. In contrast, the most utilized program was peer-to-peer programs for both user categories in the academic year prior*.

Additionally, on-campus programs and L.A. based programs have the most contacts and the highest number of unique users in the academic year 2017-2018, when compared to off-campus or non-LA based programs. This is similar to the year prior*.

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

While colleague training had the highest repeat user rate in the academic year 2016-2017, peer-to-peer programs received the most repeat interest in the academic year 2017-2018, followed by mixers and cultural/arts/sports appreciation and participation events*.

Similar to the year before, on-campus and L.A. based programs have higher repeat rates in the academic year 2017-2018, compared to off-campus or non-L.A. based programs*.

* Note: 2017-2018 dataset combines more sources than 2016-2017; therefore, some of the changes might be due to overall increase in entries

What are DCISS's Star programs?

This report evaluates DCISS programs based on engagement breadth and depth. Mixers, with the highest number of unique users and a relatively higher repeat user rate, are DCISS's Star programs in the academic year 2017-2018. In the academic year prior, peer-to-peer programs took the lead as the Star program*.

Who is most likely to engage more than once?

Domestic employees have the highest repeat user rate, with 65.83% of the unique users participating in more than one DCISS optional program. International exchange students have the second-highest repeat user rate, followed by international graduate students.

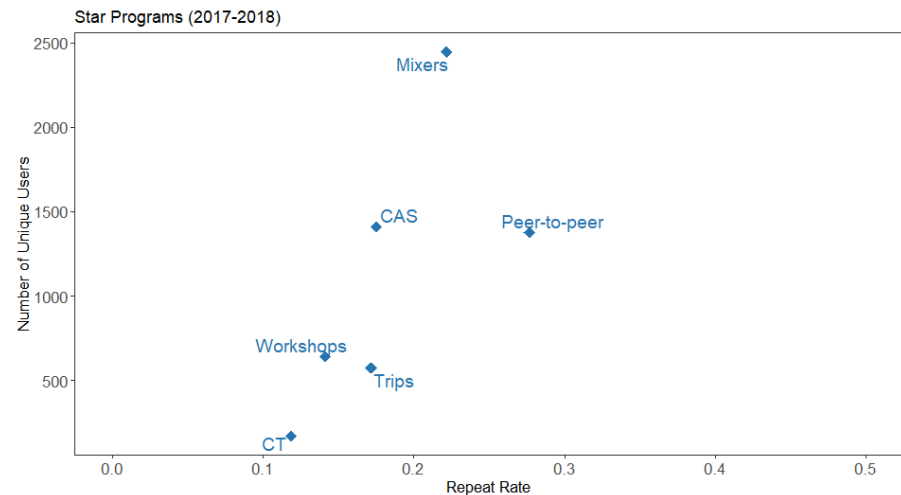
Additionally, for on-campus programs, international graduate users have the highest repeat user rate (42.72%), followed by international undergraduate users. For off-campus programs, domestic undergraduate users have the highest repeat user rate, followed by domestic graduate users.

Recommendations

Engage domestic students. The utilization rate for domestic students remains significantly lower than international students. Based on the analysis, most domestic users engage through peer-to-peer programs and mixers. Therefore, DCISS can consider marketing to domestic students in the area of peer-to-peer programs and mixers by collaborating with other offices and departments on campus. For example, the Dashew Center could increase co-sponsoring of mixers, speaker's series, peer coaching programs, and other events that are similar to programs sponsored by other entities at UCLA.

Peer support and social connection. Since 2016-2017, DCISS has provided many events that incorporate peer support and communication, such as Dashew Center Study Hall. In the academic year 2017-2018, mixers and peer-to-peer programs have remained the top programs in terms of participation, showing continued interest among student users in programs that provide opportunities for support and to make connections with each other. Therefore, 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. For this report, we measure both engagement breadth and depth of the users. The repeat user rate is a measurement for engagement depth. In essence, a high repeat user rate indicates more repeat interest within the represented user group or for a particular program, suggesting deep engagement. Based on the availability of data, 1) the number of unique users or 2) utilization rate evaluates engagement breadth. With utilization rate only available for undergraduate students and graduate students,

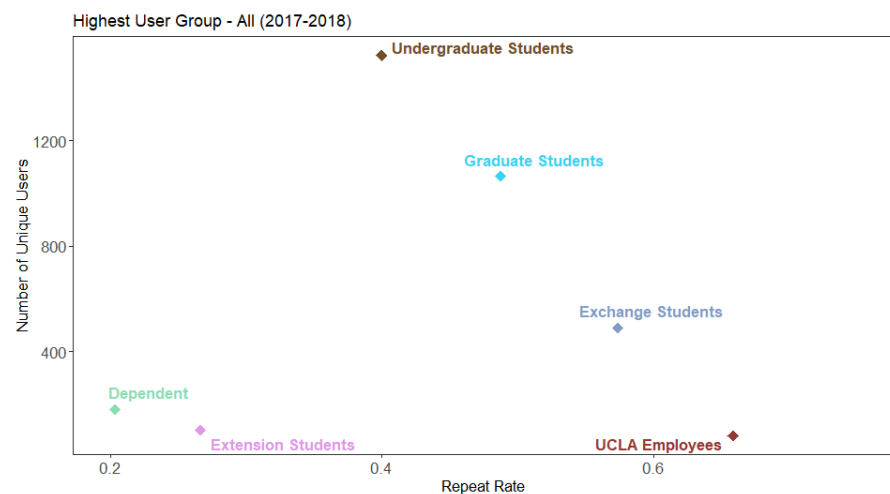
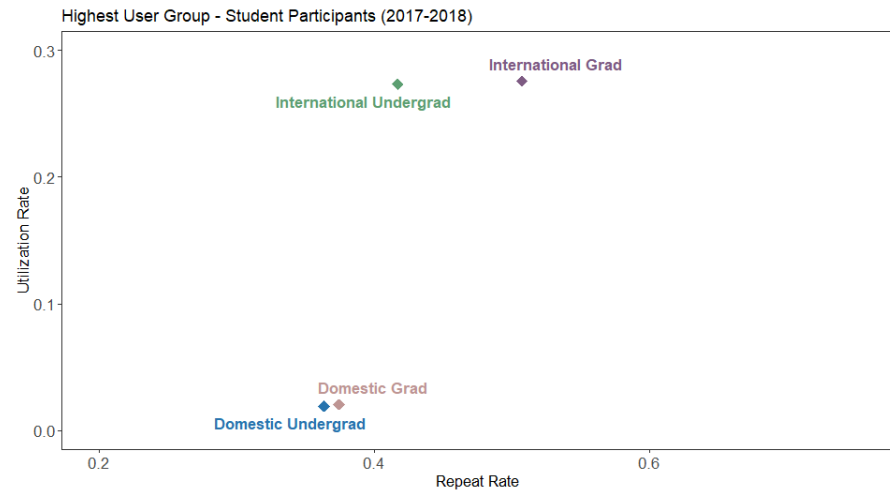


it measures the number of unique users within the user population that participated in any particular program. The number of unique users is an alternative to the utilization rate for exchange students, employees, extension students, and dependents, in measuring engagement breadth.

From comparisons between undergraduate and graduate students by domestic status, it is apparent that international graduate students have more in-depth and broader engagements than their domestic peers and undergraduate students. Further, graduate students, in both international and domestic groups, have similar breadth but more in-depth engagements with DCISS programs compared to undergraduate students with the same domestic status. The results indicate the need to increase engagement depth among undergraduate students. While undergraduate students have a keen interest in mixers and peer-to-peer programs, they primarily show a higher repeat rate for global sibling programs that provide repeated and scheduled activities for social connections. Therefore, DCISS can consider providing more similar programs to encourage more in-depth engagement from undergraduate users.

Overall, off-campus programs have a relatively higher repeat user rate and a lower number of unique users, compared to on-campus programs. Moreover, the user groups display different patterns for on-campus and off-campus programs. While both undergraduate and graduate students show relatively broader and deeper engagement through on-campus DCISS programs, they fell short for off-campus programs, with a much lower repeat rate compared to exchange students. The results suggest that, with much higher participation from on-campus programs, DCISS should focus on encouraging more unique users from extension students and dependents to participate in its on-campus programs where the two user groups display meager participation compared to other user groups. Additionally, while exchange students show relatively high quality engagement through off-campus programs, they fall short in the number of unique users for on-campus programs.

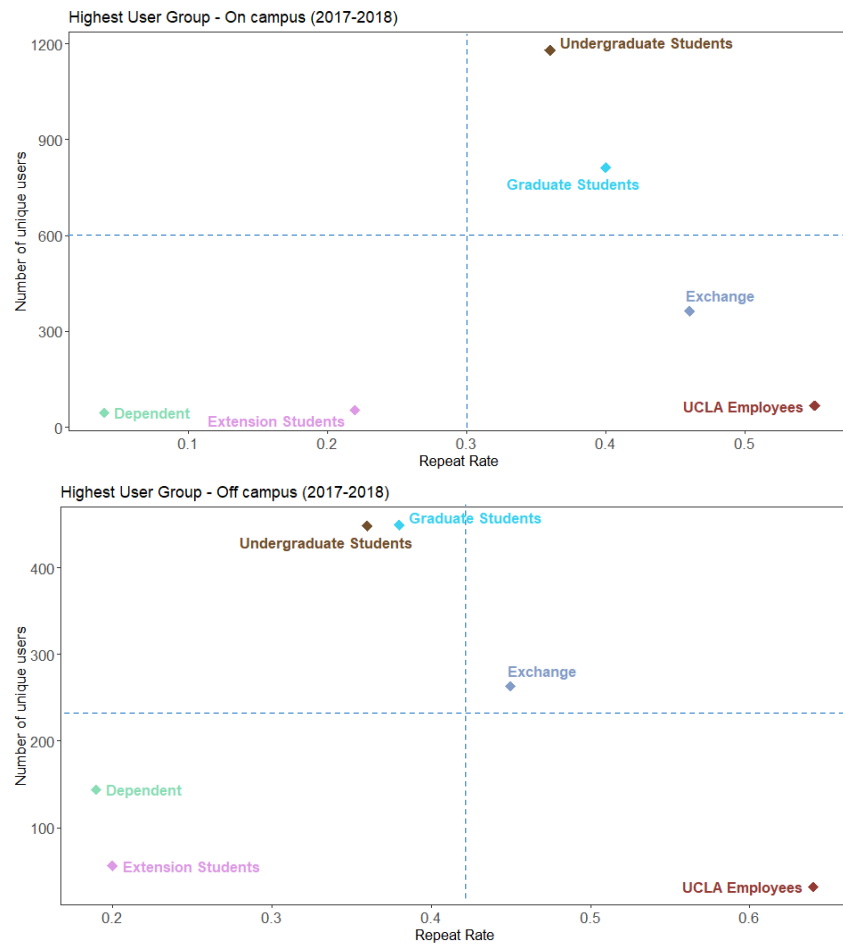
Evaluating across all user groups, graduate students remain a star user group with a high repeat user rate and a high number of unique users. With a keen interest in mixers, graduate users participate more in events that provide opportunities to build social connections



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through one-time events. Therefore, future efforts should be considered in maintaining graduate students' star status by continuously providing short-term social events.

Encourage employee participation. Among all users, UCLA employees have the highest repeat user rate, but they also represent one of the lowest user groups. With a strong repeat interest in DCISS's programs, employees display high potential for future participation both in depth and in breadth. The data shows evidence that employees made 35% of the contacts through mixers, followed by cultural/arts/sports appreciation and participation and peer-to-peer programs. Therefore, DCISS can specifically promote events that provide platforms for peer support, social connection, or cultural appreciation to employees to encourage participation.



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
	U.G. additional	Undergraduate additional contacts	G additional	Graduate additional contacts
	U.G. 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	C.T.	Colleague training
Event Location	LA	L.A. Based	NonLA	Non-L.A. Based

1. Total contacts and unique users for all programs

Key observations

Contacts: mandatory and optional programs

1. Through **mandatory programs**, 50.87% of contacts are made with DCISS
2. Through **optional programs**, 49.12% of contacts are made with DCISS

Repeat user rate

1. For **all programs**, the repeat user rate is 50.15%
2. For **mandatory programs**, the repeat user rate is 48.37%
3. For **optional programs**, the repeat user rate is 37.09%

What does the data mean?

1. It is important to note that data about mandatory program participation does not capture users who missed the official event (i.e., iStart) but completed the program at DCISS office later on. These users technically participated but will not be accounted for in the data.
2. While the repeat user rate for all programs in the academic year 2016-2017 was 52.29%, the rate decreased to 50.15% in the academic year 2017-2018*

* Note: 2017 dataset combines more sources than 2016; therefore, some of the changes might be due to overall increase in entries

Table 1.1 All programs, total contacts and unique users by event mandatory status

Event mandatory status	Total N	Total %	Unique N	% repeat users within category ^a	% of overall unique users ^c
Mandatory	8683	50.87%	4483	48.37%	52.69%
Optional	8385	49.12%	5275	37.09%	62.00%
Grand Total	17068	100%	8508^b	50.15%	100%

a. The index "% repeat 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 (8508) 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 (8508).

Figure 1.1 All programs, unique users and additional contacts by mandatory status

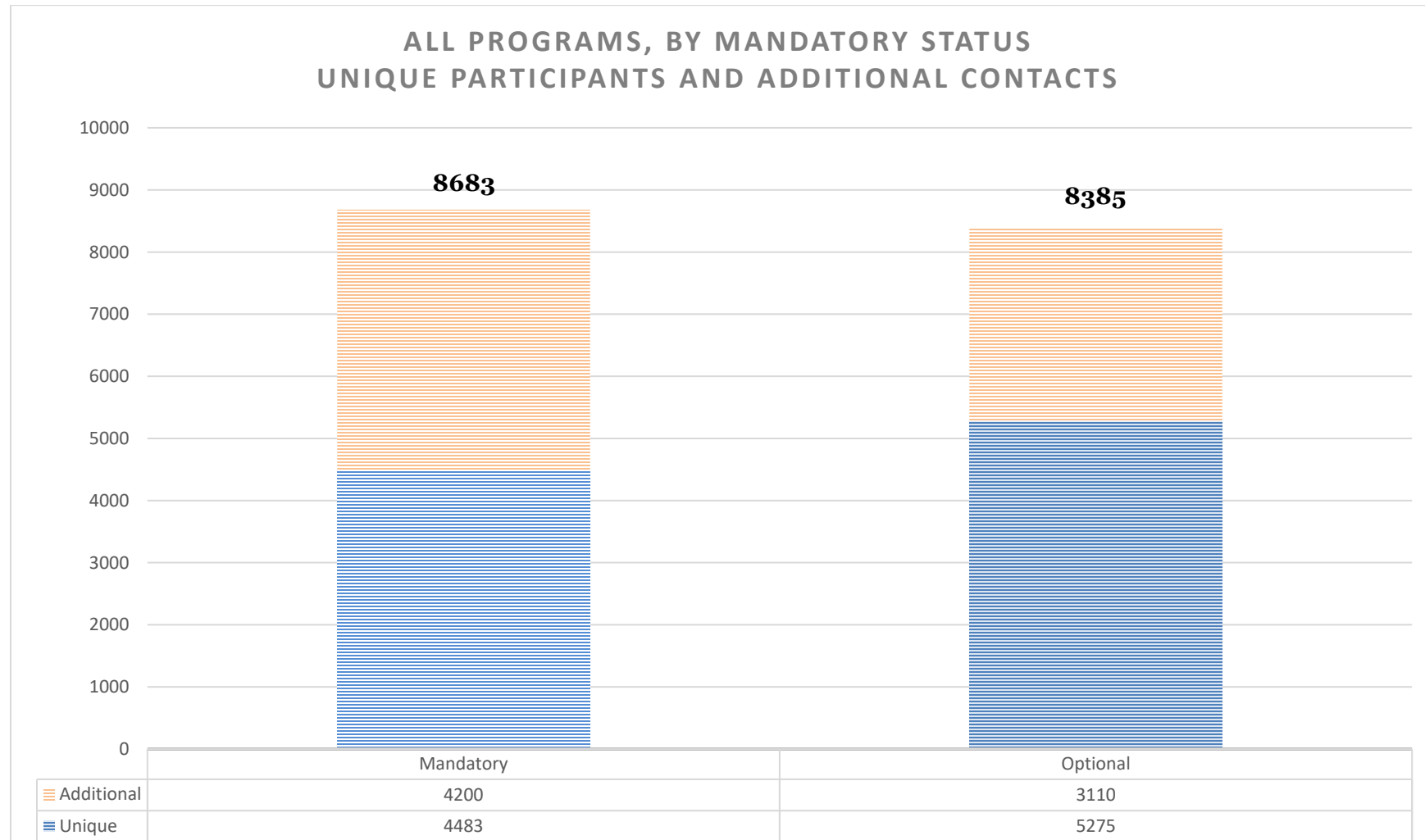


Table 1.2 All programs, total and unique users by mandatory status and domestic status

