



**ANDY  
HARVEY  
INDIGENOUS YOUTH  
MEDIA  
WORKSHOP  
EVALUATION  
(2023)**

August 2023



Economic Policy Institute  
Northern Arizona University



## **1. Introduction**

Northern Arizona University is unique in its mission to become the leading university serving Native Americans. There are numerous initiatives on campus meant to advance the relationships with Native American tribes, communities, parents, students, and alumni. Consistent with the University's commitment to diversity and service, the School of Communication has been hosting the Andy Harvey Indigenous Youth Media Workshop every year since 2012, except for 2020, due to the COVID-19 pandemic.

The purpose of the Andy Harvey Indigenous Youth Media Workshop program is to open doors to media careers for Native American students who have historically been underrepresented in media. Andy Harvey, who worked for KPNX Channel 12 News as a multimedia journalist from 2006 to 2011, was one Native American who, through his passion for his culture and community, made the journey to a successful career as a multimedia journalist. He was born and raised in Shiprock, New Mexico. He graduated from Northern Arizona University (NAU) with a bachelor's degree in broadcast journalism and a master's degree in rhetoric and composition as a straight A student. After taking a position as senior public information officer for the Department of Diné Education, Andy died suddenly in his sleep at the age of 34. His loss has been deeply felt by his family in the Native community, among his colleagues at 12 News, by the NAU professors and students who knew him, and in the rest of the world that he touched. The workshop is dedicated to Andy so that his accomplishments will not be forgotten and that his role as mentor may continue.

The workshop accommodates 20-25 students annually from across Arizona and the other Southwest States. Over the years, a total of 190 primarily Native American students have been trained. For one week, workshop participants live and learn on NAU's campus, experiencing media-related instructions from faculty in the School of Communication and Native American mentors – many of whom are workshop graduates who have successfully transitioned to college.

The program is an intensive hands-on educational, media production “boot-camp” to introduce high school students to digital media skills like photography, interviewing, broadcast presentation, and television studio production. Among the activities students get to experience are astrophotography, virtual reality, and 3D printing. Workshop students work in the newsroom to produce photography portfolios, audio interviews and news packages, culminating in a live-to-tape newscast in NAU's state-of-the-art three-camera digital television studio.

After a temporary pause in 2020, the workshop returned in 2021, but had the students commute to campus. In 2022, we were able to resume a full immersion of college life experience and the students continue to stay in the dorms on campus for the whole duration of the workshop. In 2023, the workshop was held on campus from June 25 to July 1, with 25 participants.

To evaluate the workshop and its impact over the years, the Economic Policy Institute (EPI), W.A. Franke College of Business, and the School of Communication (SoC) jointly conducted an alumni survey, and a pre- and post- workshop survey in both 2021 and 2022. The focus for the 2023 workshop was the pre- and post- workshop surveys of those who took part in the weeklong hands-

on program. Twenty-three and twenty valid responses for the pre- and post- workshop surveys were collected respectively from the online survey program Qualtrics.

The aim is to understand how the workshop has impacted the individual student's education and career path, and how those results contribute to a broader impact on their tribes; and to identify areas for improvement for future workshops.

## **2. Methodology**

### **2.1 Online survey for Pre- and Post- Workshop**

The online surveys were distributed through Qualtrics. Qualtrics is a web-based survey tool to conduct survey research, evaluations, and other data collection activities. NAU has partnered with Qualtrics to provide surveys for classes and research purposes. The first survey is made up of 6 questions, though some were filtered according to respondents' previous answers (for example, with the initial demographic section students were asked if they have been to the workshop before). The second survey has 13 questions. Besides the questions for comparing the skill levels before and after the workshop, and the participants' evaluation on the different features and aspects of the workshop, it also asked open-ended questions to gain the students' opinions on what and how to improve the workshop. Both surveys can be found in the appendix. The surveys were distributed and collected before and after the workshop at the School of Communication.

The survey is comprised of different types of questions: multiple choice with some questions allotted for multiple answers, matrix tables, rank order, Net Promoter Score (NPS, which measures how willing a customer is to recommend a product or service), single and multiple-answer questions, and open-ended questions which ask respondents to elaborate on their answers or allow them to add categories and responses not supplied by the survey or make specific suggestions.

