



QEP Play 13: Campus Engagement

Engagement Play

Goal: Provide students with experiences that compliment academic programs, support student retention, and increase student engagement with the campus community.



Quarterback:

*Marquis Gatewood
Assistant Vice President for Student
Services and Auxiliary Services*



Essential Staff

- Office of Student Life
- Staff



Linkages w/ Other Plays

- Institutional Technology
- Residential Engagement - Play 14



Student Learning Focused Play

This play is focused on addressing distinct learning or behavioral needs and/or interests.

Strategies

- P-13a. Introduce students to college life by offering programs that engage students in various areas.

Measures

Institutional Change/Output Process Implementation

1. Development of campus engagement events and number of campus engagement events (calendar of events, define event type: physical, intellectual, cultural, wellness: emotional/mental, professional, social, and financial)
2. Method of communicating event (marketing/communication plan)
3. Number of times event communicated to students (frequency of communications and methods/platforms)
4. List of students attending events (Presence student participation reports)

Student Learning / Behavior Change Scale

Six (6) item scale on student awareness and participation in on-campus activities and events. Scale also addresses the quality of the experience with on-campus activities and events.