



First-year Programs Team
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First Year Programs - Student Academic Services
Undergraduate Academic Affairs

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Dawg Daze has been a longstanding tradition of the University of Washington and is one of the nation's largest weeks of welcome. Started in 2000, Dawg Daze has grown from 13 events to 598 events and activities in 2023. Activities range from academic workshops to dance parties. In 2023, Dawg Daze took place over 10 days from September 20 to September 29.

Through participation in Dawg Daze an entering student will:

- Be exposed to a variety of people on our campus and see that it consists of people from different ethnicities, interests, backgrounds, and areas of the world.
- Connect with new and returning students at the University during their first week of campus.
- Be able to self-identify one new area of academic or social area of interest after the completion of Dawg Daze.
- Be able to identify at least two concepts or areas of involvement that will help them be successful as a student at the university.

Dawg Daze is possible through the partnership and collaboration with more than 180 departments and student organizations representing a diverse array of resources and opportunities.

This program summary will examine the Dawg Daze budget, sponsorship, check-in data, student volunteers, communications and marketing and provide suggestions and ideas for program improvement.

Questions? Please email dawgdaze@uw.edu

Summary

Summary Info

A survey was sent to all first and second-year students inviting them to provide feedback on Dawg Daze, a total of **678** students completed the survey. Of the 678 respondents **85.8%** (582) identified as **first-year** and **3.1%** (21) identified as **second year**. **7.2%** (49) identified as **third years** and **3.8%** (26) identified as **fourth years or higher**. This year's number of respondents is slightly higher than previous years. Using this data, the following recommendations should be considered for 2023 Dawg Daze.

Goals for for Dawg Daze 2023 based on focus areas:

Detailed recommendations are listed throughout the report but in an effort to narrow our scope there were three key areas to focus on;

1. Revamp the Dawg Daze Website to increase ease of event navigation.
2. Identify ways to increase communication about Dawg Daze to students both before and during Dawg Daze.
3. Increase campus partner support to better manage space and capacity constraints at events and anticipate event needs.

Check-in

Dawg Daze Check-In Data

This year, Dawg Daze check-in happened during Advising & Orientation Part 3 with Orientation Leaders. Students checked into their small group community connection meeting and received postcards and information to begin customizing their Dawg Daze experience.

A total of **8,399** students, all freshmen and transfer students, checked into Dawg Daze & A&O Pt. 3. This was a 121% increase from 2022 (3,790 students). Check in totals by day are the following:

- Tuesday, 9/19 - 1,285 (Transfer students only)
- Wednesday, 9/20 = 2,264 (Freshman U.S. & International)
- Thursday, 9/21=2,492 (Freshman U.S. & International)
- Friday, 9/22 = 1,935(Freshman U.S. & International)
- Tuesday, 9/26 =423 (Freshman U.S. & International)

Through this new check-in method, we are only able to track the number of first year and transfer students who attended Dawg Daze. In contrast to previous year's data, we are unable to assess how many sophomores, juniors, and seniors participated in the program. There may be a need to assess whether tracking non-first year and transfer students is necessary to understand event space needs.

Event Engagement

Event Engagement Overview

To see a full breakdown of attendance and information collected for each event visit fyp.uw.edu/ddnumbers. By recording the data for individual events, we were able to gain a sense of how students engage across program type and day of week. In 2024, there will be four years of data on events, which will enable us to better track attendance post Covid.

There was a recorded number of 26,852 students, with some overlap of students attending multiple events, across 228 of the Dawg Daze events. We were able to pull this data from the event hosts' self reporting. As a result, we are unable to know for certain what the number of attendees looked like for other events. The number of recorded students who attended Dawg Daze events increased by 150% compared to 2022 (10,710 students).

The chart below shows self reported attendance numbers for events by students. Most students reported attending between 3-5 events. The second highest report was between 5-7 events. Students were encouraged to make a plan for their Dawg Daze experience by planning to attend at least 3 events. This messaging and the engagement of the students is aligned.