Mandatory Status	Domestic		International		Total	
	Total	Unique	Total	Unique	Total	Unique
Mandatory	72	39	8611	4444	8683	4443
Optional	1798	1228	5280	2910	8385	3499
Grand Total	1870	1254^a	13891	6117^a	17068	8508^a

a. The number of unique users in grand total 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.

b. The table does not include participants whose domestic status is unknown

Figure 1.2 All programs, unique users and additional contacts by mandatory status and domestic status

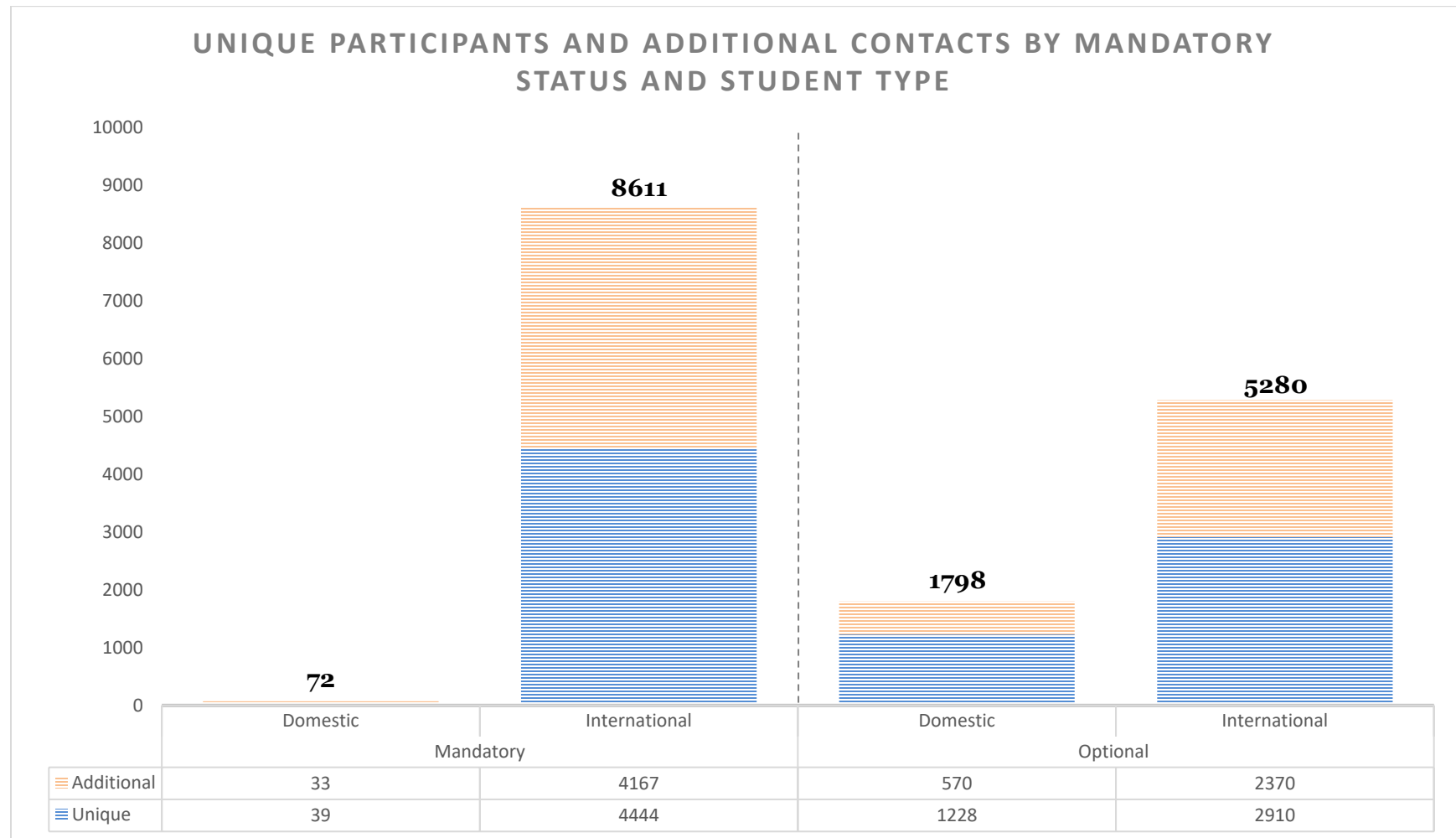


Table 1.3 Total contacts and unique users by domestic status and participant type

Student type	Domestic		International		Unknown		Total	
	Total	Unique	Total	Unique	Total	Unique	Total	Unique
Undergraduate	867	544	7027	3212	0	0	7894	3756
Undergrad- Transfer			9	4			9	4
Undergrad-Summer			3200	1545			3200	1545
Undergrad-Undergrad	867	544	3818	1663			4685	2207
Graduate	328	202	4387	1666	0	0	4715	1868
Grad-Anderson	6	6	591	241			597	247
Grad-Grad	309	185	3217	1229			3526	1414
Grad-Law	13	11	579	196			592	207
Exchange	21	10	1768	664	0	0	1789	674
Exchange-Grad			42	13			42	13
Exchange-Undergrad	7	2	972	252			979	254
Visiting Scholars	14	8	754	399			768	407
UCLA Employees	186	52	63	36			249	88
Extension Students	6	4	174	108			180	112
Dependent	38	26	190	131			228	157
Unknown	422	104	284	72	1307	1111	2013	1287
Grand Total	1868	942	13893	5889	1307	1111	17068	7942

2. Total contacts and unique users for optional programs by event type

Key observations

Utilization rate

1. For **domestic undergraduate** students, the utilization rate is 1.93%
2. For **domestic graduate** students, the utilization rate is 2.04%
3. For **international undergraduate** students, the utilization rate is 27.33%
4. For **international graduate** students, the utilization rate is 27.60%

Programs with the most contacts

1. 37.48% of the contacts were generated by **mixers**
2. 22.67% of the contacts were generated through **peer-to-peer programs**
3. 20.39% of the contacts were generated through **cultural/art/sports appreciation and participation**

Programs with the most unique users

1. **Mixers** have the highest number of unique users, reaching 46.37% of the unique users
2. 26.73% of unique users engaged through **cultural/art/sports appreciation and participation**
3. 26.07% of unique users engaged through **peer-to-peer programs**

Programs with highest repeat user rates

1. **Peer-to-peer** programs have the highest repeat user rate (22.67%)
2. **Mixers** have the second-highest repeat user rate (22.18%)
3. **Cultural/art/sports appreciation and participation** have the third-highest repeat user rate (17.54%)

What does the data mean?

1. The utilization rate for both domestic undergraduate students and international graduate students have increased from the academic year 2016-2017 to the academic year 2017-2018. The utilization for international undergraduate students and domestic graduate students remained similar, with a less than 1% decrease*.
2. While in the academic year 2016-2017, the repeat user rate is the highest for colleague training events followed by peer-to-peer programs, in the academic year 2017-2018, peer-to-peer programs have the highest repeat user rate*.
3. The top three programs with the most unique users include mixers, CAS, and peer-to-peer programs, from 2016-2017 to 2017-2018*.
4. The star programs for the academic year are mixers
 - a. The highest number of contacts indicates that the programs generate the most engagement overall
 - b. The highest 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 to participate on a repeat basis

* Note: 2017 dataset combines more sources than 2016; therefore, some of the changes might be due to overall increase in entries

Table 2.1 Optional Programs unique users in comparison to total students on campus

	Domestic			International		
	Total on campus ^a	Participated	Utilization rate	Total on campus ^b	Participated	Utilization rate
Undergrad	27214	524	1.93% ^c	3659	1000	27.33% ^e
Grad	9516	194	2.04% ^d	3159	872	27.60% ^f

a. The total number of domestic students on campus is the combination of domestic and unknown students from the UCLA SAIRO dataset, in order to mirror APB number from 2016. Therefore, there is probable noise in the data.

b. The total number of international students on campus is from UCLA SAIRO.

c.d. The percentage difference between 1.93% and 2.05% is **not** significant at the 0.05 level.

e.f. The percentage difference between 27.47% and 27.79% is **not** significant at the 0.05 level.

Figure 2.1 Optional Programs unique users in comparison to total students on campus

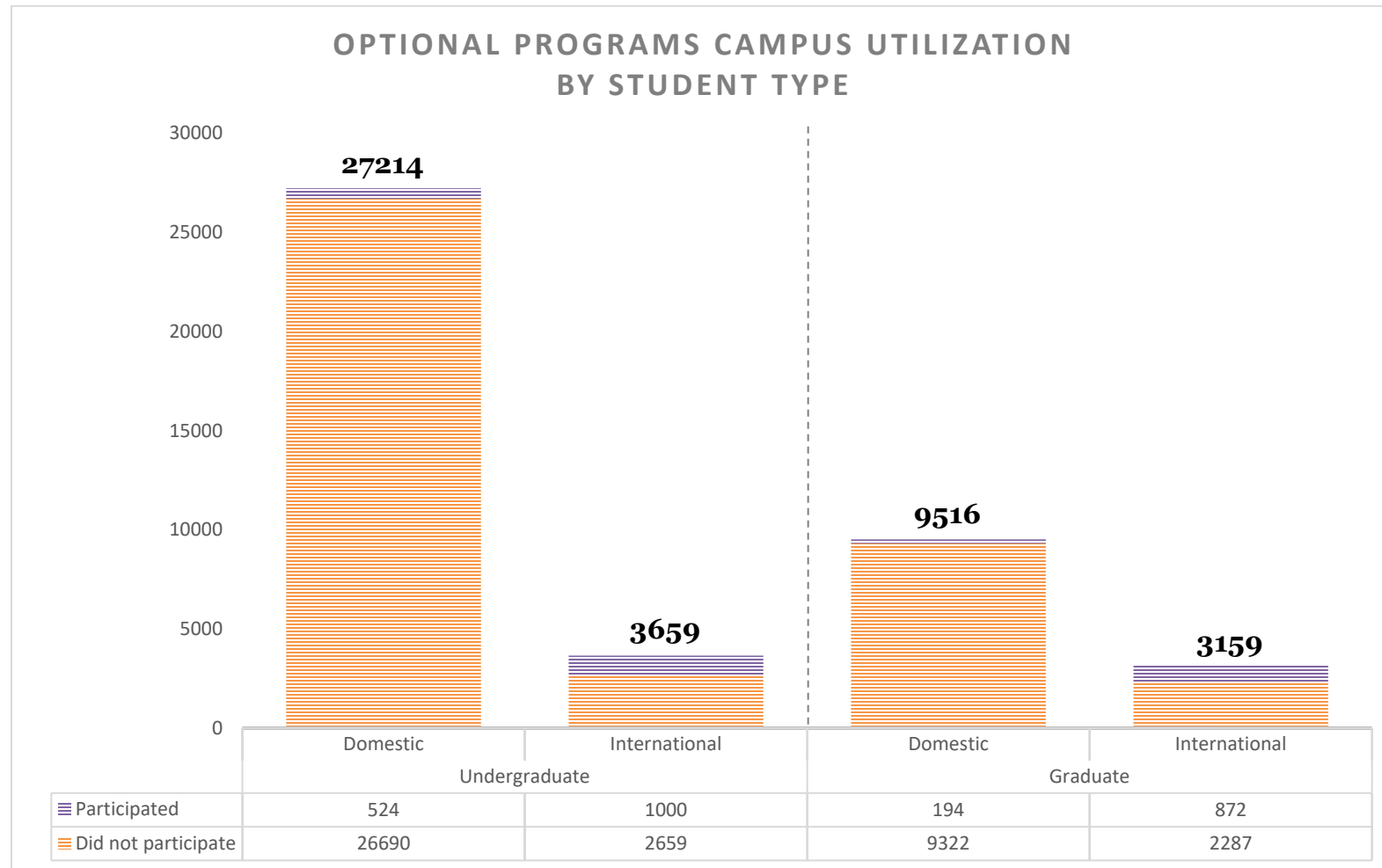


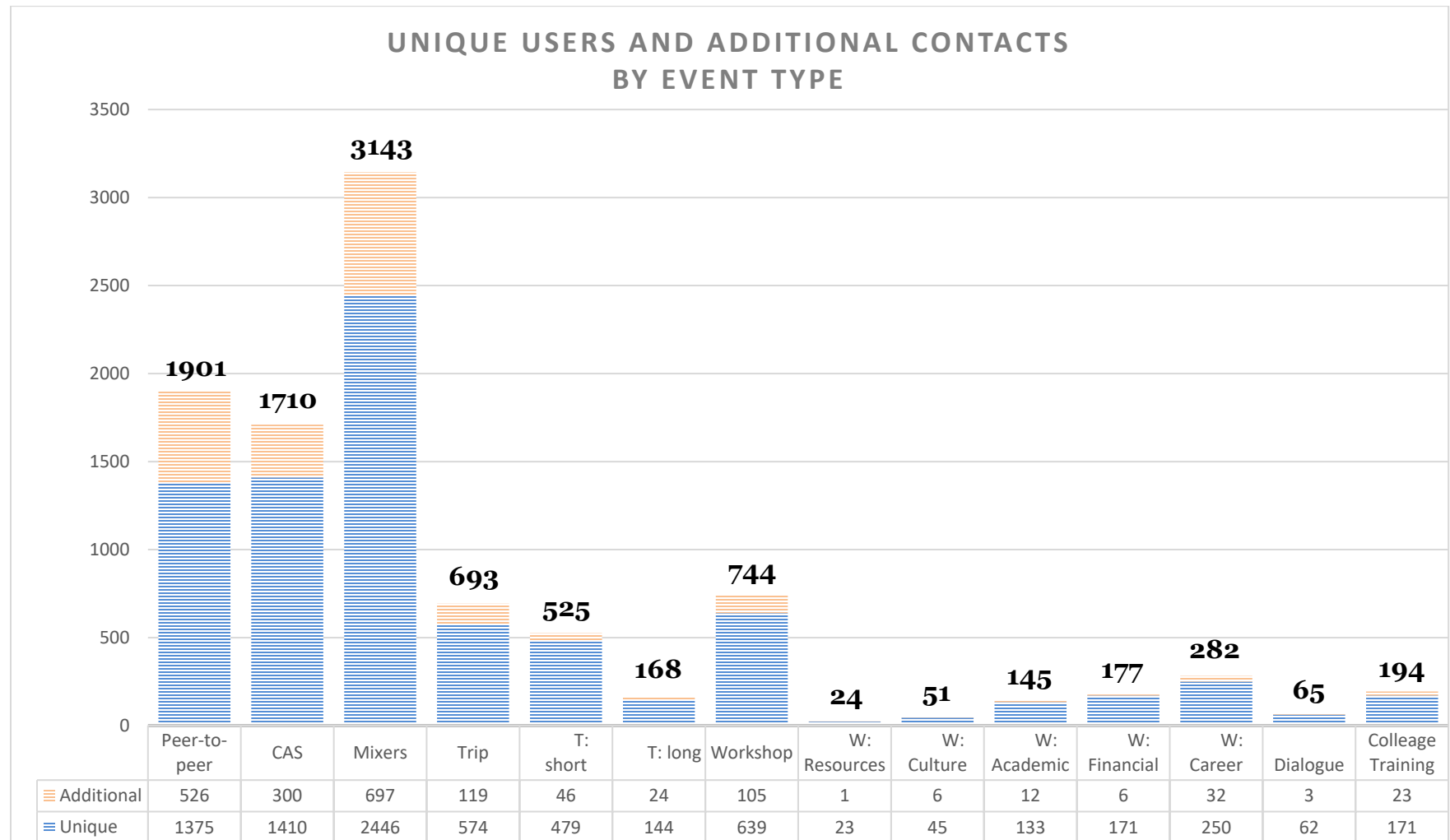
Table 2.2 Total contacts and unique users by event type

Event Type	Total N	Total %	Unique N	% Repeat users by Category*	% of optional unique users **
Peer-to-peer program	1901	22.67%	1375	22.67%	26.07%
Cultural/art/sports appreciation and participation	1710	20.39%	1410	17.54%	26.73%
Mixers	3143	37.48%	2446	22.18%	46.37%
Trip	693	8.26%	574	17.17%	10.88%
Trip: short	525	6.26%	479	8.76%	9.08%
Trip: long	168	2.00%	144	14.29%	2.73%
Workshops	744	8.87%	639	14.11%	12.11%
Workshops - Resources	24	0.29%	23	4.17%	0.44%
Workshops - Skill building: Culture	51	0.61%	45	11.76%	0.85%
Workshops - Skill building: Academic	145	1.73%	133	8.28%	2.52%
Workshops - Skill-building: Financial	177	2.11%	171	3.39%	3.24%
Workshops - Skill-building: Career	282	3.36%	250	11.35%	4.74%
Dialogue	65	0.78%	62	4.62%	1.18%
Colleague training	194	2.31%	171	11.86%	3.24%
Grand Total	8385	100%	5275		

*The index "Unique users by Category" is the number of unique users 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 (5275).

