

UBC Arts Co-op Student Association: Mentorship Program

I am an undergraduate student at UBC who is engaged in a technical writing project. The purpose of this interview is to obtain primary data for an analysis and investigation that aims to provide recommendations for increasing the number of participants in the UBC Arts Co-op Student Association (ACSA) Mentorship Program. The final formal report will be addressed to the current ACSA executive team. The data gathered from this survey will determine whether an online marketing strategy can combat the low participation rate found in the program. The interview contains 5 questions, and it should take about 20 minutes of your time. Your responses are voluntary and anonymous. Thank you, I appreciate you taking the time to complete this survey.

Survey Questions for ACSA executives

1. Please rate ACSA's ability to promote the mentorship program (rating 1-5)
2. What, if anything, could ACSA do to promote the program for maximum outreach? (short answer)
3. What type of posts, etc. on ACSA's social media channels receive the most engagement (e.g. likes, comments)?
 1. Videos
 2. Events
 3. Shared articles
 4. Call-to-action posts
 5. Other (describe)
4. How many mentors/mentees have signed up for this year's mentorship program as compared to last year? (short answer)
5. In light of the COVID-19 pandemic, what is ACSA's approach to this year's mentorship program? Promotion of the program? (short answer)

Survey for past mentors/mentees

1. How did you hear about the ACSA Mentorship Program?
 1. ACSA website/social media channels (specify which one)
 2. Word of mouth
 3. UBC Arts Co-op Office
 4. Other (Specify)
2. Briefly describe what a mentorship relationship means to you (short answer).
3. What are the three most important takeaways from being part of a mentoring relationship? (short answer)
4. What did ACSA do well in terms of the mentorship program? What could be improved upon? (short answer)
5. What makes the ACSA Mentorship Program stand out? (short answer)

Survey for general arts co-op student body

1. Have you ever heard of the UBC ACSA Mentorship Program? (Y/N) If so, what have you heard about it? (short answer)

2. (Brief commentary about the program). Based on the information provided, what aspects of the program would be most appealing to students?
3. Which social media channels are most frequented by arts co-op students?
 1. Facebook
 2. Instagram
 3. Twitter
 4. Snapchat
 5. TikTok
 6. Other (specify)
4. What kind of posts are the easiest to engage with on social media?
 1. Photos
 2. Shared articles
 3. Videos
 4. Other (specify)
5. What comes to mind when you hear the phrase 'mentoring relationship'?