



# Andy Harvey Indigenous Youth Media Workshop Evaluation (2012-2022)

November, 2022

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Economic Policy Institute  
Northern Arizona University

## **Acknowledgement**

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## Executive Summary

### *Methodology*

An online alumni survey was conducted from late July through the end of September 2022, targeting the participants of the Andy Harvey Indigenous Youth Media Workshop from 2010 to 2021. The focus was the alumni' profile, their satisfaction level towards the workshop, and the workshop's impact on their education and career paths, and on the Native American communities. A paper-form survey targeting the 2022 cohort, with a pre- and post-workshop survey distributed and collected on site, was focusing on evaluating the workshop and seeking improvements. Twenty-nine valid responses (20.6% valid response rate) were collected from the online alumni survey, and 22 valid paper form responses were collected from the 2022 workshop.

### *Respondents' profile*

The 22 respondents have an average age of 22.5 years old. 79% are female, and 17% are male. Except the non-affiliated, they are from six Native American tribes, including Navajo, Hopi, White Mountain Apache, Gila River, Shoshone, and Paiute. The respondents' participation years cover each of the years the workshop was operating, from 2012 to 2021, except for 2020, due to COVID. In terms of the highest level of education, 7% have some high school, and the rest 93% are all high school diploma and above. 28% have a college degree, and 7% have a graduate degree. Almost half of the respondents have participated in the workshop more than once. The primary motivation for applying for the workshop was "the opportunity to develop my media production skills".

### *Satisfaction with the workshop*

The result of the alumni survey shows positive feedback towards the workshop. 79% of the respondents state the workshop improved their overall skills in media production. 76% of the respondents expressed significant levels of satisfaction towards the workshop and 83% of them stated they would recommend it to friends and family. 79% of the respondents found the topics such as media storytelling, photography, and video/film production were highly enjoyable. Aspects such as the curriculum and the content of the workshop are rated highly by 76% of the survey respondents. More than 60% of the respondents stated their skills in storytelling (71%), teamwork (69%), writing (63%), leadership (61%), and public speaking (61%) were highly improved.

For the 2022 survey, all aspects we asked about, including the curriculum and the content, the effectiveness of the instruction, the condition of the residence hall, and the quality of meals provided received higher than 80% ratings on satisfaction levels. Topics including radio/audio production, photography, video/film production and editing received a high percentage of satisfaction. The participants showed high interest to come back and attend the workshop again. 19 of the 20 students who filled out this question answered "yes", or "yes, if I can". 71% of the students are interested in working as a production assistant or mentor for the workshop in the future.

### *Outcome and impact*

83% of the respondents believe the experience of attending the workshop influenced their decision to continue their education. Among the respondents whose work is related to media, 87% of them believe the experience of attending the workshop influenced their decision to pursue a career in such a field. 67% of the current students stated their area of study is related to the media.

Half of the respondents set their education/career goals media related. For those who work in media, they state they have a positive impact on Native American communities by telling the stories of people in tribal communities, inspiring other people in tribal communities, and inspiring other people in tribal communities to enter the field of media.

As for the 2022 workshop, all the students feel it made them understand how video stories are produced, and it provided them with overall skills in media production. Two thirds of the respondents stated that the workshop inspired them to pursue a career in journalism, broadcasting, and/or media. Participants were asked to give scores to self-evaluate their skills improvement before and after the workshop. Some of the most significantly improved skills include television studio production (increased by 262%), radio/audio production (increased by 114%) and video/film production (increased by 94%).



## 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 Southwest. Over the years, a total of 165 primarily Native American students have been trained, of which 22 returned and participated more than once. 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.

This year, the workshop was held on campus from June 19 to June 25, with 22 participants. Due to COVID-19, the workshop was paused for 2020, and had the students commute to campus in 2021. This year, we were finally able to resume a full immersion of college life experience. The students stayed in the dorms on campus in the whole duration of the workshop.

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 this survey. This is the second EPI conducting this survey. 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.

The survey contains two parts: an online alumni survey was conducted in July to September 2022, targeting the previous years' participants, and a paper-form survey targeted at this year's students. For the 2022 cohort, a pre- and post-workshop survey was collected on site to measure the effects of the workshop. Twenty-nine valid responses were collected from the online alumni survey, and \*\* valid paper form responses were collected from the 2022 workshop.

## 2. Methodology

### 2.1 Online alumni survey for 2012-2022 workshops

The online alumni survey was 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 survey is made up of 30 questions, though some were filtered according to respondents' previous answers (for example, the Impact on Individuals section questions vary depending on students' education and career paths after they attended the workshop).

The online survey has four components. *First*, participant's profile. *Second*, perception and satisfaction of the workshop. *Third*, post-workshop influences on individual's education and career path, and questions are assigned to students who have graduated high school and are in college or working. *Fourth*, the impact on tribal communities. This part focuses on how students bring the knowledge and skills they gained in the workshop back to their tribal communities, and how this inspires others in their communities.

The survey is comprised of different types of questions: Likert-type scales, which ask respondents to assess an issue or a statement on a given scale (agree-disagree, satisfied-dissatisfied, good-bad), Net Presenter 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.

The online alumni survey is attached in section 7.1.

### 2.2 Paper form survey for 2022 workshop

The paper form survey was distributed among the 22 students who attended the workshop on campus June 19 to June 25, 2022. We conducted a pre- and post- workshop survey, to examine the effects of the workshop, and if the expectations of the students were met. The pre-workshop survey is comprised of five questions, focusing on self-evaluation of the skills related to media production and personal goals and expectations for the workshop. The post-workshop survey has 13 questions, including students' evaluation of the skills they gained or improved through the workshop, the outcome and general satisfaction level, and the assessment of the workshop in terms of its structure, content, instruction, and logistics. It also has five open-ended questions for more detailed assessment of the sessions and their comments and suggestions.

The pre- and post- workshop survey is in section 7.2.

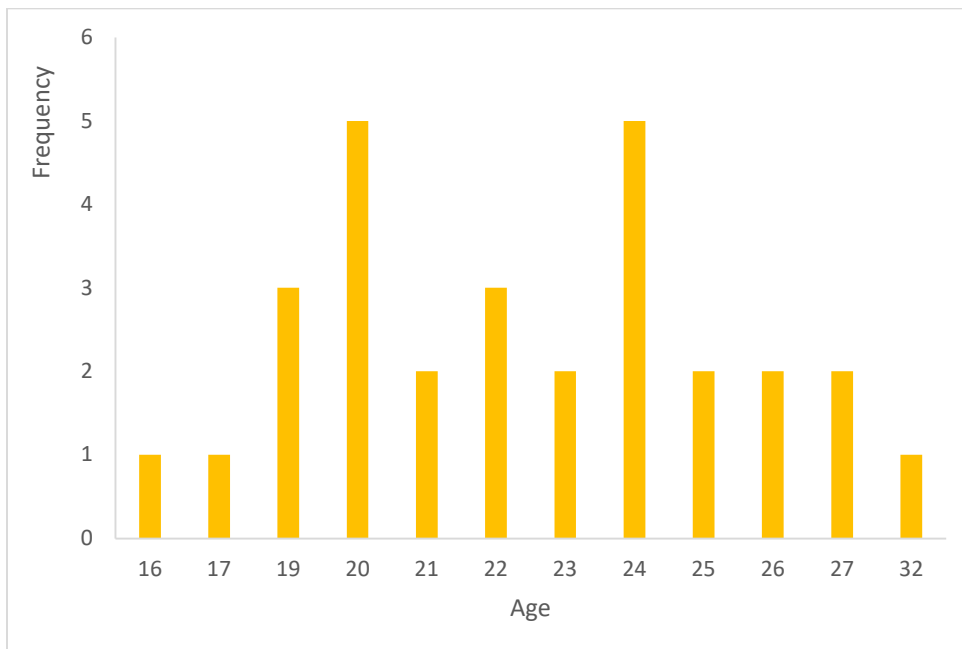
### 2.3 Data Collection Process and the sample

The Andy Harvey Indigenous Youth Media Workshop Impact Survey was available online from July 23, 2022, to September 15, 2022. Each of the alumnus/alumna was sent the survey link directly via Qualtrics using the contact information stored for administrative purposes in the NAU School of Communication database. For those whose email addresses were missing, or bounced back to Qualtrics, Kenna Baillie Hughes - student worker of the SoC, had made the contempt to contact the alumni for their up-to-date email addresses with text messages or phone calls, to the phone numbers in file. Two rounds of reminder emails were sent to those who hadn't responded after two weeks and four weeks. The SoC also promoted the survey on its Facebook page. Survey participants were offered a \$10 Amazon gift card upon the completion of the survey. Twenty-nine valid responses were collected, giving us a completion rate of 20.6% (141 emails were sent). One thing to notice though, is that the sample is non-random, so it has a non-response bias in nature. The results are based on the sample – those who are more passionate about the workshop and filled out the survey. Thus, the sample does not represent all participants of the workshop.

The paper-form survey was distributed and collected before and after the workshop, at the School of Communication. All 22 students filled out the survey, giving us a completion rate of 100%.

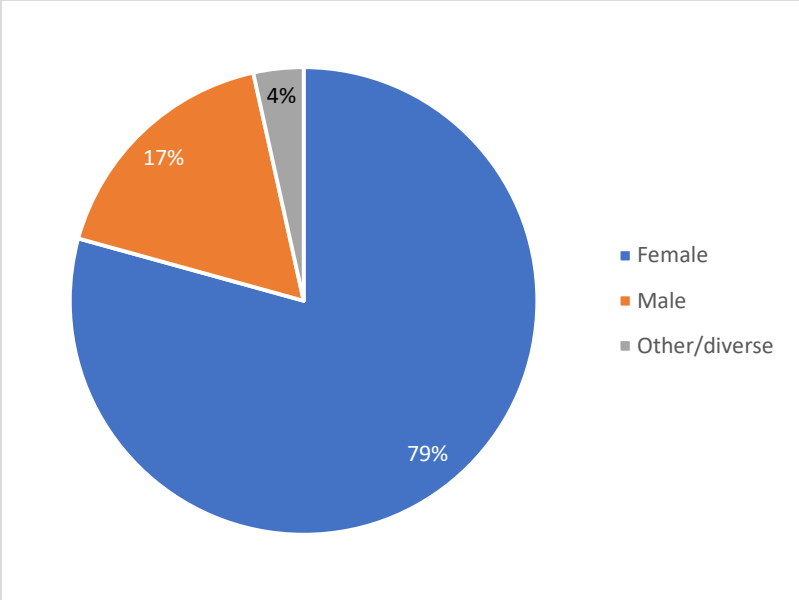
### 3. Alumni Survey - Student Profile

Figure 1 to Figure 5 identify some of the sample's main characteristics: age, gender, participation year, tribes' origin, and highest level of education. The average age of the sample is **22.5**.