Figure 2.2 Total contacts and unique users by event type



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

Key observations

Repeat user rate by domestic status

1. **Overall**, UCLA employees have the highest repeat user rate (65.83%), followed by exchange students (57.38%) and graduate students (48.75%)
2. For **domestic** participants, UCLA employees have the highest repeat user rate (71.98%), followed by graduate students (37.42%)
3. For **international** participants, exchange students have the highest repeat user rate (64.69%), followed by graduate students (50.73%) and UCLA employees (46.55%)

Highest user group

1. **Overall**, undergraduate students represent the highest user group, followed by graduate students and exchange students
2. For **domestic** participants, undergraduate students represent the highest user group, followed by graduate students and UCLA employees
3. For **international** participants, undergraduate students represent the highest user group, followed by graduate students and exchange students

Most utilized programs

1. **Overall**, 37% of the contacts between DCISS and participants are made through mixers, followed by peer-to-peer programs and cultural/arts/sports appreciation and participation events
2. For **undergraduate students**, 37% of the contacts with DCISS are made through mixers, followed by peer-to-peer programs and cultural/arts/sports appreciation and participation events
3. For **graduate students**, 46% of the contacts with DCISS are made through mixers, followed by cultural/arts/sports appreciation and participation events
4. For **exchange students**, 36% of the contacts with DCISS are made through mixers, followed by cultural/arts/sports appreciation and participation events and trips
5. For **UCLA employees**, 35% of the contacts are made through mixers, followed by cultural/arts/sports appreciation and participation events and peer-to-peer programs
6. For **extension students**, 41% of the contacts are made through cultural/arts/sports appreciation and participation events, followed by peer-to-peer programs and mixers

7. For **dependents**, 71% of the contacts are made through cultural/arts/sports appreciation and participation events, followed by peer-to-peer programs and trips

Repeat user rate per program category

- **Overall**, the repeat user rate is the highest for peer-to-peer programs, followed by mixers and cultural/arts/sports appreciation and participation events
- For **domestic** participants, workshops have the highest repeat user rate, followed by trips and mixers
- For **international** participants, peer-to-peer programs have the highest repeat user rate, followed by mixers and cultural/arts/sports appreciation and participation events

Repeat user rate for peer-to-peer programs by domestic status

- **Overall**, international ambassadors have the highest repeat user rate (44.74%), followed by global siblings and language programs
- For **domestic** participants, international ambassadors have the highest repeat user rate (53.23%), followed by global siblings and language programs
- For **international** participants, international ambassadors have the highest repeat user rate (42.56%), followed by global siblings and language programs

Repeat user rate for peer-to-peer programs by student type

1. **Among students**, global siblings have the highest repeat user rate (81.54%).
2. For **undergraduate** student participants, global siblings have the highest repeat user rate, followed by international ambassadors
3. For **graduate** student participants, global siblings have the highest repeat user rate, followed by international ambassadors

Repeat user rate for workshops by domestic status

1. **Overall**, workshops about career have the highest repeat user rate (11.6%), followed by workshops about academic and dialogue
2. For **domestic** participants, workshops about academic have the highest repeat user rate (15.38%), as well as dialogue
3. For **international** participants, workshops about career have the highest repeat user rate (11.6%), followed by workshops about culture

Repeat user rate for workshops by student type

1. **Among students**, workshops about culture have the highest repeat user rate (15.79%), followed by workshops about academics and workshops about career development

2. For **undergraduate** student participants, workshops about academics have the highest repeat user rate (14.55%), followed by workshops about career development
3. For **graduate** student participants, workshops about cultures have the highest repeat user rate (15.79%), followed by workshops about career development

Repeat user rate for short and long trips by domestic status

1. **Overall**, long trips have a higher repeat user rate than short trips (14.29%)
2. For **domestic** participants, short trips have a higher repeat user rate than long trips (23.33%)
3. For **international** participants, long trips have a higher repeat user rate than short trips (14.47%)

Repeat user rate for short and long trips by student type

1. **Among students**, long trips have a higher repeat user rate than short trips (17.82%)
2. For **undergraduate** student participants, long trips have a higher repeat rate than short trips (8.89%)
3. For **graduate** student participants, long trips have a higher repeat rate than short trips (32.14%)

Repeat user rate for cultural/arts/sports appreciation and participation

1. **International** participants have a higher repeat user rate for CAS programs and events (20.02%), compared to **domestic** participants (18.81%)
2. Among students, **graduate** student participants have a higher repeat user rate for CAS programs and events (18.94%), compared to **undergraduate** student participants (10.37%)

Repeat user rate for mixers

1. **International** participants have a higher repeat user rate for mixers (29.32%), compared to **domestic** participants (21.37%)
2. Among students, **graduate** students have a higher repeat user rate for mixers (31.84%), compared to **undergraduate** participants (20.44%)

Repeat user rate for colleague training

1. **Domestic** participants have a higher repeat user rate for colleague training (12.5%), compared to **international** participants (9.52%)
2. Among students, **graduate** student participants did not have any repeat users, whereas **undergraduate** student participants have less than 10 unique users.

What does the data mean?

1. **Mixers and peer-to-peer programs** are the most utilized programs for two years*, suggesting that users are mostly interested in building social connections through one-time events, as well as teaching, mentoring, and supporting peers through long-term programs.
2. While **mixers** remain the most utilized programs for graduate students, exchange students, and employees, they became undergraduate students' most utilized program in 2017-2018 as well, pushing peer-to-peer programs to their second-most utilized program. Furthermore, Cultural/arts/sports appreciation and participation remain the most utilized program for dependents.
3. **International undergraduate students** continue to be the highest user group, with a similar utilization rate to 2016-2017, which was close to 30%. With a consistent interest in peer-to-peer programs, international undergraduate students show a preference for programs that provide long-term platforms to support, teach, and mentor peers as well as build social connections.
4. **International graduate students** display an increase in their utilization rate, from 25% to 28%, suggesting that DCISS was successful in the academic year 2017-2018 at encouraging more participation among graduate students.
5. While peer-to-peer programs and mixers maintain a high repeat user rate in the academic year 2017-2018, the repeat user rate for **colleague training** dropped out of the top three. Additionally, cultural/arts/sports appreciation and participation have the third-highest repeat user rate.

* Note: 2017 dataset combines more sources than 2016; therefore, some of the changes might be due to overall increase in entries

Table 3.1 Total contacts and unique users by domestic status and participant type

Student Type	Domestic		International		Unknown		Total	
	Total	Unique	Total	Unique	Total	Unique	Total	Unique
Undergraduate	823	524	1715	1000			2538	1531
Undergrad- Transfer			*	*			*	*
Undergrad-Summer			289	238			289	238
Undergrad-Undergrad	823	524	1424	760			2247	1284
Graduate	304*	188*	1770	872			2080	1066
Grad-Anderson	*	*	160	89			166	95
Grad-Grad	293	178	1403	666			1696	844
Grad-Law	11	10	207	117			218	127
Exchange	*	*	490	173			1152	491
Exchange-Grad			28	9			28	9
Exchange-Undergrad	*	*	462	164			467	166
Visiting Scholars	*	*	645	309			657	316
UCLA Employees	182	51	58	31			240	82
Extension Students	*	*	133	97			139	102
Dependent	38	29	188	151			226	180
Unknown	422	416	281	277	1307	1111	2010	1804
Grand Total	1796	1228	5282	2910	1307	1111	8385	5275

Figure 3.1 Unique users and additional contacts in Optional Programs by student type

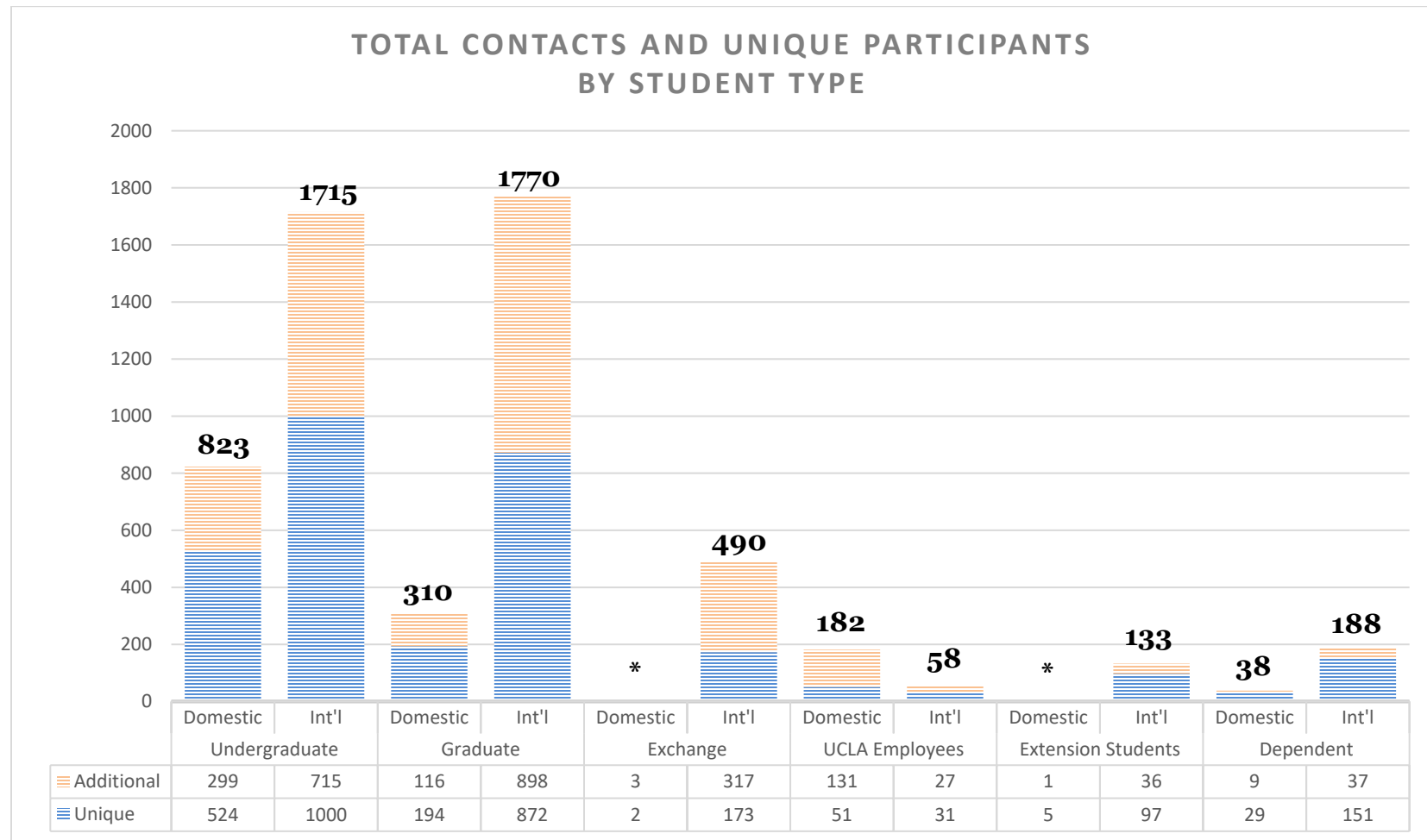


Table 3.2 Total and unique users that attended optional Dashew Center Programs by event and domestic status

Event Type	Domestic		International		Total	
	Total	Unique	Total	Unique	Total	Unique ^b
Peer-to-peer program	704	561	1039	710	1901	1375
Cultural/art/sports appreciation and participation	303	246	1214	971	1710	1410
Mixer	688	541	1743	1232	3143	2446
Trip	46	36	647	538	693	574
Trip: short	30	23	495	456	525	479
Trip: long	16	14	152	130	168	144
Workshop	41	31	616	525	744	639
Workshops - Resources: Living @ UCLA/LA	1	1	23	22	24	23
Workshops - Skill building: Academic	13	11	94	84	145	133
Workshops - Skill-building: Career	9	8	250	221	282	250
Workshops - Skill building: Culture	2	1	46	41	51	45
Workshops - Skill building: Financial	3	3	168	163	177	171
Dialogue	13	11	35	34	65	62
Colleague training	16	14	21	19	194	171
Grand Total	1796	1228^a	5282	2910^a	8385	5275

a. The number of unique users in grand total is not a simple sum of unique users all programs, because a student might be a unique user in more than one optional programs.

b. The table does not include participants whose domestic status is unknown

Table 3.3 Total contacts in optional programs by event type and student type.

	Undergrad		Graduate		Exchange		Employees		Extension		Dependent		Total	
	n	%	n	%	n	%	n	%	n	%	n	%	n	%
Mixers	944	37%	958	46 %	412	36%	83	35%	18	13%	10	4%	3143	37%
Peer-to-peer	588	23%	300	14%	143	12%	22	9%	22	16%	22	10%	1901	23%
CAS	463	18%	417	20%	307	27%	81	34%	57	41%	160	71%	1710	20%
Trip: short	233	9%	119	6%	115	10%	12	5%	12	9%	23	10%	525	6%
Workshops: Career	135	5%	71	3%	34	3%	3	1%	12	9%	1	0%	282	3%
Workshops: Academic	55	2%	30	1%	9	1%	13	5%		0%		0%	145	2%
Trip: long	45	2%	56	3%	56	5%		0%	6	4%	2	1%	168	2%
Workshops: Financial	40	2%	85	4%	33	3%	4	2%	6	4%	3	1%	177	2%
Dialogue	21	1%	10	0%	11	1%	6	3%		0%		0%	65	1%
Colleague training	5	0%	10	0%	8	1%	14	6%		0%		0%	194	2%
Workshops: Culture	5	0%	19	1%	18	2%	2	1%	4	3%		0%	51	1%
Workshops: Resources	4	0%	5	0%	6	1%		0%	2	1%	5	2%	24	0%
Grand Total	2538	100%	2080	100%	1152	100%	240	100%	139	100%	226	100%	8385	100%

a. The percentage number highlighted in this table is the event type with the highest participation rate among that specific student type.

