Pre- and Post-Event Evaluation Report

<table>
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<tr>
<th>Area of Assessment</th>
<th>Outcomes</th>
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| **Pre-Event Data** | • 65% of student-athletes (n = 66) “strongly agree” with having a good understanding of how to present themselves in a professional way.  
• 73% of student-athletes (n = 66) “strongly agree” with understanding how to dress appropriately in professional situations.  
• 64% of student-athletes (n = 66) “strongly agree” in knowing the appropriate way to compose and engage in professional conversations (via e-mail and text) with professors, advisors, and other professional acquaintances.  
• 65% of student-athletes (n = 66) “strongly agree” with being confident in the way they present themselves in professional situations.                                                                                                                                 |
| **Student-Athlete Skills and/or Knowledge** | • Student-athletes (n = 63) “strongly agree” or “agree” their skills and/or knowledge improved in the following areas:  
- How to have a professional presence in all scenarios (88%)  
- How to dress appropriately in various professional settings (90%)  
- How to make a positive first impression (91%)  
- How to communicate professionally via text and phone conversations (92%)  
- How to communicate professionally via email (88%)  
- How to conduct yourself professionally in a dining setting (92%).                                                                                                                                                                                                 |
| **Event Satisfaction** | • 95% of student-athletes report they were “very satisfied” or “satisfied” with the event.                                                                                                                                                                                                                                                  |
| **Etiquette 101 Content** | **Etiquette 101 Presentation:** 91% of student-athletes (n = 77) selected “agree” or “strongly agree” with six questions evaluating the presentation:  
• 95% of student-athletes (n = 77) “strongly agree” or “agree” the presentation seemed well planned and organized  
• 95% of student-athletes (n = 77) “strongly agree” or “agree” the most important points were clear  
• 95% of student-athletes athletes (n = 77) “strongly agree” or “agree” this information will be useful while at UNLV  
• 83% of student-athletes (n = 77) “strongly agree” or “agree” they enjoyed the content  
• 87% of student-athletes (n = 77) “strongly agree” or “agree” they enjoyed the way this information was presented                                                                                                                                 |
| **Skit** | **Skit**  
• 92% of student-athletes (n = 77) “strongly agree” or “agree” the skits seemed well planned and organized  
• 94% of student-athletes (n = 77) “strongly agree” or “agree” the most important points of the skits were clear  
• 94% of student-athletes (n = 77) “strongly agree” or “agree” they enjoyed the way this information was presented                                                                                                                                 |
| **Themes from Optional Comments Section:** | The skits were my favorite part; the skits were well prepared; the skits were awesome; it was easy to understand what was right and what was wrong; they were informative; they were funny.                                                                                                                                                        |
### Catwalk
- 91% of student-athletes (n = 77) “strongly agree” or “agree” the fashion show seemed well planned and organized
- 95% of student-athletes (n = 77) “strongly agree” or “agree” the most important points of the fashion show were clear
- 94% of student-athletes (n = 77) “strongly agree” or “agree” they enjoyed the way this information was presented

### Themes from Optional Comments Section:
I enjoyed seeing the outfits; I enjoyed the catwalk; I enjoyed the background music for the catwalk; very fun; this was my favorite part; this was effective in understanding what was right and wrong.

### Overriding Themes:
#### General Etiquette
- Present yourself in the best possible way 24/7
- The way you carry yourself is an important part of professional presence
- How to have a professional presence in all settings
- How to “do things the right way”
- You have ten seconds to make a great first impression

#### Communication
- Understanding the differences between text messages (informal) and e-mails (formal)
- Proper e-mail etiquette including setup, writing an e-mail, and prior to sending
- How to give a proper handshake regardless of gender
- Even if you are a woman, you should shake hands upon meeting someone

#### Attire
- The difference between professional clothes and recreational attire
- The difference between business casual and business professional attire
- General attire options in a professional setting

#### Networking
- How to approach someone at a mixer
- How to formally present and conduct myself when meeting a professional
- Building confidence for approaching a professional
- The do’s and don’ts during an interview

#### Dining
- One needs to pace him/herself when eating
- Use the person who invited you to dine out as an indicator for what you should order
- How to conduct myself when dining for business meetings

### What Student-Athletes are Saying
*Italicized indicates student-athlete direct quote*

- “I know I can take these tips and apply them to future interviews or professional meetings."
- “It was just well planned.”
- “Helpful discussion between student-athletes…”
- “Seminar was helpful and clear…”
- “Very organized and well-put together."
- “Broke down each slide and provided great examples."

### Suggested Areas for Enrichment
While the survey did not merit many suggested areas for improvement, a few points were identified for further enrichment:
- I already knew some of the information
- A little long
- Difficulty hearing the presenter because of others talking

### Surveys Analyzed:
63 out of 63 (100%)