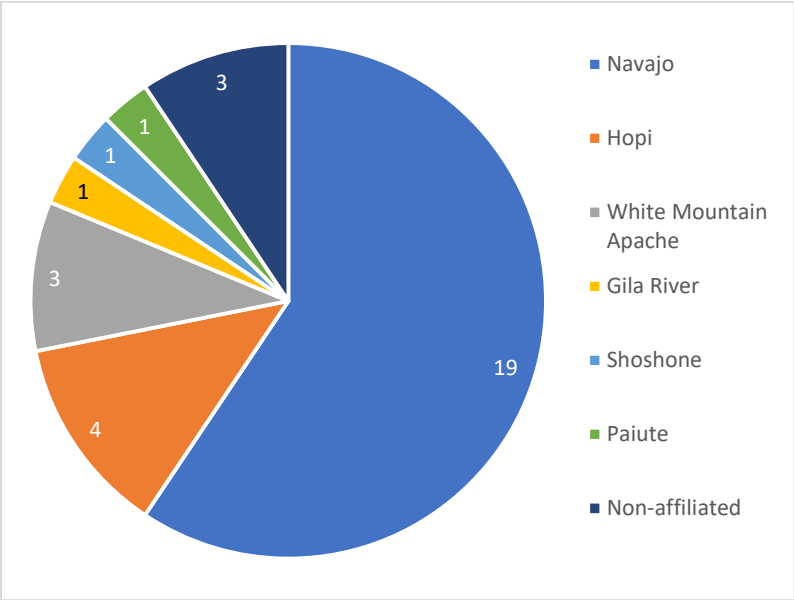
**Figure 1: Age distribution**

Data source: Andy Harvey Alumni Survey (2012-2021)  
n=29



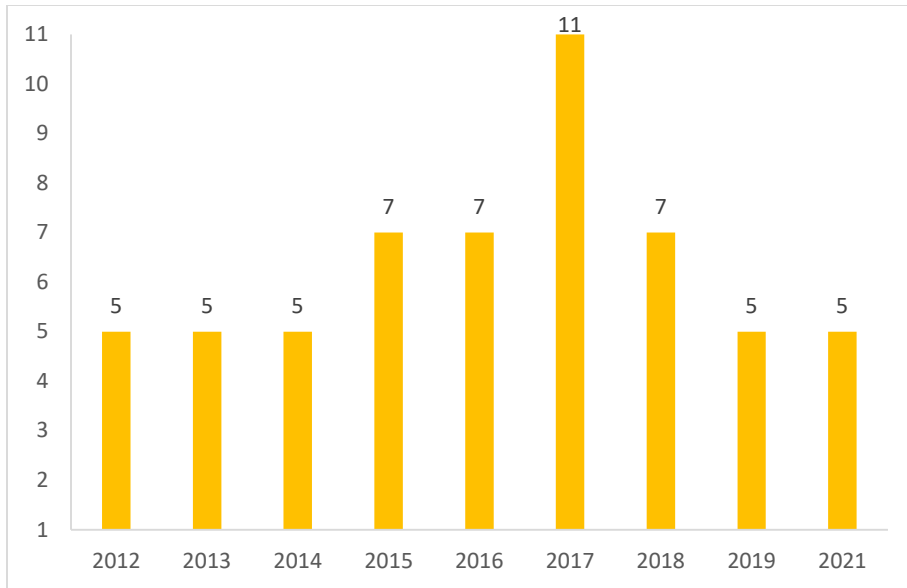
**Figure 2: Gender composition**

Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=29



**Figure 3: Tribe origin**

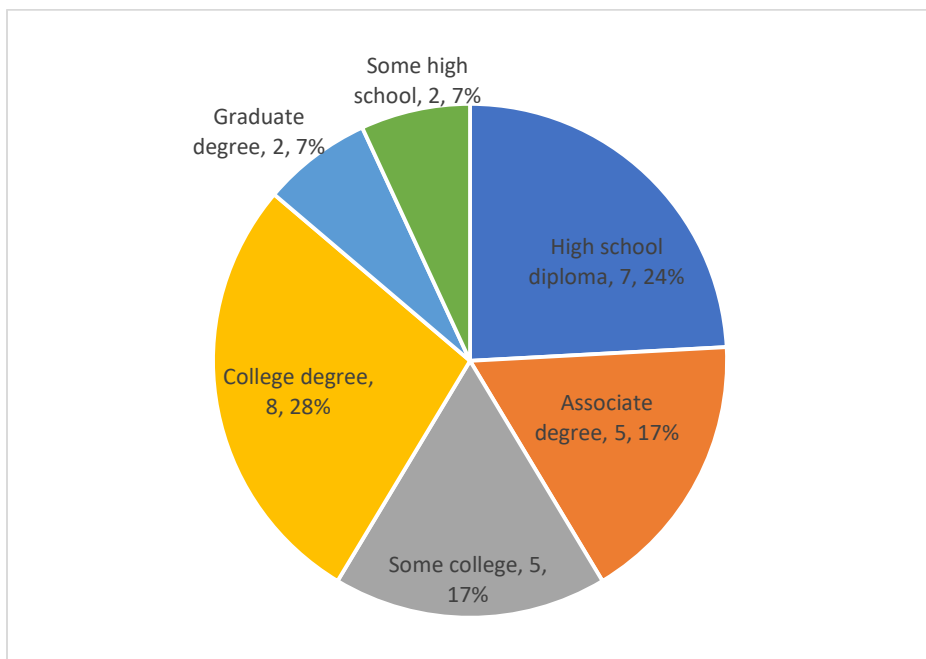
Data source: Andy Harvey Alumni Survey (2012-2021)  
 Note: n=29, in which 3 students have multiple tribe identities



**Figure 4: Number of respondents by participation year**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29

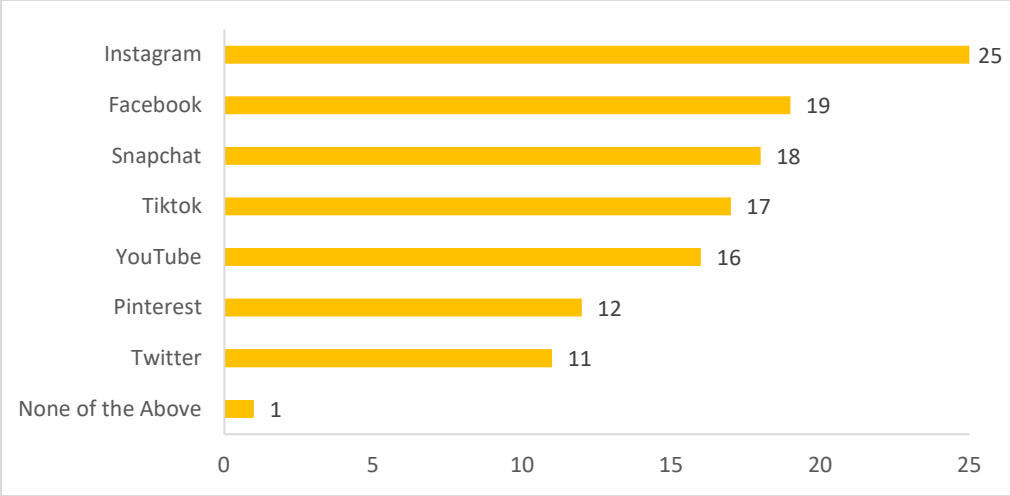


**Figure 5: Highest level of education, number and percentage of the sample**

Data source: Andy Harvey Alumni Survey (2012-2021)

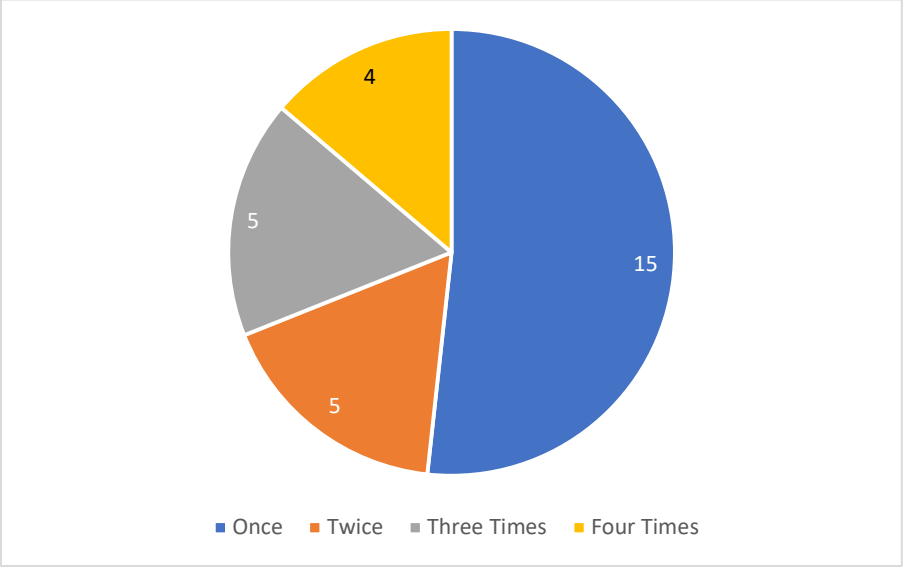
n=29

We also asked the respondents what social media platforms they use, to get an idea on where this generation of young people get information and share stories. The result is shown in Figure 6.



**Figure 6: Social media platforms the respondents use (multiple answers permitted)**

Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=29



**Figure 7: Number of respondents by times of participation**

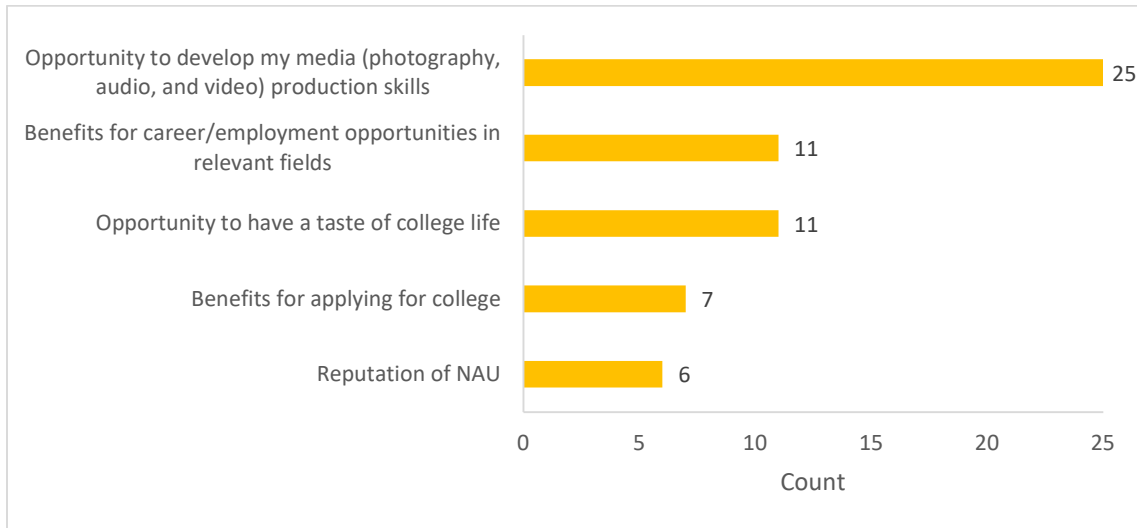
Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=29

As Figure 7 shows, out of the 29 respondents, almost half (14) have participated in the workshop more than once. When participants were asked what motivated them to apply for the workshop more than once, the responses show that they liked the various aspects of the program, enjoyed the learning process, cherished the opportunities to gain skills in media production, to be around other native youth, to establish the bond with others. The following is directly cited from their responses.