Approximately how many Dawg Daze events did you attend during Dawg Daze 2023? It is fine to estimate a number.

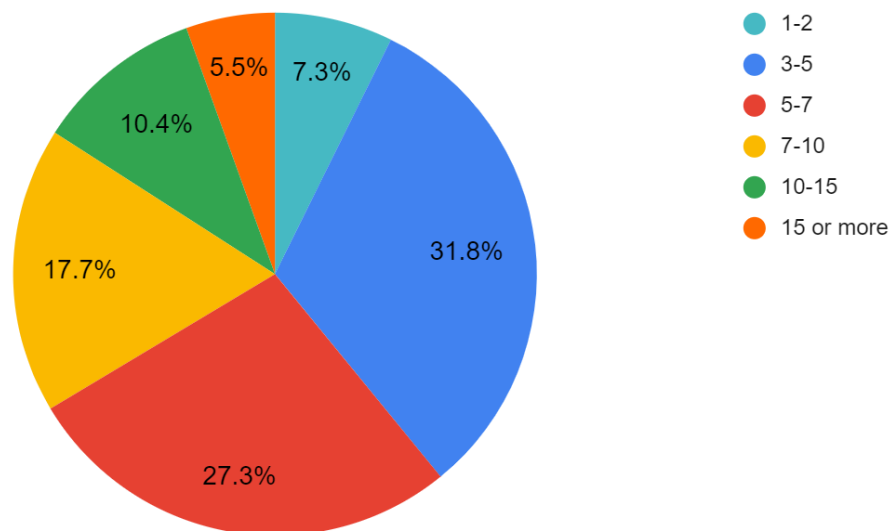


Chart 1: Number of Dawg Daze Events each students reported attending

We asked students what they gained by engaging in Dawg Daze. The top responses were that students felt connected with the UW community and were able to get involved with UW.

Event Attendance

Based on feedback from students, many events that involved food or giveaway items received a lot of traction and oftentimes ran out of food and items very quickly. This led to many students feeling like they needed to rush and compete against each other to be able to participate in certain events. As a recommendation for 2024, we would recommend anticipating a higher number of attendance to these giveaway events. This may also include re-evaluating room reservations and event placements to better serve the needs of event hosts and students.

A major feedback we received related to space and capacity is concerning Late Night Carnival. Many students felt that the Red Square was too crowded during the event and there were not as many activities as they had thought. A consideration for 2024 would be to expand Late Night Carnival into the North and South Quad areas as well. Additionally, while Convocation and Husky Kickoff were not included as specific events for students to indicate their attendance on the Dawg Daze Evaluation, qualitative feedback provided insights into their experiences with seating and capacity.

Key Events

Key Events provide a starting point for students to engage with Dawg Daze. Key Events are hosted by FYP and campus partners. These events have a long history from the university, some since 1995, have supplemental resources from various budgets. The events surveyed in Table 3 are all key events.

