Kendel Jester, Kassandra Sweatt, & Kristen Morrison
Student Affairs - Virtual Case Study Competition
Bridgewater State University

Agenda

➔ Overview of Bridgestone State University (BSU)

➔ Meet the Virtual Engagement Committee

➔ Review the committee's mission, goals, and objectives

➔ Review the importance of student engagement, the challenges of virtual engagement, and the Bridgewater State University social engagement study.

➔ Overview of The Bridge app and its features

➔ Overview of The Bridge Kick-off Conference

◆ Events for students

◆ Events for staff/faculty

➔ Our marketing strategy

➔ Review the budget proposal

7 Elements of Learning

The icons included above indicate the 7 Elements of Learning framework of The Bridge app and Kick-Off event. These icons will appear within the slides to denote the relationship of the content to the theoretical foundation. Visit slide 12 for more information.

Icons from Canva

BRIDGESTONE STATE UNIVERSITY

Mission Statement

Bridgestone State University is a public institution offering undergraduate and graduate students a transformative educational experience dedicated to the holistic development of students and the production of scholarly and creative work.

Demographics:

Undergraduate students: 9,017

Graduate students: 1,634

Total number of students: 10,651

First generation students: 56%

Students of color: 28%

Average male/female student ratio: 3:5

Student to faculty ratio: 19:1

Tuition & Fees:

MA resident $10,564

Non-resident $16,673

Bridgestone State University if modeled after Bridgewater State University

Meet the Committee

BRIDGESTONE STATE UNIVERSITY

Kendel Jester
Director, Student Activities

Kassandra Sweatt
Director, Multicultural Affairs

Kristen Morrison
Director, Accessibility Services

Richard Murphy
Department Chair, Computer Science

Quang Nguyen
Director, Wellness Center

Victor Ngaippe
Director, Office of Teaching and Learning

Sara Lamb
Director, Information Technology

Photos from Pexels and Unsplash

Virtual Engagement Committee

Mission

To create an engaging virtual student experience through inter-departmental and interdisciplinary collaboration. The purpose of this committee is to develop a personalized student experience and to promote a sense of connectedness and belonging through engagement with genuine, meaningful interaction within the campus community.

Goals & Objectives

1. To develop The Bridge app to promote inclusivity, accessibility, and wellness
2. Create a kick-off event with interactive programs
3. Promote and track (incentives) student engagement and development (academics included)
4. Transcends beyond remote learning

Why is Student Engagement Important?

Developing social networks and collaborating with peers is beneficial to academic outcomes, as the positive relationships students make with classmates and instructors increase their motivation. (Mouzakis, 2017)

"Loneliness and isolation -- which can be heightened during this period of mandated physical distancing -- are significant risk factors for mental health challenges and/or suicidal behavior" (Anderson, 2020)

Student engagement within the university experience acts as a motivator -- helping students improve their academic performance and general well-being. (Mouzakis, 2017)

Why is Virtual Engagement a Challenge?

"Students are already spending a lot of time online for their course load. It is difficult for them to want to continue spending time online after classes to engage with clubs and activities."

"Serendipitous moments to connect are lost when taking online classes."