Table 3.4 Unique users and additional contacts in optional programs by event type, domestic status, and student type

Event Type	Domestic		International		Total	
	Total	Unique	Total	Unique	Total	Unique ^b
Peer-to-peer program	704	561	1039	710	1901	1375
Cultural/art/sports appreciation and participation	303	246	1214	971	1710	1410
Mixer	688	541	1743	1232	3143	2446
Trip	46	36	647	538	693	574
Trip: short	30	23	495	456	525	479
Trip: long	16	14	152	130	168	144
Workshop	41	31	616	525	744	639
Workshops - Resources: Living @ UCLA/LA	1	1	23	22	24	23
Workshops - Skill building: Academic	13	11	94	84	145	133
Workshops - Skill-building: Career	9	8	250	221	282	250
Workshops - Skill building: Culture	2	1	46	41	51	45
Workshops - Skill building: Financial	3	3	168	163	177	171
Dialogue	13	11	35	34	65	62
Colleague training	16	14	21	19	194	171
Grand Total	1796	1228^a	5282	2910^a	8385	5275

a. The number of unique users in grand total is not a simple sum of unique users all programs, because a student might be a unique user in more than one optional programs.

b. The table does not include participants whose domestic status is unknown

Figure 3.2.1 Unique users and additional contacts for peer-to-peer programs by domestic status

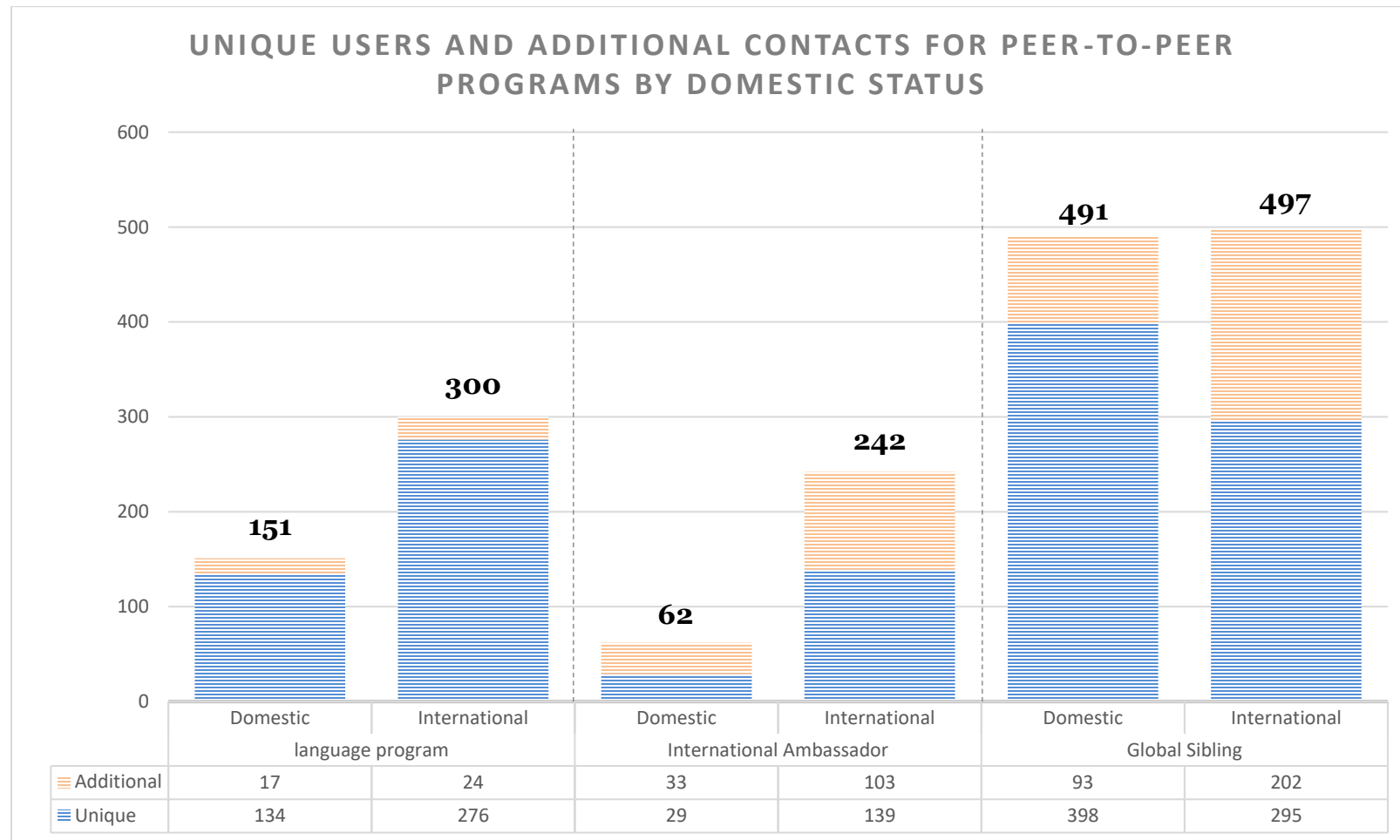


Figure 3.2.2 Unique users and additional contacts for peer-to-peer programs by student type

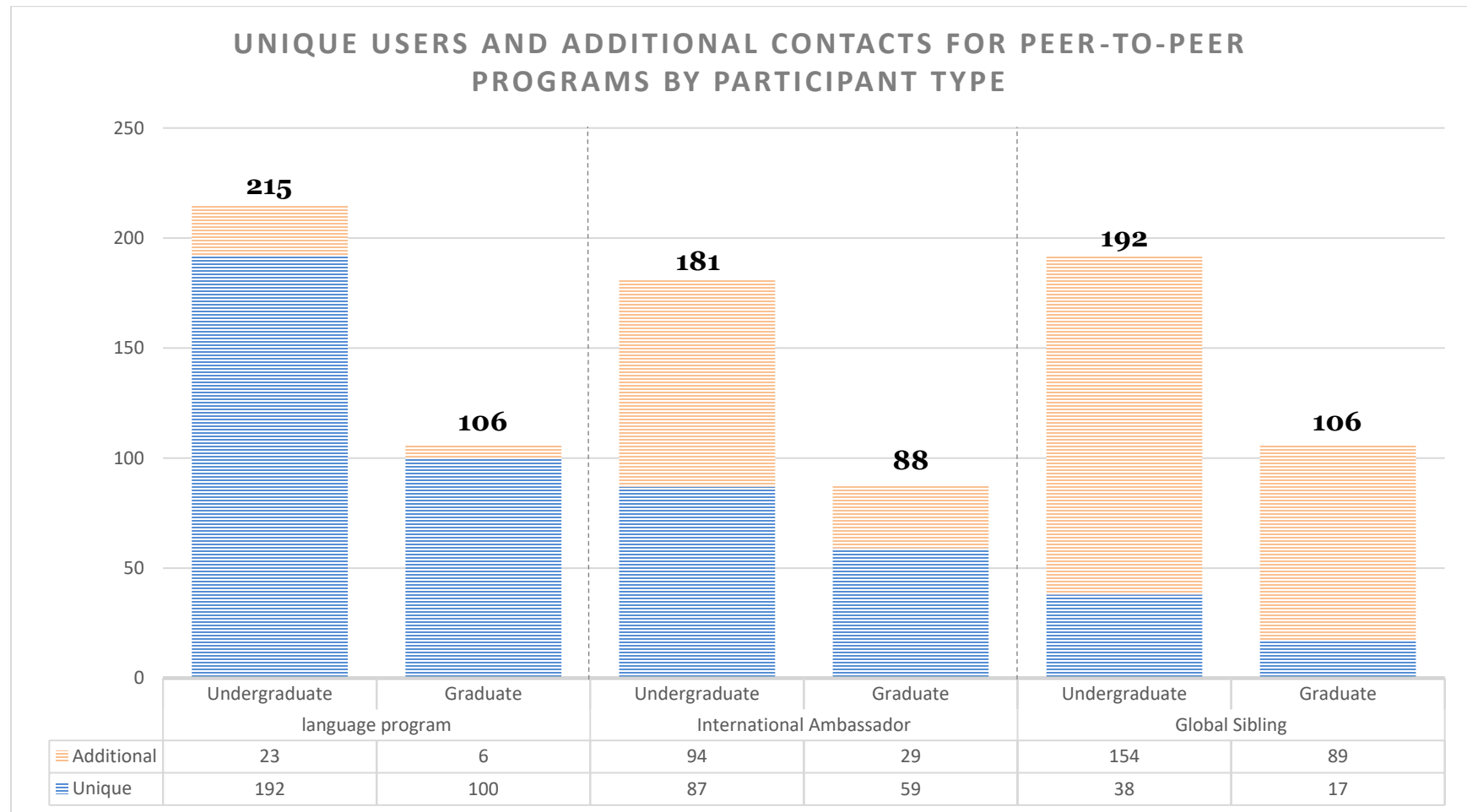


Figure 3.3.1 Unique users and additional contacts for workshops by domestic status

