



# ***Sip and Share: A Cup of Change***

Hosted by The Office of  
Student Engagement



# Student Engagement Committee

The Student Engagement Committee was created to promote programs that keep students socially engaged while educating them about campus resources, activities, and organizations.



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# STEPHEN F. AUSTIN STATE UNIVERSITY

Home of the  
Lumberjacks!

Home to  
nearly  
13,000  
students



A breathtaking  
421 acre campus  
nestled in the  
Pineywoods of  
East Texas



Offering 120+  
majors and  
areas of  
study



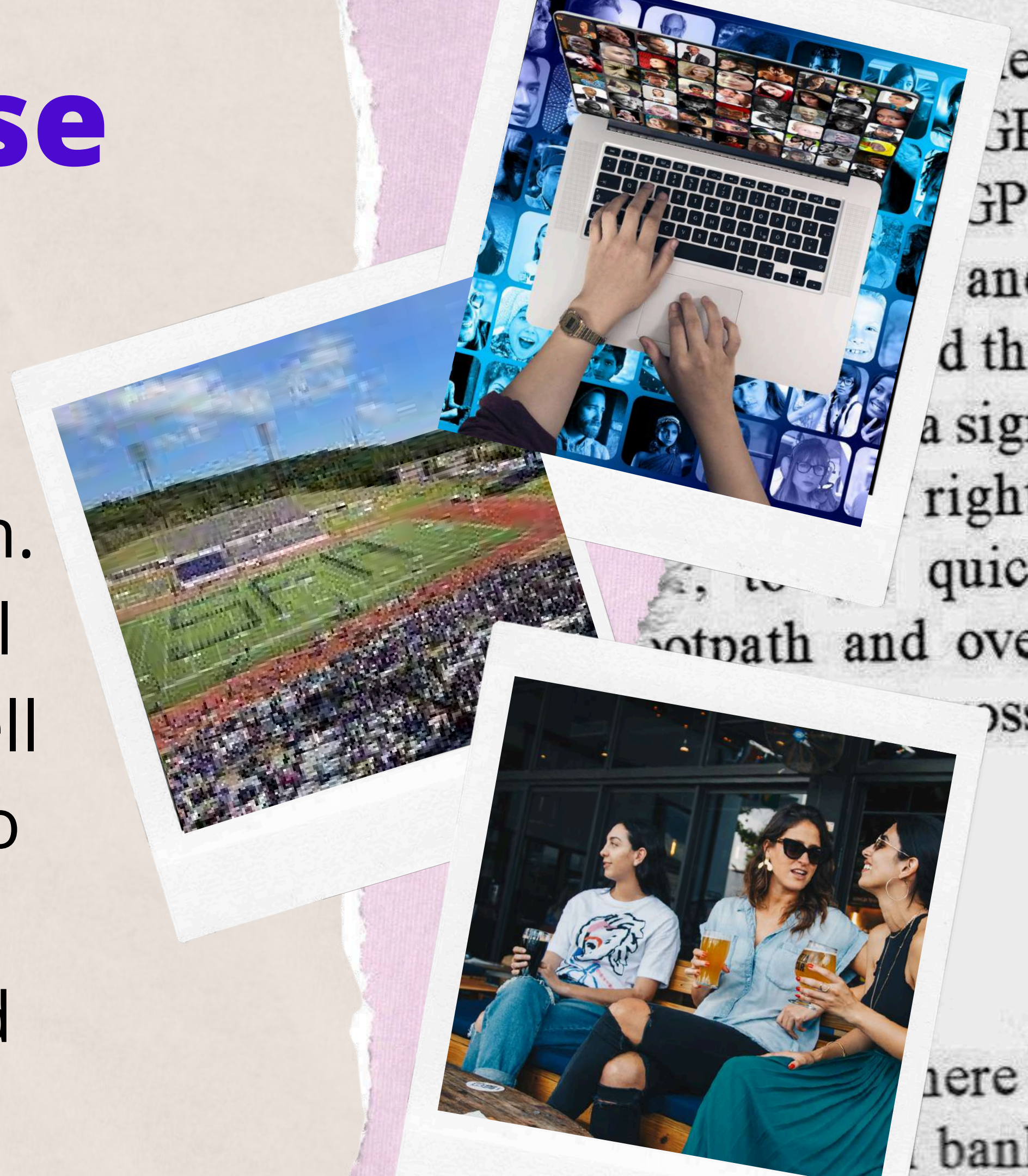
# **Student Affairs: Our Mission**

- **Create student focused success through active engagement**
- **Promote students' physical, social, and emotional wellness**
- **Protect and promote students' rights and responsibilities**
- **Support campus culture and traditions by promoting school spirit**
- **Provide programs and services to engage students and develop interest**



# Program Purpose

This program was created to focus on student engagement and socialization in order to promote positive mental health. Positive mental health is a vital part of our students' overall well being. We want out students to feel safe while continuing to actively engage with peers and campus staff.