"It is difficult for someone who is battling a sense of loneliness and depression to step out and try to find ways to socially engage. It takes a huge amount of effort. It's the weight of this whole thing [covid] that makes it difficult to motivate."
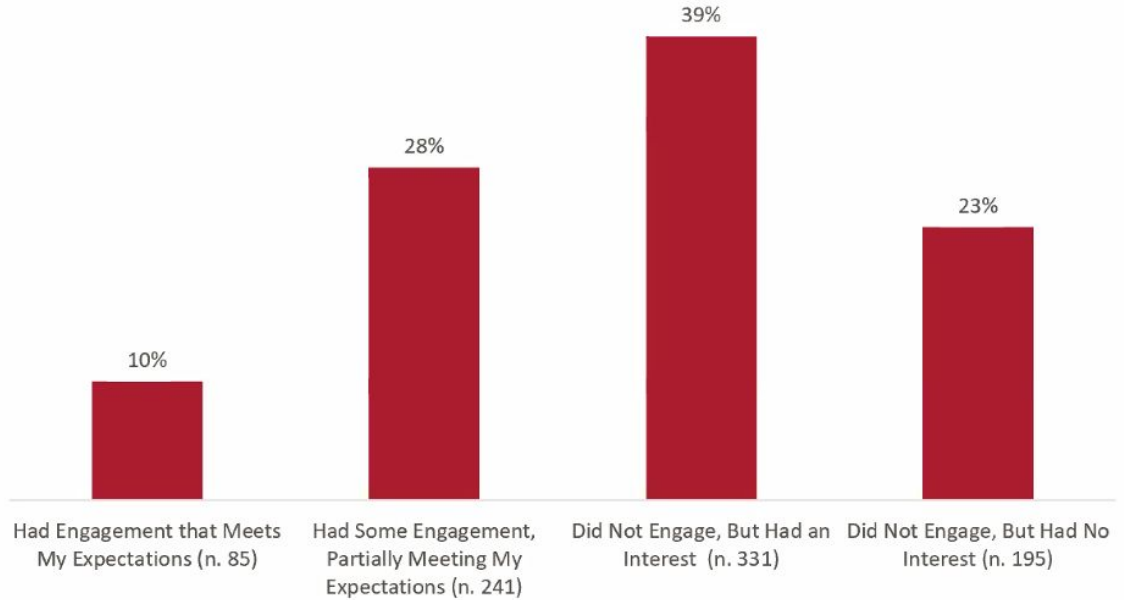
Douglas Walo

Director, Administration and Planning
Student Affairs and Enrollment Management
Bridgewater State University

BRIDGESTONE STATE UNIVERSITY

How connected with other students at BSU do you feel?
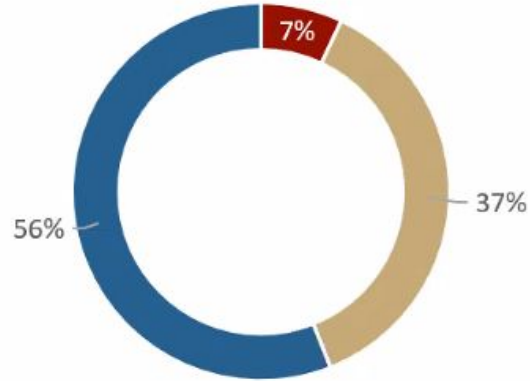
- Very Connected (n. 60) — 7%
- Somewhat Connected (n. 338) — 37%
- Do Not Feel Connected (n. 505) — 56%

Please rate your level of social engagement with the BSU community based on your expectations for this past semester.

- Had Engagement that Meets My Expectations (n. 85) — 10%
- Had Some Engagement, Partially Meeting My Expectations (n. 241) — 28%
- Did Not Engage, But Had an Interest (n. 331) — 39%
- Did Not Engage, But Had No Interest (n. 195) — 23%

Social Engagement Study, Bridgewater State University

These graphs and slides show the preliminary data from a recent study conducted at Bridgewater State University (a comparable institution to Bridgestone State University). Please note, since this is raw data, it has not yet been evaluated for statistical significance. In these graphs, BSU refers to Bridgewater State University.
The data and slides were included with permission.

Social Engagement Study, Bridgewater State University

Themes on Social Engagement and Expectations

- Being an online student made social engagement more difficult
- Being an online student made it harder to feel connected to the BSU community
- Fewer opportunities for social engagement than prior to the pandemic
- "Zoom fatigue" was experienced by many students
- Some students found a way to engage and connect, though to a lesser extent than desired
- The pandemic, not BSU, that has made social engagement difficult

Mental Health

- Existing mental health concerns have been exacerbated by the pandemic.
- Feelings of isolation and loneliness have negatively affected mental health.
- Increased stress due to course workload, finances, and balancing school/family/work all
- Other negative impacts: pandemic itself, not being on campus, the online format (particularly asynchronous courses), feeling less connected to other students and faculty.