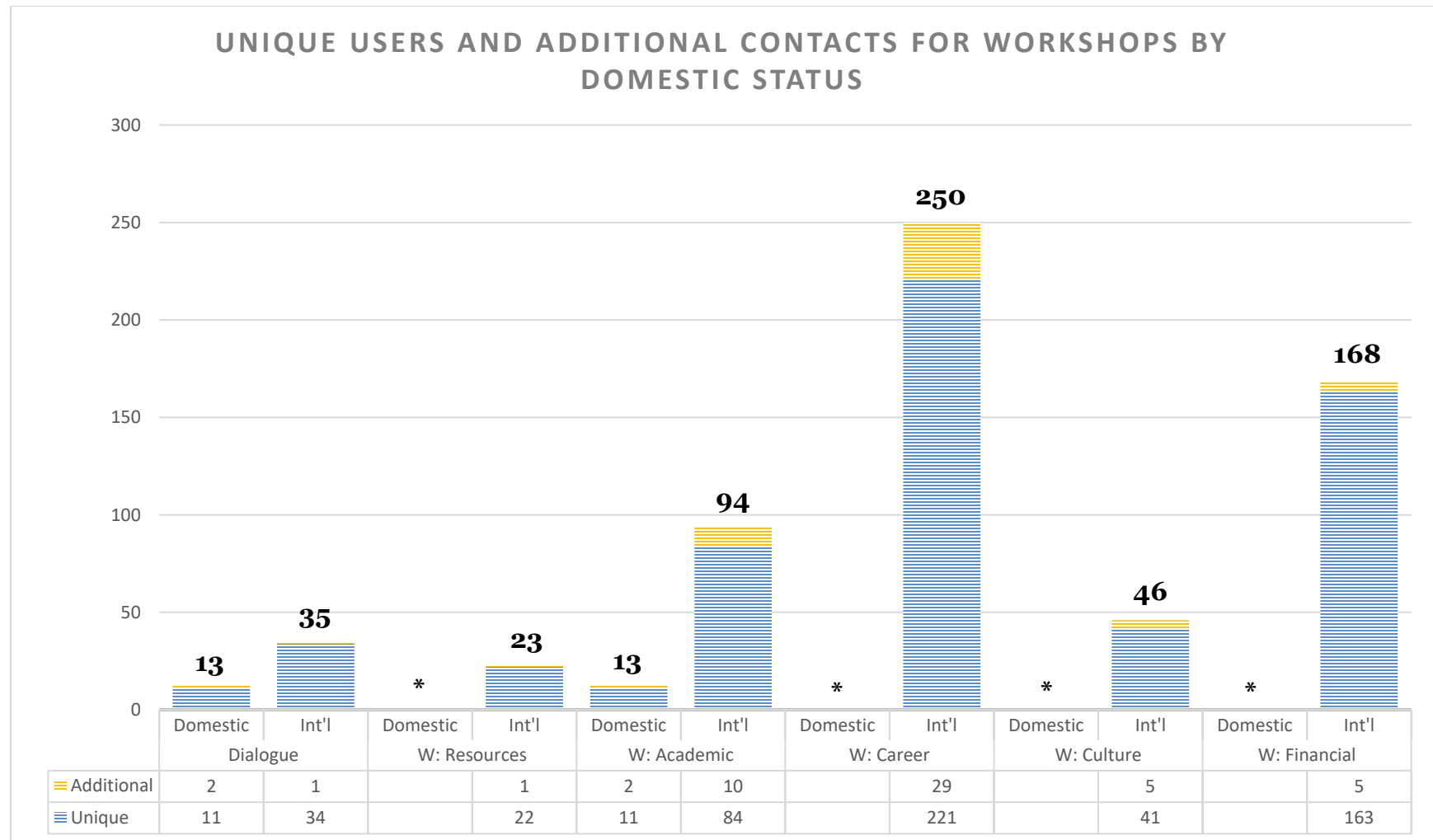


Figure 3.3.2 Unique users and additional contacts for workshops by student type

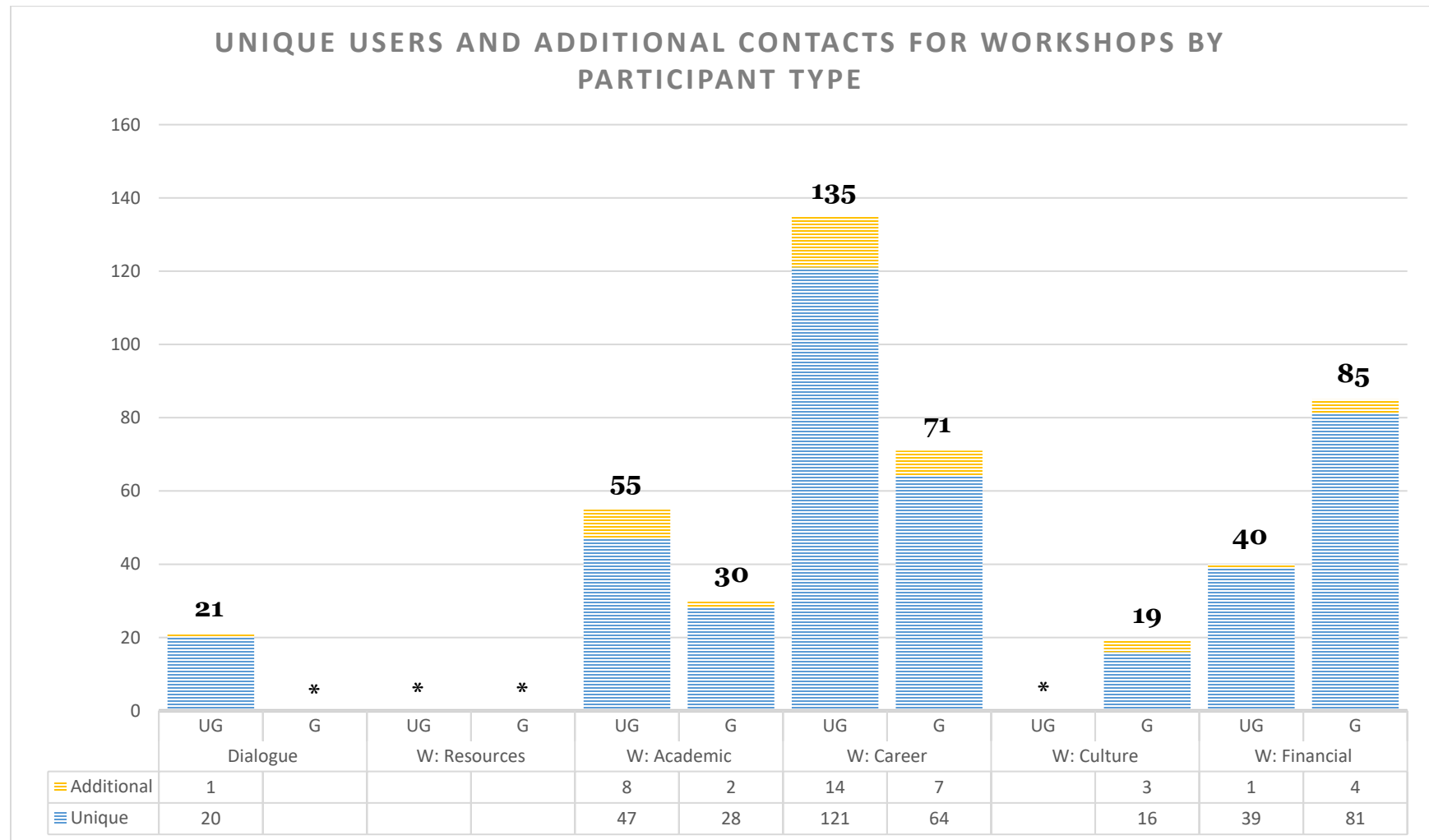


Figure 3.4.1 Unique users and additional contacts for trips by domestic status

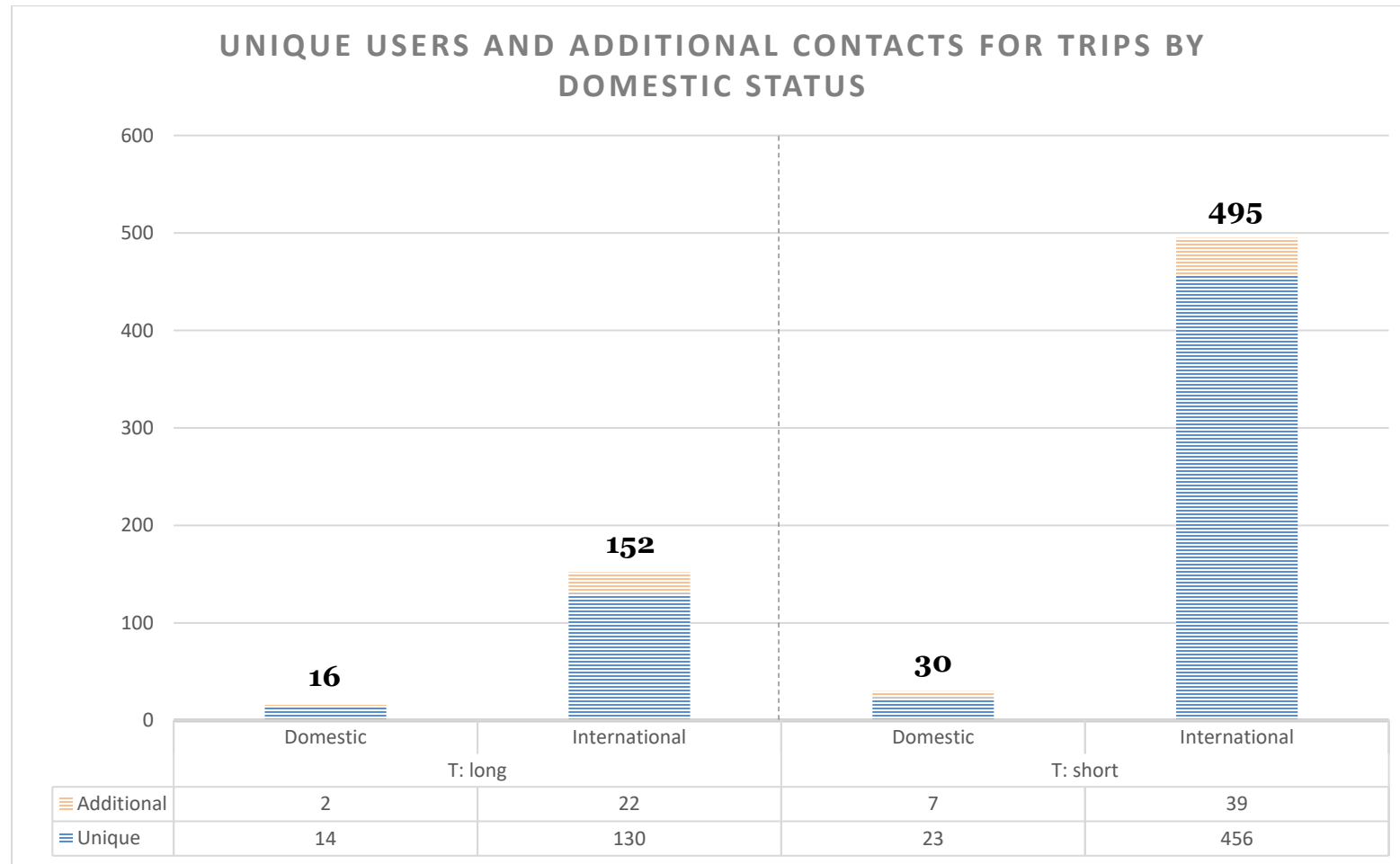


Figure 3.4.2 Unique users and additional contacts for trips by student type



Figure 3.5.1 Unique users and additional contacts for cultural/arts/sports appreciation and participation by domestic status

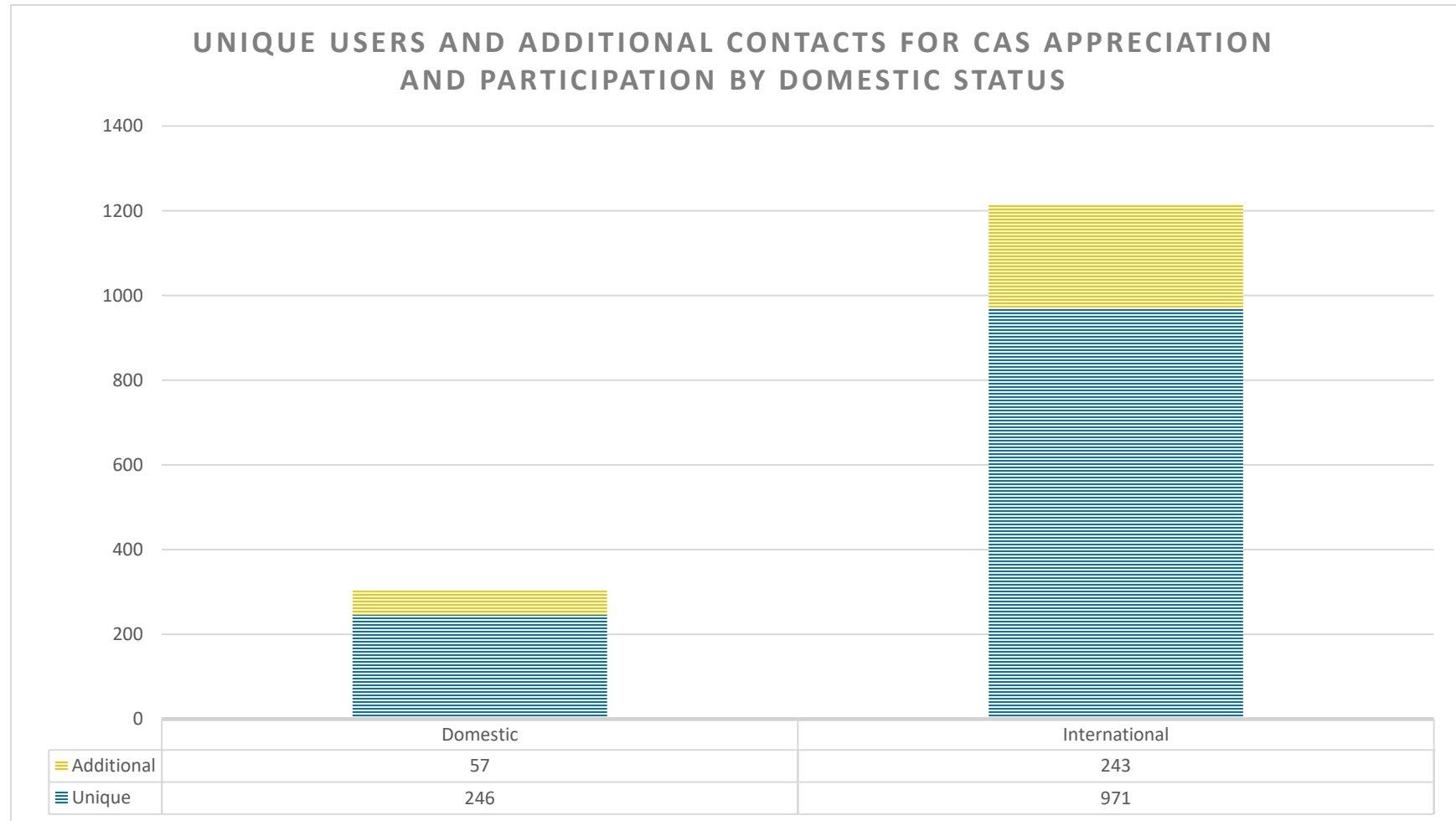


Figure 3.5.2 Unique users and additional contacts for cultural/arts/sports appreciation and participation by student type