- Just the overall atmosphere of everyone and everything at the workshop and the good food among other things

- The campus was great and I learned great skills
- Overall good program
- There weren't very many film related programs happening when I was in high school. I loved having the opportunity to spend a week creating and learning about media. It was also an added bonus that I formed long lasting friendships during the short week there.
- Paul Helford's mentorship and kindness
- The people
- Community and bonds created with other students
- Making new friendships and the workshop overall was very enjoyable. It was nice to be around other native youth.
- The mentors and having hands-on experience.
- The reputation of the workshop and empowerment
- Seeing friends again
- The opportunity to learn more about mass media

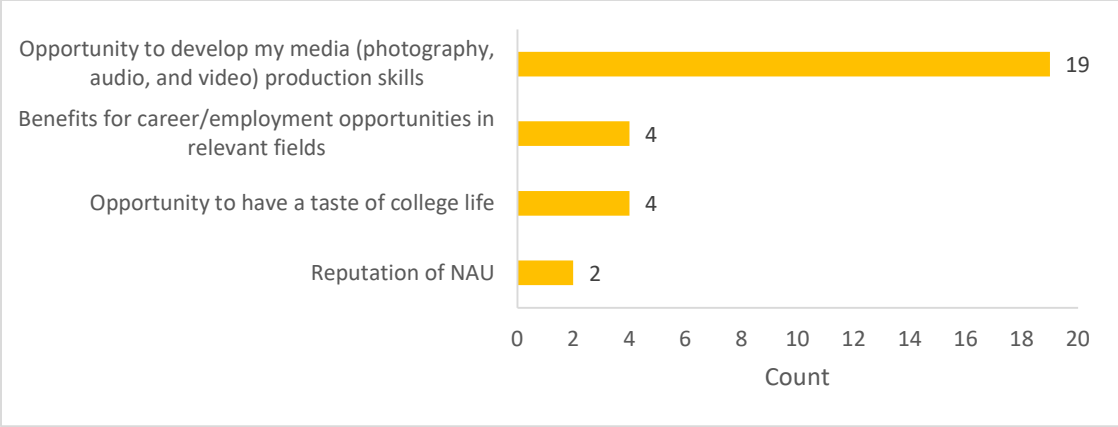
Among the motivations to apply for the workshop, “opportunity to develop my media production skills” is the most chosen one, followed by “benefits for career/employment opportunities in relevant fields” and “opportunity to have a taste of college life” (Figure 8). When asked to narrow down their selection and choose what their primary motivation for applying to the workshop was, the vast majority of participants reported that it was the “opportunity to develop my media production skills” (Figure 9). The least chosen reasons for participants to apply to the workshop were the reputation of NAU.



**Figure 8: Motivation to apply for the workshop (multiple answers permitted)**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29



**Figure 9: Primary reason to apply for the workshop**

Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=29

**4. Alumni Survey - Satisfaction with the Workshop**

To measure the overall satisfaction level towards the workshop, the survey used the Net Promoter Score (NPS). NPS is one of the most common customer experience metrics used by companies around the world. Respondents give a rating between 0 (not at all) and 10 (extremely) and, depending on their response, customers fall into one of 3 categories to establish an NPS score:

- NPS Promoters respond with a score of 9 or 10 and are typically loyal and enthusiastic customers.
- Passives respond with a score of 7 or 8. They are satisfied with your service but not happy enough to be considered promoters.
- Detractors respond with a score of 0 to 6. These are unhappy customers who are unlikely to buy from you again, and may even discourage others from buying from you.

NPS scores are measured with a single question and reported with a number from -100 to +100, a higher score is desirable. NPS is calculated by subtracting the percentage of Detractors from the percentage of Promoters.<sup>1</sup>

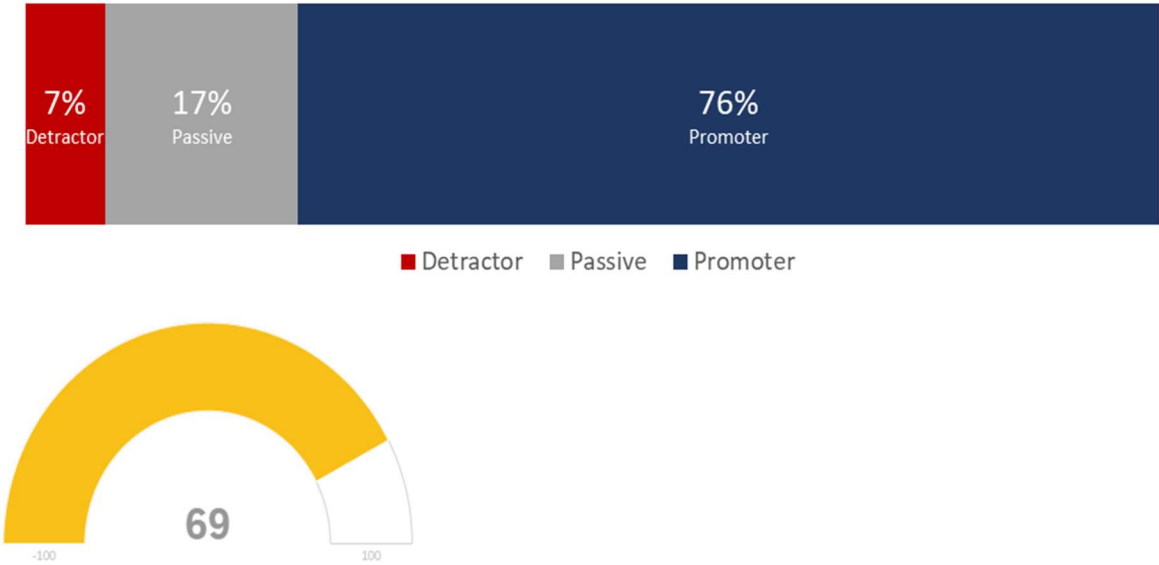
In this survey, we borrowed the concept of customer satisfaction and used the NPS type question to ask the students rate between 0 and 10. Two questions were asked: "How do you rate your overall satisfaction of the workshop?" and "How likely are you to recommend this workshop to friends or classmates?" to triangulate the answers.

For the first question, 22 responses give a score of 9 or 10, accounting for 76%; 5 responses give a score of 7 or 8, accounting for 17%; 2 responses give a score of 0 to 6, accounting for 6.9%; the NPS is 69 (Figure 10). For the second question, 24 responses give a score of 9 or 10, accounting for 83%; 4 responses give a score of 7 or 8, accounting for 14%; 1 response gives a score of 0 to 6, accounting for

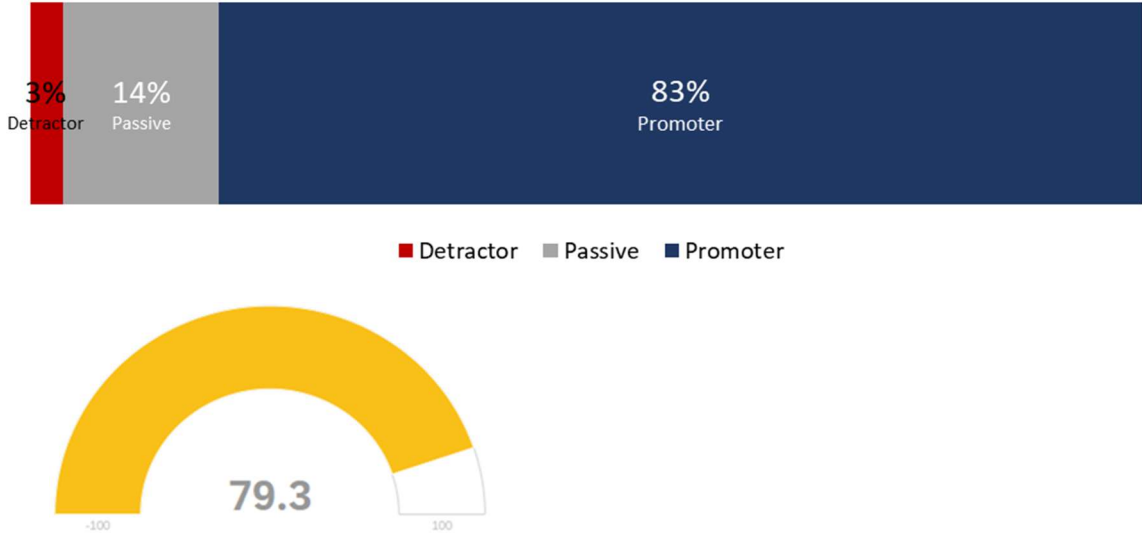
<sup>1</sup> Source: Qualtrics.com.



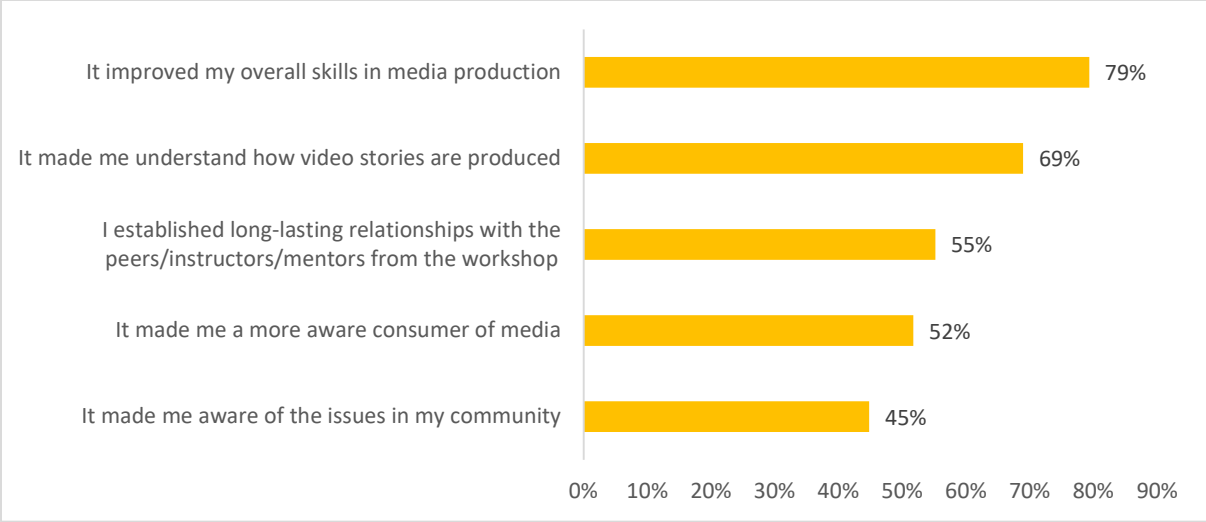
7%; the NPS is 79.3 (Figure 11). Based on the results, most respondents expressed significant levels of satisfaction towards the workshop and would like to recommend it to friends and family.