## **3. Survey Results for the 2023 workshop**

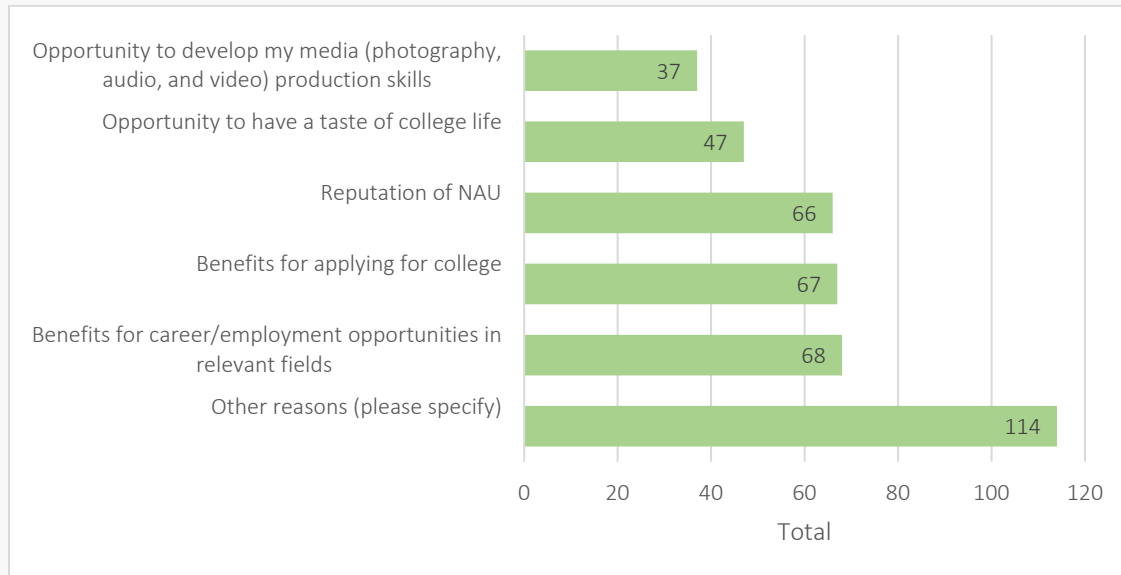
### **3.1 Pre- and post-workshop survey question results**

We conducted an online survey for the 2023 workshop participants. Amongst the 26 students, six of them attended the workshop previously in 2021 and 2022. One of the returning participants attended both 2021 and 2022. The other 20 attended the workshop for the first time.

Those who attended the workshop more than once were asked what motivated them to apply again, responses included the following.

- "It was fun last time",
- "I had fun last year and got to meet to some new people."
- "Meeting new people and seeing old friends and working on journalism skills"
- "Filmmaking and friends"

- “The fun and welcoming atmosphere that everyone in the workshop has.”
- “I loved interacting with people who are alike in some ways, I liked seeing all the interesting and empowering films our mentors made last year and I wanted to someday make something alike, and be one of many voices in trying to help our community by telling our stories through modern media.”