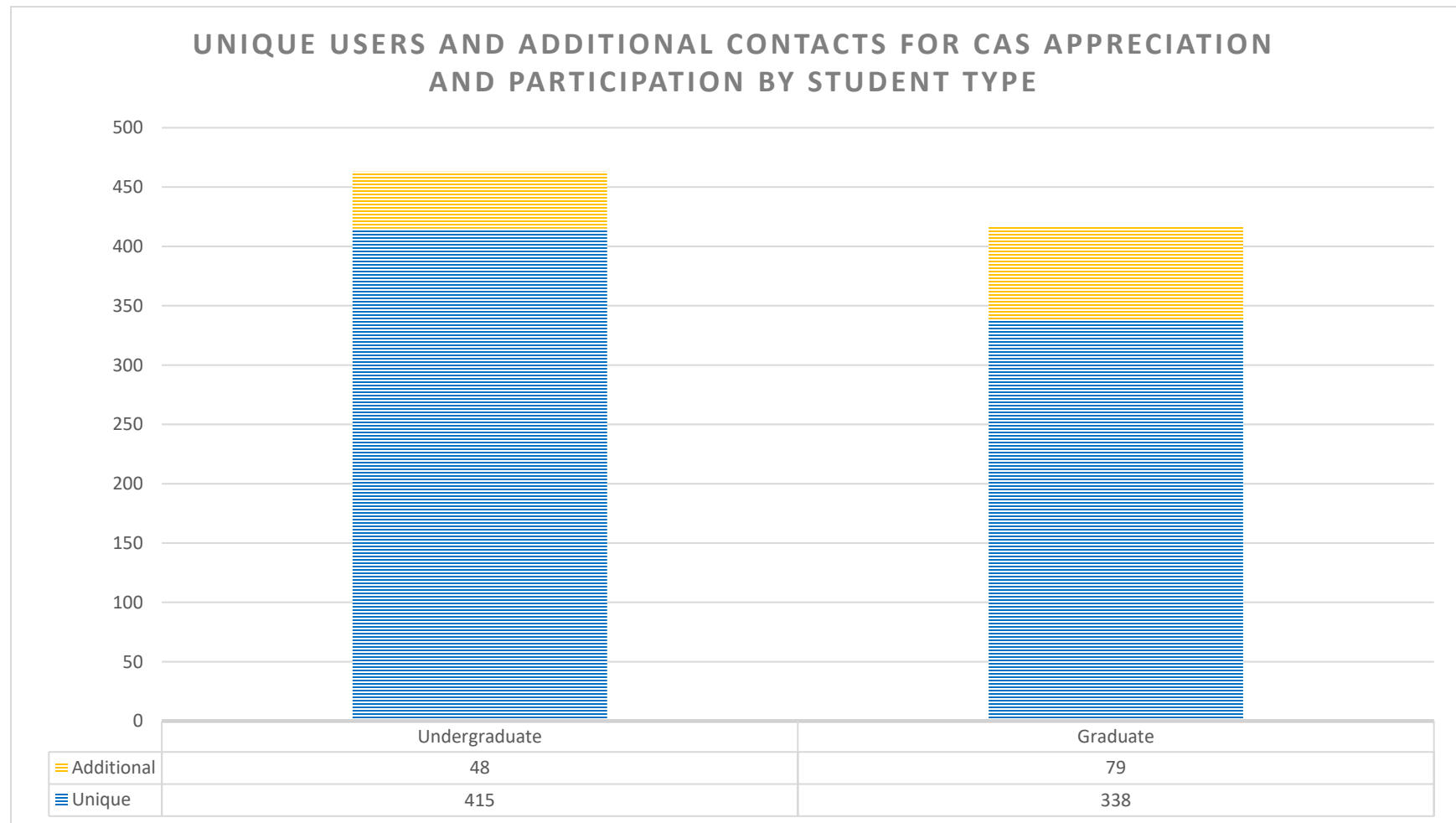


Figure 3.6.1 Unique users and additional contacts for mixers by domestic status

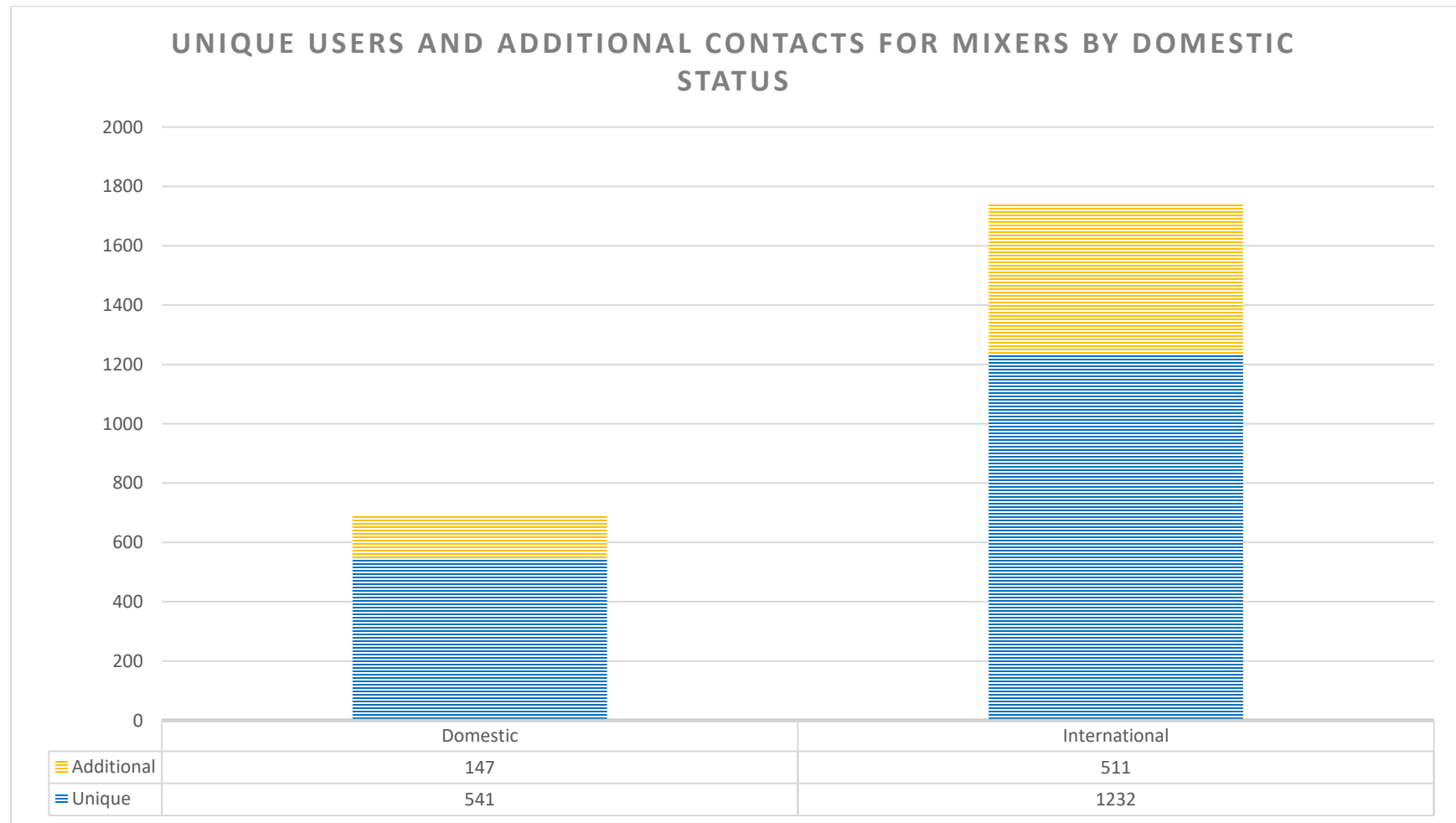


Figure 3.6.2 Unique users and additional contacts for mixers by student type

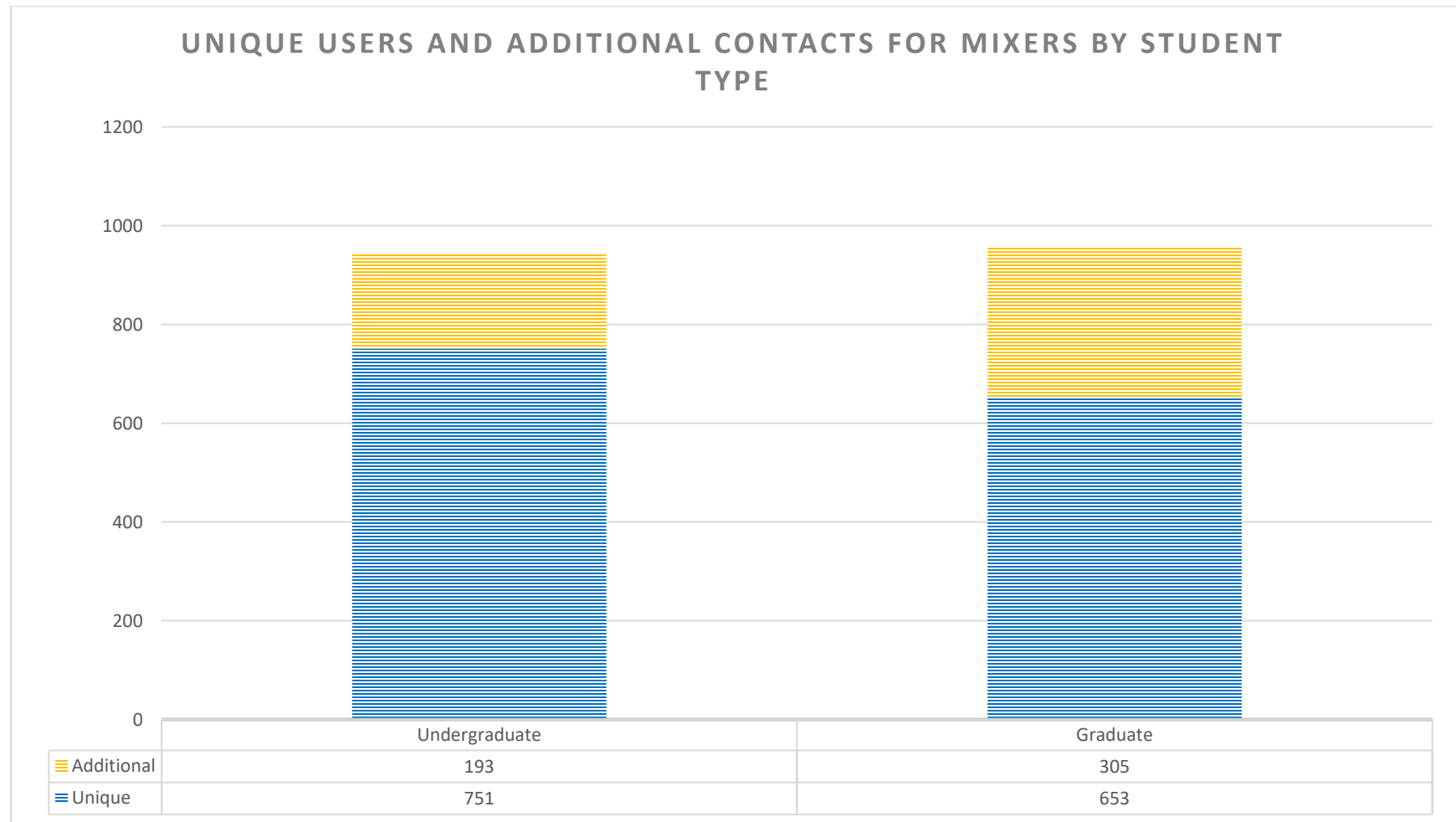


Figure 3.7.1 Unique users and additional contacts for colleague training by domestic status

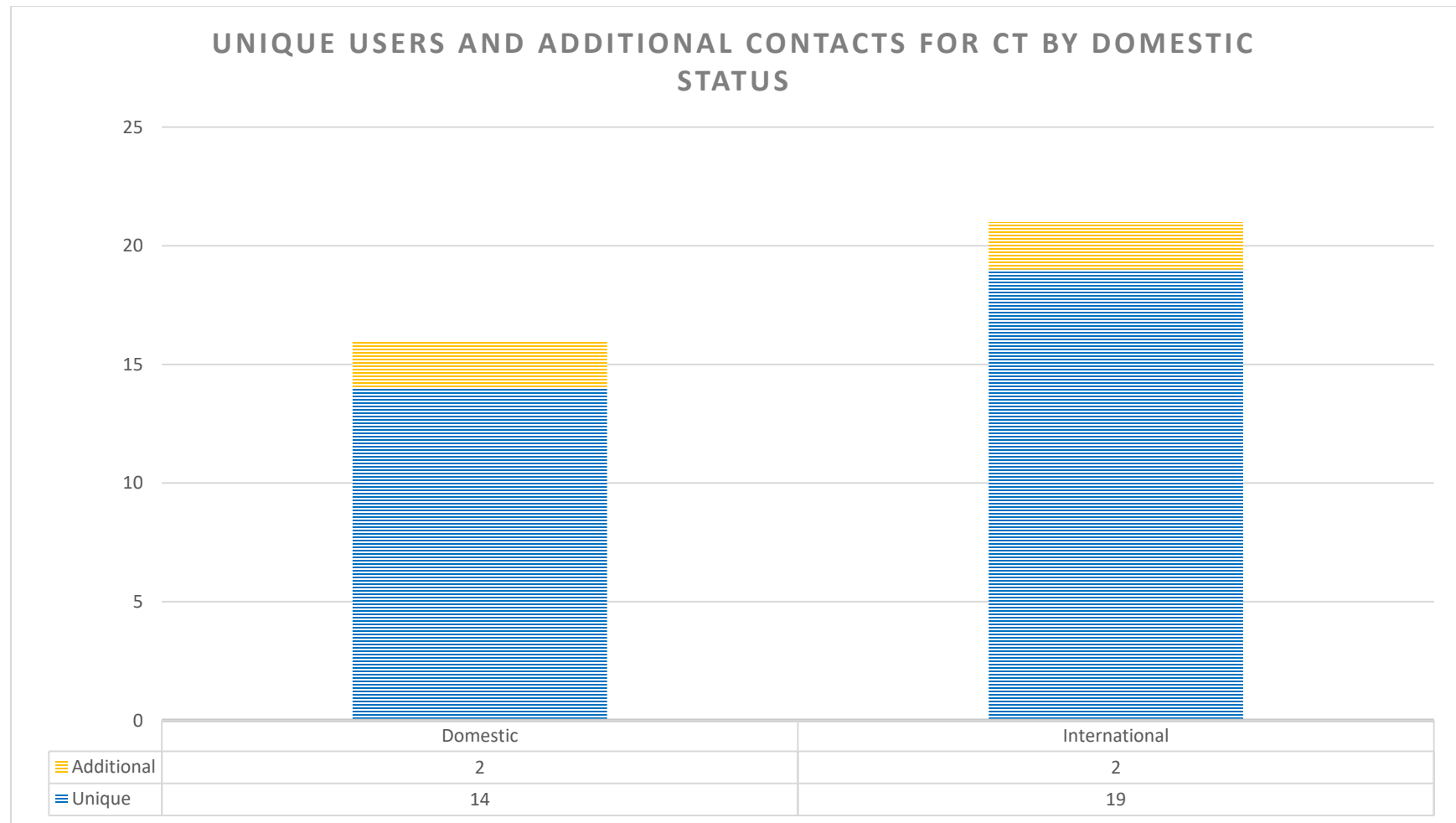
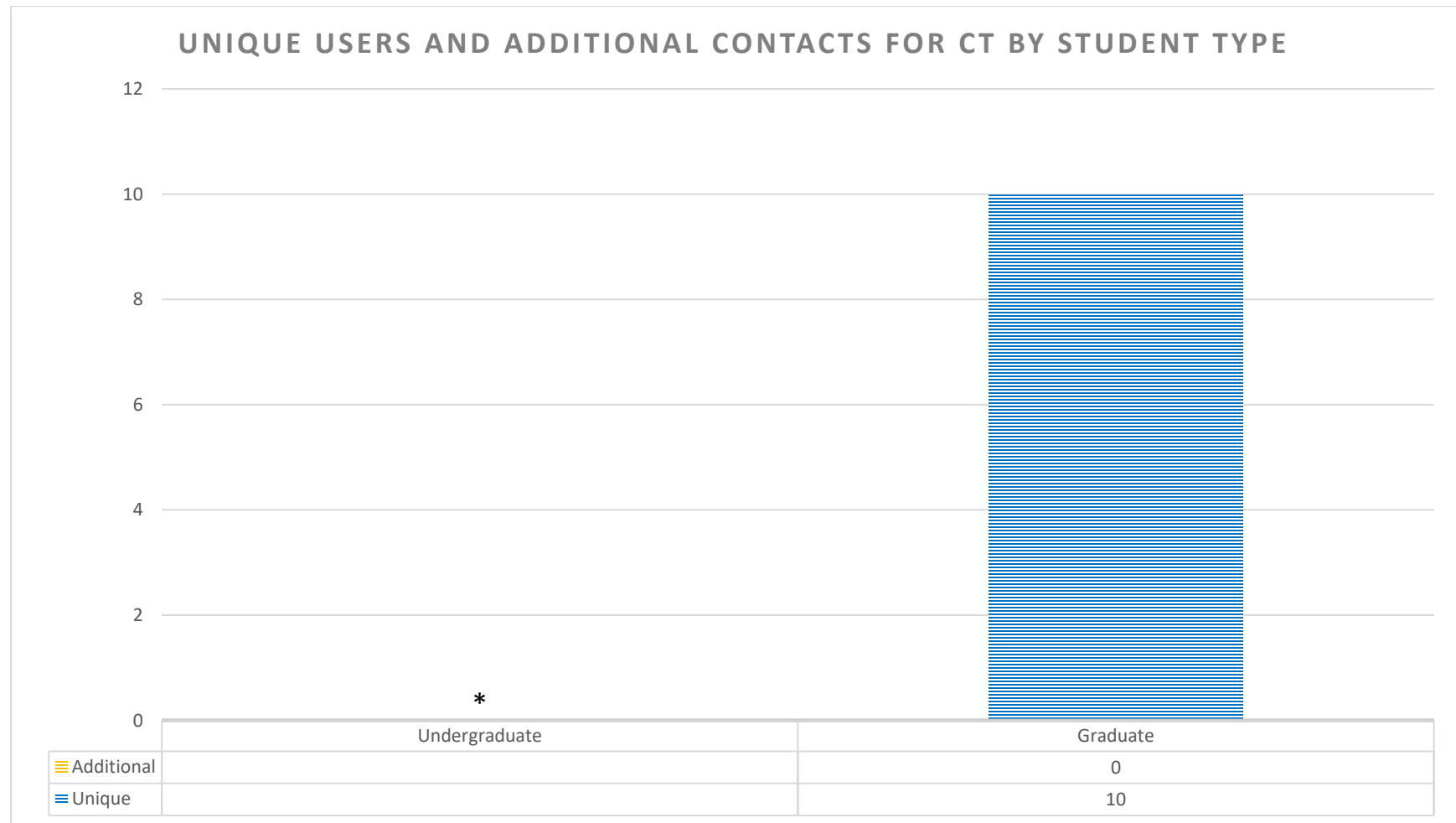


Figure 3.7.2 Unique users and additional contacts for colleague training by student type



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

Key observations

Number of contacts

1. **Overall**, 64.69% of contacts occurred on campus, and 35.31% occurred off campus
2. **Overall**, 98% of contacts occurred in L.A. county, and 2% occurred outside of L.A. county

Repeat user rate

1. For **on-campus** programs, the repeat user rate is 32.69%
2. For **off-campus** programs, the repeat user rate is 29.11%
3. For **L.A.** based programs, the repeat user rate is 36.23%
4. For **non-L.A.** based programs, the repeat user rate is 14.29%

Most unique users by location of program

1. **Overall**, 69.21% of unique users engaged with DCISS through on-campus programs, while 39.79% engaged through off-campus programs
2. **Overall**, 99.34% of unique users engaged with DCISS through L.A. based programs, while 2.43% engaged through non-L.A. based programs

Repeat user rate for *on-campus* programs

1. **Domestic** users have a repeat user rate of 31.69%
 - a. For **domestic undergraduate** users, the repeat user rate is 29.44%
 - b. For **domestic graduate** users, the repeat user rate is 25.99%
2. **International** users have a repeat user rate as 41.28%
 - a. For **international undergraduate** users, the repeat user rate is 39.6%
 - b. For **international graduate** users, the repeat user rate is 42.72%

Repeat user rate for *off-campus* programs

1. **Domestic** users have a repeat user rate of 33.33%
 - a. For **domestic undergraduate** users, the repeat rate is 56.15%
 - b. For **domestic graduate** users, the repeat user rate is 40.96%

2. **International** users have a repeat user rate of 34.9%
 - a. For **international undergraduate** users, the repeat user rate is 31.52%
 - b. For **international graduate** users, the repeat user rate is 37.89%

Repeat user rate for *L.A. based* programs

- **Domestic** users have a repeat user rate of 40.64%
 - For **domestic undergraduate** users, the repeat user rate is 31.43%
 - For **domestic graduate** users, the repeat user rate is 43.82%
- **International** users have a repeat user rate of 16.67%
 - For **international undergraduate** users, the repeat user rate is 12.5%
 - For **international graduate** users, the repeat user rate is 16.67%

Repeat user rate for *non-L.A. based* programs

1. **Domestic** users have a repeat user rate of 36.25%
 - a. For **domestic undergraduate** users, the repeat user rate is 35.79%
 - b. For **domestic graduate** users, the repeat user rate is 37.46%
2. **International** users have a repeat user rate of 45.48%
 - a. For **international undergraduate** users, the repeat user rate is 41.13%
 - b. For **international graduate** users, the repeat user rate is 49.74%

What does the data mean?

1. The repeat user rate and total contacts increased for programs that happen off campus and programs that occur outside of Los Angeles County, suggesting that DCISS successfully encouraged contacts and repeat interests for events taking place off-campus. Additionally, increased utilization of off-campus and non-L.A. activities indicates more connection between UCLA students, scholars, employees, and dependents with the community outside of the UCLA campus.
2. On-campus programs provide excellent platforms for users with different backgrounds to communicate, connect, and support each other. International users experienced a similar repeat user rate in on-campus programs last year. The repeat user rate for domestic users (especially domestic undergraduate users) increased compared to the previous year. The change indicates an increase in repeat interest among domestic users for on-campus programs.