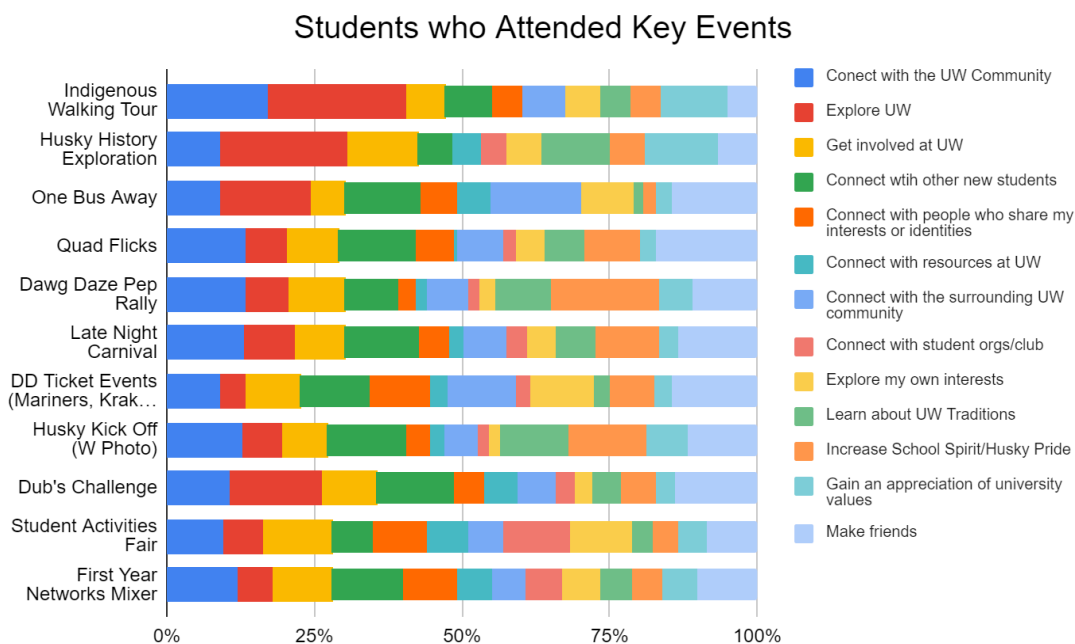


Chart 2: Amount of students who attended and reviewed Key Events

Key Event Takeaways & New Initiatives

There were several new initiatives this year including:

- An overflow section for students who wanted to attend Student Convocation in Husky Stadium as part of New Husky Welcome Day but did not have a ticket in the arena
- Inclusion of the “FIG Leader Street Team,” compensated First-Year Interest Group Leaders to support key events rather than utilizing Orientation Leaders as in previous years.
- Creation of Dawg Daze Event guides for specific student populations to highlight events and create a more customized and supportive experience.

Takeaways include:

- Need to assess space needs for Late Night Carnival as students reported large dense crowds and very limited space
- A recommendation to shift the schedule of New Husky Welcome Day to begin with Convocation and FIG Connection Meetings and Husky Kickoff later in the day to better realize the goals of each event.

Student Feedback

Through our survey we wanted to assess key metrics of student feedback including student engagement, connection and academic success. These metrics align with our Dawg Daze goals of having students connect with each other during the first week and be able to identify one new area of social interest. By measuring these factors we were able to see that most students (81.9%) who attended Dawg Daze did feel somewhat or very connected and 92.5% of students felt somewhat to extremely prepared to succeed academically. This year, student satisfaction for both key metrics increased compared to data from 2022.

Connection

In order to capture the student voice we want to share what students are saying. The students provided feedback on how they experienced Dawg Daze.

