VCS – INDIANA STATE

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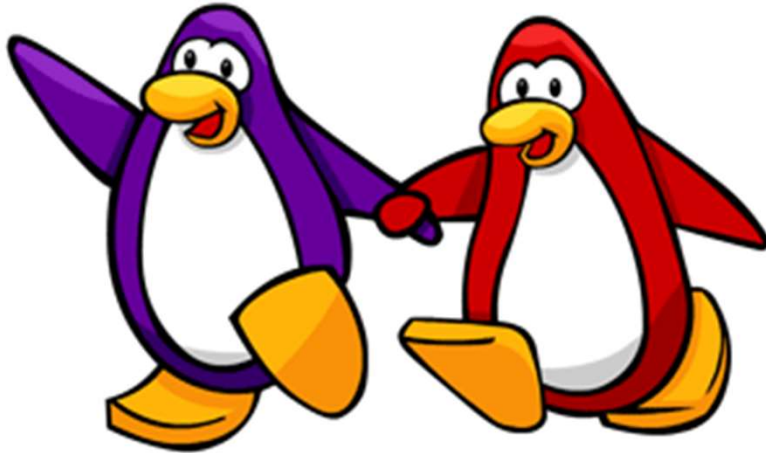
JAVIN DRAKE

UNITING OUR
STUDENT BODY
VIRTUALLY

PENGUIN
POINTS
APP
RELEASE

Our Institution

- Princetown Institute of the Arts in Princetown, PA

- Princetown Penguins (Mascot: Percy)

- Student body of 5,000

- Small, Liberal Arts college

- Primarily Residential college in a Suburban setting

OUR COMMITTEE

- Dean of the College of Technology

- Distance Learning Advisor

- Marketing Specialist

- Multimedia Services Coordinator

- Director of Student Activities

- Associate Director of Residential Life

- Student Programming Executive Board

- President and other Cabinet members of Student Government Association

PENGUIN POINTS PROGRAM

Penguin Points App

Collaborates with partners across campus

Units across campus will create challenges

Completing Challenges earns students points

Students create profiles and connect with other students

Fully virtual experience which utilizes and promotes already existing programs and resources

PENGUIN POINTS PROGRAM CONT.

- Points can be exchanged for prizes
  - Dining Hall Credit
  - Princetown Penguin Merch
  - Enter Drawings for Premiere Parking Passes
  - Sporting Event Tickets
- Launch on what was spring break week
- Students can share their profiles on social media for points (encourages engagement and acts as marketing)

STUDENT TO STUDENT CONNECTIONS

Student Profiles

Students can add other students

More they fill out their profile the more points they earn

Connects to major social media sites

Student versus student challenges

Individual and team challenges

For security, a university email is required to create a profile

POINTS CHALLENGES

- Challenges include:
  - Utilizing campus resources
    - Resume Review at the Career Center
    - Check-in to Recreation Center
    - Attend a Campus Life Program
    - Utilize Math Lab
  - Health and Wellness challenges
    - Attend a Fitness Class
    - Mental Health and Self-Care Challenges
    - Step Counting
      - Syncs to major step tracking apps like iOS Health, Fitbit, MyFitnessPal
  - Penguin Pride challenges
    - Submit a Picture with Percy and Pattie Penguin
    - Show off Fighting Penguin Merch

- Some challenges will automatically be approved:
  - Student vs Student/Team Challenges
  - App Engagement Challenges
  - Mental Health Break Challenges
- Other challenges will require submissions and approvals:
  - Utilizing Campus Recourses Challenges
    - Responsible Party: Campus Life
  - Wellness and Fitness Challenges
    - Responsible Party: Student Health Promotion
  - Penguin Pride Challenges
    - Responsible Party: SGA Director of Student Engagement

POINTS CHALLENGES CONT.

INTENDED OUTCOMES

1

Students will have a mutual platform to virtually interact and make more connections with their peers