3. International users have a lower repeat user rate, compared to domestic users, in off-campus programs in the academic year 2016-2017, but they have a slightly higher rate than domestic users in the academic year 2017-2018*. The change suggests that international users, both international undergraduate and graduate users, had increased repeat interest in off-campus engagement and activities.
4. International users have a higher repeat user rate compared to domestic users, for programs that take place in Los Angeles County in the academic year 2016-2017. In the academic year 2017-2018, domestic users have a much higher repeat user rate than their international peers, indicating a drastic increase in repeat interest among domestic users for local events and programs.
5. On the other hand, international users had a spike in their repeat user rate for non-L.A. based programs in the academic year 2017-2018, from 10% (2016-2017) to more than 45% (2017-2018)*. The change was partially caused by the inclusion of new data sources for the 2017-2018 analysis. Still, it may also be an outcome of DCISS's efforts to encourage non-local events and exploration of cultures among international users.

* Note: 2017 dataset combines more sources than 2016; therefore, some of the changes might be due to overall increase in entries

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	5424	64.69%	3651	32.69%	69.21%
Off-campus	2961	35.31%	2099	29.11%	39.79%
Total	8385	100%	5275	37.09%	100%

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

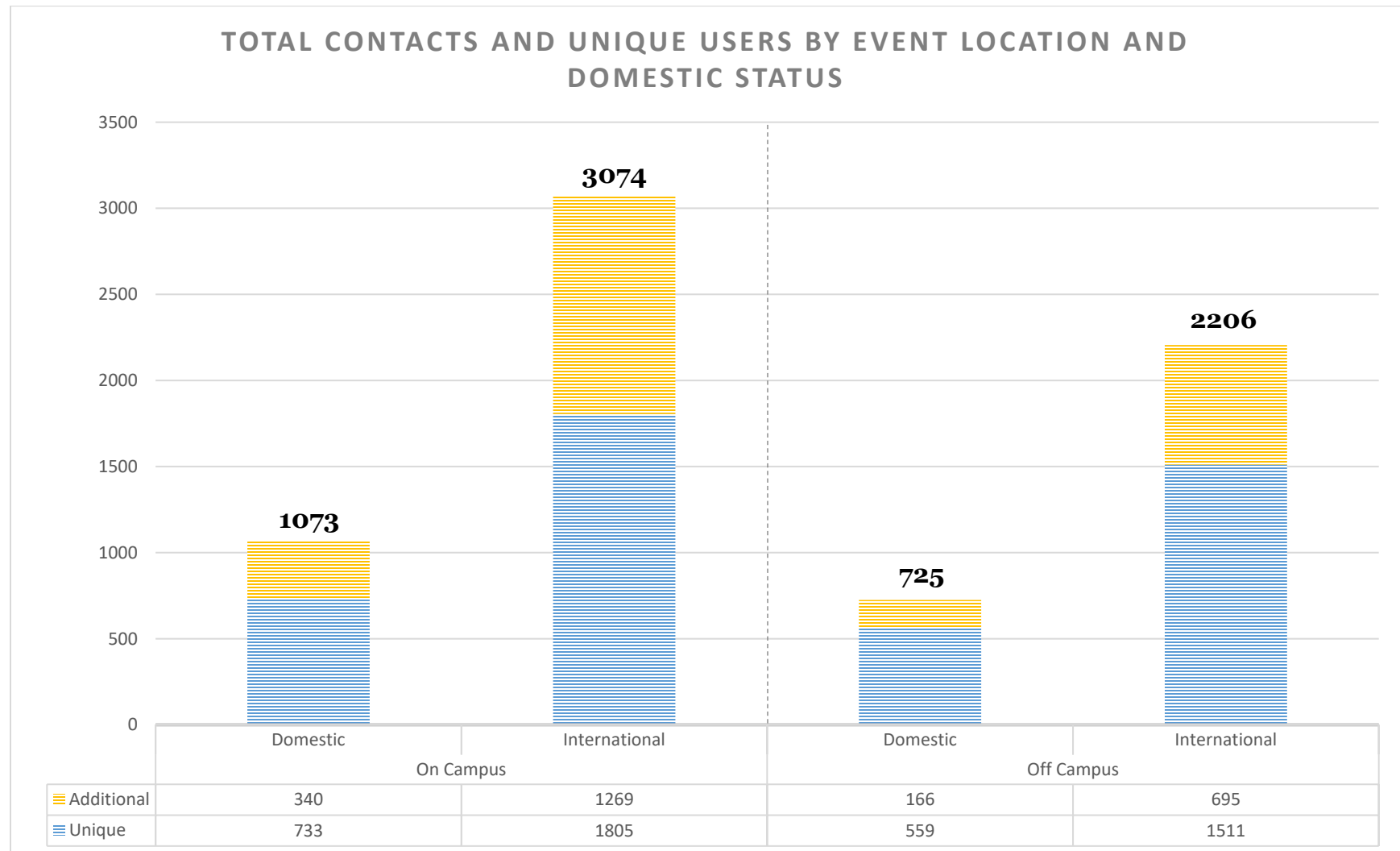


Figure 4.2.1 Total contacts and unique users for optional on-campus programs by student type and domestic status

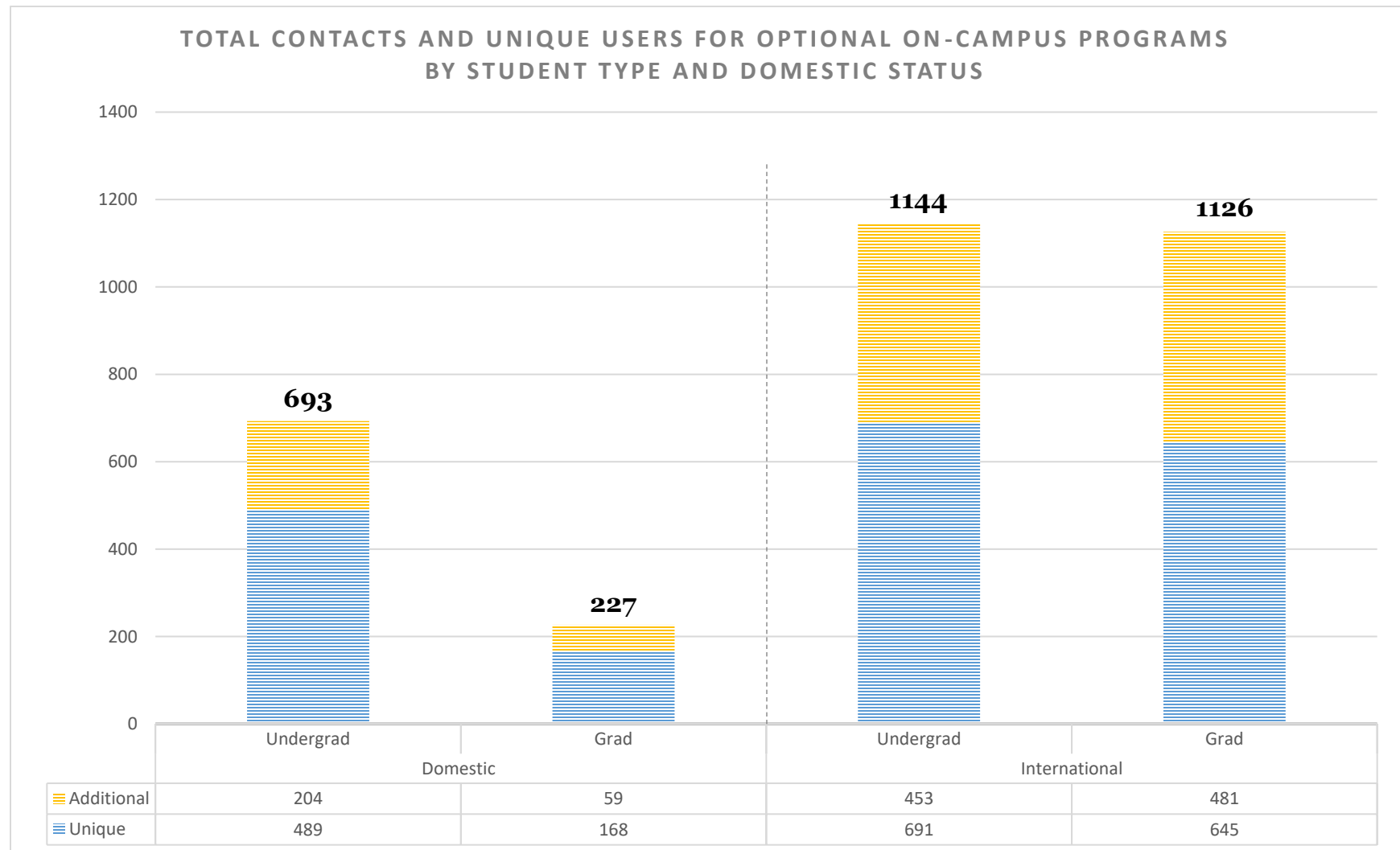


Figure 4.2.2 Total contacts and unique users for optional off-campus programs by student type and domestic status

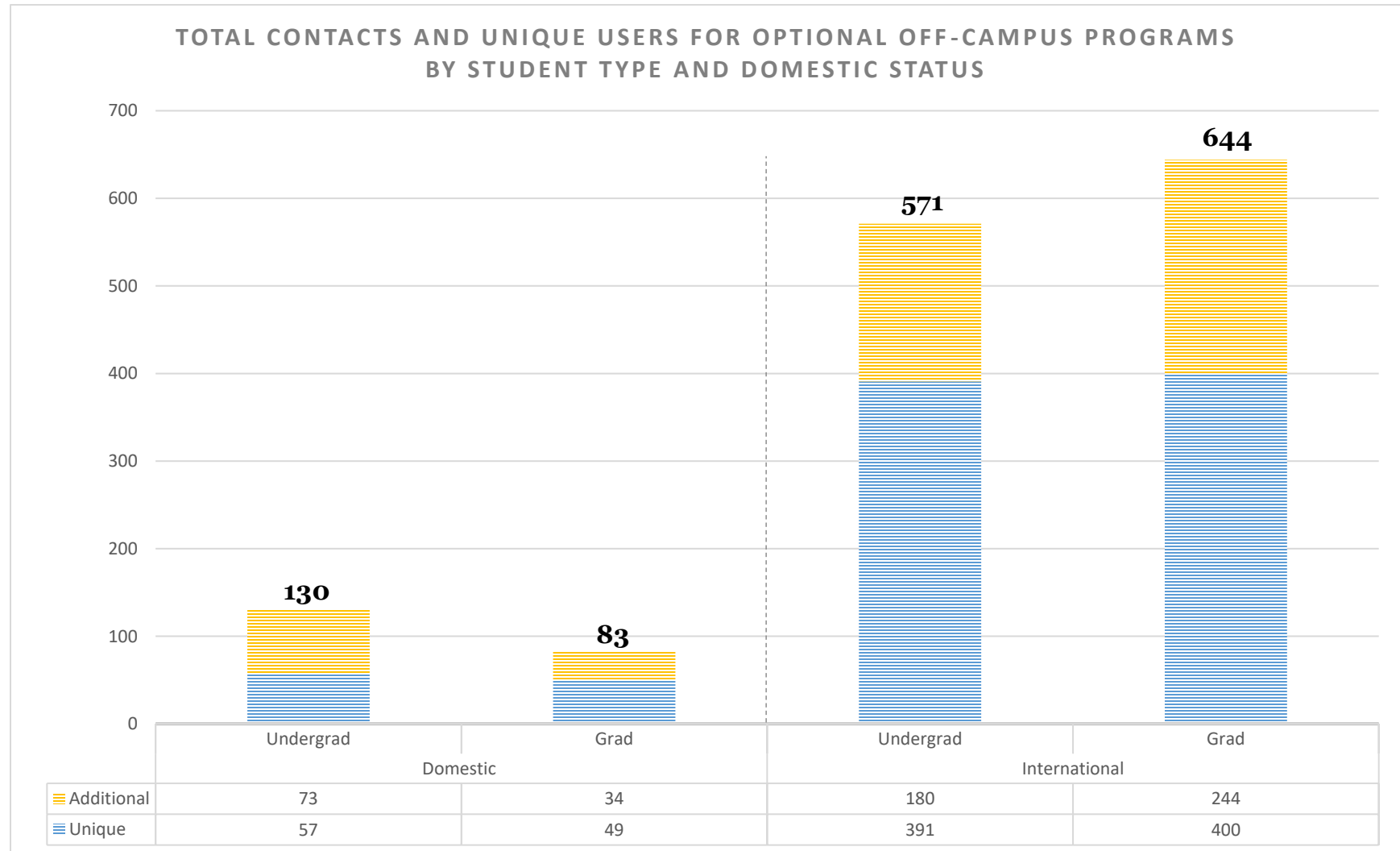


Table 4.2 Total contacts and unique users by event location (Los Angeles County)

Event Location	Total N	Total %	Unique N	% repeat users within category	% of overall unique users
L.A. Based	8217	98.00%	5240	36.23%	99.34%
Non-L.A. Based	168	2.00%	144	14.29%	2.43%
Total	8385	100%	5275	37.09%	100%

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

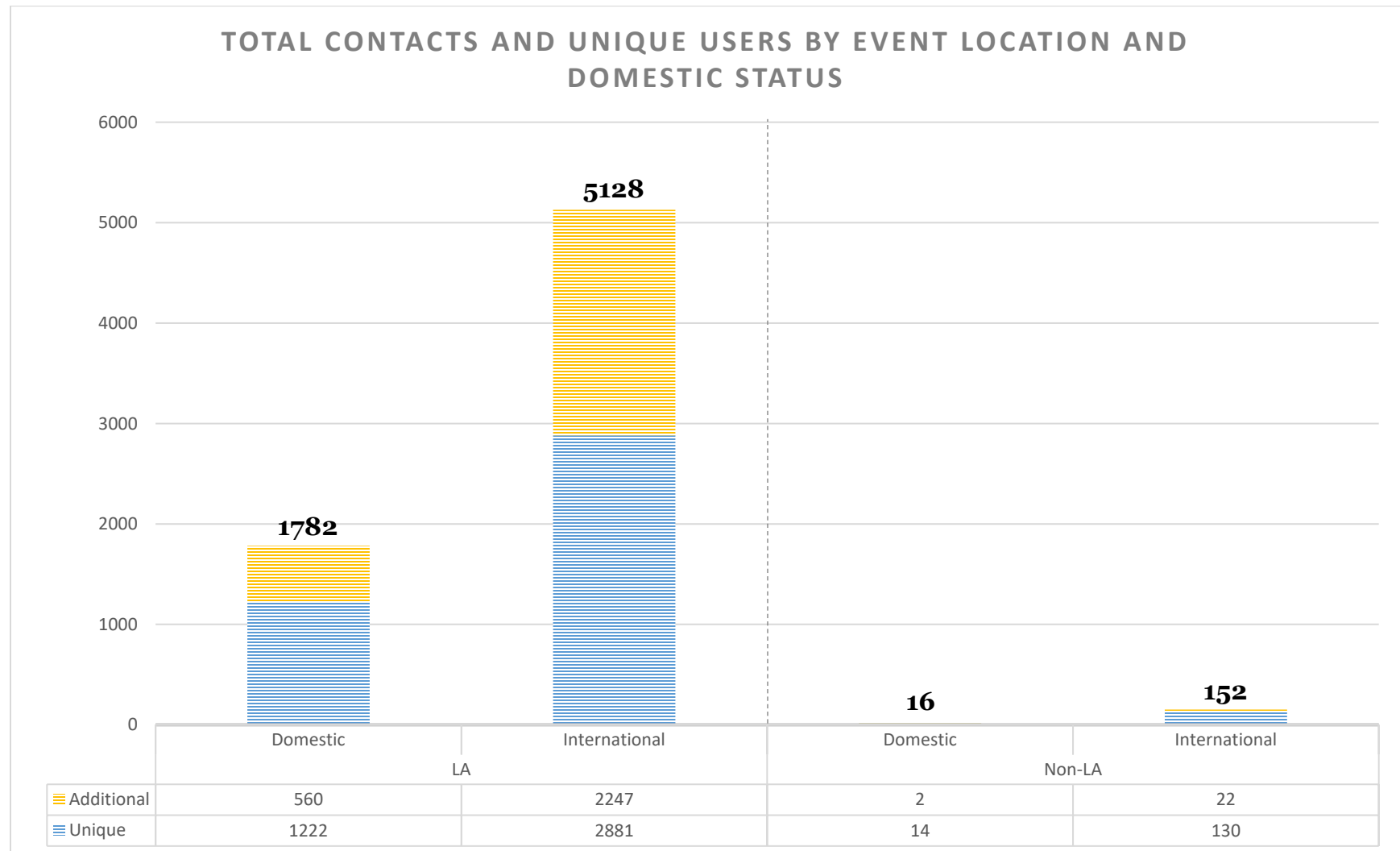


Figure 4.4.1 Total contacts and unique users for L.A. based optional programs by student type and domestic status