**Figure 10: NPS of overall Satisfaction level**  
Data source: Andy Harvey Alumni Survey (2012-2021)  
n=29



**Figure 11: NPS of the likelihood to recommend the workshop to friends or classmates**  
Data source: Andy Harvey Alumni Survey (2012-2021)  
n=29

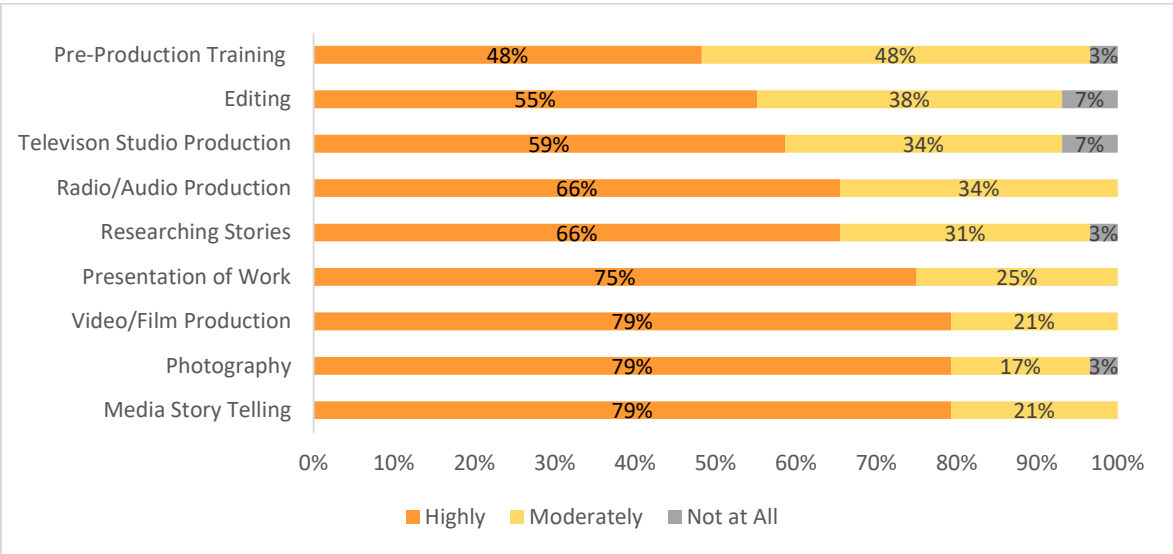


**Figure 12: Outcome of the workshop to individuals (multiple answers permitted)**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29

Participants were asked to indicate the outcome they get from the workshop. As Figure 12 shows, the strongest outcome is “it improved my overall skills in media production” as 79% of the respondents stated so, followed by “it made me understand how video stories are produced” (69%). “I established long-lasting relationships with the peers/instructors/mentors from the workshop”, “it made me a more aware consumer of media”, and “it made me aware of the issues in my community” also get high vote (55%, 52%, and 45% respectively).

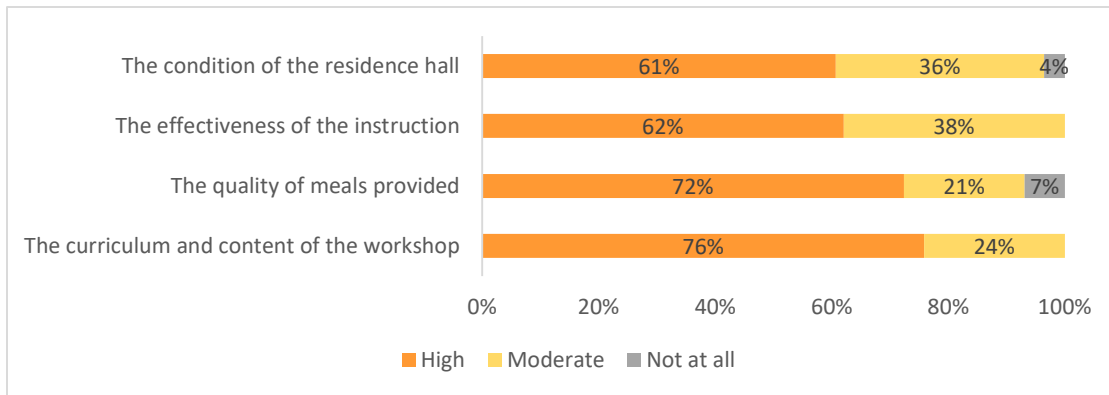


**Figure 13: Level of enjoyment on topics students were trained in**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29

Not only were respondents asked to record their satisfaction with the workshop in general, but also in relation to several specific topics and aspects of the workshop. As Figure 13 shows, the majority of the survey participants found it highly enjoyable with the training in **media story telling (79%), photography (79%), video/film production (79%), and presentation of work (75%)**; a high percentage of survey participants found it highly enjoyable with **researching stories (66%), and radio/audio production (66%)**; and a relatively high percentage of survey participants found it highly enjoyable with television studio production (59%) and editing (55%). Pre-production training has a little under half (48%) respondents rated it as highly. Only a very small portion of respondents stated that they had not found pre-production training, photography, editing, and television studio production enjoyable, accounting for 3%, 3%, 7%, and 7% respectively.

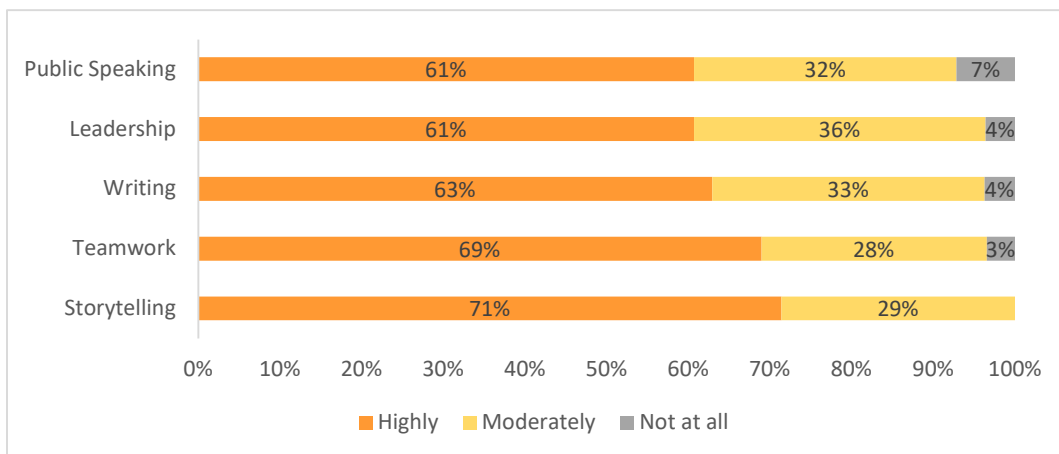


**Figure 14. Satisfaction with specific aspects of the workshop**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29

In terms of the satisfaction with the various aspects of the workshop (Figure 14), **the curriculum and the content of the workshop (76%) and the quality of meals provided (72%)** and are rated highly by a high percentage of the survey participants. **The effectiveness of the instruction and the condition of the residence hall** are rated highly by 62% and 61% of the respondents respectively.



**Figure 15. Level of improvement as a result of participation in the workshop**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=29

When asked the improvement of various skills by participating in the workshop, more than sixty percent of the respondents stated their skills in storytelling (71%), teamwork (69%), writing (63%), leadership (61%), and public speaking (61%) were highly improved. Meanwhile, 3% stated their skills in teamwork, 4% stated their skills in writing and leadership, and 7% stated their skills in public speaking were not improved (Figure 15).

In addition to assessing their general satisfaction level, the specific topics and aspects of the workshop, and the improvement in skills, participants were asked to respond to an open-ended question by suggesting improvements for the workshop. Suggestions include extending the time to two weeks, new presenters, a diverse learning experience for individuals, especially for returning students. Following is the direct citation of the answers. Following is the direct quote from the survey.

- The workshop was wonderful, educational, growing experience. I have no comments for it to be improved other than keeping up with the technology used today so the process is not outdated
- I believe there is a need for better planning with regards to teaching the class how to work with media. Meaning the PowerPoint presentations need to be done at least a month before the workshop begins. This would allow better time for planning and improvements to lesson plans.
- I can't really say anymore, but I have definitely seen improvements from the first year to now.
- It was the perfect balance of activities and free time, the workers for the workshop were awesome as well.
- Honestly, I really enjoyed the workshop and I don't really have any ideas for improvement.
- Nothing it's actually really great!!!
- More time to spend with others
- More time in workshop
- Take more time planning out the lessons and creating meaningful PowerPoint presentations. Also, I think we should reach out to new guest presenters. I want to learn about the freelance journalists and what they are doing to tell the stories of their communities.
- Our final broadcast was outside at the NAU campus, I think it would've been better if the broadcast was inside.
- Getting students to speak on behalf of their goals, ambitions, ideas, and understanding their team effort is worth putting into the projects produced.
- 2 weeks
- more ice breaker/ connections with the students and establishing more concrete relationships better.
- Similar itinerary, I wish there had been something different for the people who returned. It may have changed though.
- The year I attended it was more of a slideshow of photos with a voice recording over. I would hope other workshops kids get to make actual videos. I wanted to go because of how my sister experiences were and mine wasn't the same. Nevertheless I enjoyed my workshop.

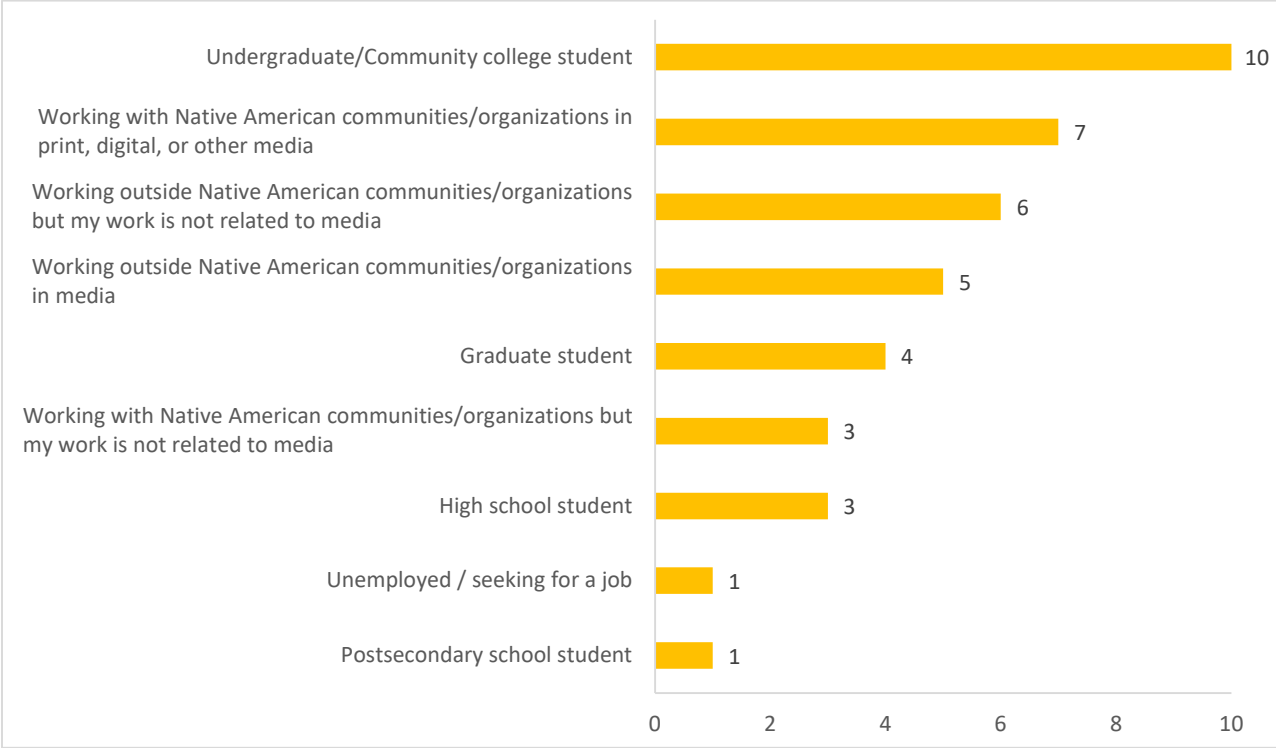
## 5. Alumni Survey - Post-workshop Impact

### 5.1 Impact on Individuals

This section presents evidence for some of the ways in which the workshop had shaped the students' future paths by opening their horizon and allowing them to acquire and enhance a range of competences and skills.