**Figure 1: Rankings of motivations for applying for the workshop**

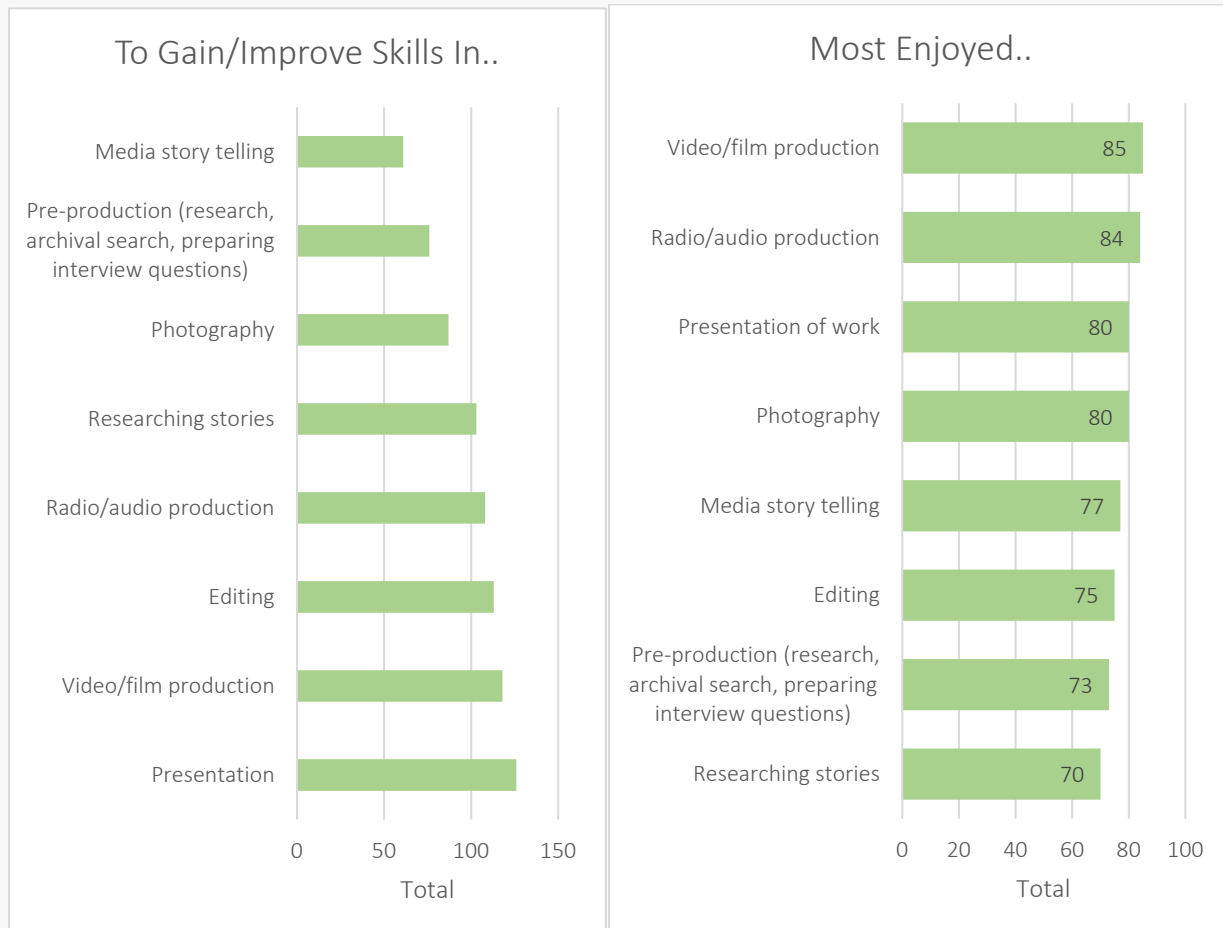
We asked the students to rank their motivations to apply for the workshop, by assigning 1 to 6 to the preset options and one open-ended option, with one being the highest and 6 being the lowest. Some students checked the motivations but did not give a ranking. For cases like this, we give one to each of the motivations being checked, to include the selected options in the analysis. Figure 1 shows the order from the most important to least important subject.

The aggregated result of the ranking is: (1) Opportunity to develop my media production skills, (2) opportunity to have a taste of college life, (3) reputation of NAU, (4) benefit for applying for college, (5) Benefits for career/employment opportunities in relevant fields, and (6) other. Other motivations include, “talk with other people, and get out of the house for another fun summer”.

We took an additional assessment in the pre-workshop survey, asking the participants to gauge the aspects in which the participants want to learn the most, we had 8 topics that would be discussed in the workshop, and had the students rank the goals they would most like to achieve (1) to least interested in achieving (8).

What was found is, as shown in the left-side chart in Figure 2, the main topic the students are looking forward to learning is their ability to gain/improve their skills in media story telling. The second highest topic of interest was pre-production which is a similar reason to the motivation for applying to the workshop.

After the workshop, the participants were then asked which of these topics they enjoyed the most to assess how well the program met the expectations of the students. In this question, the participants were asked to choose from not at all, a little, moderately, a lot, and highly. Those options then were assigned the scores of 1, 25, 50, 75, and 100. The aggregated score for each aspect shows how much that aspect was enjoyed among all participants.