70% of respondents indicated that mental health is a concern (n. 609)

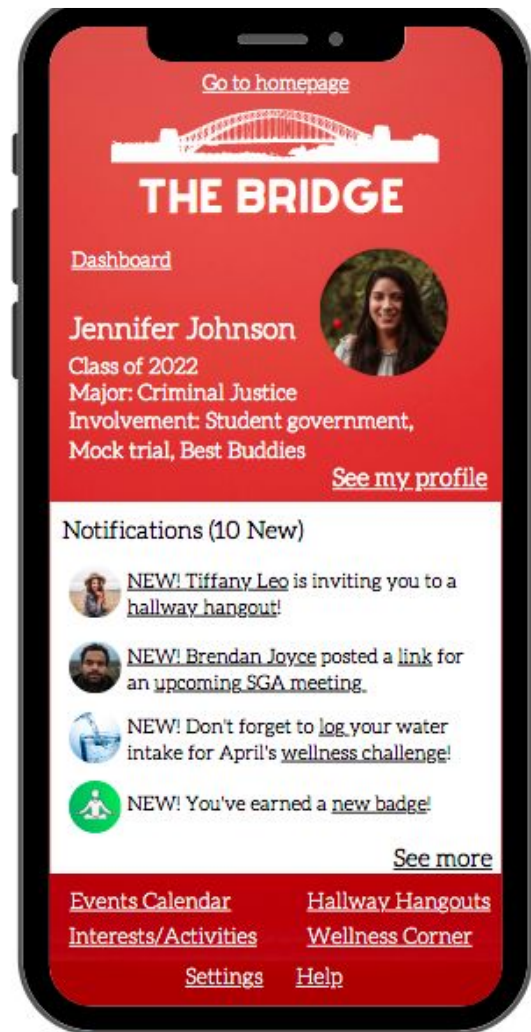(Walo, 2021)

The Bridge App: Key Features

Promoting connections

Wellness

Built-in Learning Tool

Accessibility

Incentive Program

Inclusivity

Icons from Canva

THE BRIDGE

Go to homepage

Dashboard

Jennifer Johnson
Class of 2022
Major: Criminal Justice
Involvement: Student government,
Mock trial, Best Buddies

See my profile

Notifications (10 New)

NEW! Tiffany Leo is inviting you to a hallway hangout!

NEW! Brendan Joyce posted a link for an upcoming SGA meeting.

NEW! Don't forget to log your water intake for April's wellness challenge!

NEW! You've earned a new badge!

See more

Events Calendar   Hallway Hangouts
Interests/Activities   Wellness Corner
            Settings   Help

Making Connections Through The Bridge App

BRIDGESTONE STATE UNIVERSITY

Hallway Hangouts

Between virtual classes, a notification powered by the app will pop up on the student's phone to invite them to join *Hallway Hangouts*, a spontaneous opportunity for genuine social connection. Students simply click *join* and virtually "bump into" other students who are also waiting in the hallway for their next class.

Interest Inventory

Immediately following the creation of a profile, students complete an interest inventory. By choosing their interests, the app configures the feed to show clubs and events that match the student's favorite topics or activities.

Easy to Join

All events use the same video platform and require the student to simply click *join* to enter an event. This button is included in the final push notification, the event description, and the organization's page.

Notifications

Students automatically receive push notifications on their cell phone for events that match their interests. This notification announces the event two weeks before the event, the days before, and the day of. Students can then select on the notification if they would like to join. If not, the notifications will immediately stop.

The Incentive Program

Students earn points and collect badges by attending virtual social events. Students win prizes after achieving certain checkpoints. See a selection of badges below:

Repeat Offender
Return to an event you have attended already.

The High Five
Earn this badge by attending 5 events of the same club.

The Investigator
Try many different clubs and activities to earn this badge.

Grand Welcome
Earn this badge by inviting a friend to join an event.

Justice Jam
Attend 3 racial justice events or workshops.

Wellness Warrior
Attend 3 wellness events or workshops.

Bridge Prizes

- ❖ Lunch with BSU's President
- ❖ Choose the dining hall menu
- ❖ Official Bridgestone regalia
- ❖ Bridge app themed graduation cords
- ❖ Movie tickets, gift cards, school supplies, laptop, tv, etc.

Staff/Faculty

Staff and faculty may participate in the incentive program as well. Staff or faculty that create holistic events and meet competencies earn points that can be redeemed towards prizes.