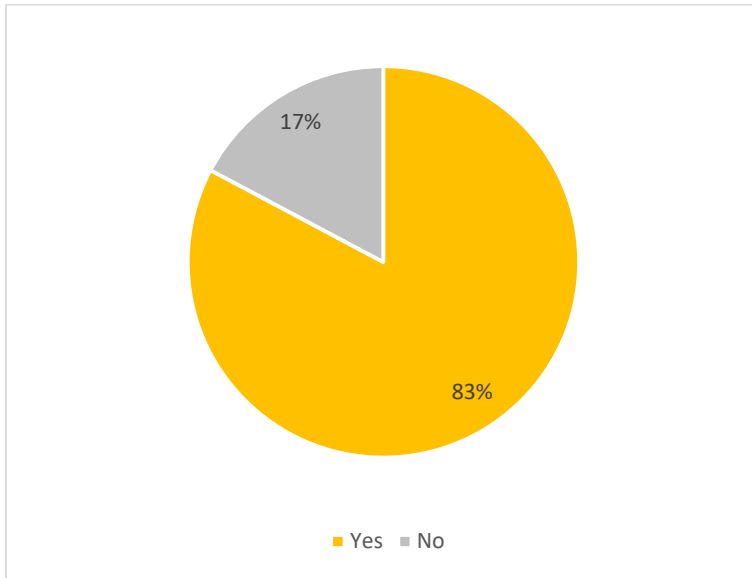
To have a better understanding on how the workshop had impacted the participants in their education and career path, the respondents were grouped by their current status (Figure 16), then each group was brought tailored questions according to their status. Among the 28 respondents, 10 are currently undergraduate students, and four are graduate students. For undergraduate students, the universities/colleges attended include Glendale Community College, Northern Arizona University (NAU), University of Arizona (UoA), Arizona State University (ASU), Ball State University, and Dine College. For graduate student, the universities/colleges attended include NAU, UoA, ASU, and Fort Lewis College.

Seven respondents are working with Native American communities or organizations in print, digital, or other media, and five are working outside Native American communities or organization in media. Six respondents are working with Native American communities or organizations, but their work is not related to media.



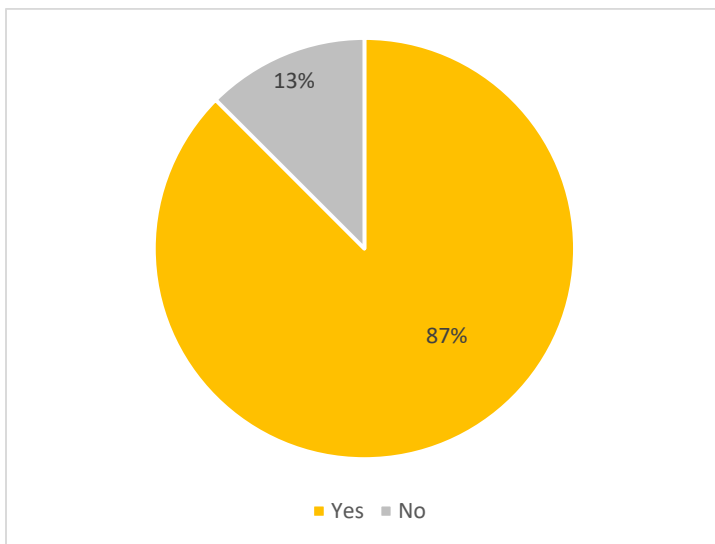
**Figure 16. Current Status of the Respondents (multiple answers permitted)**

Data source: Andy Harvey Alumni Survey 2022  
n=28



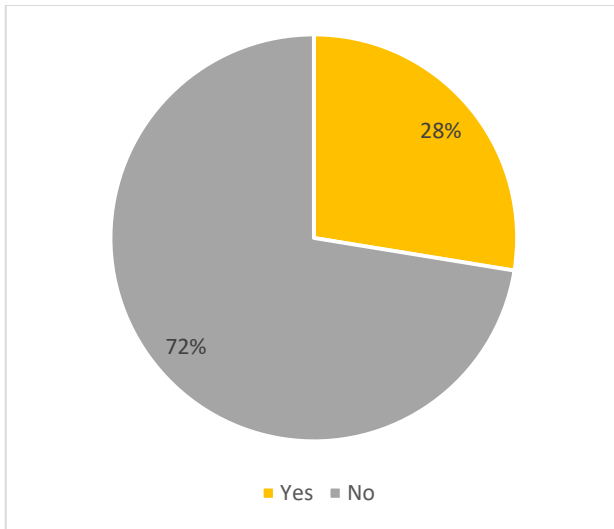
**Figure 17: Whether the experience of attending the workshop influenced the respondents' decision to continue their education**

Data source: Andy Harvey Alumni Survey (2012-2021)  
n=29



**Figure 18. Whether the experience of attending the workshop influenced the respondents' decision to pursue a career in journalism, broadcasting, and/or media**

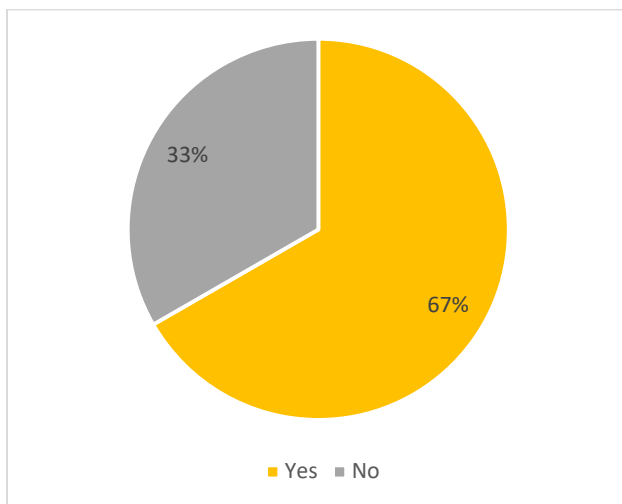
(Filtered for people who are working, and their work is in media)  
Data source: Andy Harvey Alumni Survey (2012-2021)  
n=8



**Figure 19: Whether the student became a workshop mentor and/or production assistant after attending the workshop as a student**

Data source: Andy Harvey Alumni Survey (2012-2021)  
n=29

Among the respondents, 83% of them believe the experience of attending the workshop influenced their decision to continue their education (Figure 17). Among the respondents whose work is related to media, 87% of them believe the experience of attending the workshop influenced their decision to pursue a career in such a field (Figure 18). In fact, 28% of the respondents worked as a workshop mentor and/or production assistant after they attended the workshop as a student (Figure 19).

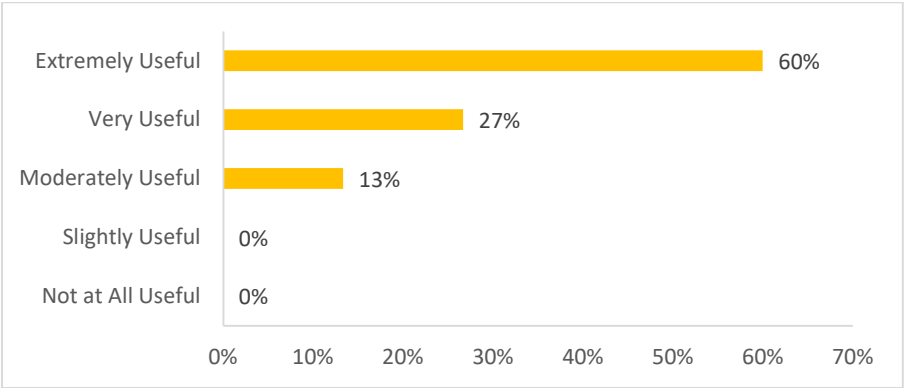


**Figure 20: Whether the respondents' area of study is related to media**

(Filtered to target the respondents who are students)

Data source: Andy Harvey Alumni Survey (2012-2021)  
n=15

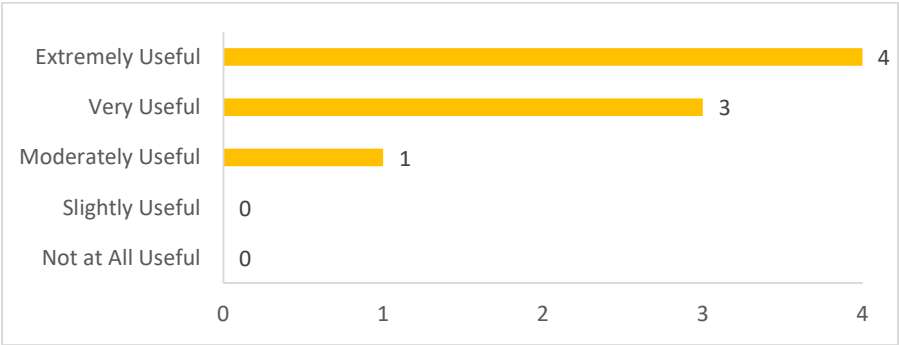
The respondents who are students were asked specific questions on their coursework. **67%** of the current students stated their area of study is related to media (Figure 20).



**Figure 21: The usefulness of the knowledge and skills gained from the workshop for respondents’ coursework**

(Filtered for respondents who are students)  
 Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=15

Among the 15 student respondents, 60% of them stated that the knowledge and skills gained from the workshop is extremely useful for respondents’ coursework and 27% stated they are very useful (Figure 21).

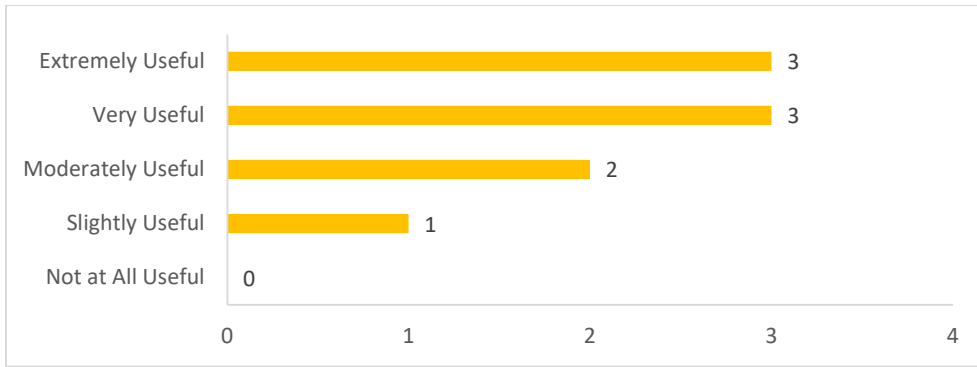


**Figure 22: The usefulness of the knowledge and skills gained from the workshop for respondents’ work**  
 (Filtered for people who are working, and their work is in media)

Data source: Andy Harvey Alumni Survey (2012-2021)  
 n=8

Out of the eight respondents who are working with or outside the Native American communities/organizations, and their work is in the field of print, digital, or other media, four stated the knowledge and skills they gained from the workshop are extremely useful for their work, while three stated they are very useful, and one stated moderately useful (Figure 22).