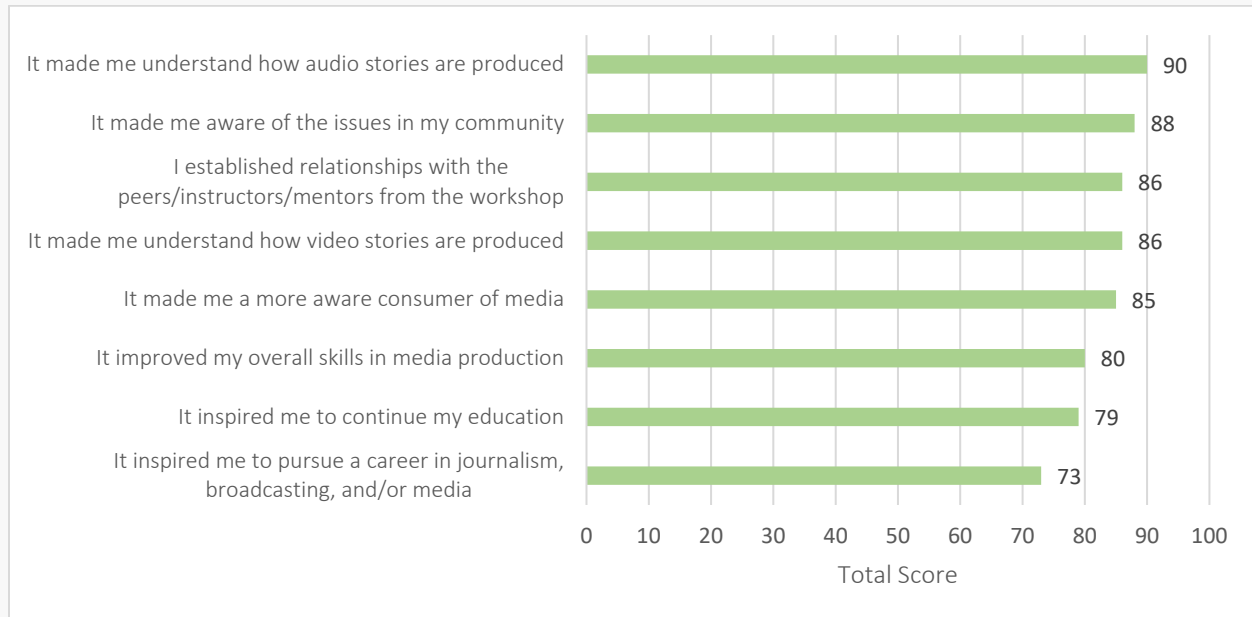


**Figure 2: Which subject students would like to achieve the most (Pre-workshop) vs. Which topics students enjoyed the most from the workshop (post-workshop). Both are ranked from top to bottom.**

In terms of which topics students enjoyed most, as seen in the right-side chart in Figure 2, video/film production was the most enjoyed topic from the workshop. Behind with a score just one-point below, radio/audio production was also greatly enjoyed by the participant. Though radio/audio production was on the lower end of goals to achieve, it is one of the topics the group learned the most which concludes that the workshop was affective in reaching the goals of its participants even though it may not be the topic that students are particularly looking forward to.

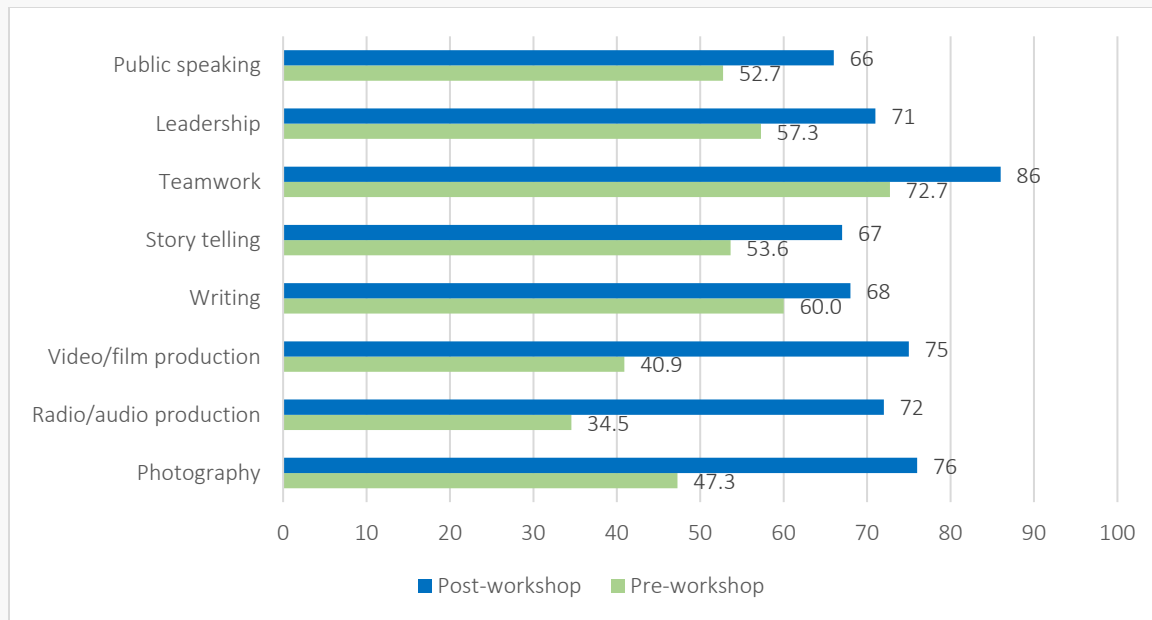
For the pre-workshop goals, as shown in the left-side chart, levels of importance were ranked by 1 being the most pursued skill and 8 being the least important goal they would like to achieve. Thus, the lower the value, the higher the subject was ranked. For the post-workshop evaluation, “most enjoyed” is the subjects that had a good score, ranked at the top. Even though the students

aimed to achieve media story telling as the priority, they enjoyed other subjects more, i.e., video/film production, radio/audio production, presentation of work, and photography. Pre-production work was one of the least enjoyed, although it was the second highest goal the students wanted to achieve pre-workshop. The students ultimately enjoyed being trained in video/film production and radio/audio production the most.



