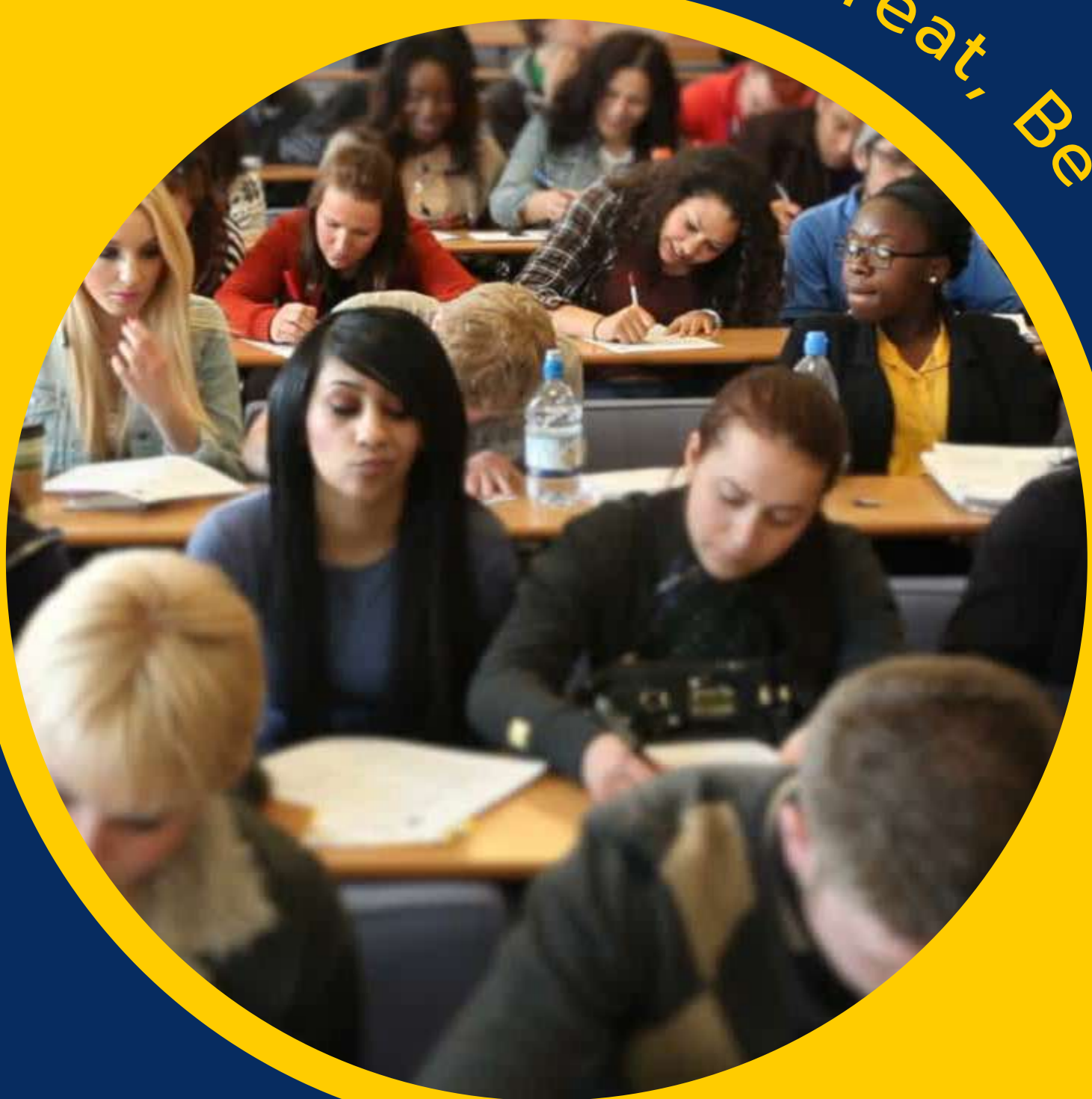


Be Great, Be Involved, BU



BOIZTOWN UNIVERSITY PRESENTS

Be You @ BU:

