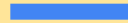




First Fri-YAY!



An Online Program Proposal for First-Year Students

Virtual Case Study Competition
Deja Lankford | Josephine Momberger | Julie Anne Elope

About Robin University

Robin University's mission is to develop students through an **academically rich experience** to apply their education through **engagement, effective leadership** and **problem-solving**. We strive for students to become **responsible contributors to society** to apply their education to **meaningful lifework**.

- **Spalanky, IL**
 - Public coeducational institution
 - **1,588 undergraduate**
 - 762 graduate students
 - Representing 41 states
- Of the 1,588 undergraduate students
 - 40% male
 - 60% female
 - 26% students of color
 - 81% live on campus
 - **38% first-year students**

Robin University During the Pandemic

Negative impact of COVID-19 pandemic on academics, health, and lifestyle

- exhibited by **stress** and anxiety
- maladaptive behaviors **of denial and disengagement.**
- Adopted approaches of engagement leverages **positive coping behaviors of acceptance** and **proactive behaviors** (Son et al., 2020).

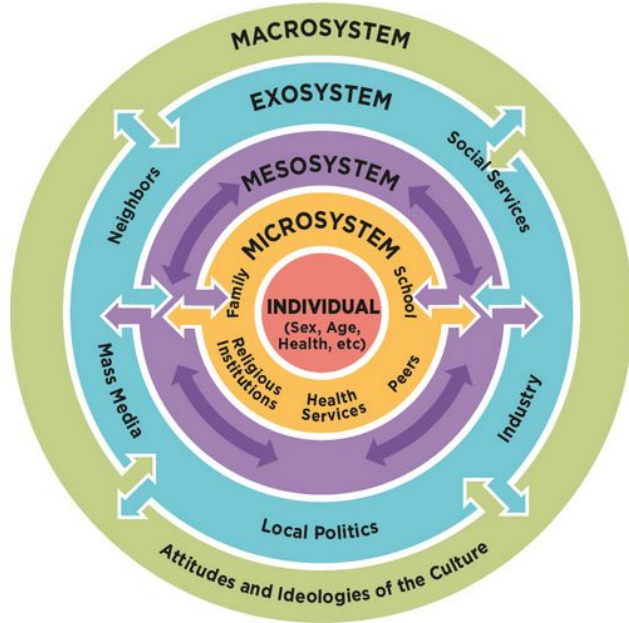
The shutdown of in-person classes at Robin University caused **anxiety**, however recognizing this and exhibiting **flexibility** reassured students. Attention to **rebuilding community through student engagement** is key.

Robin University During the Pandemic

- **Student engagement's** focus to re-add the basics protected ***communication, dialogue, and existing collaboration with students*** (Hassan et al., 2020).
- **Students working together** allows **creation of learning communities** and **networks** allowing for **knowledge exchange and learning support** (Robertson & Barber, 2017).

Student Engagement: Online

(Bond & Bedenlier, 2019)



The dimensions of engagement include **cognitive, affective and behavioural engagement**. Technology in those dimensions occur at the **macrosystem, exosystem, mesosystem, and microsystem**. This is adapted from **Bronfenbrenner's Ecological Systems Theory**.

(National Academies of Science, Engineering, and Medicine, 2016 – adapted from Bronfenbrenner, 1979)

Technology: Macrosystem, Exosystem, & Mesosystem

(Bond & Bedenlier, 2019)

Macrosystem

- Digital learning strategies are developing **technological pedagogical skills** worldwide

Exosystem

- Student success results in **positive student engagement** when **support services and infrastructure** are invested into
- Institutional leadership and professor attitudes on educational technology
 - **Policies on professional development and technology expectations**
 - **Policies staffing classes**
 - **Policies of student technology use**

Mesosystem

- **Attitudes** towards **technology** and **SES**
 - Affordability of devices
 - Access to Internet



Factors of Technology at the Microsystem Level

(Bond & Bedenlier, 2019)

The technology-enhanced learning environment microsystem focuses on the **learner-teacher-content relationship**.

Interaction on a worthwhile task with peer, and teachers encourages well-being, **connectedness**, and **engagement**.

Other psychosocial influences in the figure impact student engagement.

