

Learning Community Cohort - Student Led Campus Wide Engagement

Cohort Call 2 - Meeting Notes

Participants:

- Sam Ha, The Bonner Foundation
- Ariane Hoy, The Bonner Foundation
- George Luc, GivePulse
- Vanessa Buehlman & Brad Brewer, Christopher Newport University
- Matt Cummings, Depauw University
- Ian McGinnity, University of Tampa
- Zane Dukes, Maryville College
- Betsy Shimberg, Brown University
- Jana Schroeder, Earlham College

Notes:

I. Updates on SLCWE Strategy

- Katie Turek, Ursinus College (update via email)
 - The UCARE Fellows are on board, and one of our newest Fellows, Min Son (a first-year student), is going to be the point person for the coalition. Min came up with a name for the coalition, which is the **Bears' Alliance for Service and Engagement (BASE)**. She has reached out to all the groups we identified as those we want to invite to have representatives in BASE, but so far none of them have responded to her e-mail. It has been about three weeks since her initial outreach, and she has e-mailed them all twice so far. I am guessing those groups need time to convene their membership and decide whether they would like to participate in BASE, and further, who will represent them. Our goal was to have the first BASE meeting in late March, but that may need to be moved back if we do not hear from our hopeful partners.
- Betsy Shimberg, Brown University
 - Planning on partnering with SAO for a weekend retreat, appealing to all students interested in community engagement and leadership
 - Opening all community engagement events for the campus

- Planning to connect the Swearer Center (that already engages ~1000 students of the 6000 student population) with other identity-based departments, including the Office of Diversity and Inclusion
- The Student Coalition is made up of students from all of the Swearer Programs
- Ian McGinnity, University of Tampa
 - Will, one of PEACE's student coordinators, is the lead on this project, and he has begun reaching out to the students who we hope will participate in the coalition. Goal is to begin in the Fall.
- Zane Dukes, Maryville College
 - Working on trying to gather data on which students are actually participating in service
 - Focus on getting students involved rather than just organizations
 - One idea for why students aren't involved is because students don't have the financial means to serve over working - incentive issue
 - Ari's suggestion: complete a focus group with students who ARE engaged, as well as students who AREN'T engaged to get a perspective on campus-wide engagement
 - Also to use Bonners as leverage to show students that service can be fun
- Matt Cummings, DePauw University
 - Thinking through the return investment on becoming a Carnegie classified institution
 - Currently presenting at NASPA Conference with Ian

II. Tracking Systems

- The goal of this call is not to convince you all that you should implement a tracking system right now or that one system is better than the other. In fact, some of you already have a tracking system for your campus. The goal is that you all get a sense of how tracking systems could boost your current strategy for campus wide engagement.
- Learning Objectives
 - Understand the purpose and impact of tracking campus-wide engagement
 - Gain introductory knowledge about a multitude of existing tracking systems

- Connect the information learned about tracking systems to your current strategy for boosting student-led campus-wide engagement
- Benefits of Tracking Systems
 1. Resulting metrics can provide data and statistics for institutional validation or assessment and external sources of funding or accreditation.
 - Implementing a campus-wide tracking system allows for you to begin collecting many different metrics, including hours served; projects completed; percentage or number of hours of engagement, categorized by faculty, department, and programs; service-learning courses, community-based research, academic projects offered and completed; community capacity building (e.g. number and types of grants written, financial resources devoted, etc.); and number of service opportunities/year.
 - These metrics can be helpful in two broad categories: institutional validation and external sources.
 - In regards to institutional validation, these statistics can help bolster your answers around how community engagement contributes to your institution's mission and strategic plan, why you need more resources, and how your department is contributing to achievement of student learning outcomes.
 - In regards to external sources, these statistics give you leverage to be able to apply for funding, the data needed to be considered for accreditation such as Presidents' Honor Roll and the Carnegie Classification, or to appeal to partnerships with community organizations and individuals.
 2. The tracking system can provide linkages with academics, providing a mechanism to monitor service learning and CBR.
 - Faculty can be trained to use the tracking system, which would be integrated into their community engagement (CE) courses and community-based research (CBR) projects.
 - This can lead to a catalogue of CE courses and CBR projects available/accomplished, which would be helpful as reference for other students and faculty
 - This also encourages other faculty to use the tracking system for their CE courses

3. The tracking system can serve as an organized structure for the campus and center to increase campus-wide student engagement.