PROMOTING SOCIAL ENGAGEMENT IN A CONTACTLESS WORLD

Today's Presentation

- Committee Members
- Background of University
- The Problem
- Student Development Theories
- The Solution
- Components of Program
- Program Goals
- Post COVID
- References

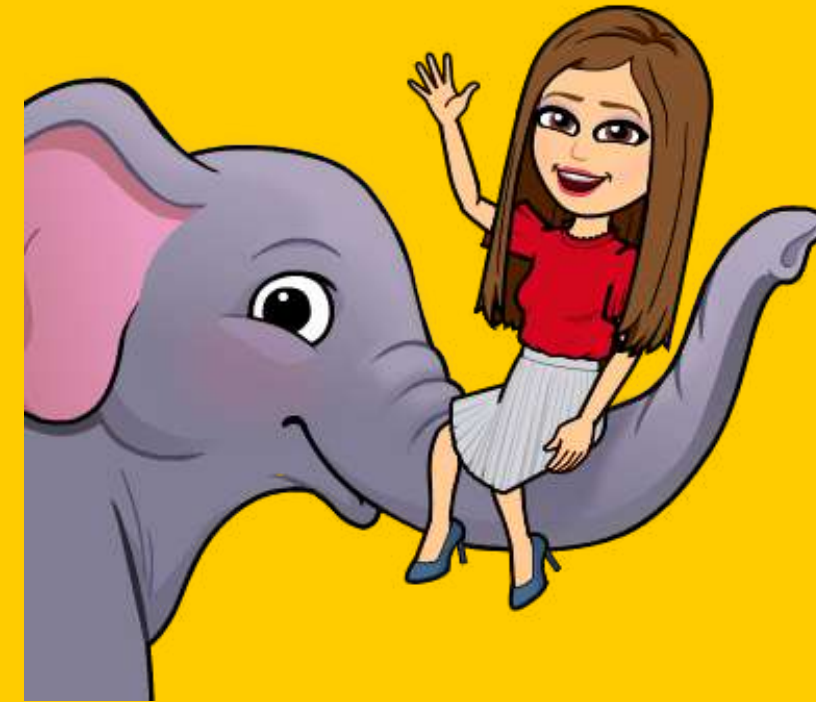
Social Engagement Committee



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Boiztown University

About

Private, liberal arts, co-ed university

Located 30 miles outside Philadelphia, Pennsylvania

Demographics

- 3800 students
- Race/Ethnicity:
 - 77% White
 - 9% African American or Black
 - 5% Hispanic/Latino
 - 5% Other
 - 4% Two+ races identified
- Gender:
 - 50% Women
 - 43% Men
 - 7% Gender not disclosed

What Problems are We Facing?

COVID-19 has identified many issues facing the students of Boiztown University. College student mental health has been an issue over the past few years and the COVID-19 pandemic has only made it worse. Connecting and engaging with the campus community can help improve the mental health of students.

Historically, we have struggled with students participating in programs and events on campus and the pandemic has only made it worse. Students can no longer encounter events across campus nor can they easily discover events, organizations, and programs. First-year students are also having a difficult time connecting with fellow students and making friends.

What Problems are We Facing?



