PROGRAM ASSESSMENT:
2016 Martin Luther King, Jr. Day of Observance Program
(Featuring South Carolina State Senator Marlon Kimpson)

JANUARY 14, 2016
Each year the Office of Institutional Diversity hosts an annual program to commemorate the life and legacy the late Rev. Dr. Martin Luther King, Jr. Speakers are selected based on their contributions to the advancement of Dr. King’s dream for all people to be treated equally regardless of the color of their skin.

South Carolina State Senator Marlon Kimpson served as this year’s keynote speaker. Since his election to South Carolina’s General Assembly in 2013, Senator Kimpson has been instrumental in the development and passage of critical legislation aimed at improving the lives of minority citizens across the state. In 2015 he was a primary sponsor of a bill which made South Carolina the first state in the nation to require law enforcement to wear body cameras. He also was a sponsor and floor leader of the bill that removed the Confederate flag from the South Carolina State House grounds following the tragedy at Mother Emanuel AME Church in June 2015.

For his efforts, Kimpson was recently awarded the Elected Official of the Year by the South Carolina Democratic Party. He is a graduate of Morehouse College and received his J.D. from the University of South Carolina School of Law.
Above, South Carolina State Senator Marlon E. Kimpson addresses the audience

Audience reaction following Senator Kimpson’s speech
Audience members listening to Senator Kimpson’s speech.
Rev. Dr. Charles Watkins (left) of Morris Brown AME Church leading the audience in This Little Light of Mine following Senator Kimpson’s speech
From left to right: Community Member Sharon Gilliard and Dr. Hester Young, Assistant Dean for Student Services at Charleston Southern University
College of Charleston Representatives From left to right: Dr. John Bello-Ogunu, Sr., AVP/Chief Diversity Officer; President Glenn McConnell; Otto German, Assistant Athletic Director for NCAA Compliance; Greg Padgett, Chairman of the Board of Trustees

Senator Kimpson and his family
Institutional Goal Alignment

OID Departmental Goals

**Goal 1:** Promote/facilitate the total integration of diversity into the life of the College by implementing comprehensive educational, cultural, social, and outreach events. This will be accomplished through intentional/sustained all-inclusive programming for students, faculty, and staff (i.e. OID Signature Speaker Series, Diversity Week, Critical Issues in Diversity Series, diversity training workshops, campus-wide inter-group dialogues, and other initiatives).

- **Objective:** Campus diversity climate and multicultural relations
SURVEY RESULTS

Of the 50 people in attendance at this event, 32 chose to complete surveys. An assessment of those results are included in this section of this report.
Survey Question 1

I am a...

• CofC Student
• CofC Faculty Member
• CofC Staff Member
• CofC Trustee
• CofC Graduate
• Community Member
• Potential CofC Student
• Parent of a potential CofC Student

RESULTS

<table>
<thead>
<tr>
<th>Attendee Affiliation</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Member</td>
<td>12</td>
</tr>
<tr>
<td>CofC Student</td>
<td>9</td>
</tr>
<tr>
<td>CofC Staff</td>
<td>5</td>
</tr>
<tr>
<td>No Response</td>
<td>3</td>
</tr>
<tr>
<td>CofC Alum</td>
<td>2</td>
</tr>
<tr>
<td>CofC Faculty</td>
<td>2</td>
</tr>
<tr>
<td>Parent of potential CofC student</td>
<td>0</td>
</tr>
<tr>
<td>Potential CofC student</td>
<td>0</td>
</tr>
<tr>
<td>CofC Trustee</td>
<td>0</td>
</tr>
</tbody>
</table>
Survey Question 2

I am...

- African American
- Hispanic/Latino
- White
- Multi-ethnic
- Native American
- Asian American/Pacific Islander
- Hispanic American/Latino

RESULTS

Attendee Ethnicity

- African American: 20
- White: 8
- Asian American/Pacific Islander: 2
- Other (Jamaican): 1
- Hispanic American/Latino: 1
- No Response: 0
- Multi-ethnic: 0

0 5 10 15 20 25
Survey Question 3

I found out about today’s event through...