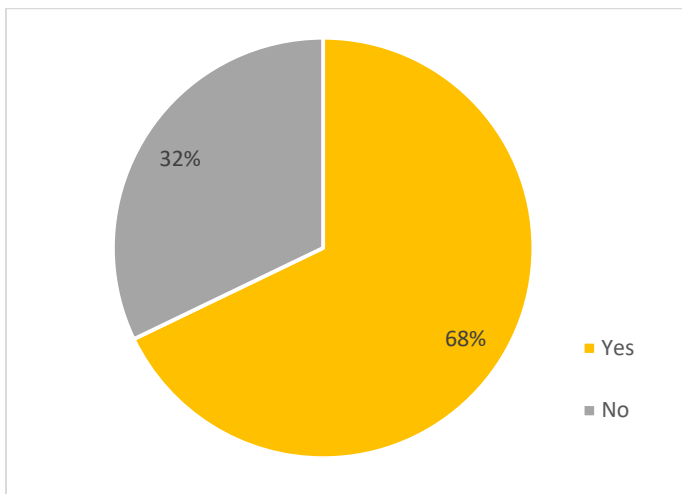


**Figure 23: The usefulness of the knowledge and skills gained from the workshop for respondents' work (Filtered for people who are working, and their work is not in media)**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=9

For the nine respondents who are working but their work is not in media, six of them state the knowledge and skills they gained from the workshop are extremely useful or very useful for their work (Figure 23).



**Figure 24: Whether interested in learning about media internship/career opportunities**

Data source: Andy Harvey Alumni Survey (2012-2021)

n=28

In order to understand the participants' education/career goals and how much they are related to media production, we asked this open-ended question in the survey. The most mentioned answers are media related – in the 24 valid answers that clearly mentioned their goals, 12 stated their media related education and career goals. Other answers include teacher, social worker, vet, designer, lawyer, professor, or working in the fields of public relations, health, and computer science. When asked if they are interested in learning about media internship/career opportunities, 68% of the respondents gave

positive answers (Figure 24), which shows consistency with a big proportion of the respondents set media related career as their goals. The direct quotes of the future goals are as follows.

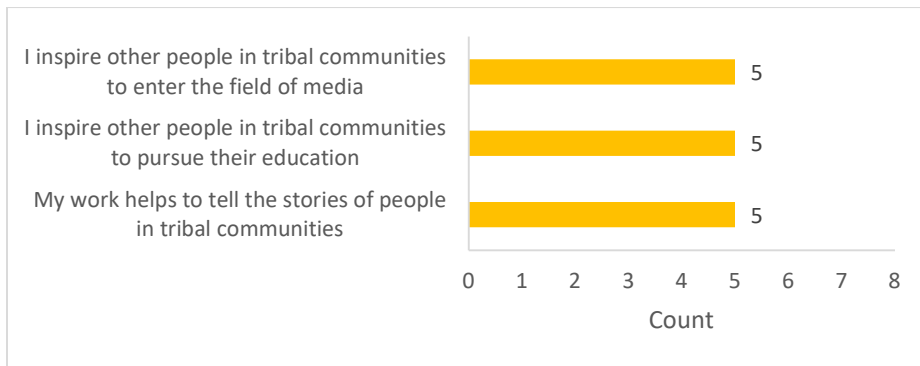
- **Working in radio, audio engineering, with songwriting/music, and anything along those lines really**
- Bachelor's degree
- Social work
- Higher Education
- **I strive to continue doing that work that I am currently doing and also by giving back to teach others how to break into the entertainment industry in the categories of Film, Fashion, and Music**
- Receive my bachelor's degree and get my career started
- **Become a graphic designer and be able to open my own design firm on the reservation to help local native owned businesses tell their stories**
- **Film director/ music video director**
- Lawyer maybe entertainment lawyer for native artists and actors
- vet school
- **Film industry**
- **Being able to apply what I learned in the media field**
- **I want to become a social worker. But I am minoring in photojournalism and hope to help my community and tell the stories of my people for my people**
- **Photographer**
- Work in the Public Relations field
- Just to be the best version of myself in my skills and career
- I just graduated from the University of Arizona. I completed an internship with my tribe and am hoping to be hired full time with my tribe working in behavioral health.
- **Working as an established Director of Photography, Writer, Producer, and Director. With an addition of a professional photographer.**
- **Social Media Marketing**
- My education goal is to get my degree in computer science and work as a programmer.
- **To have a solid career in media and journalism**
- educational goal is to get eventually get my PhD or Juris Doctorates. and career goals are to become a lawyer or professor.
- **To continue what I do and work in media**
- Elementary teacher

## 5.2 Impact on Communities

We investigated the respondents who work with Native American communities/organizations, and whose work is related to media. The list of Native American communities/organizations in print, digital, or other media include Navajo Nation, National Indian Youth Leadership Project (NIYLP), Urban Native Era, Navajo Times, Reclaiming America's Communities through Empowerment, ICT (formerly Indian Country Today), and Meadow People Films Production. There is also one student who is a freelance photographer, freelance videographer, freelance second camera Assistant and photography assistant. Other Native American communities/organizations the respondents worked with include Native

American Student Affairs at the University of Arizona, White Mountain Apache Behavioral Health Services, Uplift charity, and Snowflake Unified School District.

We asked the respondents who work with and outside Native American communities/organizations **in media** to evaluate in which ways their work in media have impact on Native American communities. Of the six respondents who selected the pre-designed options, five stated they inspire other people in tribal communities to enter the field of media, five stated they inspire other people in tribal communities to pursue their education, and five stated their work helps to tell the stories of people in tribal communities, (Figure 25). Other two respondents specified the impact they bring to Native American communities include small projects, and inspiring off reservation native students to pursue their education.



**Figure 25: Impact the respondents' work in media has on Native American communities**

(Filtered for those who work in media with Native American communities/organizations, multiple answer permitted)

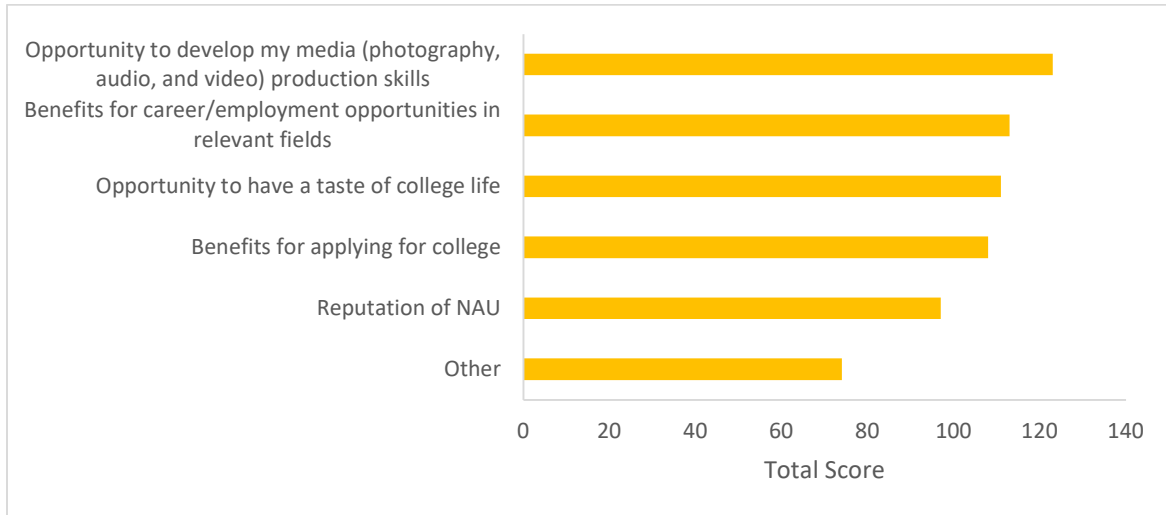
Data source: Andy Harvey Alumni Survey (2012-2021)

n=6

## 6. Survey result for the 2022 workshop

### 6.1 pre-and post-workshop survey

As mentioned in the method section, we conducted a survey in paper form targeting the 2022 workshop participants. Among the 22 students, **three** of them attended the workshop in 2021, and the other 19 attended the workshop for the first time.



**Figure 26: Ranking of the motivations for applying for the workshop**

Data source: Andy Harvey 2022 Workshop Survey  
n=22

We asked the students to rank their motivations to apply for the workshop, and then assigned 1 to 6 for those motivations when doing the analysis. For those who just checked the motivations but not gave a ranking, we give one to each of the motivations being checked. The higher score, the higher its ranking in the student’s mind (Figure 26).

The aggregated result of the ranking is: (1) Opportunity to develop my media production skills, (2) benefit for career/employment opportunities in relevant fields, (3) opportunity to have a taste of college life, (4) benefit for applying for college, (5) reputation of NAU, and (6) other. Other motivations mentioned include “expanding my horizons, try something new”, “my film teacher at my internship recommended it to me”, “AWC professor, Dr. Riek”, and “from college professor, Ellen Riek”. These results are consistent with that we got from the alumni survey.



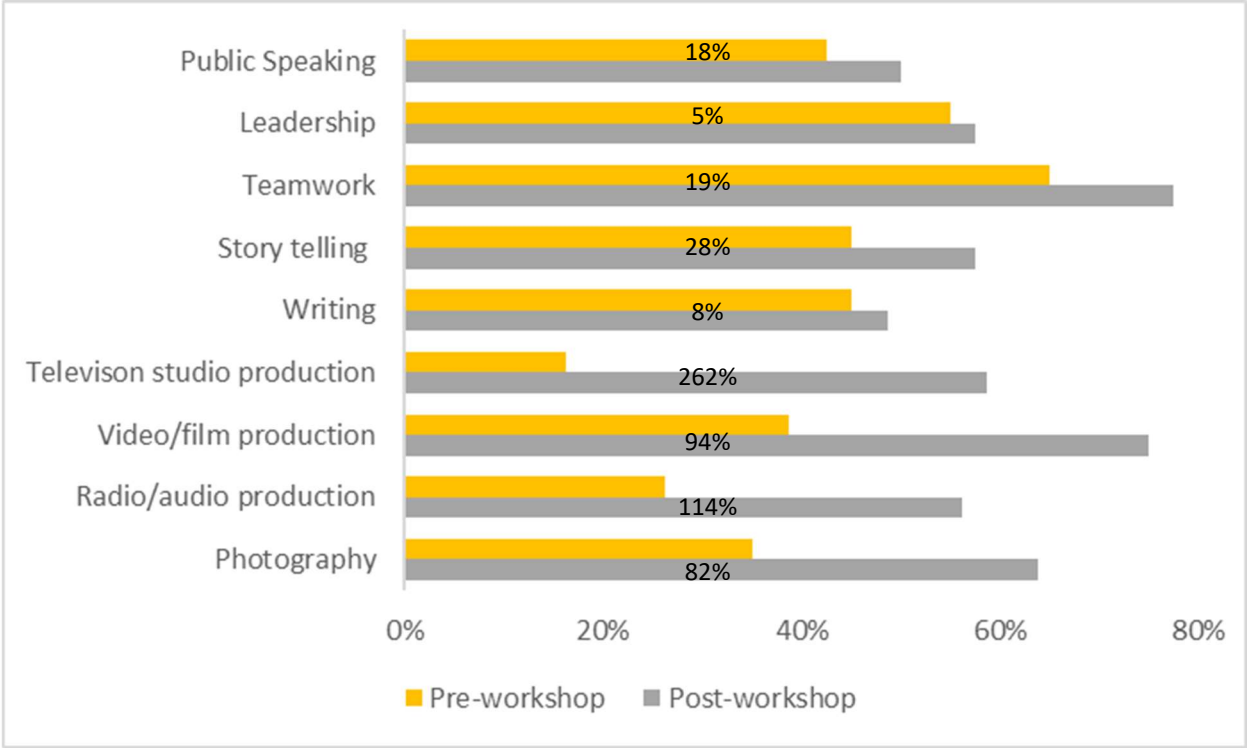
**Figure 27: The outcome of the workshop (multiple answers permitted)**

Data source: Andy Harvey 2022 Workshop Survey

n=21

The outcome of the workshop was very fruitful (Figure 27). All the students feel it made them understand how video stories are produced, and it provided them overall skills in media production. Two thirds of the respondents stated that the workshop inspired them to pursue a career in journalism, broadcasting, and/or media.