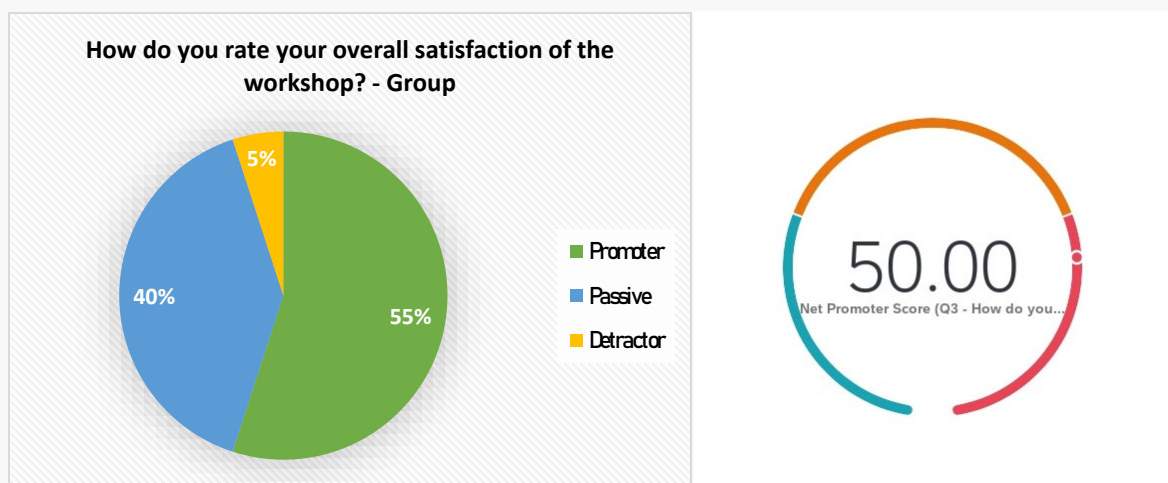
**Figure 3: The outcome of the workshop as a whole (multiples answers permitted)**

When we asked how students feel about the outcome, we asked them to choose from strongly agree, moderately agree, neither agree nor disagree, moderately disagree, and strongly disagree, for each of the aspects of the workshop. We then assigned the scores of 100, 80, 60, 40, and 20 to the five options. The total score of those aspects of the workshop is shown in Figure 3. The majority of the students felt that they improved the most in understanding of how audio stories are produced. Overall, the students felt strongly that the various skills they were trained in were greatly enhanced. One fourth of the students strongly agreed that the workshop inspired them to pursue a career in journalism.