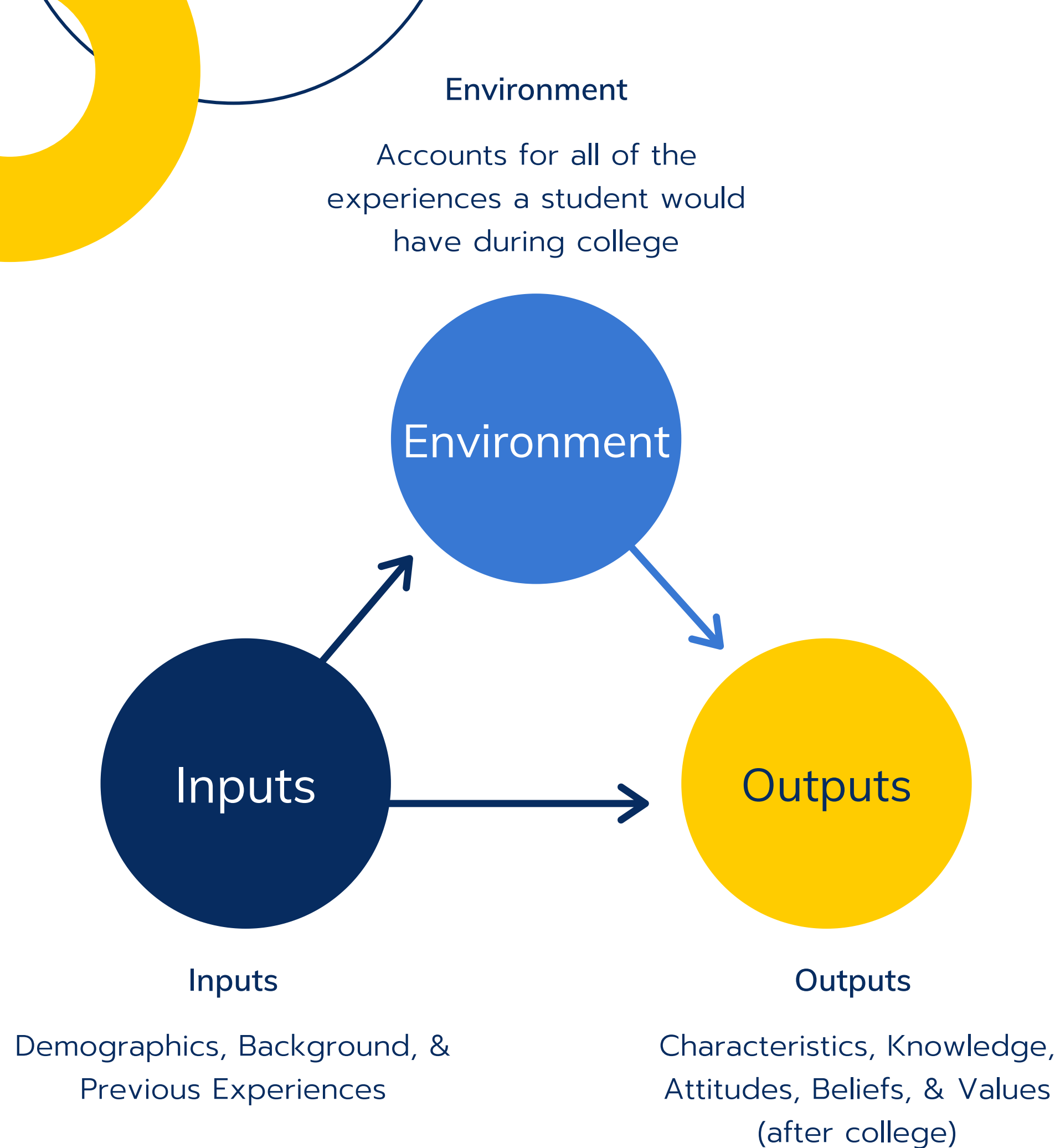
1 in 4 people aged 18 to 24
thought about suicide in
June 2020

Comments from Current First-Year Students

"I'm not gaining any connections (casual or professional) and I feel like I'm not being set up for my future well at all."

