Digitizing Student Engagement and Club/Organization Operations

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Outline

- Identified problems of managing student organizations
- Review initiatives and technology utilized by Lynn University for managing student organizations
    - Success stories and the future of student organization management at Lynn University
- What you can take back to your institution

Identified problems of managing student organizations

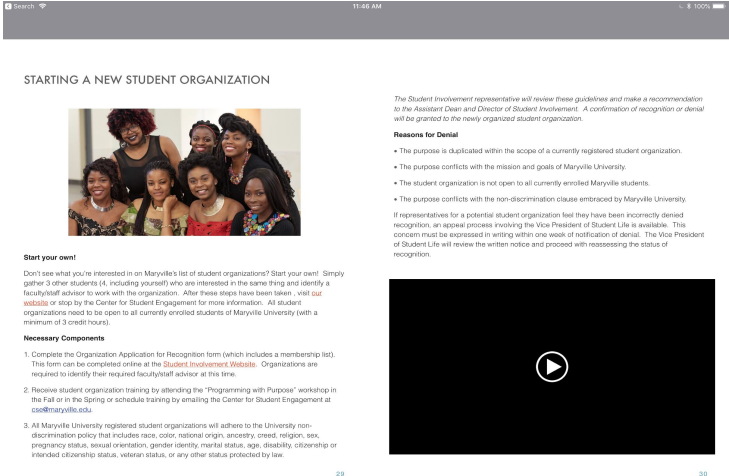Low engagement

Wasted time

Lost information

Disengaged students

Solutions Lynn implements

- Ipad Initiative
  - Utilizing iBooks for student organization manual
  - Pre-load apps and websites

University of Maryville University, 2017

Solutions Lynn implements

- Student Engagement Software
  - Tracking attendance
  - Digital club management
  - Streamlined processes
  - Direct Advertising

Tracking Attendance

- Assessment
    - Comparing annual programs
    - See what rooms are being utilized most
    - How much was the price per students for events
- Making sure that officers/members in student orgs are attending required events
- Diversity
    - Are we reaching the students who aren't retaining?
    - Same students involved in everything?

Digital Club Management

- Leadership rosters and membership rosters allow for other faculty/staff to see who is involved with which organization/who to reach out to
- Assess what organizations are doing
    - Standards of Excellence, awards, tracking for funding
- Platform where students are
    - On their cell phones

Streamlined Processes

- Presence event registration approval process
  - Utilizing 25Live and event registration together
- Eliminating paper and PDFs with Digital Forms
  - Easier and simpler for students
  - Saves staff time
- Tracking volunteer hours
  - Via custom Forms
- New Co-Curricular Opportunity feature suite

Advertising

- Screen advertisements in cafeteria, and lobbies
- Lynn Events app
- Student Portal
    - Stop editing your website
        - Ability for students to edit content and for you to approve.
    - Central place for students to find everything

Outcomes

- Better tracking of student engagement = more of it
- Saved time = more to spend with students
- Increases in club involvement
  + better engagement = higher retention

How to propose tools like Presence

- Identifying the problems and their cost
- Attaching an ROI
- Florida performance standards, accreditation, etc
- Relating the solutions to your audience (decision makers)
- Case studies from other schools to help with 'proof'

Questions / Thoughts / Feedback ?