HILLMAN STATE UNIVERSITY (HSU)

Presented By: Jada Tompkins, Dominique Whipple, Shawn T. Whitaker, and Jason Worley

Location, Background, and University Type

- Located in the heart Portland, OR

- Founded in 1970 as a response to the killings of prominent Civil Rights Leaders

- A Public Land Grant University

- Majority of students live on Campus

- Most students are from out of state due to our tuition discount to student from the following states (California, Washington, Nevada, and Idaho)

- Undergraduate, Graduate, and Doctoral serving
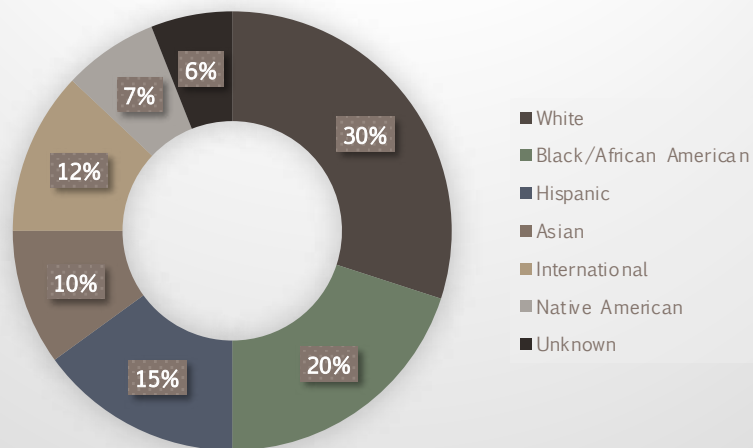
- Dedicated to Diversity and Inclusion

Ethnicity and Demographics of Students at Hillman State University

Ethnic Diversity of Undergraduate Students at Hillman State University

Legend:
- White — 30%
- Black/African American — 20%
- Hispanic — 15%
- Asian — 10%
- International — 12%
- Native American — 7%
- Unknown — 6%

- Student Population of 13,500

- Very Diverse Student Population

- Most of the students come from Out-of-State

- Most are Pelle Grant Eligible

- Come from close-knit families

- Quite a few are First Generation Students

Breakdown of Student Class Percentages

- Decrease of student population by 10%

- Poor retention rate amongst our first-year students due to COVID-19

- Slight decline in Graduate and Doctoral students

- Increase in Senior year students

- Struggling with how better our retention rates amid the COVID-19 pandemic

Class	# of students in 2019-2020	# of students in 2020-2021
Freshman	4,000	3,200
Sophomore	3,444	2755
Junior	3,056	3,045
Senior	2,500	2,600
Graduate	1,248	1,200
Doctoral	752	700
Total	15,000	13,500

Goals and Outcomes of This Event

Goal #1

Improve the Social Engagement of students

Goal #2

Utilize online programming in order to engage students

Goal #3

Organize a committee of unsuspected SAHE Professionals in order implement Events

Goal #4

Provide a unique and creative family environment for First-year students through online programming

The "Unusual Suspects"

Team Leader/Enrollment Specialist: Jason Worley (He/Him/His)

- Team Leader because in his position he is the initial line of contact to incoming and first-year students

- Has the skills and knowledge on how to reach out and communicate to students before they step foot on campus

- Usually loses contacts with most students after they are enrolled, and we would like to change that

- Also, has knowledge and insight on enrollment trends and what are the best techniques to increase it.

(Director) New Student Transition Programs: Jada Tompkins (She/Her/Hers)

- Picked up for the insight and experience in planning large-scale welcome events for New/Transfer students

- Has a specialized connection to the first-year community through the Transition Mentors/Orientation leaders

- Can provide budgetary funding to support programing for virtual connection events

- Understands and appreciates the irreplicable nature of collaborating for student engagement

Counseling Students/ Social Worker: Dominique Whipple (She/Her/Hers)

- Vital to new student transition. This team member knows how to help acclimate students to the campus climate.

- As a social worker, Dominique is aware of the signs of homesickness and avidly works to help students combat those feelings.

- She understands the correlation between being mentally well and retaining students.

- As an advocate she understands the importance of collaborating across campus to enhance the student experience.

Communications/Marketing Manager: Shawn T. Whitaker (He/Him/His)

- Provides marketing materials and services specifically designed to promote and enhance the image of Hillman State University

- Will have to be an on-going connect and must maintain some form of future communication with student body.

- We are not normal apart of programming aspect and often forgotten about when it comes to students.