Icons from Canva

Applying Student Development Theory

The Bridge app seamlessly connects learning and development to the student experience, allowing both educators and learners to dive into the 7 Elements of Learning. Based off of foundational student development theory (Chickering, 1969), the Bridge app's 7 Elements of Learning provide a framework for building experiences that directly contribute to student development. The student learning and development component of The Bridge app was inspired by Northeastern University's SAIL app and learning tool (Poklop, 2021).

The Bridge's 7 Elements of Learning

Developing Competence
Major-specific content knowledge and technical skills | Physical and manual skills | Critical thinking | Logical reasoning ability and skills

Independence & Interdependence
Sense of responsibility to others | Recognition of connectedness with others | Ability to collaborate | Problem-solving skills | Self-direction

Interpersonal Relationships
Multicultural awareness and understanding | Interpersonal skills | Communication | Conflict management and resolution

Developing Integrity
Commitment to personal values | Respect for values of others | humanizing values

Developing Purpose
Commitment to personal interests and activities | Making decisions | Setting long-term goals
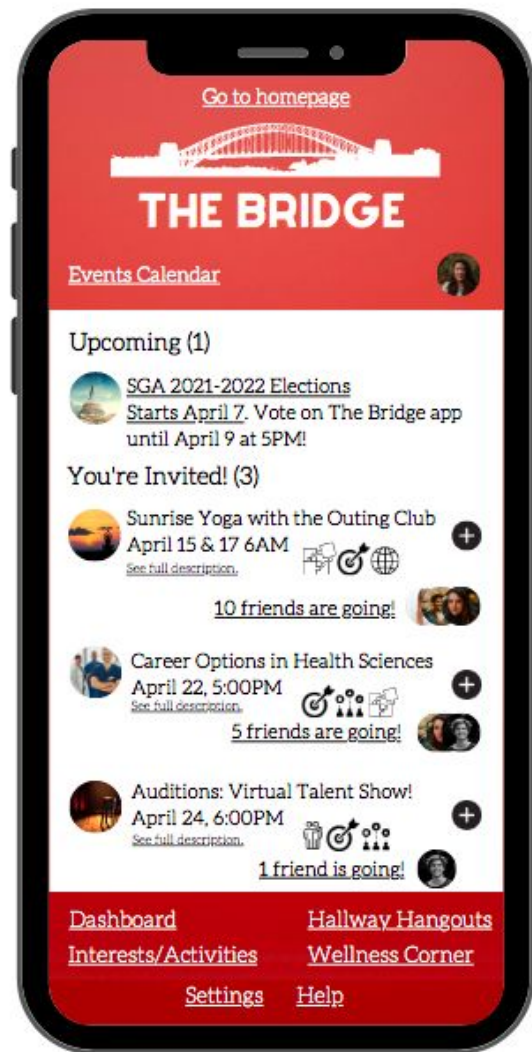
Managing Emotions
Understanding and regulating emotions | Emotional intelligence | Coping skills

Identity Development
Self-understanding (gender, race/ethnicity, sexual orientation, etc.)| Self-acceptance | Self-esteem

Go to homepage

THE BRIDGE

Events Calendar

Upcoming (1)

SGA 2021-2022 Elections
Starts April 7. Vote on The Bridge app until April 9 at 5PM!

You're Invited! (3)

Sunrise Yoga with the Outing Club
April 15 & 17 6AM
See full description.
10 friends are going!

Career Options in Health Sciences
April 22, 5:00PM
See full description.
5 friends are going!

Auditions: Virtual Talent Show!
April 24, 6:00PM
See full description.
1 friend is going!

Dashboard   Hallway Hangouts
Interests/Activities   Wellness Corner
Settings   Help

App Accessibility

The Bridge app will include accessibility features to meet the Web Content Accessibility Guidelines.

Perceivable

Captioning, text to speech compatibility.

Operable

Navigation tabs are easy to find and use. Push notifications do not disappear right away.

Understandable

App design is a clear cut and well organized. Ability to zoom, change contrast, select text size, adjust brightness and change the speed of video.

Robust

Compatible with assistive technologies.

26% Of adults living in the U.S. have a disability.

