


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



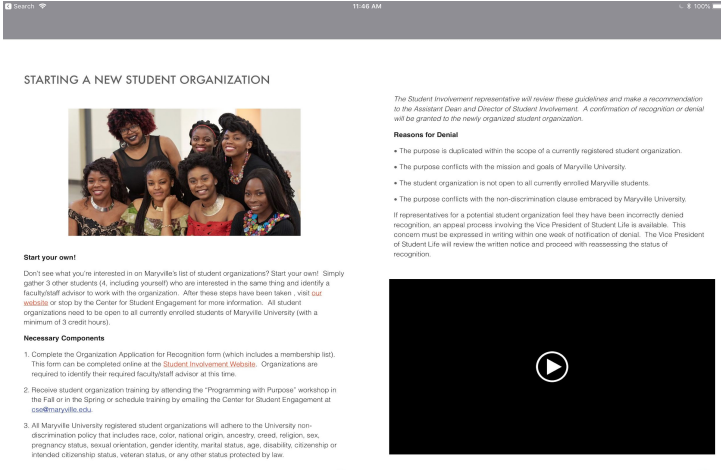
Lost information



Disengaged students

Solutions Lynn implements

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



The screenshot shows a page from an iBook titled "STARTING A NEW STUDENT ORGANIZATION". At the top, there is a search bar and a timestamp of 11:06 AM. The page features a group photo of six diverse young women smiling. Below the photo, the text reads: "Start your own! Don't see what you're interested in on Maryville's list of student organizations? Start your own! Simply gather 3 other students (4, including yourself) who are interested in the same thing and identify a faculty/staff advisor to work with the organization. After these steps have been taken, visit our website or stop by the Center for Student Engagement for more information. All student organizations need to be open to all currently enrolled students of Maryville University (with a minimum of 3 credit hours)."

Necessary Components

1. Complete the Organization Application for Recognition form (which includes a membership list). This form can be completed online at the Student Involvement Website. Organizations are required to identify their required faculty/staff advisor at this time.
2. Receive student organization training by attending the "Programming with Purpose" workshop in the Fall or in the Spring or schedule training by emailing the Center for Student Engagement at cses@maryville.edu.
3. All Maryville University registered student organizations will adhere to the University non-discrimination policy that includes race, color, national origin, ancestry, creed, religion, sex, pregnancy status, sexual orientation, gender identity, marital status, age, disability, citizenship or earned citizenship status, veteran status, or any other status protected by law.

Reasons for Denial

- The purpose is duplicated within the scope of a currently registered student organization.
- The purpose conflicts with the mission and goals of Maryville University.
- The student organization is not open to all currently enrolled Maryville students.
- The purpose conflicts with the non-discrimination clause embraced by Maryville University.

If representatives for a potential student organization feel they have been incorrectly denied recognition, an appeal process involving the Vice President of Student Life is available. This concern must be expressed in writing within one week of notification of denial. The Vice President of Student Life will review the written notice and proceed with reassessing the status of recognition.

At the bottom of the page, there is a play button icon on a black background, indicating a video player. The page number "29" is visible in the bottom right corner.



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 ?