- Able to stay up-date with future tendency and create futuristic trends based on the social climate of the world.
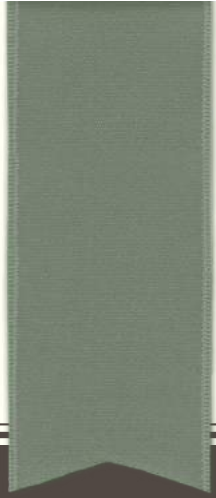
HSU DECLASSIFIED COLLEGE SURVIVAL GUIDE

Week-long Programs

Learning Objections For Events

By working in collaborative Student Affairs groups, professionals will be able to form events based on enhancing student's involvement, socialization, and community on campus.

Students will be able to utilize the online events to better their connections with both students and professional staff to have a better sense of belonging on campus.

Based on the events provided, internal and external stakeholders of Hillman State University will be able to learn from one another and find more efficient and empathic ways to network and understand students from all walks of life through socialization and academic conversations.

# The Hillman State University 'TikTok Challenge'

- Implemented for a First-year student (but welcomes all students) to come together and had a social atmosphere virtually

- A event playing off the phenomenon of the social media app 'TikTok'

- Each participant will be welcomed to perform a Viral TikTok challenge past or present

- Winner will receive a $200 reward and a post on the University's Social Media page

- Students can post their social media accounts online and follow each other
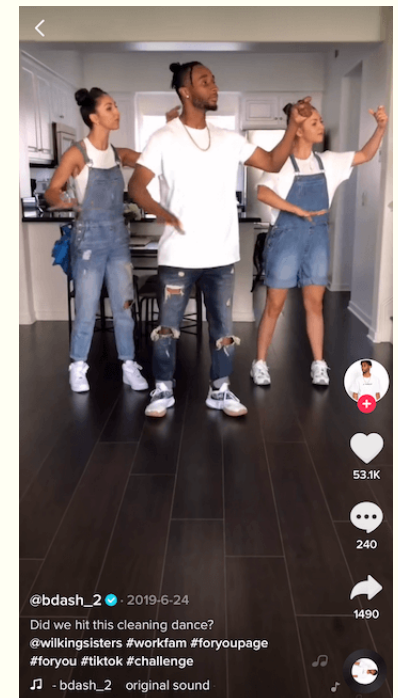
Hillman Home Invasion
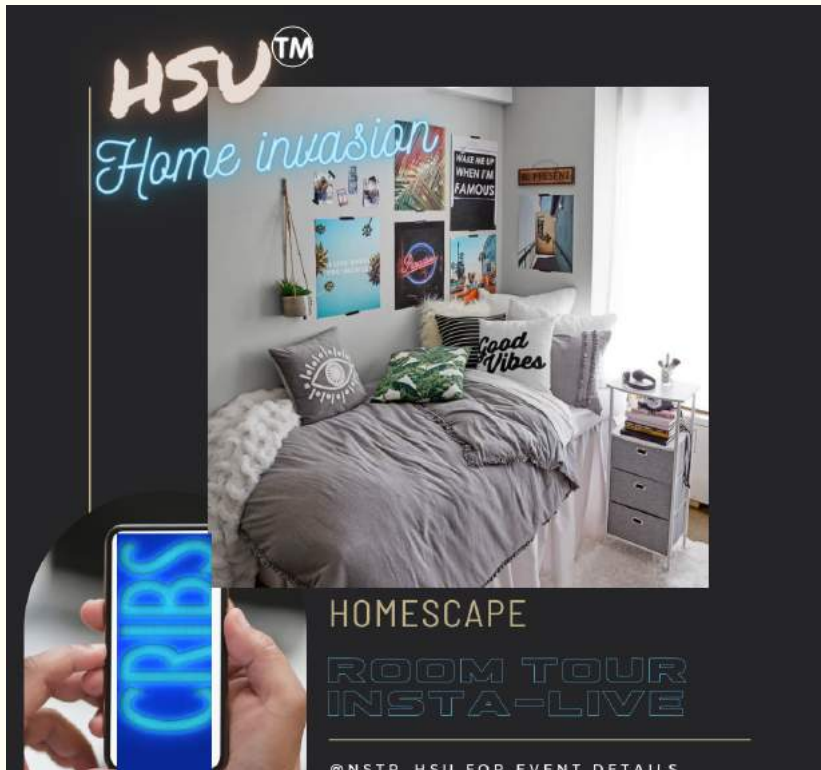
- The event was inspired by the transition mentors whose sole function is to aid in the first-year student's transition.

- Home Invasion is a program asking students to showcase where they're from, and the things about them that make them like no other.

- Student transition mentors host the event on the departments Instagram live account. Regulations regarding submissions will be given, all students, distance/com/residential are invited to partake.

Interactive Virtual Field Trip- Stress Less for Success

▪ The interactive virtual field trip to the Botanical garden was inspired by the feelings of homesickness, depression and anxiety that students face when transitioning and acclimating to a new environment.

▪ The purpose of this trip is to help students destress and release all doubts, fears, and inadequacies that they may have pertaining to college.