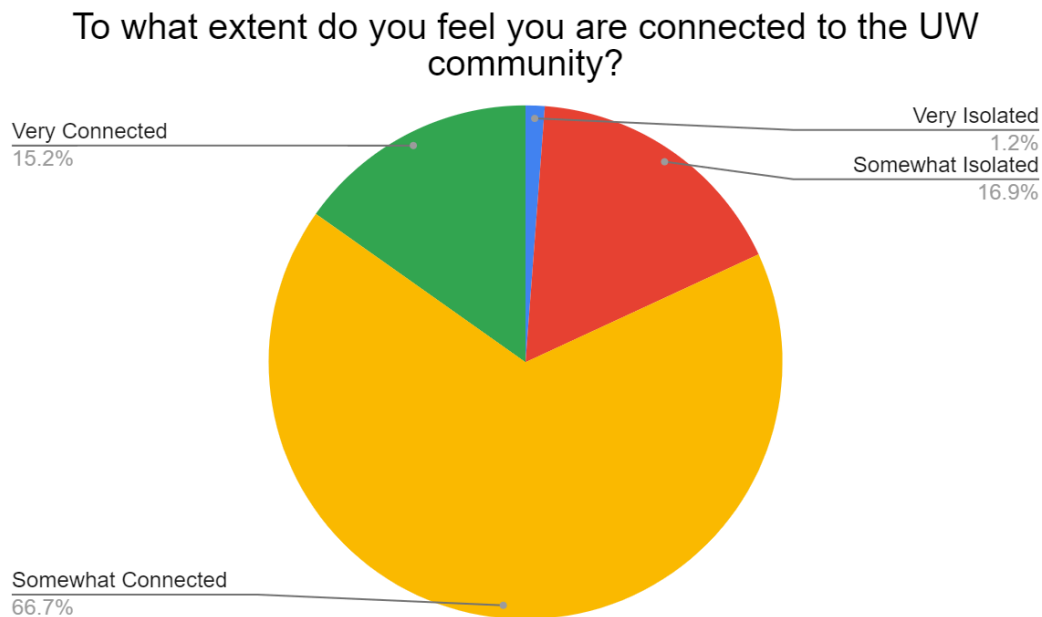


Chart 3: Number of students who felt connected to the UW community

Academics

In order to capture the student voice we want to share what students are saying. The students provided feedback on how they experienced Dawg Daze.

To what level do you agree with the statement: I feel prepared to succeed academically at the UW?

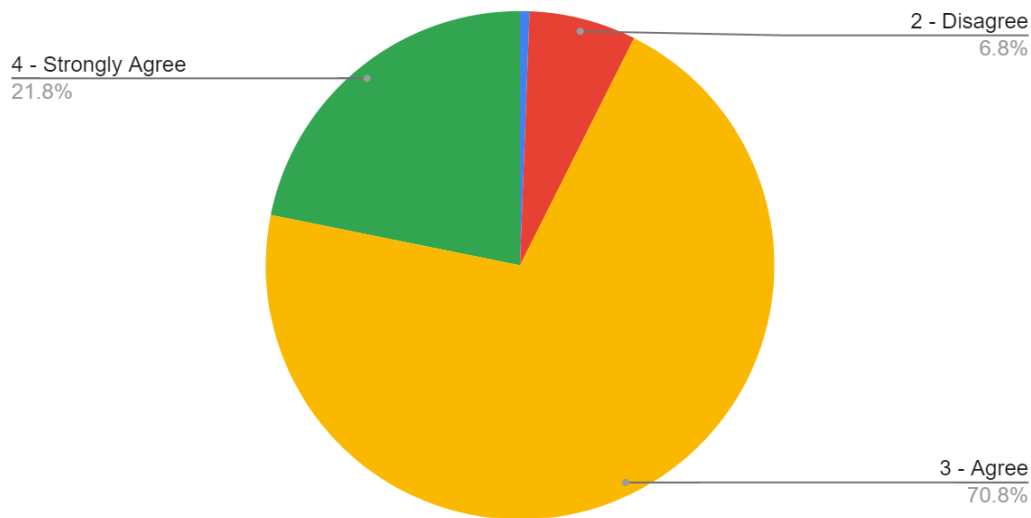


Chart 4: Number of students who felt prepared to succeed academically at UW

Attendance

In the student feedback 99.3% of respondents reported that they attended at least 1 DD event. If students indicated that they were unable to attend Dawg Daze, we asked them to tell us what prevented them from attending. The top response reasons were: Commute time to campus coinciding with when most events happened, work schedule, and time commitment.

Of those who attended, the main reasons they attended were because they were **interested in the events** and to **meet new people**. Based on the data, the top factor that influenced students' decision to attend Dawg Daze is the interesting event name or description. The second top factor is to meet new people and the third top factor is that their friends are going as well.

Dawg Daze Leader (volunteers)

Dawg Daze Leaders (DDLs) are recruited during spring quarter and summer quarter. Applications for DDLs closed on June 1, 2023, and the program implemented a rolling basis acceptance after the deadline. There were 118 DDL's who volunteered 1176 hours.