WCAG
W3C
Web Content Accessibility Guidelines

(Deque Systems, 2018)

Diversity, Equity, and Inclusion

BRIDGESTONE STATE UNIVERSITY

Reporting incidents of bias

We are aware that during a global crisis there may be increased tensions and heated discussions between members of the BSU community. If an individual feels that someone is being inappropriate on the app, they can report said behavior to the Director of Multicultural Affairs.

Curating representative imagery

Our diversity of voice will extend to the photos and illustrations presented within the app and our promotional materials.

Making all students feel welcome

We will give students the opportunity to include their pronouns and preferred name when they log into the app and create their profile.

Diversifying the voices of our content

Intentionally making sure our hosts/speakers are not homogenous in order to deliver representative and responsible content to our students.

App Wellness/Safety

Healthy Wellbeing Hub

Easy access to healthy resources at any time on the app.

- In the hub, students can share their favorite go-to resources for wellness and fitness sites or exercise videos.
- Students can also share their favorite recipes on the app's online cookbook.

Creating fitness challenges

Each month, students will be notified of a new fitness challenge, which if completed will count as attending 1 event for their wellness badge.

Drinking water challenge

Tracking your steps challenge

Nutrition challenge

Safety

If students feel unsafe while on the app, they can click on the help button on the bottom right of the app and file a report to campus police or the University's CARE team.

The Bridge App
Kick-off Conference!

A day-long virtual event with interactive workshops and activities for students, staff, and faculty! Meet new people, win prizes, and get a head start on earning badge points!

When: Orientation weekend, 8:30AM-2:00PM
Where: On The Bridge app!

To register, download The Bridge app on your Apple, Android, Microsoft, or Google device.

BRIDGESTONE STATE UNIVERSITY

The Bridge App Kick-off

Time	Event
8:30am - 9:30am	**Opening Ceremony (300 points)**
	Welcome - President Sasha Williams, Esq.
	Dedication of App - Dr. Kendel Jester
9:30am - 10:30am	**Concurrent Sessions - Section One (500 points)**
	Crossing the Bridge - Discover how to Navigate the Bridge app and earn rewards! *(For students, faculty, and staff)*
10:30am - 11:30am	**Concurrent Sessions - Section Two (500 points)**
	Discover your Interests! Take the Bridge interest inventory and learn how results drive genuine connections. *(For students)*
	Do you Measure up to Bridge? - Learn how to use the app to evaluate events and programs while earning rewards. *(For Faculty/Staff)*
11:30am - 12:30pm	**Concurrent Sessions - Section Three (500 points)**
	Getting Involved: Learn about Hallway Hangouts and other opportunities to make social connections in a virtual environment. *(For students)*
	Bridge to Wellness - Be introduced to built in safety features as well as wellness challenges component of the Bridge app. *(For students)*
	Identifying Students at Risk - Learn valuable skills to be able to identify students who are struggling the most in a virtual environment. (For faculty/staff).
12:30pm - 1:00pm	**Lunch Break**
1:00pm - 2:00pm	**Final Celebration**
	Virtual Scavenger Hunt - Work with your peers to compete for the grand prize of 10,000 points! *(For students)*
	Virtual Scavenger Hunt (Faculty/Staff Edition)- Work with your colleagues to compete for the grand prize of 10,000 points!

The Bridge App Kick-Off: Student Events

1. Crossing the Bridge

9:30AM-10:30AM

In this interactive session, students will learn how to navigate the Bridge app, create their profile, connect to classmates and earn rewards! This event will be recorded so students can view at any time.

2. Discover Your Interests

10:30AM-11:30AM

Students will take an interest inventory in The Bridge app to learn about themselves, and get connected to other like-minded students and organizations on campus.

3. Bridge to Wellness

11:30AM-12:30PM

Students will be introduced to the wellness aspect of the app. There will be instructions on how to connect with campus health and engage in Wellness Corner activities. Students will also have the opportunity to start the year off right by joining their first wellness challenge!
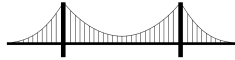
4. Virtual Scavenger Hunt

1:00PM-2:00PM

Students will collaborate with peers to find everyday items in their home and answer trivia questions before time runs out! Working together, students will be competing for a grand prize of 10,000 points!