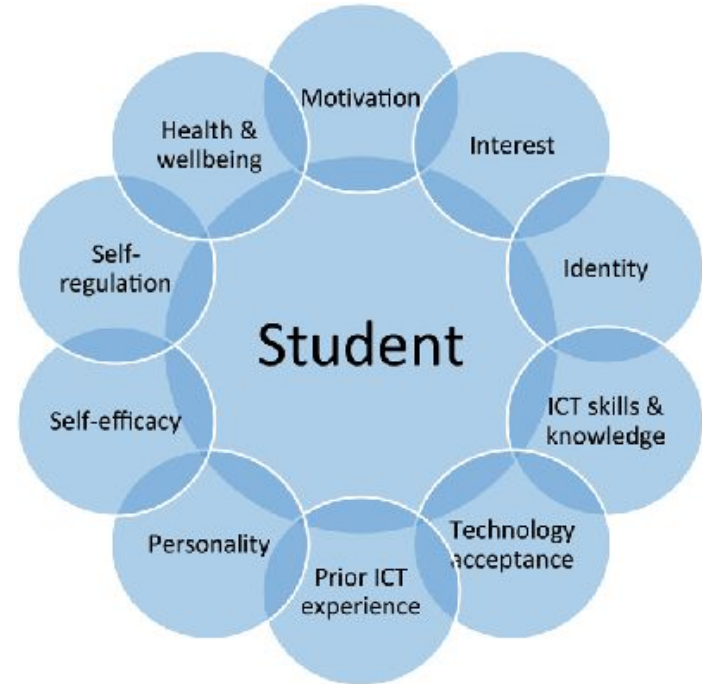


Image: Bioecological model of influences on student engagement, based on Bond (2019) and adapted from Bronfenbrenner and colleagues (Bronfenbrenner, 1979, 1986; Bronfenbrenner & Ceci, 1994).

Technology as a Space

(Brown, 2016)

According to Pew Internet and American Life Project’s (2015) survey:

- **96% of adults in America, ages 18–29 years old, use the Internet**— “a nearly universal figure that is likely even higher for students attending college”
- About **88% of college students** report using **social networks** and other **social software**



Image: Alhquist, 2014

With new digital realities, higher education student **educators** are able to play an important role. “As educational partners to college students, educators have as **much to gain** from the relationship as the students themselves.” With technology, educators can:

- **provide guidance**
- help students **navigate** the complexities of their **digital identities and reputation**
- encourage **developmental growth** through **mentorship** and **exploration**

First Fri-YAY!

First Fri-YAY! was designed to **engage** students while **informing** them of **resources offered on campus**. This activity serves as a wrap-around after orientation and is held during **Welcome Week**. The first event will be **Friday, September 3rd at 5pm**. **Groups of 7-10** will be led by one committee member and two RAs to **answer the riddles and find Robin's Eggs**. The answer to each Robin's Egg is the link to an office on campus. The first team to submit the **most correct answers wins!**

Committee for First Fri-YAY!

A committee was chosen to develop and lead the First Fri-YAY! Experience. It is composed of administrators who have roles with student success.

- **Sarah Nunya**, Director of Student Activities
- **Josie Momberger**, Assistant Professor of Marketing
- **Deja Lankford**, LPC, Student Counseling Services
- **Lori Anderson**, MSN, BSN, Student Health Services
- **Julie Elope**, Academic Advisor with Center for Major Exploration & Success Coaching
- **Coleen Person**, Dean of the College of Science

First Fri-YAY!

Before the Event

- Students pre-register by Thursday, September 2nd at 5 pm via the link provided on social media.
 - Pre-registration collects student information, shirt size, favorite local businesses, and address
- Event details and Zoom link sent to each student on the morning of September 3rd, and a reminder email will go out one hour prior to the event.

First Fri-YAY!

During the Event

- Resident Assistants (RAs), Student Leaders (SLs), and committee members staff breakout rooms and act as Team Leaders for student groups
 - Groups will consist of 7-10 students
- At 5pm, the Project Lead, Sarah, introduces the committee and event details
- During this time, RAs are recording attendance, to divide students accordingly
- After the informational, Committee Members and RAs begin to move students and staff to their corresponding breakout rooms

Event: First Fri-YAY! During the Event

- Each team is staffed by one committee member and two RAs
- Students begin by introducing themselves to each other and choosing a team name
 - Ice breaker - popcorn introductions: name, major, favorite flavor of ice cream, and choose who goes next
- The staff will document student and team names for prize purposes
- The RAs act as Team Leaders and are responsible for submitting correct answers; all answers will be the link to the corresponding offices

Event: First First Fri-YAY! Prizes

- The first team with the most correct Robin's Eggs wins!
- The prize includes Robin University swag and a gift card to a local business.
- Staff will contact the winning team by Monday September 6, 2021 and mail the prizes to the students.