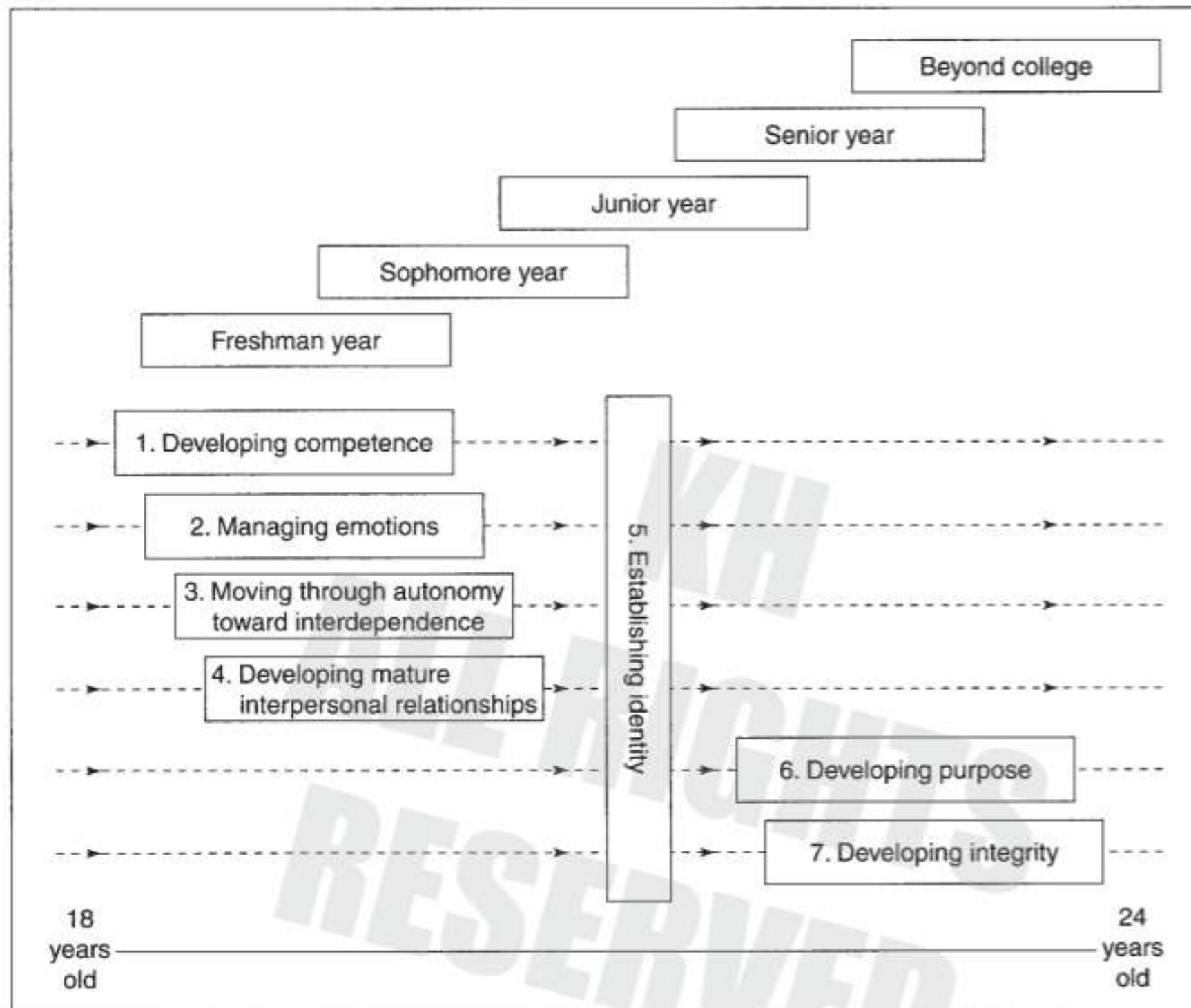
"It's been so lonely out here because of restrictions."

Astin's Theory of Student Involvement



- Studies have shown that involvement is directly correlated with academic achievement, student development, mental well-being, leadership, and multicultural awareness.
- This is more important than ever during the time of COVID because students are isolated and unable to socialize with their peers.

Chickering's Theory of Psychosocial Development in College Students



- Chickering (1969) developed his theory to explain the stages students go through to achieve cognitive development.
- Every student goes through these steps regardless of race, ethnicity, gender, and other identifiers.
- Using this theory in the context of COVID, we are providing students with a new way to engage and develop fully through the step that Chickering proposed.

What Is Our Solution?

Students do not have to sacrifice who they are to fit in on campus. We are bringing the options to their fingertips by developing a mobile app that will provide university information holistically.

