

Everyone is Invited:

Top Student Affairs Strategies To
Increase Engagement

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This **Meeting** Is
Being **Recorded**



Q&A box
is **open!**



Quick Poll

What We'll Cover

- Why a **sense of belonging** is important and has an impact on student persistence
- Top strategies to **keep your students engaged** and create connections to campus
- How to get your students to **actively use the platform** that you have built for them
- Why you should **use data to guide decisions** about campus engagement
- Specific ways **St. Lawrence College** uses their student engagement platform to keep students engaged and informed

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St. Lawrence College



St. Lawrence College

College of Applied Arts and Technology

Eastern Ontario

Brockville

Cornwall

Kingston

About the school...

- 3 Campuses
- 100+ Programs
- 4,600+ Student Placements
- 100K Worldwide Alumni
- 30% international student population

Sense of Belonging

Behaviors of students who feel a sense of belonging...

- **Meet Deadlines**
- **Utilize Advising / Student Support Services**
- **Make Friends**
- **Attend Events**
- **Enroll for Courses On-Time**
- **Build Meaningful Connections to Faculty**
- **Raise Hand and Seek Help**
- **Participate in Clubs/Organizations**

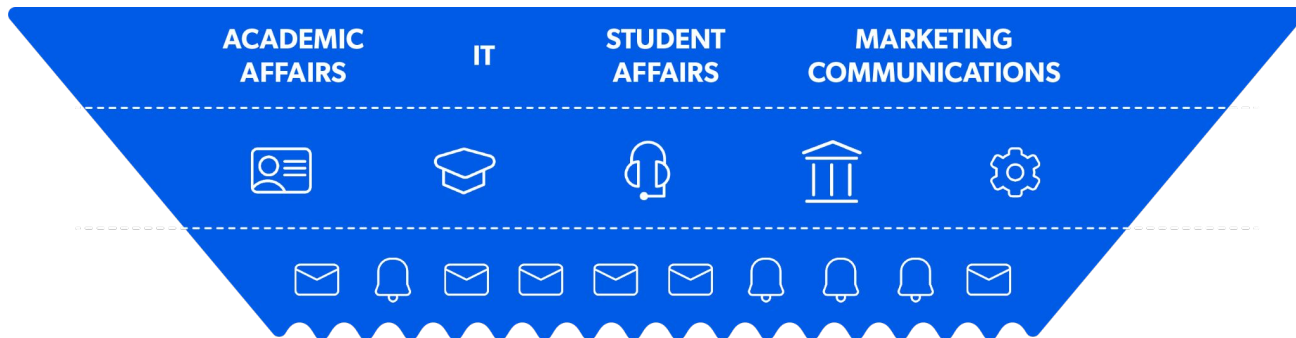
The background features a large, light blue watermark of the St. Lawrence College logo, which consists of a circular emblem with a sunburst design and a central figure.

How does **St. Lawrence**
College help new students
feel comfortable?

Student Challenges

- Students don't necessarily know when or how to seek social support in college
- First generation students in particular struggle to navigate the bureaucracy experienced during transition
- Regular social media channels don't provide the security that a school app can
- It can be difficult to find groups of like-minded students on a big campus or for commuter/virtual student populations





COMMUNICATION & ENGAGEMENT GAP

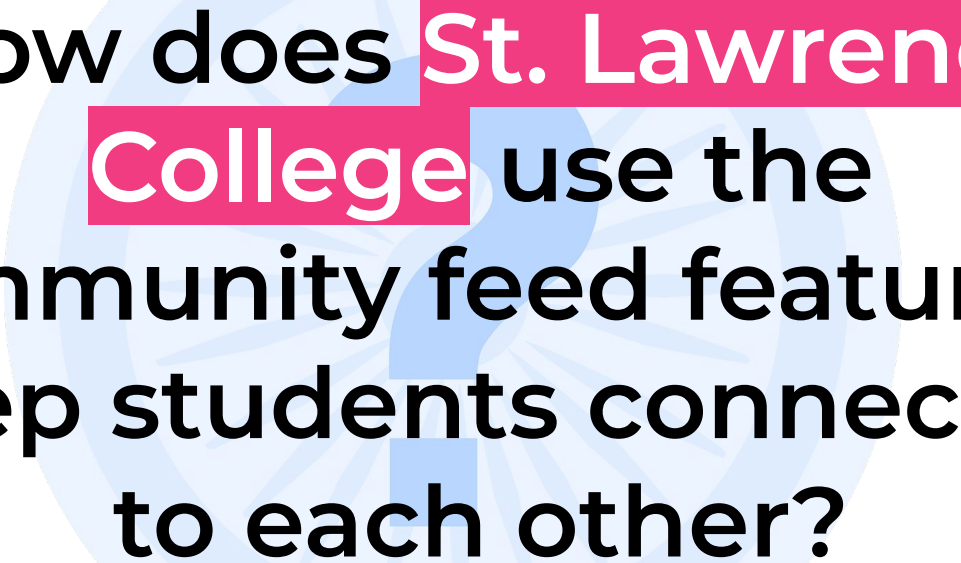
The Communication & Engagement Gap

39% emails from advisors ignored



77% Feel Disconnected

54% of emails are unread

The background features a large, light blue watermark of the St. Lawrence College logo, which is a circular emblem with a central figure and radiating lines.