In the survey, we asked students to evaluate their knowledge/experience levels on the various skills that are related to media production. They gave a score from 1 to 5 to each of the skills representing none, a little, average, good, and excellent. We then aggregate the students' self-evaluation score for each skill and compared the before and the after results. As Figure 28 shows, all the skills have seen an increase. The numbers on the side represent the percentage of the score change. **Television studio production** skill level has the biggest increase (262%), followed by **radio/audio production** (114%) and **video/film production** (94%).

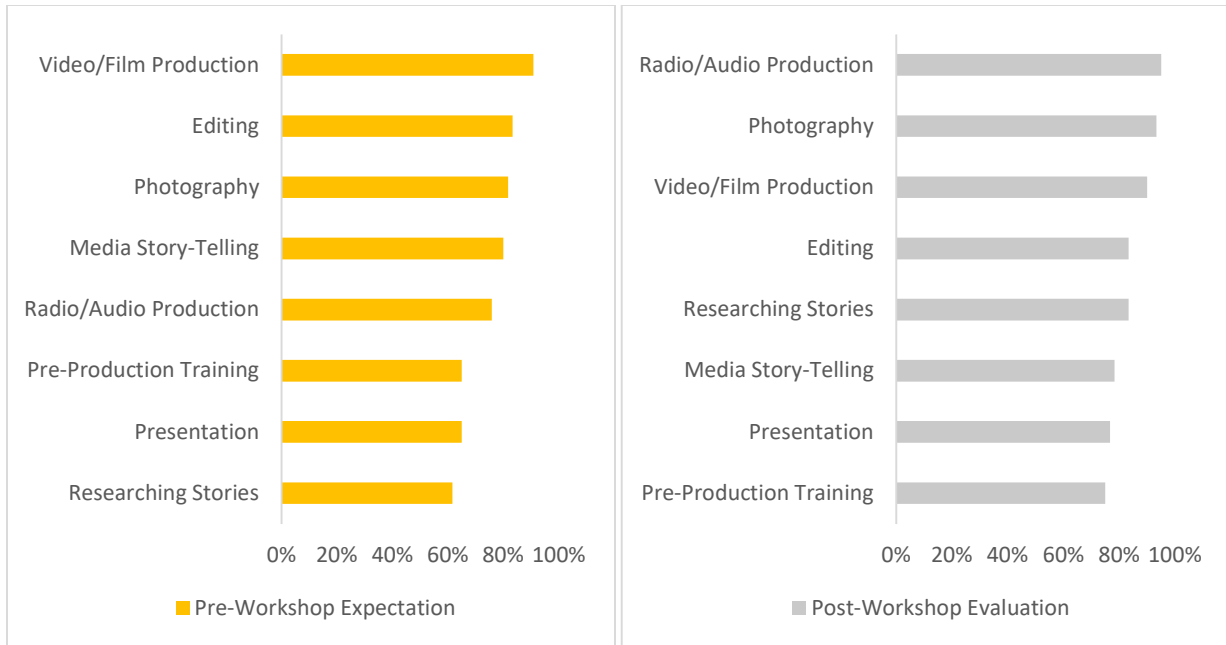


**Figure 28: Students’ evaluation of skill levels changes before and after the workshop**

Data source: Andy Harvey 2022 Workshop Survey  
 n=22

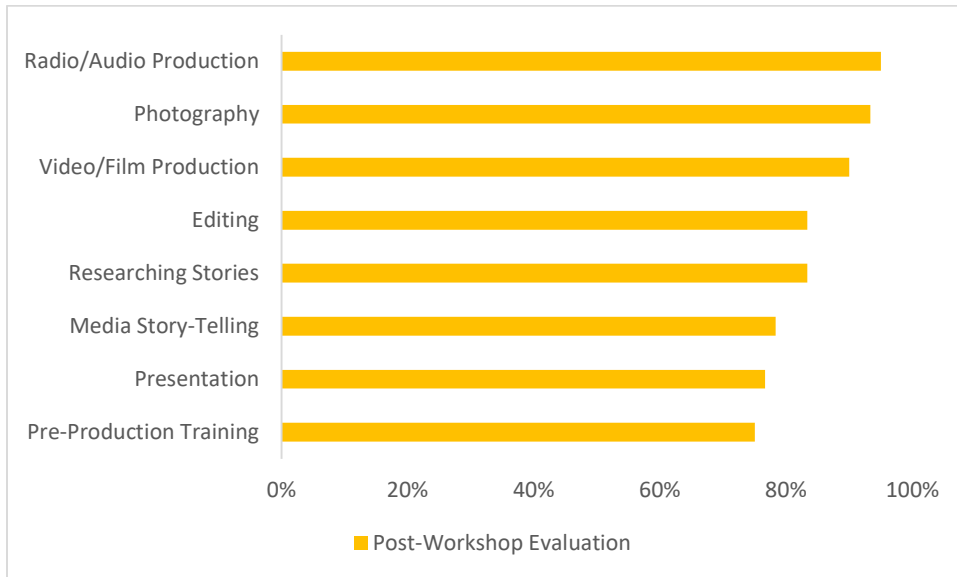
We asked the students to rank their goals on improving the media production related topics before the workshop and give a score on their satisfaction level on those topics after the workshop. We then standardized the ranking/scores for each topic, with the highest ranked/scored topic as 100%, to see if those goals by priority are consistent with students’ satisfaction levels.

As Figure 29 shows, improving video/film production skill was the students’ priority goal and it was ranked number three in the post-workshop satisfactory evaluation. Editing skill was highly pursued (ranked no.2) before the workshop but ranked the fourth position in terms of how students enjoyed it. Photography was a little bit over expectation. Radio/audio production wasn’t expected highly but ranked number one after the workshop. Researching stories was the lowest expected before the workshop but jumped three positions after.



**Figure 29: Ranking of pre-workshop goals and post-workshop satisfactions on media production related topics**

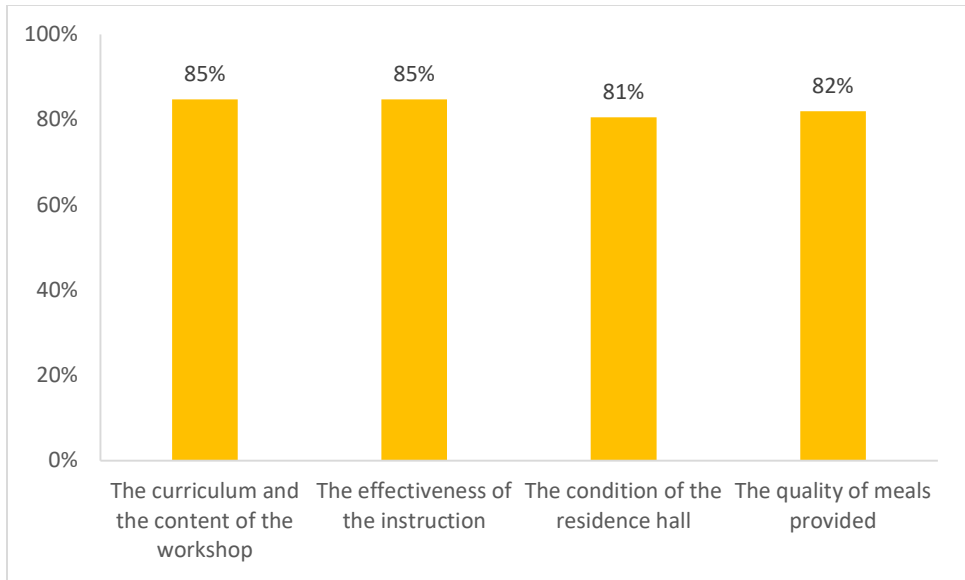
Data source: Andy Harvey 2022 Workshop Survey  
n=15



**Figure 30: Level of enjoyment on topics students were trained in**

Data source: Andy Harvey 2022 Workshop Survey  
n=20

For the 2022 cohort student, radio/audio production, photography, video/film production, and editing are the top four most enjoyable topics they got trained in (Figure 30).



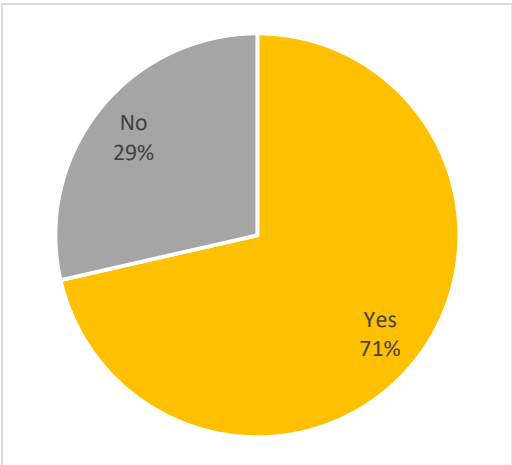
**Figure 31: Students’ satisfaction levels on certain aspects of the workshop**

Data source: Andy Harvey 2022 Workshop Survey  
 n=21

When participants were asked to rate certain aspects of the workshop, all four being evaluated, i.e., the curriculum and the content, the effectiveness of the instruction, the condition of the residence hall, and the quality of meals provided received higher than 80% on satisfaction levels (Figure 31).

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

When asked if they are interested in working as a production assistant or mentor for the workshop in the future. Among the 21 respondents, 15 (accounting for 71%) gave a positive answer (Figure 32).



**Figure 32: Whether the students are interested in working as a production assistant or mentor for the workshop in the future**

Data source: Andy Harvey 2022 Workshop Survey  
 n=21



Regarding the rating of the condition of the dorm, and the food/meals provided during the workshop, both items got 7.9 out of 10.

The comments for the condition of dorm include “Very stiff beds”, “Very fun!”, “No A/C, it was hot”, “Very hot sometimes”, “No airflow”, “Hot”, “Very simple and clean”, “Weirdly placed outlets/showers aren't very convenient”, “Restroom had mold and rooms were hot”, “Welcoming/Entertaining”, “Smell”, “Very nice”, “Only thing is, it's very hot”, “The installation/dorm got warm”, “Hot temperature”, “No airflow, uber hot at night”, “Very good”, and “Very funny”.

The comments for the food/meals provided during the workshop include “I got uncooked chicken”, “Great”, “It was ok”, “Cafeteria food, so...”, “Good”, “Food tastes really good”, “Pretty average. Food a bit soggy sometimes”, “Some were dry”, “Filling”, “Repetitive”, “Very good”, “It was kinda doo-doo”, “No comment”, “Overall, super good”, “Yummy”, and “Cook the chicken a bit more”.

## 6.2 Open-ended questions

Compared to the online survey, the in-person paper-form post-workshop survey includes more open-ended questions. These questions allowed respondents to explain their responses and point to issues that they thought were relevant but were not explicitly addressed by the questions. While open-ended questions require more efforts 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? Among the answers recorded, editing, filming on the field, interviewing, news broadcasting, were the most frequent responses. The answers are quoted below.

