Everyone is Invited:

Top Student Affairs Strategies To Increase Engagement

READY Education

Anastasia Grady

Campus Partnerships

Ready Education

READY Education

Maddy Hauck

Customer Success Consultant

Ready Education

READY Education

Housekeeping

READY Education

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

Jeremy Mastin

Student Engagement &
Experience Coordinator

St. Lawrence College

READY Education

St. Lawrence College

College of Applied Arts and Technology

Eastern Ontario

Brockville

Cornwall

Kingston

READY Education

About the school...

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

Sense of Belonging

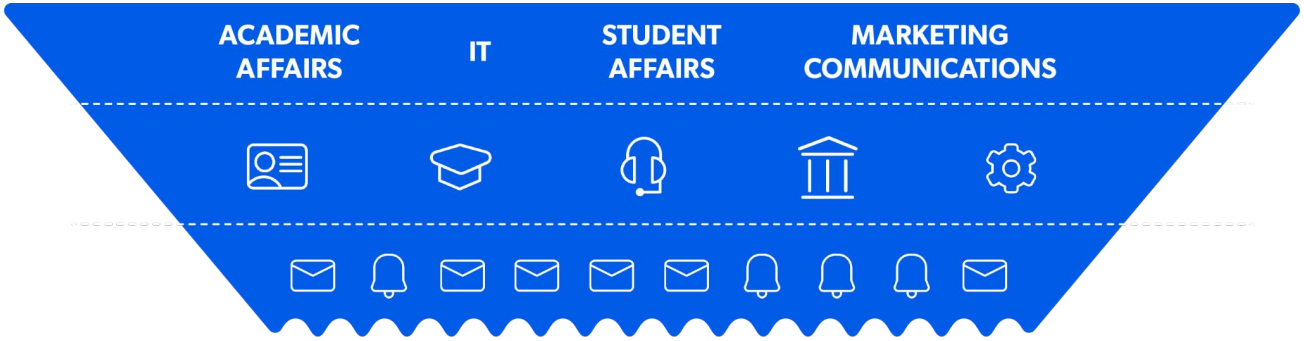
Behaviors of students who feel a sense of belonging...

- 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

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

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

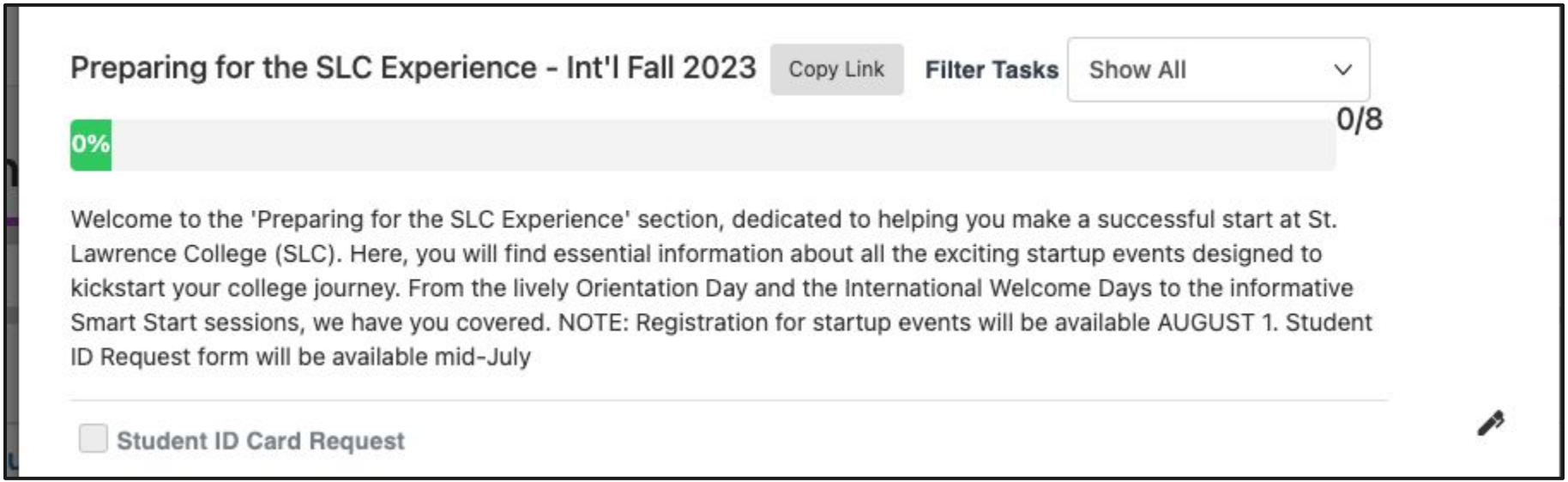
What a digital solution should do

- ✓ 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

How does St. Lawrence College encourage active platform useage?

