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?

- Great work!
- OMG love this!
- When is lunch?