Training & Connection

The training model in 2023 had a three part approach. The 3 parts were: asynchronous training, remote training, and in-person training.

1. **Asynchronous** training included the DDL Handbook that was a tool for the DDLs to learn about their roles and responsibilities, and refer back for questions throughout Dawg Daze.

2. **Remote** training took place on September 18, 2023 and we spent 2 hours diving into the DDL Handbook and going over more information.
3. **In-Person** meeting called DDL kick-off pizza party on September 20, 2023. 55 DDLs attended; they were able to pick up their “DDL goodie bags”, meet our staff, and connect with DDLs.

The tiered approach to training provided more opportunities for DDL’s to feel supported by FYP and connect with students and their fellow DDL’s.

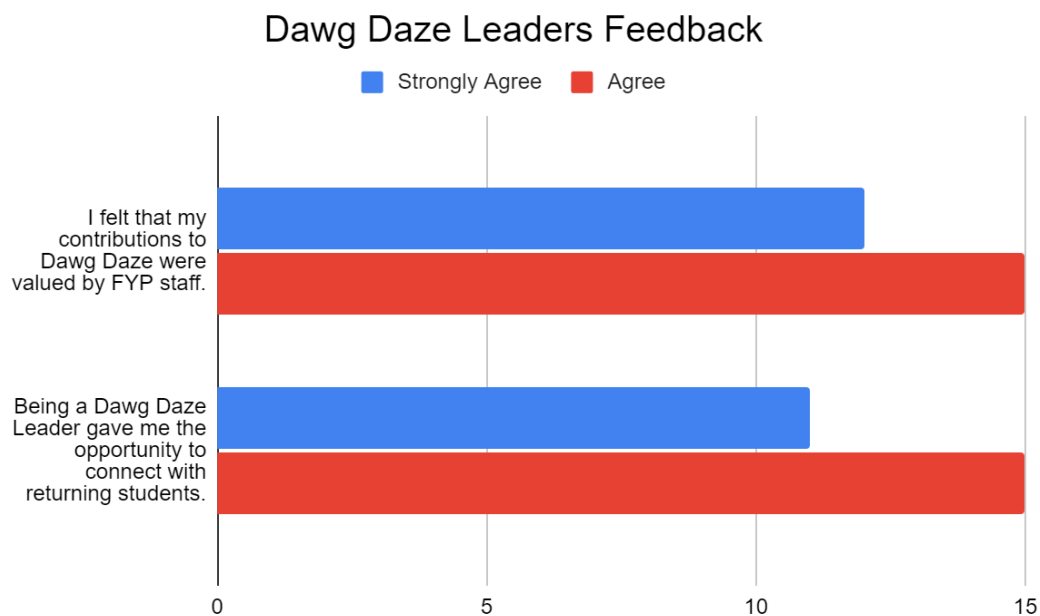


Chart 5: Dawg Daze Leader Feedback

FIG Leader Street Team

33 current First-year Interest Group (FIG) Leaders also supported Dawg Daze in 2023. Each FIG Leader Street Team member was expected to commit to a minimum of 5 hours during Dawg Daze and received a minimum of a \$50 bookstore gift card for their time. By including FIG Leaders in Dawg Daze staffing, the program provided an opportunity for these students to practice their facilitation skills in advance of teaching their General Studies 199 course. Additionally, specific events like Late Night Carnival, One Bus Away, and the Kelly ECC Block Party received more ensured coverage due to the FIG Street Team receiving a form of compensation. No Orientation Leaders were tasked to help out at Dawg Daze.

Sponsorship

Dawg Daze Sponsorship

Sponsorship money is used to off-set the entertainment costs at Dawg Daze. Sponsors typically engage with students through the Vendor Fair or through key events like Dubs' Challenge and Quad Flicks.