The ultimate goal for First Fri-YAY! programming is to encourage first-year students to get to know each other while familiarizing themselves with the many on-campus offices and resources. It is a to complement Welcome Week that promotes **social engagement** and **problem solving**; two critical aspects of student success, as noted in the Robin University's mission. This will be determined by an assessment that students will complete.

First Fri-YAY!'s Goal

Marketing Plan Overview

- Promotion will begin one week prior to the event at the very start of the semester (August 27th)
- All involved departments as well as the University's social media and web will advertise First Fri-YAY!
- Flyers will be distributed to on-campus students in their residence halls.



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Promotional Video

<https://www.youtube.com/watch?v=-Sq9Y0xwkms&feature=youtu.be>



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Advertising Timeline

- **Friday, August 27** - Event is announced on Robin University's (RU's) social media accounts with sign up link. Announcement is shared by participating offices within the next 24 hours: Student Activities, Leadership & Student Involvement, Counseling Services, Center for Major Exploration & Success Coaching, College of Health & Behavioral Studies, and Student Health Services.
- **Saturday, August 28** - Flyers distributed to each residence hall room.
- **Monday, August 30** - Flyer posted to RU Leadership and Student Involvement's social media accounts, retweeted by other departments.
- **Thursday, September 2** - Final sign up reminder goes out via social media, with the sign up deadline of 5 pm.
- **Friday, September 3** - Leadership and Student Involvement shares screenshot of winning team and thanks all participants (Facebook, Instagram, Twitter). Post is shared by the other participating departments.

First Fri-YAY! Flyer

FIRST FRI-YAY! VIRTUAL ROBIN EGGS HUNT

**GET TO KNOW YOUR FELLOW FIRST
YEARS WHILE LEARNING ABOUT ALL THE
RESOURCES RU HAS TO OFFER. WINNING
TEAM RECEIVES A PRIZE PACK!**



**ONLINE VIA
ZOOM
REGISTER AT
WWW.ROBINU/
EVENTS**

**09.03.2021 @ 5
PM**

Sample Posts



Hey, first years! Join us for our First Fri-YAY virtual event next Friday, September 3rd! Get to know your fellow classmates while learning about the resources RU has to offer.

Sign up at the link below:
bit.ly/firstfriyay

12:00 PM · Jan 1, 2021



There's still time to sign up for our First Fri-YAY virtual Robin Eggs hunt! Zoom link will be emailed after sign up.

bit.ly/rufirstfriyay



12:00 PM · Jan 1, 2021



First Fri-YAY!'s Budget

\$500 for gift cards from
local businesses (50 at
\$10 each)

+ \$50 for shipping costs

+ \$500 for t-shirts and
water bottles

\$1,050 total budget

The benefit of First Fri-YAY! for student affairs

- First Fri-YAY! promotes social engagement and collaborative problem solving, as well as overall student success; which is the ultimate goal of student affairs professionals.
- The event introduces students to the different student service offices on campus as well as to other online resources. Equipping first-year students with these tools sets them up for success during their first semester.

First Fri-YAY!'s Assessment: Sampling and Methodology

Sampling: We intend to use **voluntary response sampling** to ask all first-year students who participated in First FriYAY! in the 2021 Fall semester to complete our **survey**. After completion of First Fri-YAY! we will give students **five minutes** to complete the survey. We will distribute a web-based survey through Qualtrics. After First Fri-YAY! students will also have a **second chance** to participate, which will be distributed via **email**.

Assessment Methodology: Our survey utilizes a **quantitative format of 10 questions using Likert-type scales and one open response**. Quantitative research methods yield results that are easily quantified, compared, and generalized which will help accomplish our assessment goals, specifically evaluating how first year students perceive Fri-Yay!'s **effectiveness in engagement in the wake of the COVID-19 pandemic**, which forced many students to attend events virtually.

First Fri-YAY!'s Assessment: Desired Outcome

The ability to see how students respond to First Fri-YAY! will allow for better approaches to assist first-year students specifically during the pandemic.

Survey questions will also be aligned with many of the student learning outcomes for first-year student programs, such as **social engagement** and **problem solving**. These learning outcomes come from the RU's mission statement and the application of student engagement from Bronfenbrenner's (1979) bioecological model of student engagement adapted by Bond (2019).

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