How does **St. Lawrence**
College use the
community feed feature to
keep students connected
to each other?

What a digital solution should do

- ✓ Give students a space to connect even when they're not physically on campus
- ✓ Centralize information so students can access everything from course materials, housing, or financial aid, but also from events, clubs, and organizations, all in one place
- ✓ Integrated with your SIS/ERP, CRM, LMS and other key systems
- ✓ Help create a better experience for students without creating a heavy burden on staff



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How does **St. Lawrence**
College encourage active
platform useage?

3-Tiered Approach to App Adoption

1. Put something on there that is vitally important to a student's daily life.

The screenshot shows a task management interface. At the top, the title is "Preparing for the SLC Experience - Int'l Fall 2023". To the right of the title are three buttons: "Copy Link", "Filter Tasks", and "Show All" with a dropdown arrow. Below the title is a progress bar that is 0% complete, with "0%" written in a green box on the left and "0/8" on the right. Below the progress bar is a paragraph of text: "Welcome to the 'Preparing for the SLC Experience' section, dedicated to helping you make a successful start at St. Lawrence College (SLC). Here, you will find essential information about all the exciting startup events designed to kickstart your college journey. From the lively Orientation Day and the International Welcome Days to the informative Smart Start sessions, we have you covered. NOTE: Registration for startup events will be available AUGUST 1. Student ID Request form will be available mid-July". At the bottom left, there is a checkbox labeled "Student ID Card Request". At the bottom right, there is a small icon of a pen or pencil.

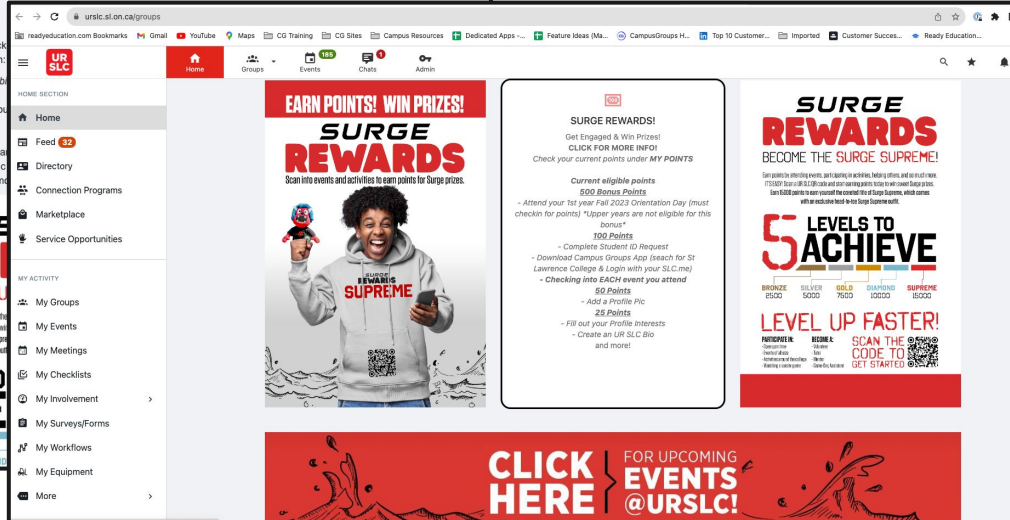
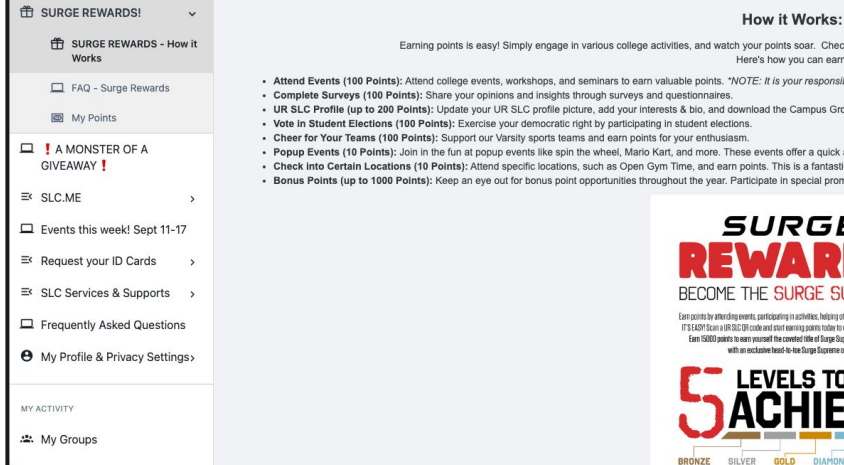
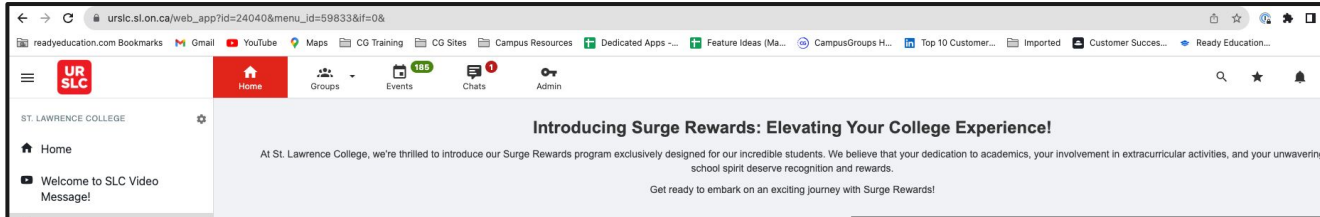
3-Tiered Approach to App Adoption