The Vendor Fair hosted 14 unique sponsors over two days. In addition, Quad Flicks, Dubs' Challenge, and HUB Crawl had sponsors attend the event. This year, BECU returned with their Financial Literacy event that was supported by their staff. Students who attended the event were eligible to receive a \$20 giftcard to the bookstore. Most sponsors were interested in the traditional tabling opportunities at the fair. Sponsor engagement increased to a record total of \$90,000 raised with an additional in-kind sponsorship which consists of prizes and giveaways given directly to students throughout Dawg Daze.

Dawg Daze Communications and Marketing

Communications and Marketing Overview

Dawg Daze uses various methods of communications and marketing to reach first year and returning students. The Instagram account (@uwdawgdaze) was the primary mode of communication along with the Dawg Daze Website and targeted emails through Marketo.

Website Data

The Dawg Daze website transitioned to internal servers to avoid the website disruptions. While there were a few technical issues with broken links and re-directs due to the website domain being hosted with an outside business, the Dawg Daze website did not crash which was a success, Key website metrics include:

- The site had 239,309 page views as compared to 183,956 in 2022. The main page visited was typically the All Events page - which is a long list of events. Based on the student feedback, the page can be cumbersome to navigate.
- Students suggested rethinking ways to navigate the Dawg Daze Events. Suggestions included archiving days when they are done, indicating if an event is a repeating event, making the site more mobile friendly and a time filter.

Dawg Daze Emails

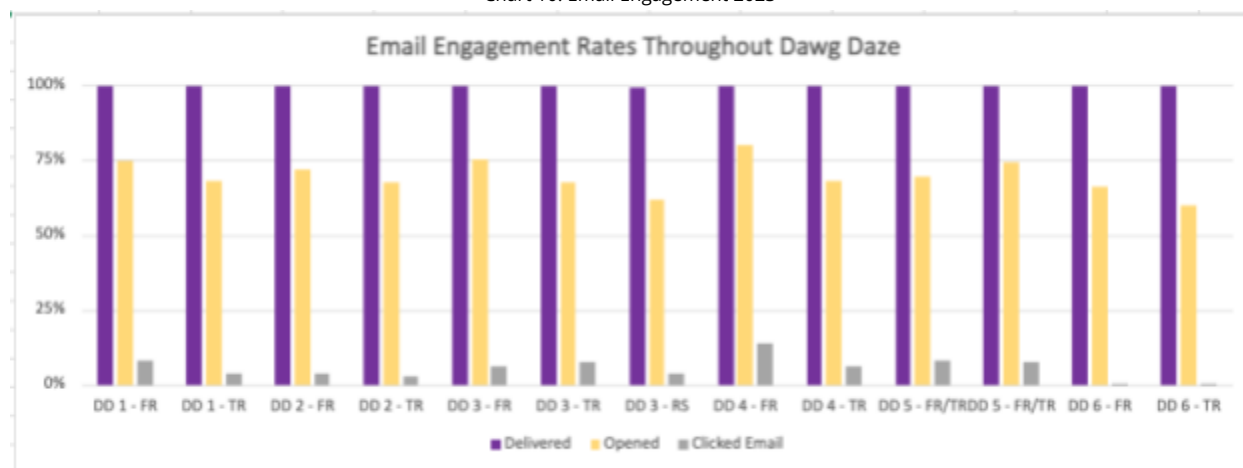
Dawg Daze sends out targeted emails using Marketo, an email management platform, throughout the summer to educate students about Dawg Daze and key events. Emails are used to highlight key campus partners, including the Ethnic Cultural Center, Q Center, Foster School of Business and U District.

This year family emails were eliminated, due to increased communications from UW Parent and Family Programs.