- Social Media
- Word of Mouth
- A Flyer/Sandwich Board
- Email

RESULTS

Event Notification

- Email: 12
- Word of Mouth: 11
- Invitation: 5
- Social Media: 3
- No Response: 2
- Other: 1
- A Flyer: 1
Survey Question 4

I attended today’s event to...

- Hear the speaker
- Learn more about the Office of Institutional Diversity
- Complete a course assignment
- Become Informed
- Network
- Other (briefly explain)
Survey Question 5

What were your expectations for this event?

- To learn something I did not previously know
- To hear solutions for improving or addressing diversity
- Other (briefly explain below)

RESULTS

<table>
<thead>
<tr>
<th>Expectations for Event</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learn something new</td>
<td>15</td>
</tr>
<tr>
<td>Hear solutions to the</td>
<td>18</td>
</tr>
<tr>
<td>problem</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
<tr>
<td>No Response</td>
<td>1</td>
</tr>
</tbody>
</table>

15

18

5

1
Survey Question 6

Based on your experience at today’s event, do you believe your expectations were met?

• Yes
• No
• Somewhat

RESULTS

Event Satisfaction

- Yes: 18
- No: 2
- Somewhat: 5
- No Response: 7

18 15 10 5 0

No Response
Somewhat
No
Yes
Survey Question 7

Is this your first time attending one of OID’s programs?

• Yes
• No

RESULTS

First time Attending

- Yes: 11
- No: 18
- No Response: 3

16
Survey Question 8

How would you rate the quality of this event?

• 4 = excellent
• 3 = good
• 2 = fair
• 1 = poor

RESULTS

Event Quality

Excellent: 15
Good: 10
Fair: 3
Poor: 0
No Response: 4
Survey Question 9

How would you rate your level of intercultural competence (diversity awareness) after attending this event?

• 4 = improved
• 3 = somewhat improved
• 2 = the same
• 1 = unimproved

RESULTS

Improvement of Diversity Awareness

<table>
<thead>
<tr>
<th>Improvement</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved</td>
<td>9</td>
</tr>
<tr>
<td>Somewhat Improved</td>
<td>7</td>
</tr>
<tr>
<td>The Same</td>
<td>7</td>
</tr>
<tr>
<td>Unimproved</td>
<td>1</td>
</tr>
<tr>
<td>No Response</td>
<td>8</td>
</tr>
</tbody>
</table>
Survey Question 10

Do you believe this program was a relevant contribution to promoting all-inclusive diversity at the College of Charleston?

- Yes
- No

RESULTS

Program Relevance

- Yes: 25
- No: 2
- No Response: 4
Survey Question 11

Which diversity topic(s) would you like OID’s diversity programming unit to address through future programs, events, or workshops? (Check all that apply)

- Race, class and politics
- LGBTQ Issues
- Religious Diversity
- Disability Issues
- Global Diversity Issues
- Other

Results

Suggested Topics for Future Programs
Survey Question 12

In the future, which format(s) would you prefer to engage in discussions/dialogue about diversity?

- Intimate workshops
- Large lectures
- Hands-on Activities

RESULTS

Future Events Recommendation

- Intimate Workshops: 17
- Large Lectures: 12
- Hands-on Activities: 11
- No Response: 9

Total: 31
Martin Luther King, Jr. Day Resources

National Organizations

Corporation for National & Community Service
The King Center
National Education Association
Points of Light
National Civil Rights Museum

Books

The Autobiography of Martin Luther King, Jr. (Clayborne Carson)
A Call to Conscience: The Landmark Speeches of Dr. Martin Luther King, Jr. (Clayborne Carson)
Letter from Birmingham Jail (Martin Luther King, Jr.)