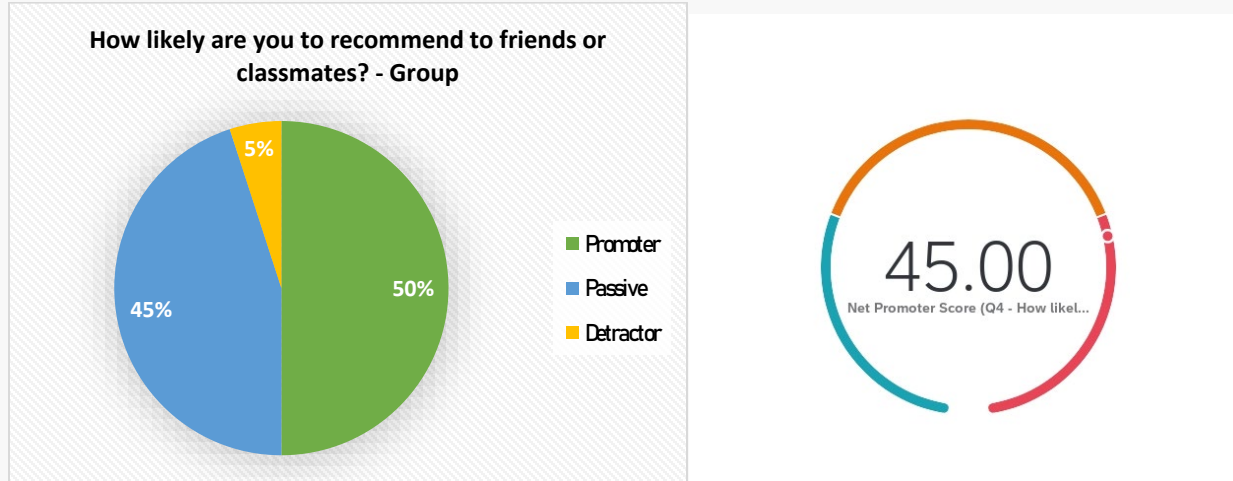


**Figure 4: Student evaluations of skills levels changes (before and after the workshop)**

In figure 4, we compared pre- and post-workshop evaluation of certain skills. We asked the students to evaluate their knowledge/experience based on various skills. These evaluations, based on media production were scored: none (0), a little (25), average (50), good (75), and excellent (100). The scores were then aggregated for the overall values of each evaluated skill. Teamwork had the highest overall score amongst the skills (students self-evaluated an average of 72.7 and saw an increase after the workshop of 86) shown in Figure 4. Furthermore, radio/audio production saw the largest improvement (37.5), followed by video/film production (34.1) and photography (28.7). All scores are assessed by a total of 100.



**Figure 5: Overall satisfaction**



**Figure 6: Recommendation to others**

We also asked the students their overall satisfaction of the program and recommendation was surveyed by a scale of one through ten, ten being the highest score one can give. This question was assessed by a scale called *Net Promoter Score (NPS)* question. Those who answered from 0 to 6 are identified as “detractors”, those that answered the question with a score of 7 or 8 are “passive”, lastly “promoters” are identified if they answered with a score of 9 or 10. The net promoter score results from a calculation that involves subtracting the percentage of detractors from the percentage of promoters collected by the survey item. The result of the calculation is typically expressed as an integer rather than a percentage. If the NPS is higher than 30, that would indicate that the program is doing great and has far more happy participants than unhappy ones.

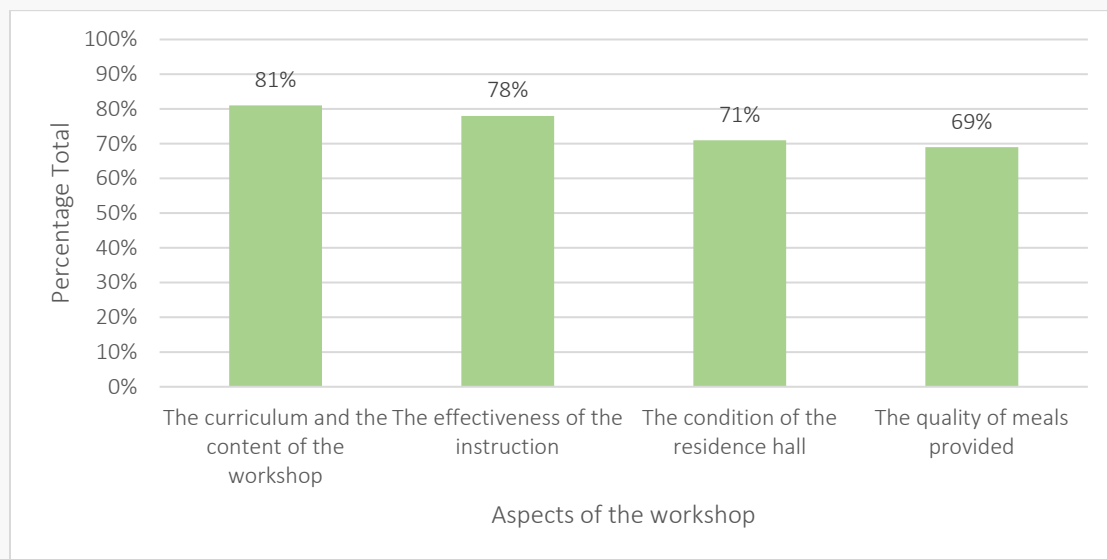
To understand how the students felt about their experience during the program, we asked the participants to rate their overall satisfaction and the likelihood they are to recommend the workshop to others. In figure 5, 55% (11 students) of the participants enjoyed the program, 40% (8 students) of the students were impartial and only 5% (1 student) disliked the workshop. The NPS score for this question is 50. A similar outcome was portrayed in regard to the recommendation of the program (figure 8), 50% (10 students) would recommend it, 45% (9 students) are unlikely to actively recommend the program and 5% (1 student) is against recommending the program. The NPS score for this question is 45. These positive scores allow us to affirm the effectiveness of the workshop, as well as its positive impact on the participants. However, the 5%, or 1 student, who is a “detractor” from both figures are not the same participant. The reason is not specified as to why one enjoyed the program would not recommend it to friends, or vice versa.