2

Students will have access to virtual resources for mental health / wellness, academic achievement and campus involvement
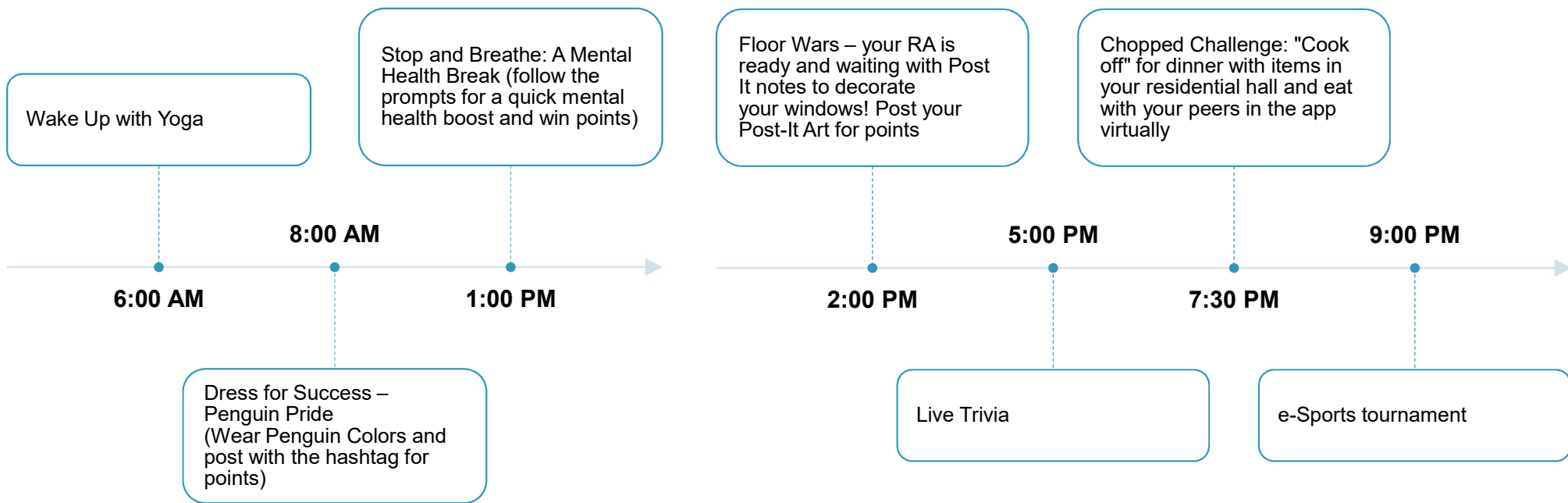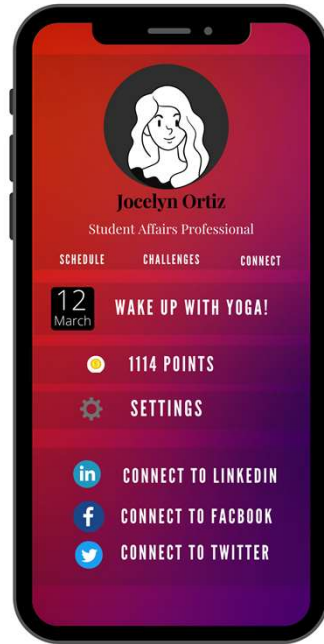
3

Student Affairs and Academic Affairs will build stronger, more collaborative relationships with each other as a result of app launch
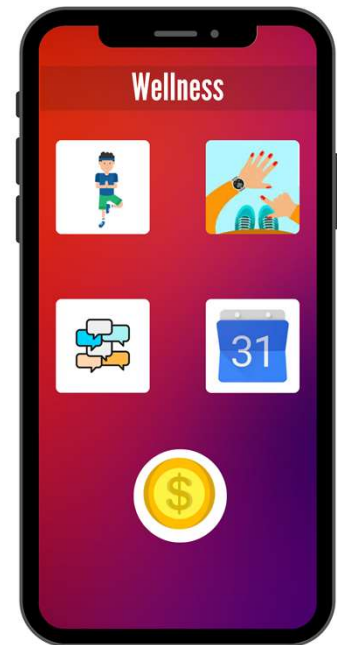
HOW WILL WE PROMOTE OUR APP?

- App is engineered by our own institution's College of Technology students

- Marketing video for app will be posted to all campus social media

- QR codes to download the app will be posted in all classrooms, residential halls, and spaces where students still meet in person

- The concept of building points will motivate students to partake as there will be a wide variety of rewards that can be purchased with points

- Points will be given for sharing their Penguin Points profile to other mainstream social medias (Instagram, Facebook, Twitter, Tumblr, Tik Tok, etc.) in turn, this will generate more student promotion / buzz surrounding the app

LAUNCH DAY

Wake Up with Yoga

Stop and Breathe: A Mental Health Break (follow the prompts for a quick mental health boost and win points)

Floor Wars – your RA is ready and waiting with Post It notes to decorate your windows! Post your Post-It Art for points

Chopped Challenge: "Cook off" for dinner with items in your residential hall and eat with your peers in the app virtually

8:00 AM

6:00 AM

1:00 PM

5:00 PM

9:00 PM

2:00 PM

7:30 PM

Dress for Success – Penguin Pride (Wear Penguin Colors and post with the hashtag for points)

Live Trivia

e-Sports tournament

Jocelyn Ortiz
Student Affairs Professional

SCHEDULE   CHALLENGES   CONNECT

12 March   **WAKE UP WITH YOGA!**

1114 POINTS

⚙ **SETTINGS**

in **CONNECT TO LINKEDIN**
f **CONNECT TO FACBOOK**
🐦 **CONNECT TO TWITTER**

HOME

👤 **PROFILE**

CHALLENGES

HEALTH WELLNESS

ACADEMIC RESOURCES

CONNECT

(Patton, Renn, Guido & Quaye, 2016)

WHY PENGUIN POINTS?

- Utilizing an app to promote student engagement meets students where they are – using technology and sharing their lives on social media

- Bronfrenbrenner's (1993) Developmental Ecology – by creating productive mesosystems for students during a challenging shift to predominantly virtual learning, we are aiding in student development

- Our holistic approach to the app aims to alleviate issues students are facing in the pandemic – mental health struggles, barriers to engagement, and academic decline

THE FUTURE OF PENGUIN POINTS

- App can continue to evolve and change

- Chances to involve community partners

- Although created to adjust to the restrictions of the pandemic, can easily be utilized in a post-COVID environment

- Evolve into a social media app that is exclusive to Princetown students

- Continue to promote engagement through modes students feel most comfortable

- Utilize as an event check-in app

- Academic and educational resources can continue to be updated and be available to users

Patton, L. D., Renn, K. A., Guido, F. M., & Quaye, S. J. (2016). *Student development in college: Theory, research, and practice* (3rd ed.). San Francisco, CA: Jossey-Bass.

REFERENCES