Date Sent	Audience/Versions	Main Things Highlighted	Notes
Sep 7, 2023	Freshmen, Transfer	Convocation, Husky Kickoff, Dawg Daze Video, Sponsor (Alaska Airlines)	2 weeks before DD
Sep 15, 2023	Freshmen, Transfer	BECU event, ECC events, Dubs' Challenge, Transfer Panel (for TR)	
Sep 20, 2023	Freshmen, Transfer, Returning Students	Events (Quad Flicks, Pep Rally, Carnival) Register for Convocation, Sponsor (Experis)	First day of DD

Sep 23, 2023	Freshmen, Transfer	Connection Meetings, Convocation, Husky Kickoff, Sponsor (WSJ)	Day before NHWD
Sep 27, 2023	One version sent to all first-years	Student Activities Fair, Dawg Pack Night, OMA&D Block Party, Download the W Photo	Outlook-style, 2 days before end of DD
Oct 2, 2023	Freshmen, Transfer	DD survey, Thank you to DD Leaders and sponsors	Monday after DD

Chart 10: Email Engagement 2023



Successful engagement scores with UW-sponsored emails are 42% or above. All emails met the engagement target with the overall open rate of 70.9% (an improvement from last year's 69.9%) and an average clicked-to-open ratio of 8.3% across all emails. Our DD 4 - FR (sent September 23) email about New Husky Welcome Day was the most successful with an open rate of 80.1% and a clicked-to-open ratio of 17.0%.

This year there were no family emails sent from Dawg Daze which is an area for further reflection. While there is no direct correlation, this might have indirectly impacted how students heard about Dawg Daze. It would be beneficial to further discuss the pros and cons of not sending family emails with the Parent Orientation office as well as going back to sending International specific emails.

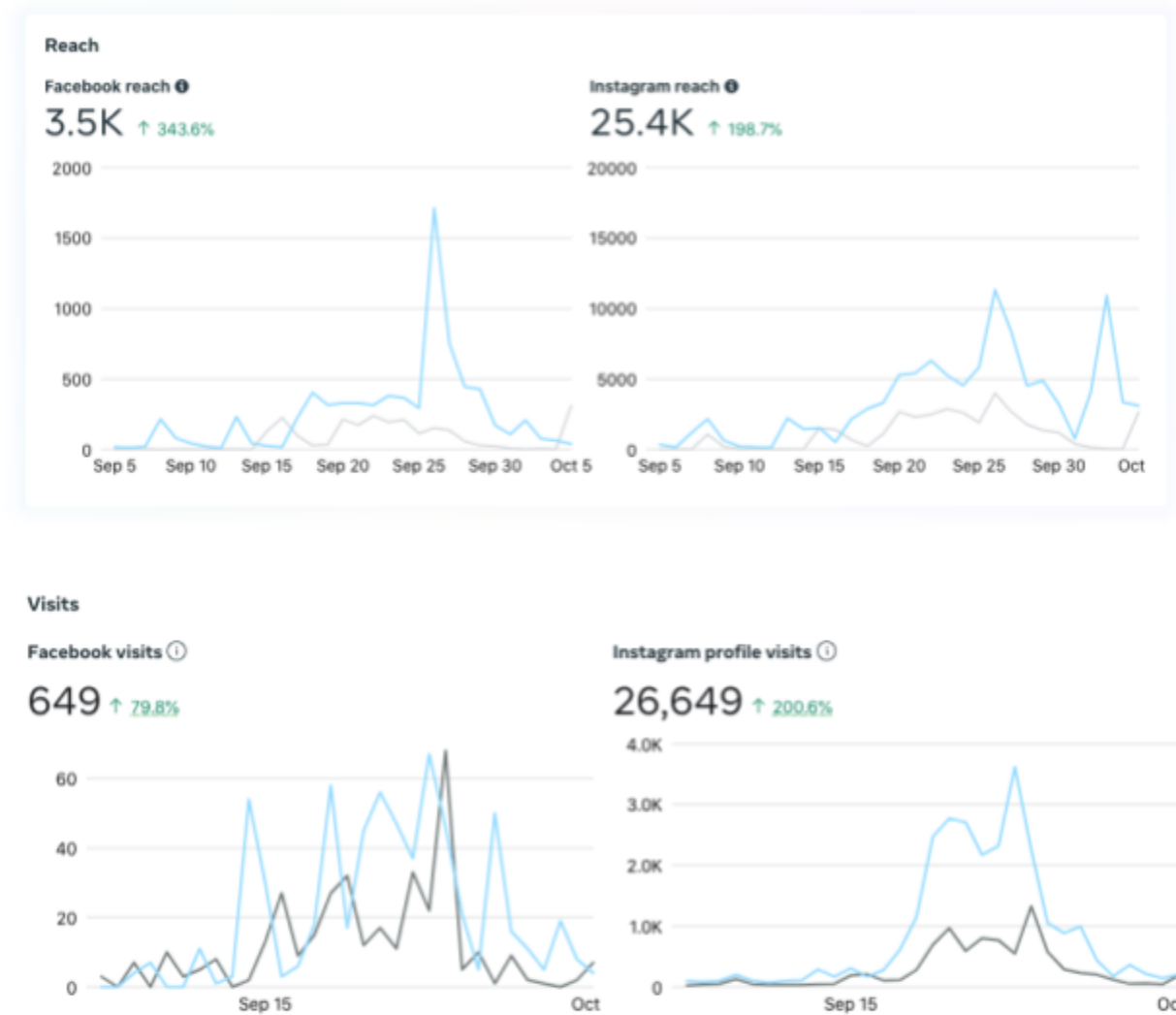
To view email timelines, topics, and audiences for individual messages visit the [Dawg Daze Communication Plan](#).