- Most tracking systems can be used to recruit for large service events by sending out specialized messages for students who have shown interest in your particular event (based on data)
- It can also be a centralized source of engagement opportunities, so that students know exactly where to look when they want to serve or participate in service events.
 - It can also provide useful information that makes serving more convenient for students including schedules that list when other students are serving and where, carpooling plans, and a point of contact for new volunteers who would like a service mentor.
- So why are we talking about tracking systems now, in this learning community? Because the use of tracking systems is one potential mechanism to boost our current strategies of student-led campus-wide engagement.
 - In our first cohort call, we all articulated our own strategy to use a student coalition to increase campus-wide engagement. Though we may have spoke of our goals in vague terms, it's also important to determine our quantitative goals for campus-wide engagement as well. And when we speak of quantitative goals, that's when tracking systems can serve as a mechanism to help achieve those goals. Tracking systems are not the only way either - other forms of assessment are also available, such as the NASCE, administered by the Siena Research Institute.
- We've been speaking about tracking systems in general, however, there are tens of different tracking tools, which each have their own benefits and disadvantages. Today, we have George from GivePulse, but there are also plenty of other systems to look at, if you are considering implementing one on your campus.
- When deciding which tracking tools are right for your campus, consider looking for these functionalities:
 - Community Partners can post opportunities
 - Students can track engagement, learning outcomes, and reflection
 - Faculty can track students' community engaged learning
 - Hour approval process
 - Track hours by organization
 - Manage one-day service events

- Data analysis and reporting
 - Integration with other institutional databases
 - Co-curricular transcripts
 - Communications functions (emails)
 - Social media integration
- George will now take over to show you how one particular tracking system, GivePulse, can meet these functionalities and more.

III. GivePulse Demonstration (George Luc)

- GivePulse combines two different systems: CRM (Customer Relationship Management) and ERP (Enterprise Resource Planning) with the goal of aggregating all types of output to measure IMPACT. This can also be thought of as "Sentiment Analysis."
- A key benefit of GivePulse is that once a campus chooses this system, all of their CPs (community partners) have access to it for free.
 - Therefore, CPs can post opportunities and use the system to work with students or volunteers beyond your campus
- Service hours/impacts can be filtered in many ways, one of which being by site
 - Volunteers can create an impact report based on site
 - There are also capabilities for the system to be a space for reflections and conversations with the partner
- All impacts can be seen in totality (lifetime) or in calendar view
- All staff, faculty, students, and partners have accounts
 - Some participants can get administrative access, which allows for more filters based on things like issue area, event, site, or student.
 - Administrative access also allows for email messages to go out to specific audiences based on matching algorithms
- Can be integrated with other systems (like BWBRS)
- When creating new events or volunteer opportunities, you can refine all details of the events
 - Includes event management tools
 - Pre and post questions built in to make for easy surveying and assessment
- Network mapping capacity

- Can map out all of your campus programs and pathways to engagement
- A way to organize your campus or department - allows for easy aggregation of data
- GivePulse Support
 - Mixture of email support and feedback, as well as in-person visits, phone-calls, and video tutorials

IV. Next Steps

- After hearing about one tracking system and its benefits, it's also worthwhile to note the challenges including cost, buy-in from your campus and community, IT considerations, training, and management of system.
 - These will be addressed in our next call, which will feature Bonner campus staff who will share their strategy of implementing a tracking system effectively, as well as a thought leadership rep from OrgSync who will share insight into the tracking system industry and trends.
 - I will also be pulling together research about some aspects of tracking systems that can serve as a comparative tool for campuses thinking about changing or implementing a tracking system.
 - Lastly, strategies to overcome challenges of tracking systems, as well as to expand tracking system will be shared
 - Next Call: aiming for the week of April 17-21.

 Sam Ha **turned on** public link sharing for this document