▪ During the field trip they will tour the Botanical garden, participate in a sound bath, guided meditation and end with a mindfulness activity.

Frame It at Hillman State Unviersity !
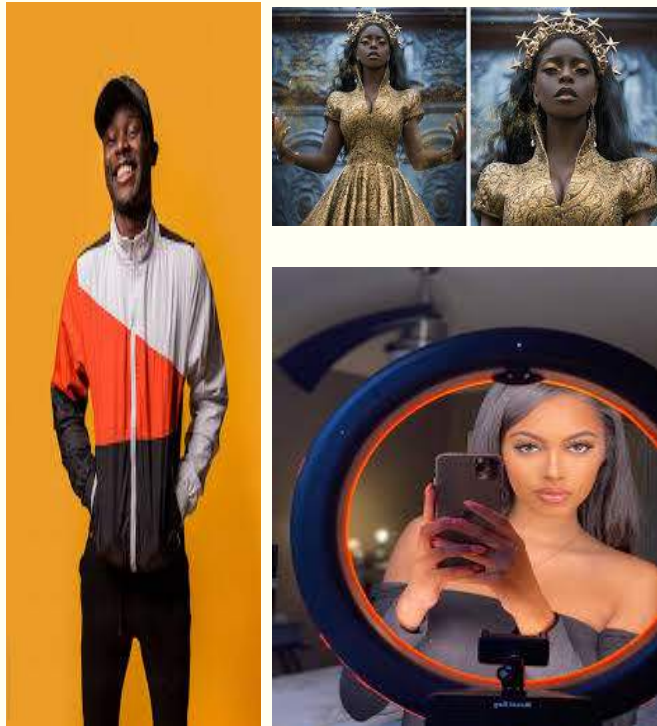
- During the week-long events will allow our office open.

- Office Spaces will be transformed in Picture Studio with studio lighting, selfie/ring lights and fans. Will have backgrounds : Headshot, Paris, a beach, All Black, and etc.

- For the virtual event, we will have a Social Media workshop. We will talk about the algorithms of Major Social Media, then the advantages and disadvantages of those algorithms and how to outdo them.
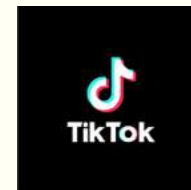
Evaluation and Assessment

- Engagement during this week of events will be judged regarding first year participation in the events above

- Utilizing analytics regarding zoom engagement, as well as our other means of media (tik-tok, Instagram-live) data to compile student engagement.

- The importance of survey data designed to analyze what take-aways first year students gained from participation in the events.

- Lastly after reviewing the following, our committee will undergo a self-evaluation of the programs utilizing the Strengths, Weaknesses, Opportunities, and Threats within each individualized program.

- After compiling the following assessment points, we will engage in discussion regarding how improvement points for future programming.
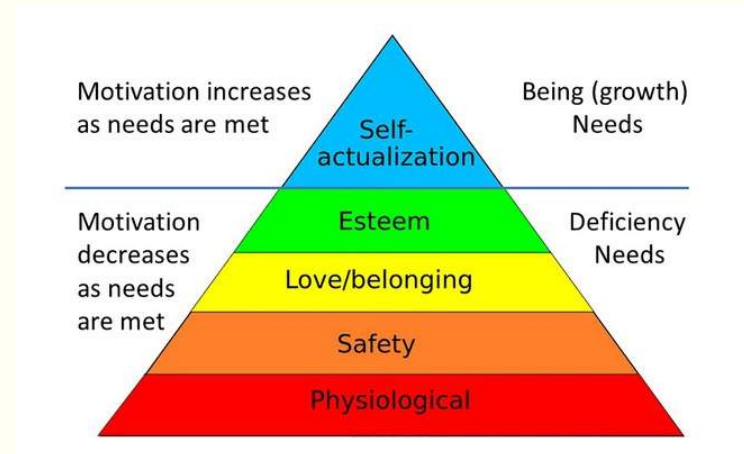
Why Does It Make Sense?

- Maslow's Hierarchy of Needs

- With our timing, our programming, at the very beginning of the semester, will fit into Maslow's Hierarchy of Needs.

- Students arrive to campus and get the first two leaves of Maslow.

- They will experience piece of the other levels through these programs.

- Love/Belonging : Hillman Home Invasion & The Hillman State University 'TikTok Challenge'

- Esteem : Frame It! at Hillman State

- Self-Actualization : Interactive Virtual Field Trip- Stress Less for Success

Questions, Comments, or Concerns?

References

Urani, M. A., Miller, S. A., Johnson, J. E., & Petzel, T. P. (2003). Homesickness in Socially-Anxious First Year College Students. *College Student Journal, 37*(3), 392-399.