Icons from Canva

The Bridge App Kick-Off: Staff/Faculty Events

1. Crossing the Bridge

9:30AM-10:30AM

In this interactive session, BSU staff/faculty will learn how to successfully navigate the Bridge app and use it as a learning tool. Plus, staff/faculty have the opportunity to earn points and win prizes! Learn more at this session.

2. Do You Measure Up?

10:30-11:30AM

Dive in deeper into the theory behind the Bridge and learn best practices for planning events with student development in mind. Help students make the connections between students experiences and learning, and use the app to track and evaluate program success.

3. Identifying Students at Risk

11:30AM-12:30PM

In a virtual world, it can be difficult to recognize when a student is struggling with mental or emotional health. At this session, learn to recognize suicide risk factors and warning signs, navigate the Bridge's safety features, and best practices for identifying and referring BSU students at risk.

4. Virtual Scavenger Hunt

1:00PM-2:00PM

Staff/faculty will collaborate with colleagues to find a number of everyday items in their home and answer trivia questions before time runs out! Working together, participants will be competing for a grand prize of 10,000 points!

Why Should Staff/Faculty Use the Bridge?

THE BRIDGE

1) Is a tool for increasing virtual campus engagement
2) Provides a platform for accessing collaborative, interdisciplinary professional development opportunities
2) Connects students' learning both in and out of the virtual classroom
3) Tracks student learning and development in a streamlined, user-friendly way
4) Provides a fun, interactive experience for the entire campus community. With our incentive program win gift cards, tech accessories, BSU gear, and more!

Marketing Timeline

BRIDGESTONE STATE UNIVERSITY

Market Research

The committee will partner with BSU Marketing and Communications to carry out market research to determine the best marketing strategy at least six months before the official launch of the app and kick-off event.

Initial Email Announcement

Three months before the official launch of the app, we will send out an email announcement to all students, faculty, and staff highlighting the features of the app as well as a save the date for the kick-off event.
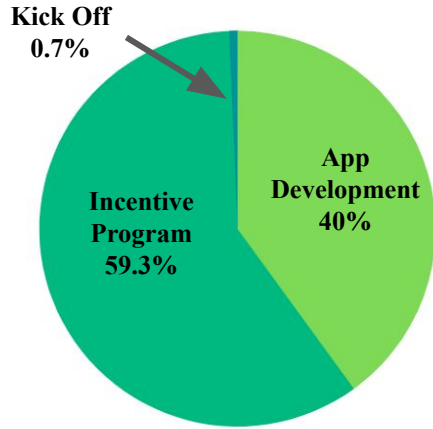
Social Media & BSU Website

One month before the official launch of the app, we will be releasing a series of promo videos to the main BSU website, as well as strategic social media platforms. The platforms will be determined by market research.

Official Launch of App

After an initial meeting with the chair of the Computer Science Department and our professional app development team, a timeline for the creation and launch of the app will be determined.

Icons from Canva

Budget Proposal

Kick Off
0.7%

- **App Development 40%**
- **Incentive Program 59.3%**

Incentive Program (donut chart)

- **Laptops/TVs 3.1%**
- **Grad Cords 3.4%**
- **School Supplies 11.2%**
- **BSU Regalia 14.6%**
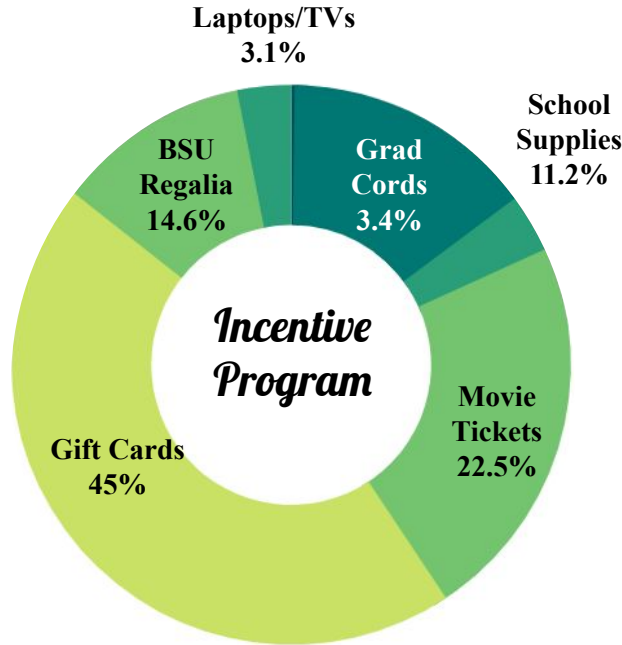- **Gift Cards 45%**
- **Movie Tickets 22.5%**

Funding & Saving Opportunities

Development of app as project for Computer Science students.

