**Keynote Speaker Assessment: Lawrence Ross**

*February 18th 7:00 pm-9:30 pm*

**Learning Outcomes/Summarized themes for Keynote Speaker**

- Racism is evident on every college campus

- Racism has been downplayed as unimportant on college campuses

- Campus racism must be talked about in order for change to occur

- How to speak up and prevent racism in general

- How to identify cultural appropriation and racism

**Basic Statistics from Banquet**

- 521 attendees

- 28.8% Freshman

- 21.1% Sophomores

- 13.6% Juniors

- 34.8% Seniors

- 10.6% Senior+

 Greek attendees Total: 317 (60.8%)

30% of students identify as first generation college students.

**Chapter Statistics-**

Alpha Beta Psi-9 56%

Alpha Delta Pi- 24-77%

Alpha Gamma Delta-26 70%

Alpha Kappa Alpha-2 28%

Alpha Phi Alpha-1 33%

Alpha Sigma Alpha-28 75%

Alpha Sigma Phi-15 93%

Alpha Sigma Tau -15 51%

Delta Sigma Theta-2 40%

Gamma Psi-6 24%

Gamma Rho Lambda-4 33%

Kappa Delta-27 69%

Phi Beta Sigma-1 33%

Phi Kappa Tau -12 70%

Phi Mu Delta-9 50%

Pi Kappa Phi-14 66%

Sigma Kappa-23 69%

Sigma Nu-11 61%

Sigma Sigma Sigma-23 58%

Theta Chi -27 71%

Zeta Phi Beta-2 40%

Zeta Tau Alpha -35-87%

- 73% of students agree that the Keynote Speaker helped me learn more about my role as a citizen leader

- 70% of student agree that the Keynote Speaker provided tools and resources to be successful as a chapter to prevent racism

- The main message in the attendees position was that was conveyed was to educate students on how to identify and prevent racism on their campus

**Satisfaction with Keynote Speaker**

- 39% of students rated the presenter a 4 or 5 (on a scale 1-5)

- 48% of students rated the overall quality of the summit a 4 or 5 (on a scale 1-5)

**Overall takeaways/Quotes in response to Keynote Speaker**

- Racism comes in many forms and is more common than we realize

- The leaders of the chapter usually aren't the ones that haze

- I did not find this beneficial, it was very uncomfortable and I felt target as a member of the majority race.

- Always have an open mind when discussing races outside of your own

- I appreciated Ross addressing the next steps to combat racism on campus

**Overall Keynote Speaker Satisfaction Statistics**

Below are the overall statistics for student’s satisfaction of the presenters, session content and overall summit.

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| Satisfaction with Keynote Speaker |
|  | The effectiveness of the presenter/facilitator(s) | The usefulness of the session content | Rate the organization of the Keynote Speaker | Overall Quality of the Keynote Speaker |
| % of Students that rated a 4 or 5 | 34% | 45% | 43% | 46% |
| % of Students that rated a 3 | 24% | 25% | 21% | 15% |
| % of Students that rated a 1 or 2 | 36% | 28% | 44% | 36% |

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