We do not need to create another program to fix student engagement. We have programs that can already achieve that, but we need to present them in a different way to a new generation. We need to meet students where they are instead of expecting them to meet us. It is time to rely on technology to connect with our students and we will use our new app to do so.



The Solution

The only app you need at Boiztown University to stay connected, engaged, and informed with the campus community.



Components of the Program Overview



Home Page

Find your profile, the programs and events you have liked or showed interest in, and your calendar on this page .



Events

Keep up to date with what is happening at Boiztown University on any day, week, or month.



Organizations

Access all the organizations, offices on campus, athletics, and more!



Connect with Students

Discover peers that can help with tutoring and they can even connect with their classmates!

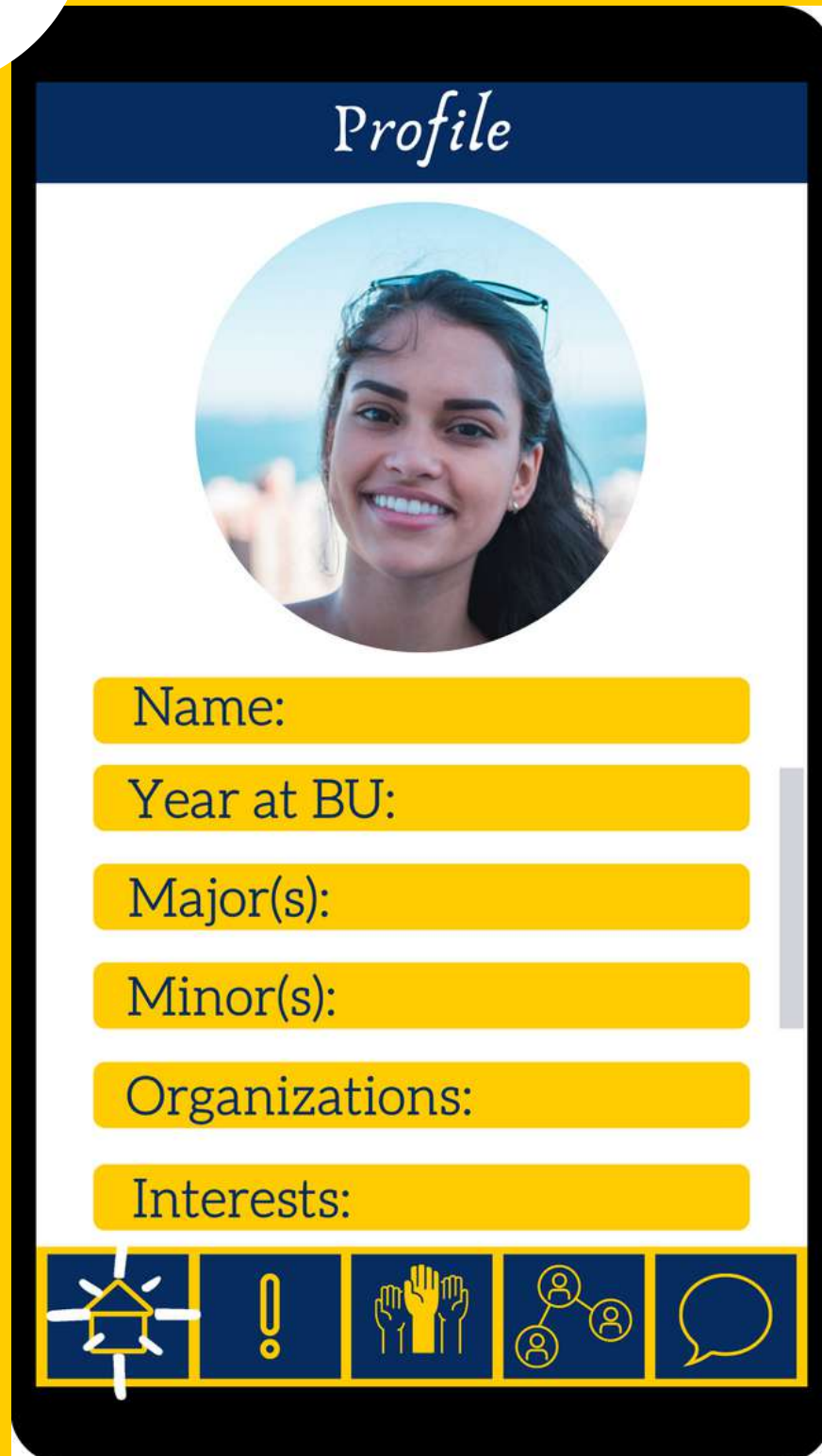


Chat

Connect with their instructors, advisors, offices, study buddies, classmates, and organizations on campus within their "Likes" page.