Low cost, experiential prizes.

Prize donations.

Institution of nominal activity fee covers 99% of the total costs of app development, the incentive program, and the kick off event.

App Development	
Computer Science Department	$10,000
Professional App Developers	$50,000

Incentive Program		
Gift cards	5500	$40,000
Movie tickets	2000	$20,000
Official BSU regalia	540	$13,000
School supplies	10000	$10,000
Graduation cords	1500	$3,000
Laptops	4	$2,000
Televisions	4	$800
Lunch with BSU's President	10	$200
Choose the dining hall menu	n/a	$0
Donated Prizes	∞	$0

Kick Off Event	
Virtual Scavenger Hunt	$1,000

Funding	
$14 Activity Fee per student (Fee built into Tuition & Fees)	$149,114

Grand Total	
Total Cost	$150,000
Funding	$149,114
Final Total	**$886**

References/Additional Resources

Anderson, G. (2020). Mental health needs rise with pandemic. *Inside Higher Ed.*

https://www.insidehighered.com/news/2020/09/11/students-great-need-mental-health-support-during-pandemic

Blair. I. (n.d.) *App accessibility is the new must in mobile development.* Buildfire. https://buildfire.com/app-accessibility-mobile-development/

Blair. I. (n.d.) *App development costs: $1,000 app vs. $10,000 app vs $100,000 app (what's the difference?).* Buildfire.

https://buildfire.com/app-development-costs-difference/

Boulton, C.A., Hughes, E., Kent, C., Smith, J.R., & Williams, H.T.P. (2019). Student engagement and wellbeing over time at a higher education institution.

PLoS ONE, 14(11)

Deque Systems (2018, May 17). *What is digital accessibility?* [Video]. YouTube. https://www.youtube.com/watch?v=grrx2Lva7T0

CDC. (2020). *Disability impacts all of us.* Centers for Disease Control and Prevention.

https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html#:~:text=61%20million%20adults%20in%20the,is%20highest%20in%20the%20South.

References/Additional Resources

Heiberge, G. & Harper, R. (2008). Have you Facebooked Astin lately? Using technology to increase student involvement. *New directions for student services. (pp. 19-35).* Wiley

   Periodicals, Inc. DOI: 10.1002/ss.293.

Henry, S. L. & Dick, W. (2018). *WCAG 2.1 at a glance.* Web Accessibility Initiative. https://www.w3.org/WAI/standards-guidelines/wcag/glance/

MacPhee, J. (2020). Promoting student mental health in difficult days. *Inside Higher Ed.*

   https://www.insidehighered.com/views/2020/05/29/advice-promoting-student-mental-health-during-pandemic-opinion

Mouzakis, K. (2017). Academic and social engagement in university students: Exploring individual differences and relations with personality and daily activities. *UC Riverside.*

Poklop, L. (2021). What it means to work in partnership at Northeastern University. *Teaching and Learning Together in Higher Education 1*(32).

   https://repository.brynmawr.edu/tlthe/vol1/iss32/1

Schwartz, V. & Davar, D. (2018). A comprehensive model to promote mental health and address risk for suicide. In M.D. Cimini & E.M. Rivero (Eds). *Promoting behavioral*

   health and reducing risk among college students: A comprehensive approach. (pp. 145 - 171). Routledge: New York, NY.

   https://www.jedfoundation.org/wp-content/uploads/2019/08/Promoting-Behavioral-Health-and-Reducing-Risk-among-College-Students-A-Comprehensive-Model-to-P

   romote-Mental-Health-and-Address-Risk-for-Suicide-6.00-by-9.00-in.pdf

Walo, D. (2021, February 4). *Student Engagement.* Bridgewater State University. [PowerPoint Slides].