Another way we checked satisfaction was to check the qualitative aspects of the program such as curriculum, effectiveness of instruction, condition of the residence hall, and the meals provided to them throughout the week. As the figure above states, all received a rating above 65% (Figure 7).

We also asked if the students plan to apply again. 19 of the 20 students who filled out this question answered “yes”.

Furthermore, when asked if they are interested in working as a production assistant or mentor for the workshop in the future. Out of the 20 respondents, 55% (11 students) gave a positive answer.



**Figure 7: Students' satisfaction levels on certain aspects of the workshop**

### 3.2 Open-ended questions

The final aspect of the post-workshop survey included five open-ended questions. These questions allowed for the participants to share more parts of the workshop they enjoyed and more things that could potentially be implemented in future workshops. While open-ended questions require more effort to answer and usually receive limited responses, since the students were on site and had a fresh impression about the workshop, we collected valuable feedback from them. While these data do not contribute to the quantitative analysis, they do provide valuable qualitative insights.

Which session(s) did you like the best and why? The sessions that were brought up the most would be filming an interviewing with all other points mentioned once. The answers are quoted below.

- studio and radio because they expand my interest

- Composition practice
- I would say interviewing the people
- It would be the one in we're we had to edit are video
- Filming. I liked being on screen.
- The section I liked the most was that part about photography.
- News
- I liked the story film production the most because it was fun:)
- I liked producing and putting together the final product of the show.
- editing, it was cool, and it was something I liked to do
- I liked the show segment
- The editing session
- Learning more about 7 rules of composition
- Video because I got to see growth in my skills and knowledge
- The studio one
- going out with my team, communicating with them, cooperating with them, and connecting with them here and there. And seeing the end product of all our hard work is the most enjoyable.
- When we started filming and doing our interviews
- Making the 3 minute

Which session(s) did you find least useful and why? The first amendment was mentioned twice, as well as the NAU recruitment. One student mentioned the fact that there was a logistical issue with the panel itself, it being hard to hear the presenter. Eight presented no direct issues. Scripts were mentioned once, and the career panel was also mentioned to be a topic that was not useful. The answers are quoted below.

- Editing because it was horrific
- None
- None, I liked it all.
- the NAU recruiting thingy because I couldn't hear the presenter even though I was in the third row from the front
- The first amendment part was the least useful. It didn't give a valid reason to be a part of the workshop and it was a little bit boring.
- Career panel
- The interview and mostly the begging sessions we had with
- I found the 1st amendment and the NAU college recruitment the least useful.
- writing the script, lots of time
- not sure
- N/A
- None, everything I've learned over the week was very beneficial

- None
- I don't know
- I don't find any issue with the sessions, I found them all pretty useful and helpful in a lot of ways.
- When we started to look up videos on how to use our phone for filming
- Idk

What is the most important thing that you learned? What information will be the most useful to you? Working as a team, understanding the scope of detail in research, media, interviews were all mentioned as the most important thing for the participants. Making an impact for their community was mentioned twice in the data. The answers are quoted below.

- How little information there is about indigenous communities
- How to do various forms of media
- Researching for facts
- Being able to learn different skills and learn new thing
- That I learn how to make a short film
- How to edit or at least sort of. It was useful because it's important to select which things are most useful and piece them together.
- researching stories
- Interviews
- Being able to tell a story with emotion and passion.
- Editing and Filming
- Not sure
- The photograph session, the editing session
- The rule of thirds
- Working together as a team and having fun
- Everything I learned here
- that I can make a possible impact in my community by telling stories and using my voice to speak on these topics.
- On how to everyone has to be a part of a group to make your project work
- Teamwork

How could the workshop have been improved? Please share with us any comments, ideas, or suggestions you have. The improvement of food was brought up as one of the main suggestions, on the positive side, participants would like to see the workshop extended, freedom on the projects, help with editing, and more communication with mentors and peers. All answers are quoted below.