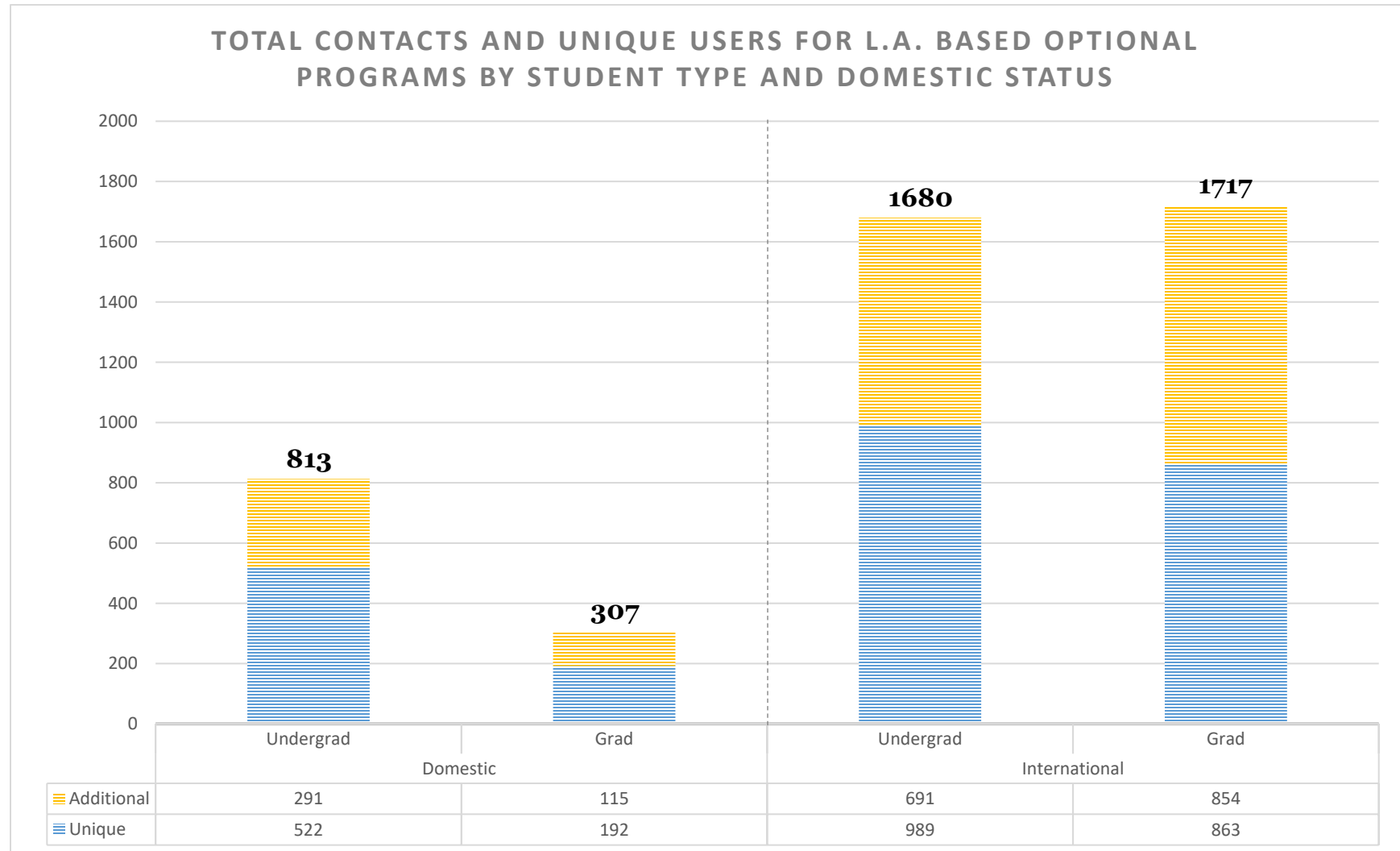
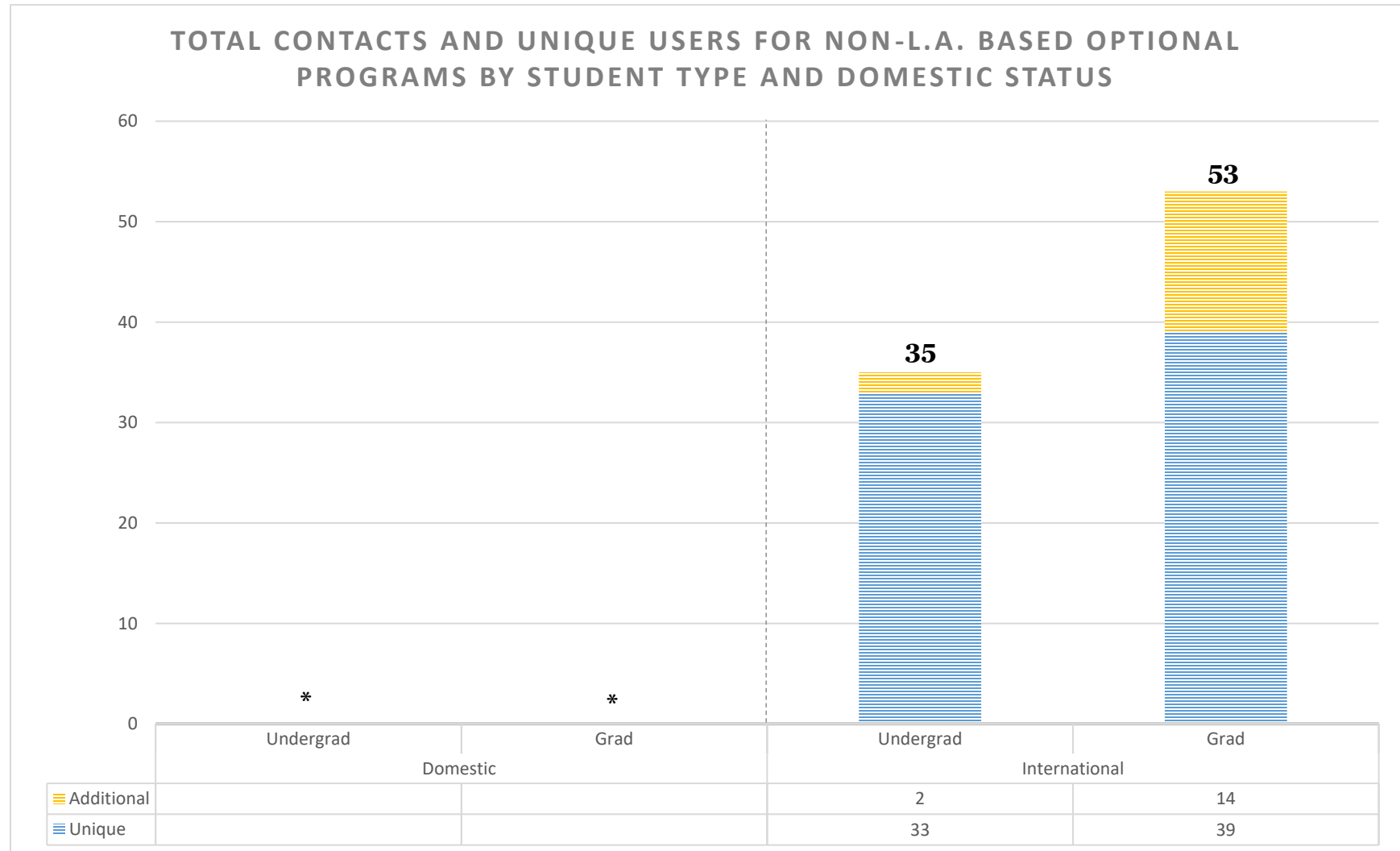


Figure 4.4.2 Total contacts and unique users for Non-L.A. based optional programs by student type and domestic status



Appendix A: Event categorization

1. Mandatory

- Summer A iStart
- Summer Session iSTART Bag Pick Up
- Summer C iStart
- Fall iStart
- Jpath
- Fall iSTART Bag Pick-Up
- Academic Integrity Workshop
- Academic Integrity Workshop
- Academic Integrity Workshop
- Winter iStart
- iSTART Winter 2018 Bag Pick-Up

2. Trip: Short

- LA Bus Tour - iSTART Summer A
- LA Bus Tour - iSTART Summer Session C
- Explore SoCal: Laguna Beach
- Griffith Observatory Trip *SOLD OUT*
- Explore SoCal: Downtown LA *SOLD OUT*
- Descanso Gardens: Enchanted Forest of Light
- LA City Bus Tour: Winter
- Getty Center
- Universal Studios
- Explore SoCal: Long Beach

3. Trip: Long

- *Early Bird Tickets* - Fall Travel*Mate Trip: Along the California Coast
- Fall Travel*Mate Trip: Along the California Coast
- *Regular Registration Tickets* - Fall Travel*Mate Trip: Along the California Coast
- *LATE REGISTRATION TICKETS* - FALL TRAVEL*MATE TRIP: ALONG THE CALIFORNIA COAST
- *Regular Registration Tickets* - San Diego mini Travel*Mate Trip

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

- Travel*Mate Trip: Temecula (For Grad students and Scholars)
- *Ticket Registration* Temecula: Travel*Mate Trip
- *SOLD OUT* Palm Springs Travel*Mate Trip
- *Regular Registration* - Palm Springs

4. Cultural/art/sports viewing and participation

- The Book of Mormon: The Musical
- Harry Potter and The Prisoner of Azkaban: In Concert
- One Day at a Time: T.V. Audience Taping
- Gold Cup Semi Final Soccer Match
- Mamma Mia: At the Hollywood Bowl
- LA Dodgers Baseball Game
- Dudamel and Mozart's Requiem: At the Hollywood Bowl
- International Comedy Show
- LA Clippers Basketball Game *SOLD OUT*
- Diavolo
- Thanksgiving Gift Bags
- Dashew's Thanksgiving Dinner & Food Drive
- A Hosted Family Thanksgiving: Spend Dinner At the Home of a UCLA Alumnus
- Something Rotten: The Musical
- Cirque du Soleil: Luzia
- Aladdin: The Musical **SOLD OUT**
- Super Bowl Party
- Step Afrika!
- Step Afrika!
- Golden Dragon Parade (Chinese New Year Celebration)
- Lakers Basketball Game *SOLD OUT*
- Cultural Movie Night: Queen
- Yamato: The Drummers of Japan
- STOMP
- Soft Power
- The Color Purple
- Fowler Out Loud: The Dashew Center Performs

5. Mixers

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

- After Hours: Downtown LA Brewery Hop
- Graduate Networking Night
- Undergraduate New Bruin Mixer
- Welcome Carnival
- Bruin Resilience: Wellness Social For Int'l Students
- UCLA After Hours: A Mixer For Graduate Students and Scholars
- World Cafe
- UCLA After Hours: Happy Hour
- International Speed Dating
- World Cafe
- After Hours: Karaoke and Happy Hour
- Scholar Lunch Hour
- Scholar Lunch Hour
- World Cafe
- Graduation Banquet: Everyone Welcome!
- Out of State & Int'l Parents & Family Reception - Sep 23, 2017
- Lingnan Chan Fellows Culmination Ceremony - Jan 6, 2018

6. Peer-to-peer program

- Int'l Ambassador Program
- AC&C Instructors Fall 2017
- Language Exchange
- Global Siblings 2017-18
- GS: Movie & Dinner Night
- International Ambassador Meet-n-Greet
- GS: Holy Nyhikamolies
- Global Siblings: De-Stress Fest
- G.S.: Bats Go Up The Walls!
- G.S.: BAT on Ice
- G.S.: WaterBreakers Break Out
- Language Exchange
- G.S.: Murder, Mystery and Ghosts
- G.S.: RHCS Karaoke Night
- G.S.: San Gabriel Trip with Munchie Bunche
- Language Exchange
- G.S.: Camping @ Malibu Creek State Park

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

- GS: Camping at Malibu with BAT
- GS: Munchie Bunche Escape Room
- G.S.: Escape Room with 26 Jump Street!
- Global Siblings: Bouldering UP with WaterBreakers
- Global Siblings Coordinator Application Open House
- Global Siblings: Avengers: Infinity War with 26 Jump Street!
- Global Siblings: A.A. Beach Camping at Emma Wood
- G.S.: Rocky Horror Picture Show with 26 Jump Street!
- Global Siblings: Meat Love KBBQ
- Global Siblings: Beach Bonfire
- G.S.: AYCE Southern Indian Food
- G.S.: Grad Family Comedy Night
- IEO Unpacking Study Abroad - Oct 11, 2017
- Ambassador Film Night - Mar 01, 2018
- International Study Hall

7. Workshops - Resources: Living @ UCLA/LA

- UCLA Campus - Resources Tour
- UCLA Campus Tour
- Apartment Search Workshop

8. Workshops - Skill building: Culture

- American Politics 101
- Intro to American Football Workshop

9. Workshops - Skill building: Academic

- Kurnitz Creative Writing Award: Introduction Workshop
- Navigating Academics for International Undergraduate Students
- J-1 Academic Training Workshop
- Kurnitz Creative Writing Award Entries
- Lingnan Chan Fellows Final Presentations - Dec 14, 2017
- Dashew Center Research Roundup Findings from the Biennial Survey of International Students (2016-17) - Feb 16, 2018

10. Workshops - Skill-building: Financial

- Funding Opportunities for International Graduate Students
- Tax Workshop for UCLA Non-Residents
- Healthy Finances Workshop for International Students

11. Workshops – Skill-building: Career

- Resume Writing Workshop
- Life After UCLA: Employment Sponsored Visa Options Workshop
- Interview Skills Workshop
- Resume Writing Workshop
- Career Fair for International Students

12. Dialogue

- Inspiring Future Leaders of ASEAN: Fireside Chat with Dr. AKP Mochtan, Deputy Secretary-General of ASEAN
- Dinner Dialogue: Transition
- Dinner Dialogue Global Citizenship - Nov 13, 2017
- Identity Wheel around the World - Nov 13, 2017

13. Colleague training

- Pronouncing Chinese Names
- J-1 Visa Workshop for UCLA Department Administrators
- J-1 Visa Workshop for UCLA Department Administrators
- DCISS Colleague Training, Registration (Spring 2018) - Apr 26, 2018
- Intercultural Communication - Nov 13, 2017
- International Student Support Program (ISSP) Orientation - Oct 11, 2017
- F-1 Visa Workshop for Graduate Staff
- F-1 Visa Workshop for Undergraduate Staff
- Pronouncing Chinese Names - Apr 26, 2018
- Pronouncing Chinese Names Training - Mar 07, 2018
- Pronouncing Chinese Names Training - May 16, 2018
- Pronouncing Chinese Names Training - Nov 13, 2017