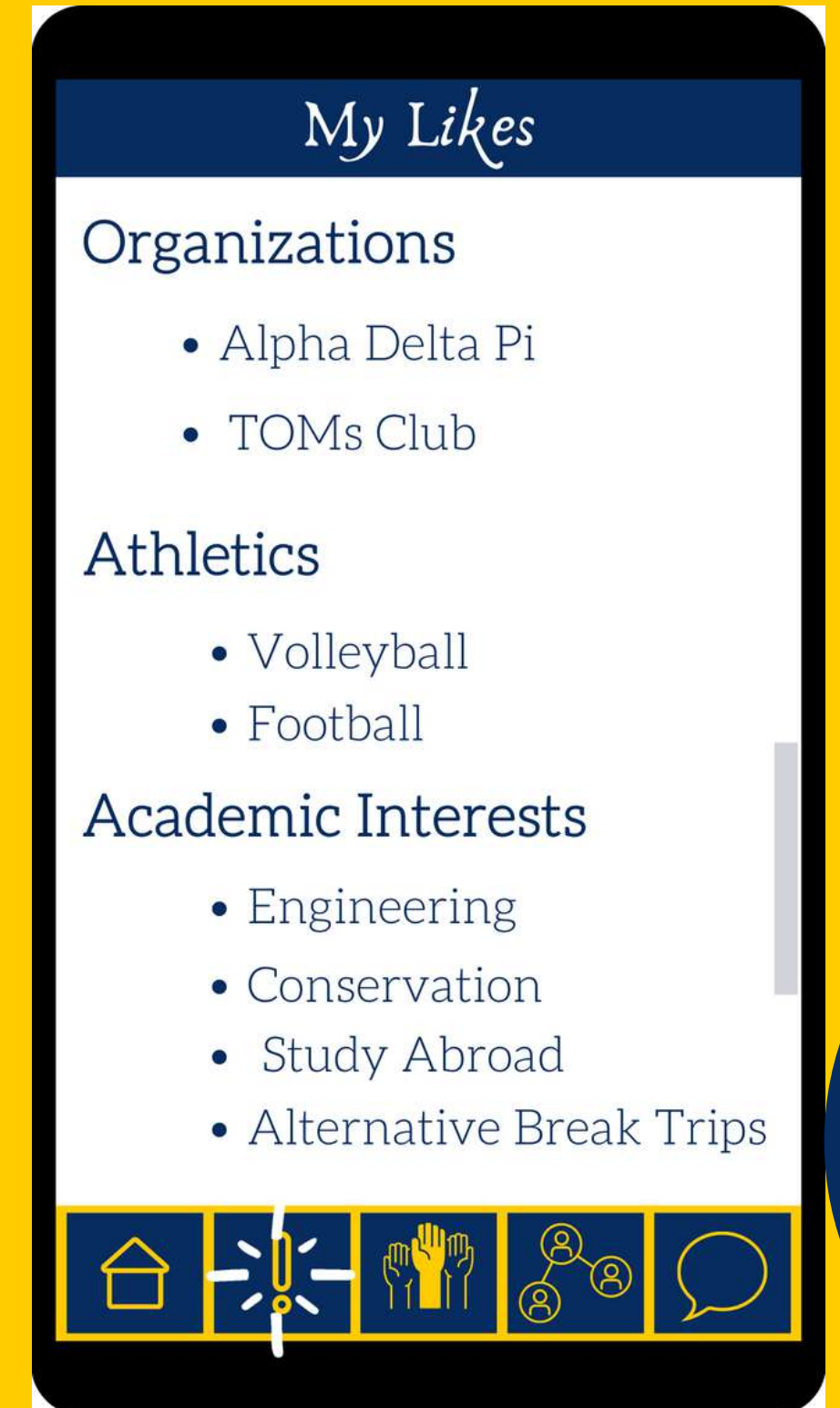
Components of the Program



Students will create their profile with any information that they want to disclose. There will be opt-in and opt-out features for the students to select. Once their profile is complete, the student will be able to add items to their "Likes" page.



A student's "Likes" page will showcase all the organizations, athletics, and interests that they have liked or double-tapped within the app. If they click on any of their "liked" items, the app will direct them to a description and a calendar of the organizations' events. They will then be able to add these events to their personal calendar with just a click of a button.



Components of the Program



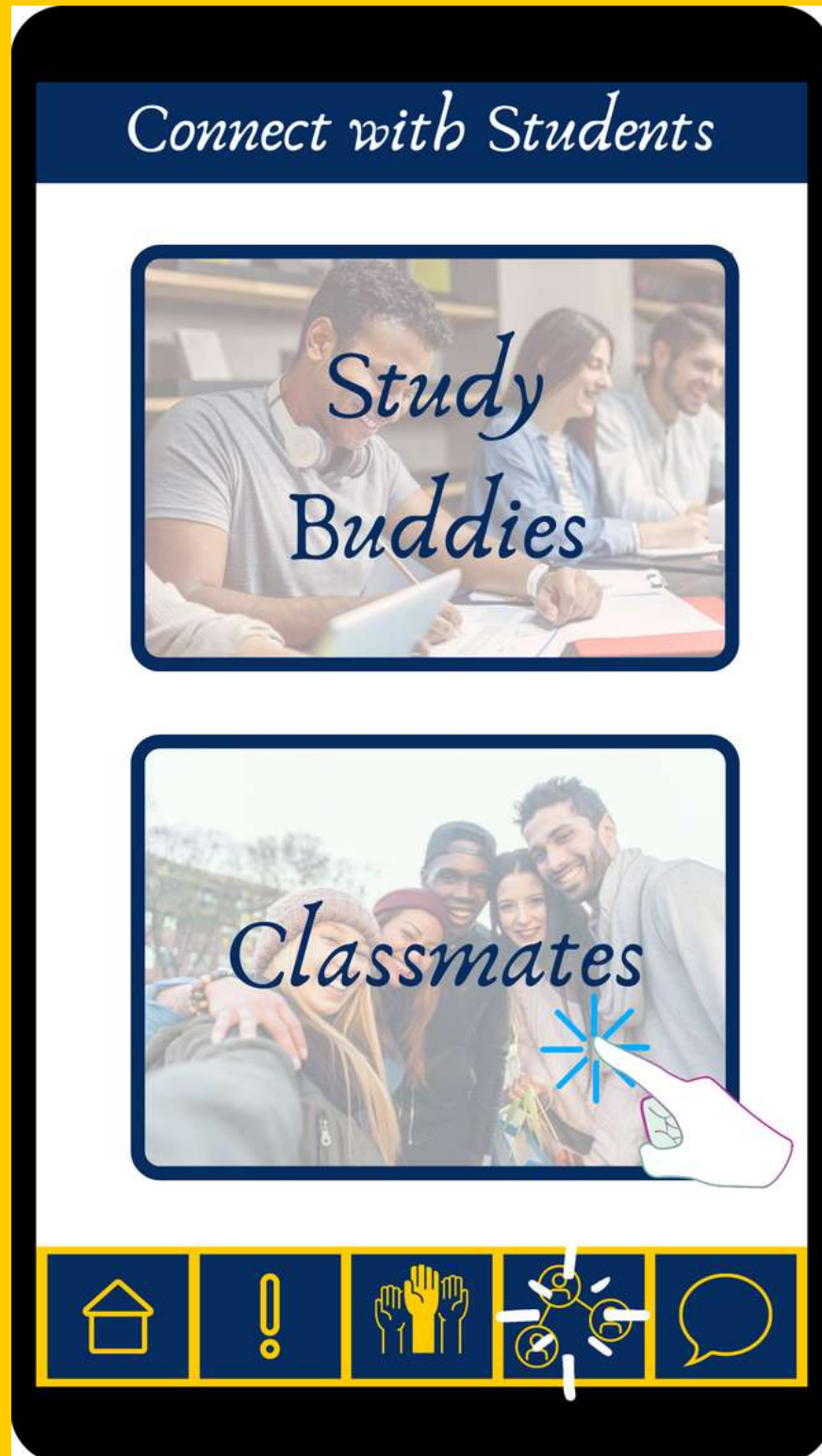
This component allows each student to navigate through different organizations, offices, athletics, and clubs to find their interests. These will then be added to their "Likes" page and their personal calendar.