2. Build out the social component so that students can talk to each other.

The screenshot displays the UR SLC app interface. On the left is a navigation menu with the following items: 'Community Feed' (38 posts), 'SLC Community Channel', 'First Year SLC Students', 'What the Fluff', 'Let's be friends!' (1), 'Kingston Students' (2), 'Brockville Students' (1), 'Cornwall Students' (8), and 'Kingston First Year Students'. The main content area shows a 'Community Feed' with a post from 'UR SLC » General' dated 'Aug 1, 2022 3:58 PM'. The post text reads: 'Channels are intended as a positive space for SLC students. Any behaviours that are against SLC's Student Code of Conduct, inclusivity, and respect will be removed; this includes but is not limited to: - hate speech of any kind, personal attacks, vulgarity, or profanity. Offenders will be informed with possible followup from our SLC's Rights and Responsibilities Office.' The post has 539 likes and 2663 comments. On the right side of the feed, there is a sidebar for 'St Lawrence College' with sections for 'Purpose' (Post news, questions, links and documents. Stay informed and connected to your community.) and 'Instructions' (Post community-wide or use the "Share with" button to send more targeted news. Use the My Events and My Groups feeds to post in your groups or your events only. Use the Report button if anything appears as inappropriate.).

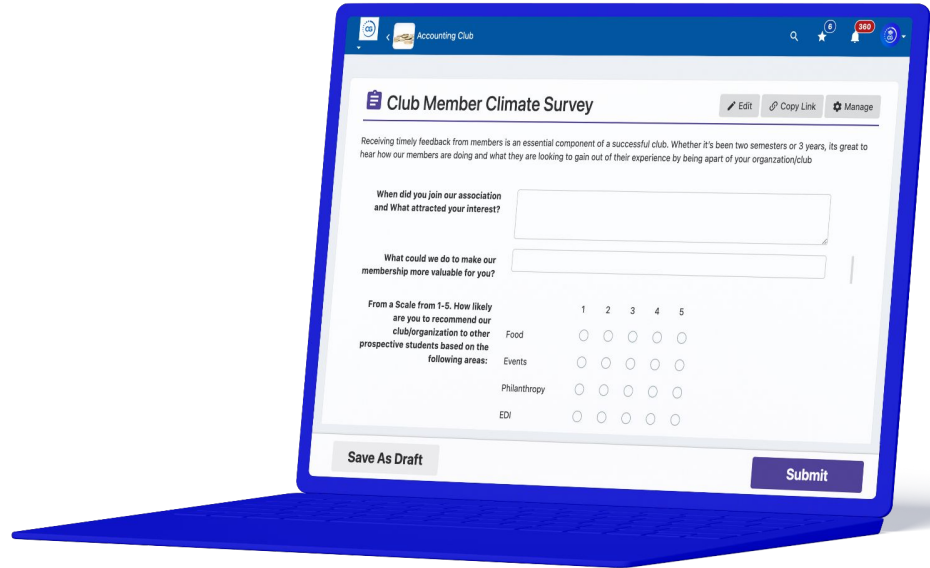
3-Tiered Approach to App Adoption

3. Incentivize it with fun prizes and awards that students earn through engagement.



Data to Guide Strategy

- ✓ Make it simple to collect data
- ✓ Surveys and assessments
- ✓ Attendance tracking
- ✓ Engagement analytics



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How does **St. Lawrence College** use data to guide future initiatives?



Quick Poll

Q&A

Thank you

Have a **wonderful** day.