THE TEAM

Team Co-Chairs
Nicole Boulais
Shawna Lusk

Membership
Sara Bayerl
Chris Hinesley
Dawn Herman
Megan Kless
Joe Johnston
Eric Pope
Ericka Smith-Schubart
David Stevens
Phyllis Walker

THE PLAN

Dimension
Students who engage with their college community benefit from a host of positive outcomes, including high rates of college completion; enhanced critical-thinking, problem-solving, communication skills, and an increased sense of belonging. The Division of Student Affairs supports the concept that an engaged student is a successful student; accordingly, energies are directed at creating conditions that deepen involvement and learning.

Objectives

1.1 Communicate the value of engagement and the existing opportunities for all students with an additional and intentional focus on populations with identified risk.

1.2 Improve the sense of belonging of all students by partnering with students from key demographic groups to identify and remove barriers to engagement.

1.3 Explore the feasibility of creating, implementing, and assessing systems which promote opportunities to plan, track and share engagement experiences.
PROGRESS SUMMARY

Objective 1
Subcommittee A

- The committee split into sub-groups to determine the best way to address three objectives as part of the plan
- Objective 1: Communicate the value of engagement and the existing opportunities for all students with an additional and intentional focus on populations with identified risk, was the focus of sub-committee A
- A survey was developed to measure in what roles staff are communicating the value of engagement to students and to learn what language is being used to do so. The data will be used to develop a plan to increase interactions between Student Affairs staff and students in which the value of engagement is shared.
- Brainstorming included the decision to gather information from Student Affairs departments, initially through focus groups. Sub-committee A realized that the goals stated above, could be met by sending out a survey, a department self-assessment, rather than the initial thought to set up focus groups. We also agreed that sending out a survey, collecting the data, and coding written responses would be more efficient and effective
- Goals/objectives included the following: determining respondents’ roles, the type of interaction, to develop and refine the messaging and marketing approach around engagement for Student Affairs Professionals, and to understand the current practices of Student Affairs Professionals with regard to how they engage students, if they talk about the value of engagement in their daily roles, and how they help students understand what it means to be an engaged student

The Survey Itself:

- The survey was powered by Qualtrics on a sliding scale
- There was also space to provide comments at the end of the survey
- The survey was sent to over 200 division staff on the list serve with the opportunity to remain anonymous
- The survey was sent on October 17, 2017 with a deadline of October 30, 2017. One reminder was sent to SA staff
- The survey was closed on November 3, 2017 (allowing for any last minute completions)
- Specific language from the Strategic Plan was used to provide the introduction to the survey in order to clearly convey the expectations for respondents
- There were 82 survey respondents

What we intend to do with the results:

- Based on the responses on the scaled items, we’ve reviewed the baseline data. For example, we know what percentage of SA staff who actually come in contact with students on a daily basis and with some frequency, in their roles. Staff that have limited student contact may be in transactional roles, and therefore, the opportunity to perpetuate the value of engagement may be limited
- Data has been shared with sub-committee B so they can continue work on visual representations
DIVISION OF 
STUDENT AFFAIRS

STRATEGIC PLAN 2015-2020 | YEAR 3 (2017-18)
MIDYEAR REPORT

- A PowerPoint (attached) was created to show survey data
- A survey summary report will be completed and reviewed with ATC representatives and the results will be shared with the division in stand-alone communication OR as part of another strategic plan dimension training/activity.

Objective 1
Subcommittee B
- A visual image tool that will be used to highlight spaces that offer engagement opportunities is being developed in partnership with Jenn Jones (and her team) in ATC
- Data from Subcommittee A survey, most especially the open ended question, will be used to finalize the imagery.
- The timeline is mid-Feb to present the image(s) to the Engage Team and March for a rollout to divisional directors and brand ambassadors for their use in materials for the 18-19 academic year.

Objective 2
- A rubric and interview protocol to be used in interviews with non-engaged students were solidified.
- A letter was drafted and distributed to campus partners who have access to the three identified groups (ALANA, LGBTQIA+, First Generation) asking for their assistance in referring students from these groups who they would not identify as being engaged but who may be willing to participate. Ten students from across the three groups were referred.
- A letter was drafted and distributed to recommended students to ask for their participation in the interviews. A follow-up will go out January 29, 2018
- The team will be coming together on January 23, 2018 to review and retool the recruitment plan for participants with a goal of completing at least one set of interviews by mid-February.

Objective 3
- There was no active work by the committee on objective three for the fall of 17/18, as planned. ATC was tasked with the management and roll-out of a new engagement software platform. Campus Groups was implemented in August.
- This spring the committee will consider how they can further assist and evaluate the use/success of the platform.
- One idea is to look at departmental assessment annual reports to evaluate the level of use of data from this (and other) system in the understanding of student engagement in Student Affairs’ programs and services.