MESA/Trotter Grant Post- Event Form

1. Please list each of the program's goals and select the level of achievement for that particular goal:

1.	To promote awareness on global challenges among students	☑ Achieved ☐ Somewhat Achieved ☐ Not Achieved
2.	To enhance understanding and appreciation between cultures, races and ethnics	☑ Achieved ☐ Somewhat Achieved ☐ Not Achieved
3.	To address career development issues and provide insights on entrepreneurship and non-traditional career pathway	☑ Achieved ☐ Somewhat Achieved ☐ Not Achieved
4.	To provide networking opportunity among students and for students with high-level guests/speakers/professionals	☑ Achieved ☐ Somewhat Achieved ☐ Not Achieved
5.		☐ Achieved ☐ Somewhat Achieved ☐ Not Achieved

2. Briefly summarize the results of your program's evaluation:

Overall, we received highly positive feedback from the attendees: The talks were interesting and inspiring; the speakers were great and informative. They expressed that they knew more about China after this event and generated even stronger interests towards China. The attendees commented that they appreciated the networking opportunity to meet people outside their areas that share similar interests. Student organizations also appreciated the chance to showcase their groups. Some suggestions to improve in the future include that: time control should be better; and a more diverse networking opportunities should be provided, besides public lunch, we can also include coffee breaks and small group discussion.

A. Was the feedback from the evaluation helpful? **Check One:** Yes ☑ No ☐

B. Explain why the feedback was helpful or not:

The feedback was very helpful because it represented opinions from the entire body of attendees: students, faculty, staff, guests, sponsors and speakers. And we found that the focus points of each category of attendees were different. For example, sponsors and guests suggested we should have more networking time, while students would love to see more practical talks that tell them how to start their own company and business.

C. Based on the feedback received, explain how you will improve, change, or build upon the program in the future:

For time control: we will leave more "buffer time" between talks and panel discussion, so attendees have time to relax and gear up for the next talk. For networking opportunity: we will include coffee breaks and maybe poster session or group discussion session to create a more close and relaxing environment for the attendees to meet and talk to different people.

3. Did your organization work with another organization? **Check One:** Yes ☑ No ☐

A. If yes, list all organizations involved and select the type of working relationship:

1. CIBE, sponsorship & collaboration — Sponsorship / Collaboration / Partnership
2. China Social Innovation Foundation, collaboration & partnership — Sponsorship / Collaboration / Partnership
3. CFE, sponsorship & collaboration — Sponsorship / Collaboration / Partnership

B. Did you learn any lessons from working with another organization? Check One: Yes ☑ No ☐

C. If yes, explain the lessons learned:

1. In order to establish trust between both party, a complete and detailed event proposal and a clear time-line is essential.
2. Listen to what your collaborators want and their suggestions and find a way to maximize both interests.
3. Enable efficient communication with collaborators and a monthly update with each other is helpful.
4. Existing collaborators always lead to new collaborations and new ideas, so follow-up with them is beneficial.

4. Describe the target audience for your program:

our main target are students that have interests in China' culture, economical development and social issues and those that want to develop a career in China. For broader audience, we want to include all people that are interested in China.

A. Did your program reach its target audience? **Check One:** Yes ☑ No ☐

B. Who attended/participated in your program? Check all that apply:

- ☑ Member(s) from your organization(s)
- ☑ Member(s) from other organization(s). Please list organization(s):
  1. CFE, WDI, CIBE
  2. SoBE, Michigan Daily, ZLI, Erb
  3. CSSA and Confucius Institute
- ☑ Student(s) not representing an organization
- ☑ Faculty member(s)
- ☑ Staff member(s)

☑ Graduate student(s)
☑ Community member(s)

C. Explain why your program did or didn't reach its target audience:

Our publicity team was really strong and did a great job to advertise the forum. They established collaboration with more 100 email lists and send out several different advertising emails through them. They designed posters for the forum and individual keynote speakers and posted them all over campus. They set up advertisement booth to give out fliers. We also asked off-campus business association to campaign for the forum. That's why the coverage was so widely-spread and efficient!

5. Please check all of the items that apply to your program and briefly explain how you addressed this:

Created new collaborations/partnerships

We reached out extensively (both on-campus and off-campus) to create more than 50 new collaborations/partnerships, including MESA, ZLI, Erb, CFE, SoBE, Miller-Canfield law firm, Partner Pathway Ltd., APACC, PIDC and so on.

Strengthened existing relationships/partnerships

CIBE also sponsored us last year for the 1st China Entrepreneur Forum. This year we developed a much tighter collaboration, we listened to what CIBE's expectation of the forum was and who they want to reach out. They helped us invite speakers, reserve venue and provide technical supports. They also raise the funding by a lot this year, because of the excellent outcome last year, the great efforts we put in for forum preparation and the established trust.

Identified important social justice issue(s)

One of our panel discussions was dedicated to address important social justice issues: poverty, inequality between genders, education in rural China and sustainability of NGO's.

Addressed community issue(s)

Four other parallel panels addressed community issues such as: development in green transportation, educational issues in different culture, starting entrepreneurship by young students and career advice from speakers that have successfully switched directions during their career.

Educated others about a culture/identity outside of their own

Two of the keynote speeches were on China's current development, both social and economical, which was a completely different story from the US's experience. The other two keynote speeches focused on poor people in rural area or developing countries, and how innovative entrepreneurship would improve their life, which educated the students about the life of identity beyond their own.

6. **What types of MESA/Trotter programs would your organization like to be involved with? Check all that apply:**

- [x] Community Summits
- [ ] MESA Forums
- [ ] Heritage Months
- [ ] Taste of Culture
- [x] Community Festivals

A. Any suggestions on how the Office of Multi-Ethnic Student Affairs and the Trotter Multicultural Center can support your program and/or organization in the future?

We think MESA can help publicize the event with MESA email-list, and post the event information on-line for a longer period of time.

We would also like MESA recommend other collaborators that might share similar interests to us or suggest different ways of advertisement.

Appendix

- **Please attach an account of expenses that total the amount awarded and copies of all receipts.**
- **Please attach any publicity or pictures from your program.**