- More time

- It's already good
- Staying on schedule
- To have more activity's and stay longer
- Not sure. It was good this year!
- Having more variety in meals
- The workshop is good just the way it is. However, maybe when coming up with a story make sure you contact them ahead of time. Because it's honestly a waste of time to research a person and then have them bail due to miscommunication.
- Variety in meals
- Idk
- Better food and different and more accessible mealtimes
- more freedom on the projects
- It's great as is
- Help with editing.
- Making it longer than one week
- None
- I don't know
- More communication within our mentors and peers
- Idk

## Appendix 1

### Andy Harvey Indigenous Youth Media Workshop Pre-workshop Survey

**Welcome to the Andy Harvey Indigenous Youth Media Workshop! We hope you have a fruitful week and enjoy your time here.**

**We want to know your existing knowledge and skill in media making, and your expectations of this workshop. Please answer the questions below, and it will help us to better design and deliver the workshop in the future.**

Please write down your initial (Only for the purpose of matching your pre- and post- workshop survey)\_\_\_\_\_

1. Have you attended the workshop before? If so, which year?

- a) 2018    b) 2021  
c) 2019    d) 2022  
e) Other \_\_\_\_\_                                  f) I have not attended the workshop before

2. What motivated you to apply for the workshop? Please rank the following from 1-5 (or 6), with 1 as the most important reason.

Reputation of NAU

Opportunity to have a taste of college life

Opportunity to develop my media (photography, audio, and video) production skills

Benefits for applying for college

Benefits for career/employment opportunities in relevant fields

Other reasons \_\_\_\_\_

3. What motivated you to apply for the workshop more than one time (If any of a, b, c, d, or e is selected in Question 1)? \_\_\_\_\_

4. Please evaluate your current knowledge/experience levels of the following skills

	None	A little	Average	Good	Excellent
Photography					
Radio/audio production					
Video/film production					
Television studio production					
Writing					
Story telling					
Teamwork					
Leadership					
Public Speaking					

5. Please rate the following goals (1 as the most pursued) you would like to achieve during the workshop

To gain/improve my skills in media story telling

To gain/improve my skills in pre-production (research, archival search, preparing interview questions)

To gain/improve my skills in researching stories

To gain/improve my skills in photography

To gain/improve my skills in radio/audio production

To gain/improve my skills in video/film production

To gain/improve my skills in editing

To gain/improve my skills in presentation

5. Do you have other goals/expectations for the workshop?

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**Thank you!**

**Appendix 2**

## Andy Harvey Indigenous Youth Media Workshop

## Post-workshop Survey

**Congratulations on completing the workshop! We hope you enjoyed the workshop and gained the knowledge and skills in media making!**

**Please complete this post-workshop survey, as a self-evaluation of the outcome, and it will help us to improve the workshop in the future.**

Please write down your initials (Only for the purpose of matching your pre- and post- workshop survey) \_\_\_\_\_

1. How do you rate your overall satisfaction of the workshop?

not at all										extremely	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
1	2	3	4	5	6	7	8	9	10		

2. How likely are you to recommend this workshop to friends or classmates?

not at all										extremely	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
1	2	3	4	5	6	7	8	9	10		

3. Which of the following describe the outcome of the workshop? (Select all that apply)

It improved my overall skills in media production

It inspired me to continue my education

It inspired me to pursue a career in journalism, broadcasting, and/or media

It made me aware of the issues in my community

It made me understand how audio stories are produced

It made me understand how video stories are produced

It made me a more aware consumer of media

I established relationships with the peers/instructors/mentors from the workshop

Other \_\_\_\_\_

4. Please evaluate your current knowledge/experience levels of the following skills

	None	A little	Average	Good	Excellent
Photography					
Radio/audio production					
Video/film production					
Writing					
Story telling					
Teamwork					
Leadership					
Public Speaking					

5. Please rate the topics you got trained on based on how much you enjoyed them.

	Not at all	A little	Moderately	A lot	Highly
Media story telling					
Pre-production training					
Researching stories					
Photography					
Radio/audio production					
Video/film production					
Editing					
Presentation of work					

4. Please rate your satisfaction level for the following aspects of the workshop.

	Not at all	A little	Moderately	A lot	Highly
The curriculum and the content of the workshop					
The effectiveness of the instruction					
The condition of the residence hall					
The quality of meals provided					

7. Do you plan to apply for this workshop again in the future?

- a) Yes
- b) No



8. Are you interested in working as a production assistant or mentor for the workshop in the future?

- a) Yes
- b) No

**Open-ended questions:**

9. Which session(s) did you like the best and why?

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10. Which session(s) did you find least useful and why?

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11. What topics would you like to learn more about during the workshop?

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12. What is the most important thing that you learned? What information will be the most useful to you?

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13. How could the workshop have been improved? Please share with us any comments, ideas, or suggestions you have.

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**Thank you!**