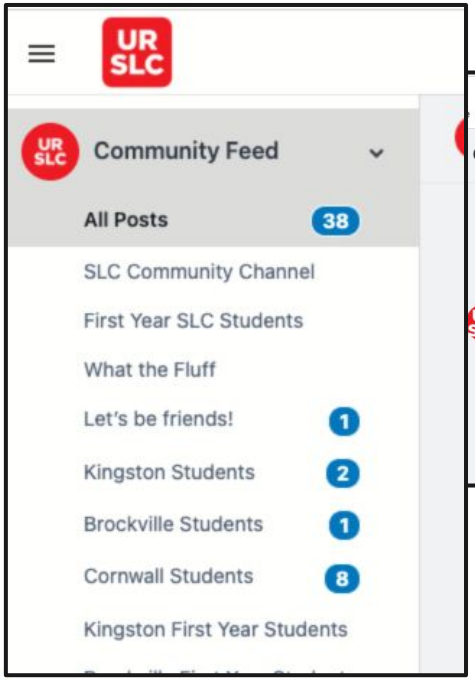
3-Tiered Approach to App Adoption

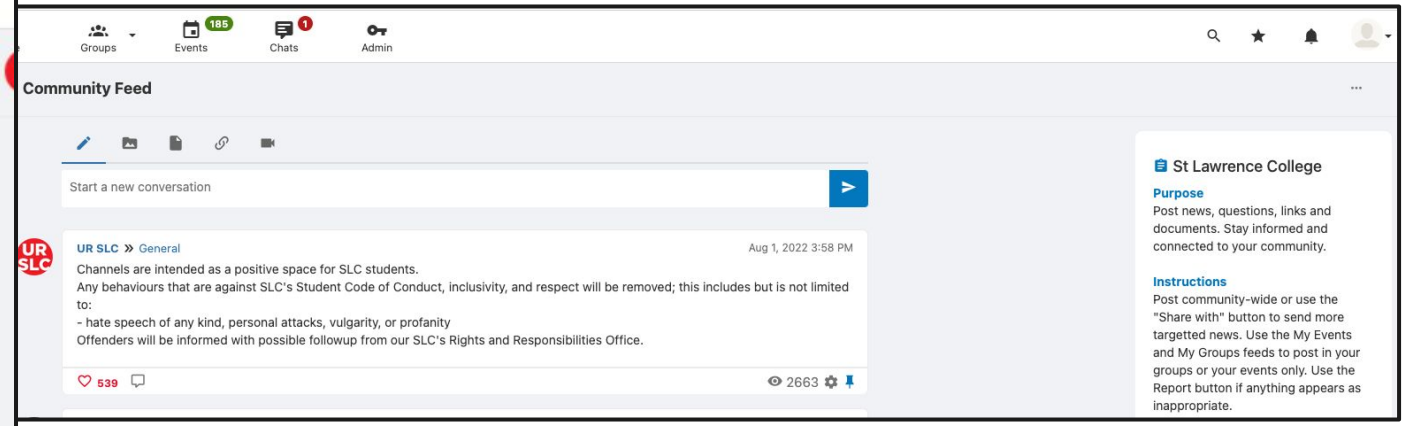
1. **Put something on there that is vitally important to a student's daily life.**



3-Tiered Approach to App Adoption

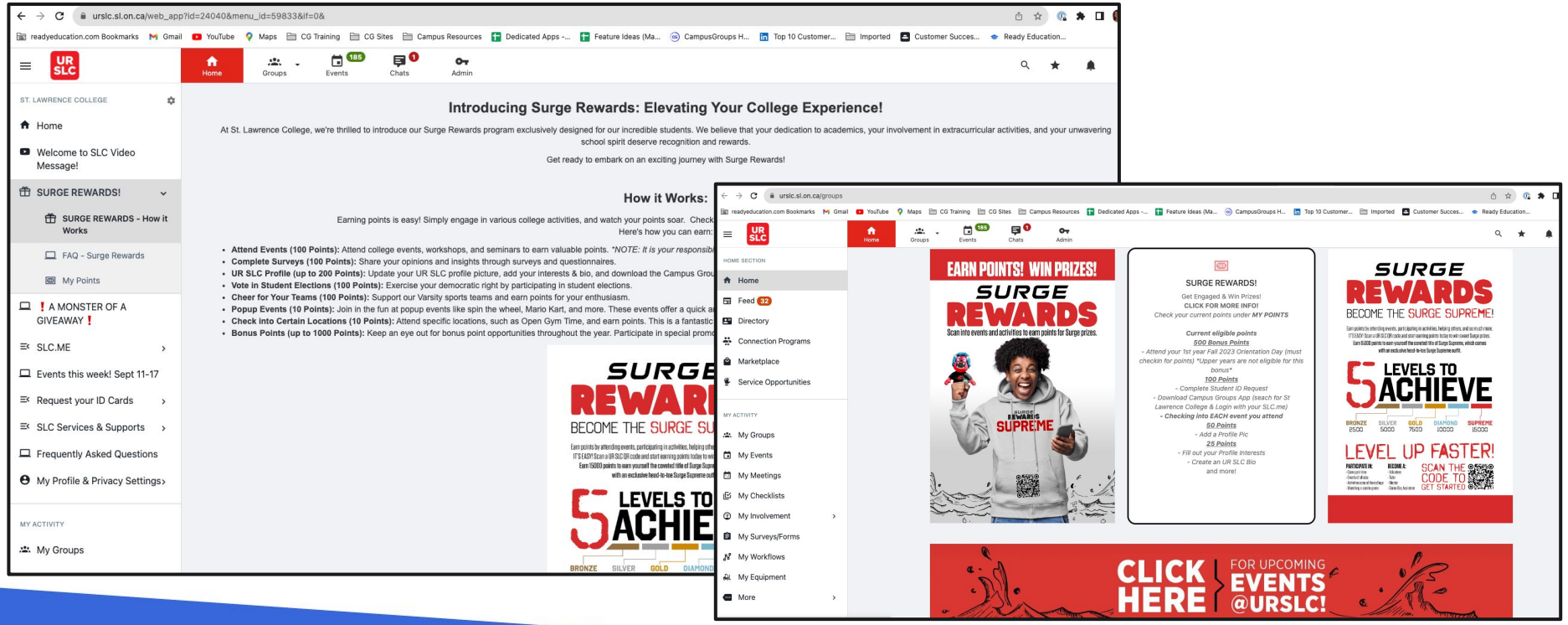
2. Build out the social component so that students can talk to each other.





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

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

Quick Poll

Q&A

Thank you

Have a **wonderful** day.