Dawg Daze Social Media

Dawg Daze currently uses Instagram and Facebook as the primary social media platforms. There are three social media accounts which actively post content during Dawg Daze, our primary account, Dawg Daze, the FYP account and the New Huskies account.

All three accounts saw increases in follower count, with the Dawg Daze account in particular growing to 6,145 followers by October 2, 2023 (a 59.5% increase from 3,852 followers in October 2022). Similar improvements from the previous year were seen in reach, engagement, and profile visits.

Chart 11: Social Media Engagement Comparisons 2023



Taken from Meta Business Suite, comparing data from September 5, 2022-October 5, 2022 and September 5, 2023-October 5, 2023

The highest-performing content include:

- **Street Interview Reels** (14,588 accounts reached | 534 likes)
- **What is Dawg Daze** (7,061 accounts reached | 1,196 likes)
- **Recap of Dawg Daze 2023** (6,279 accounts reached | 442 likes)
- **Late Night Carnival** (5,411 accounts reached | 609 likes)

Factors contributing to successful promotions could include the sheer volume of content produced (280+ posts, stories, reels), focus on the student experience (street interviews, posts featuring photos, live coverage of events), collaboration with other organizations (ASUW+AE, UW TikTok) and posts that made social media a convenient, reliable source of information for all things Dawg Daze (detailed event posts, daily event list, What is Dawg Daze?).

For more information on the social media engagement for Dawg Daze, please visit the assessment site at fyp.uw.edu/assessment

Conclusion

In 2023, Dawg Daze hosted the highest number of events in history. This was due to the success of advertisements through targeted emails and newsletters to a variety of departments. In addition, the information session we hosted for campus partners helped ease the process of using wordpress to apply for events. Dawg Daze 2023 was also successful in making students feel prepared to succeed academically and feel connected to the UW community. For 2024, FYP will continue to assess the goals of Dawg Daze and review the recommendations in this report to ensure they align with the department's goals and vision.

Dawg Daze would not have been possible without the support of the FYP staff, UW Departments and Units who host various events, Dawg Daze Leaders and the student coordinators who support Dawg Daze. All were instrumental in the success of the event.