For example, this student navigated to "Athletics." Once there, they can double-tap on any sport and add it to their "Likes" page and the sporting events will be added to their personal calendar.



Components of the Program



The "Connect with Students" component allows students the opportunity to connect with classmates and other peers on campus. They will be able to find someone for homework help, tutoring, or any other academic assistance.

For example, if a student were to click "Classmates," their schedule would appear. Once the student clicks on a course a list appears of their classmates in that course. They can use this feature to easily connect with their peers to work on homework, projects, or to chat about class material.



How Will this Promote Social Engagement?

1. Central Location

Brings the options to students rather than requiring them to seek out programs and information in multiple locations.

2. Opt-In

Allows them to opt-in to see the events from certain organizations they are interested in on a regular basis.

3. Familiar

The app is already set up to be similar to other social media pages. This allows the student to have an easier transition using this tool.



Encouraging Students to Sign Up!



1. Orientation

When students visit the campus for their orientation they will be prompted to download the app.

2. Move-in and Welcome Week

RAs and signage at move-in will be encouraging students to download the app so they know what is happening on campus.

3. Social Media

Campus offices will be promoting the app on other social media platforms and their own webpages. The app will be marketed on the school's homepage.

4. Student Ambassadors

We have been working closely with a diverse group of 10 students to be beta testers for the app over the course of its development. They represent a wide range of the student population and will get the word out to other students.

Goals of our Solution

- Improve Social Engagement
 - We are bringing the organizations directly to the student by providing a user-friendly app that can be accessed right from their smartphones. All students will be encouraged to download the app.
- Student Success
 - Students have easier access to any office and events they are coordinating. This does not just contain student organizations, but also academic services including: Career Services, tutoring support, TRIO, philanthropic organizations, and other co-curricular student organizations.



Goals of our Solution

- Improve Retention
 - We are giving the students more power to be more interactive with what they want to get out of their experience at Boiztown University.
 - We are also aware that social engagement is important for all students, but it is vital for our first-year students. This can make or break their experience because it can dictate whether they feel support and part of our community.
- Improve Student Mental Health
 - We believe social connection can greatly improve the mental health of our students. We want to encourage our students to find a community and their support system.



Continuing After the Pandemic

- The app will still be operational for our students as they make their way back onto campus and to in-person events.
- The only part that will change is that this will be used as a supplement to engagement instead of the main source.
- Students will still be able to have the same access to the content and information that the app provides.
- Colleges and universities can also adapt the use of the app to include a function that acts as a campus-wide alert system.

Why it Will Work

One major aspect of university student retention is the level at which they are engaged across campus.

According to a study done by National Student Clearinghouse Research Center, 38.9% were not retained at their institution due to a lack of engagement in campus activities and organizations (and this was before COVID).

College students prefer a digital experience, primarily using their phone and apps, to stay connected and informed.



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