- I liked the field day because it was the one that kept me in focus.
- Editing- because it gives you creative control, and you make what you want out of what you have.
- Editing because I grew up love editing videos.
- I liked filmed on the field and getting control of the audio for the production in the mic.
- I enjoyed the editing day the most, as I found it the most interesting.
- Video course I had fun
- Interviewing, talking, & filming
- Photography session & news broadcast session
- I enjoyed the post production of the pieces.
- The session I liked the best was being out there and interviewing a person and collecting footage.
- Working on my shots and framing
- Getting to know people and hang out with them
- I liked the news broadcast session because it made me gain more experience behind the camera.
- Editing it allowed me to make my own decisions that my team liked
- When we learned about radio production
- The audio control room

- Interviews & TV production because it was a lot of fun
- When we interviewed our interviewee, Mike C, it was cool hearing history second hand and hearing his experiences
- I liked editing because the finished product is what motivated me to finish.
- All of them

Which session(s) did you find least useful and why? The first amendment class was mentioned twice. Also mentioned included the lecturing, restroom breaks, the gimble lesson, and the false news section. Direct quotes are as following:

- I found pre-production least useful because I don't do a lot of planning until I'm off there
- Every skill we learned is very useful
- None, I found everything interesting and useful
- It was all good and useful
- None, all were relevant
- TV shows
- None
- Most likely some of the games we played
- Script writing and editing
- None, they all were important for what we were learning
- The news broadcast but that's because I don't plan to go into it
- I can't think of anything. Everything was interesting to me
- I didn't find anything session least useful, because why would they teach us something for it to not be useful you know?

What topics would you like to learn more about during the workshop? Editing is the most mentioned. Radio production, podcasting, photography, and studio work are also some of the answers. The answers from the survey are as following:

- How to edit better and to least Jumpcuts
- Sound and lighting
- Video clips in a good order
- I would like to learn more about the TV production part of the workshop
- I would want more photography
- Editing
- Photography + TV production
- I would have liked more about the technological aspect during the workshop
- More photography
- Film schools and college
- Editing and writing, I need more experience
- I would like to learn more about radio
- Editing and script
- Documentary production and process
- Audio engineering
- Editing

- Radio type stuff. Being on the radio was super cool
- Adding sound effects to editing
- Editing

What is the most important thing that you learned? What information will be the most useful to you? Besides some practical skills such as working a camera, editing, interviewing, and storytelling, we are happy to see some students learning about their passion.

- I learned how to adapt to what is happening out on the field and not over plan ahead
- Software. Because I have been using a lot of different ones over the years, and I really like Adobe
- Audio levels
- The whole program was great, and I learned a lot from all the sessions
- How to take good pictures/videos is the more important and useful
- Videoing and editing
- Editing
- Audio + TV production
- The most useful information that I learned was learning about the editing and compiling files together
- The most important thing I learned was more about the native focus, reporting and editing
- I thought of how teamwork is the most important
- Making acquaintances with people and having fun when you work
- I learned how to properly interview someone, and it would be very useful for future interviews
- Editing. It is useful to me for personal reasons
- Editing and sound and it was the thing I found the most useful
- Probably learning how to film and edit
- How to take pictures and different ways to take them
- The main rules of filming/photography, rule of thirds, stuff like that, that will come in handy later every time I use camera
- Editing
- Being one with the community

How could the workshop have been improved? Please share with us any comments, ideas, or suggestions you have. A couple of students mentioned staying in the dorm would give them better experience. Hopefully next year the situation will allow us to do that. Some students mentioned more projects and more practicing. Those are good suggestions, and we will definitely integrate them into our future workshops.

- Maybe more hands-on work and shorter presentation
- Next year I think we should do more social justice stories, because there is a lot to talk about
- Better demonstration of how to edit
- The workshop was great as it is
- Only better food 😊
- Is pretty good
- None maybe? Could've been longer

- This workshop can use more communication. I got lost the first day
- I think everything was perfect!
- More mentors, organization, participation to students
- No improvements (probably the food) LOL
- More time to do things or more days 😊
- This workshop doesn't really have anywhere to improve. Mentors, students, teachers, etc., everyone was super cool and nice, super deal with the program
- Nothing, I am very satisfied with what/how this went 😊
- Tell us beforehand about food/drinks and tell us to bring money

## 7. Attachments

### 7.1 The online alumni survey questions (2012-2020)

#### Andy Harvey Workshop Alumni Survey

Q1 Hello! You can help us and receive a \$10 Amazon gift card for completing this eight-minute survey about the Andy Harvey Indigenous Youth Media Workshop (previously known as the Andy Harvey Broadcast Journalism Workshop). We want to know how you feel about the workshop, and what impact it has had on your personal development and your community. Your input is very valuable to us. To show our gratitude, we will send you an Amazon gift card for \$10 through email when you submit your survey.

This is an annual survey. **If you took this survey last year, please take it again. It is very important for the continuation of this workshop, that we have annual updated information.**

Q2 Did you attend the Andy Harvey Indigenous Youth Media Workshop (previously known as the Andy Harvey Broadcast Journalism Workshop) before (any year from 2012 to 2021)?

Yes

No

Q3 What is your name?

---

Q4 Please provide your best contact information (phone and email). Please make sure you enter this information correctly. We will send the Amazon gift card to your phone or email.

---

Q5 What is your age?

---

Q6 What is your gender?

- Male
- Female
- Other/diverse
- Prefer not to say

Q7 What Indigenous nation are you from?

---

Q8 What year did you attend the workshop as a student? (Select all that apply)

- 2012
- 2013
- 2014
- 2015
- 2016
- 2017
- 2018
- 2019
- 2021

Q9 What is your highest level of education?

- Some high school
- High school diploma
- Postsecondary school or certificate (for example, vocational school)
- Internship or apprenticeship
- Associate degree
- Some college
- College degree
- Graduate degree

Q10 What motivated you to apply for the workshop? (Select all that apply)

- 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 (please specify) \_\_\_\_\_

*Display This Question:*

*If What motivated you to apply for the workshop?(select all that apply) SelectedChoicesCount Is Greater Than 1*

Q11 Which one was your primary reason to apply for the workshop?

- 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

*Display This Question:*

*If What year did you attend the workshop as a student? (select all that apply) SelectedChoicesCount Is Greater Than 1*

Q12 What motivated you to apply for the workshop more than one time?

---



Q13 Do you use the following social media platforms (select all that apply)?

- Facebook
- Twitter
- YouTube
- Instagram
- Pinterest
- Snapchat
- Tiktok
- Other \_\_\_\_\_
- None of the above

Q14 How do you rate your overall satisfaction of the workshop?

not at all extremely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Q15 How likely are you to recommend this workshop to friends or classmates?

not at all extremely

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Q16 Which of the following describe the outcome of the workshop? (Select all that apply)

- It improved my overall skills in media production
- It made me aware of the issues in my community
- It made me understand how video stories are produced
- It made me a more aware consumer of media
- I established long-lasting relationships with the peers/instructors/mentors from the workshop
- Other \_\_\_\_\_

Q17 Rate the topics you got trained on based on how much you enjoyed them.

	Highly	Moderately	Not at all
Media story telling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pre-production training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Researching stories	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photography	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio/audio production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video/film production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Editing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Presentation of work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 How would you rate your improvement as a result of participating in the workshop?

	Highly	Moderately	Not at all
Writing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Story telling	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teamwork	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public speaking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other skills (please specify)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

Q19 Please rate your satisfaction level for the following aspects of the workshop.

	High	Moderate	Not at all
The curriculum and the content of the workshop	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The effectiveness of the instruction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The condition of the residence hall	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The quality of meals provided	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 How could the workshop have been improved? Please share with us any comments, ideas or suggestions you have.

---

Q21 Which of the following describes your current status (choose all that apply)?

- High school student
- Postsecondary school (for example, vocational school) student
- Undergraduate/Community college student (please write down which school are you going to)  
\_\_\_\_\_
- Graduate student (please write down which school are you going to) \_\_\_\_\_
- Working with Native American communities/organizations in print, digital, or other media
- Working with Native American communities/organizations but my work is not related to media
- Working outside Native American communities/organizations in media
- Working outside Native American communities/organizations but my work is not related to media
- Unemployed / seeking for a job

Q22 Do you believe the experience of attending the workshop influenced your decision to continue your education?

- Yes
- No

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations in print, digital, or other media*

*Or Which of the following describes your current status (choose all that apply)? = Working outside Native American communities/organizations in media*

Q23 Do you believe the experience of attending the workshop influenced your decision to pursue a career in journalism, broadcasting, and/or media?

- Yes
- No

Q24 Were you a workshop mentor and/or production assistant after you attended the workshop as a student?

Yes

No

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Undergraduate/Community college student*

*Or Which of the following describes your current status (choose all that apply)? = Graduate student*

*Or Which of the following describes your current status (choose all that apply)? = Postsecondary school (for example, vocational school) student*

Q25 Is your area of study related to media?

Yes

No

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Undergraduate/Community college student*

*Or Which of the following describes your current status (choose all that apply)? = Graduate student*

*Or Which of the following describes your current status (choose all that apply)? = Postsecondary school (for example, vocational school) student*

Q26 How useful is the knowledge and skills you gained from the workshop for your course work?

Extremely useful

Very useful

Moderately useful

Slightly useful

Not at all useful

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations in print, digital, or other media*

*Or Which of the following describes your current status (choose all that apply)? = Working outside Native American communities/organizations in media*

Q27 How useful are the knowledge and skills that you gained from the workshop for your work?

- Extremely useful
- Very useful
- Moderately useful
- Slightly useful
- Not at all useful

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations but my work is not related to media*

*Or Which of the following describes your current status (choose all that apply)? = Working outside Native American communities/organizations but my work is not related to media*

Q28 How useful are the knowledge and skills that you gained from the workshop for your work?

- Extremely useful
- Very useful
- Moderately useful
- Slightly useful
- Not at all useful

Q29 What are your education/career goals in the future?

---

Q30 Are you interested in learning about media internship/career opportunities?

- Yes
- No

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations in print, digital, or other media*

Q31 What Native American communities/organization do you work for?

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations but my work is not related to media*

Q32 What Native American communities/organization do you work for?

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working outside Native American communities/organizations in media*

Q33 What organization do you work for?

*Display This Question:*

*If Which of the following describes your current status (choose all that apply)? = Working with Native American communities/organizations in print, digital, or other media*

*Or Which of the following describes your current status (choose all that apply)? = Working outside Native American communities/organizations in media*

Q30 What impact do you think your work in media has on Native American communities?

- My work helps to tell the stories of people in tribal communities
- I inspire other people in tribal communities to pursue their education
- I inspire other people in tribal communities to enter the field of media
- Other (please specify) \_\_\_\_\_

7.2 Paper form survey

Pre-workshop questions (2021 cohort)

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.**

Your initial \_\_\_\_\_

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

- a) 2017
- b) 2018
- c) 2019
- d) 2021
- d) 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. 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					

4. 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!**

Post-workshop questions (2021 cohort)

## 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.**

Your initial \_\_\_\_\_

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

not at all extremely

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

1	2	3	4	5	6	7	8	9	10

3. 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					

6. 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

9. How do you rate the condition of the dorm?

Very bad

Very good

1	2	3	4	5	6	7	8	9	10
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Your comment \_\_\_\_\_

**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!**