# PRE ASSESSMENT

- Pre Assessment will be used to assess student's understanding of student engagement and involvement at SFA
- From this assessment, we will be able to determine if students learned something from our program
- Survey will be created on CampusLabs



# 1. Reason to Promote Socialization

## MAINTAINING POSITIVE MENTAL HEALTH DURING THE COVID PANDEMIC

In order to maintain positive mental health, socialization and connectivity are extremely important (Sahu, Jain, Bodicherla & Raza, 2020).

There are many negative effects associated with isolation due to the COVID-19 pandemic including anxiety, decreased peer interaction, stress, and lack of external supports (Fegert, Vitiello, Plener & Clemens, 2020). Building student supports that maintain social distancing guidelines, while promoting engagement are excellent student supports.





## 2. Reason to Promote Socialization

### CULTURAL EXPERIENCE

Another important reason to promote socialization is that it allows you to develop connections with individuals that are from other states and backgrounds. Increasing your social circle will help you form cross-cultural links as well as create a greater world viewpoint.





# 3. Reason to Promote Socialization

## HELP BUILD YOUR SELF-CONFIDENCE

Students should surround themselves with people who like them for them to enhance their self-esteem and reassure personal development. In college, some situations could be out of your safe place and make you feel helpless, but students can work hard to network with other students and advance their social skills and build their self-confidence.





# 4. Reason to Promote Socialization

## HAVE AN IMPACT ON YOUR FUTURE AFTER COLLEGE

In being more sociable, it helps to prepare you for life after college and make those bonding relationships with your peers and future co-workers. Make personal connections with people because you never know when your paths would cross again after college.





# Program Overview

The Sip and Share Program is a virtual forum that will focus on student engagement and socialization, while providing information about on campus programs and organizations that are supported by the Office of Student Affairs.





# Learning Outcomes

**By attending the Sip and Share Events, students will be able to**

- Demonstrate communication skills and the ability to engage with other students.
- Comprehend the importance of involvement as a first-year student.
- Participate in activities/discussion that encourage an inclusive environment.
- Understand the importance of campus diversity and acceptance through the program and organization presentations.





# PROGRAM COMPONENTS

- In being able to demonstrate communication skills with the other students, they will be able to meet and talk with peers via a virtual platform. The different ice breakers that we have set up allows for the students to engage with students whose paths would never have been crossed.
- The program will provide incentives to increase student participation (Starbucks sponsorship) The incentives are there to increase participation amongst all students on campus.
- First year students that register for the event would be able to learn from the older students about expectations and study habits as they advance in their academic studies.
- Students from all different backgrounds would be able to discuss their cultures so that other students are able to learn about them and develop lasting friendships that would make their time here at Stephen F. Austin State University a lasting memory that they would be able to pass down when they graduate and join the working force.



# STARBUCKS COFFEE

OFFICIAL PARTNERING SPONSOR

## TIERED PRIZES:

**1-3 MEETINGS: FREE DRINK**  
**4-9 MEETINGS: COFFEE MUG**  
**10-15 MEETINGS: \$25 GIFT CARD**



**STARBUCKS IS COMMITTED TO ENSURING SAFETY DURING COVID-19 BUT ALSO UNDERSTANDS THE IMPORTANCE OF RELATIONSHIPS. AFTER REACHING OUT TO THEIR PR TEAM, THEY DECIDED THAT THEY LOVED THE IDEA OF US CREATING A PROGRAM AROUND COFFEE AND ENGAGEMENT. WE WANTED TO ENGAGE STUDENTS IN THE WAY THAT THEY MIGHT DO SO WHEN THEY ARE AT STARBUCKS, JUST HANGING OUT AND CHATTING WITH THEIR FRIENDS. STARBUCKS WAS HAPPY TO DONATE TO OUR CAUSE IN THE FORM OF GIFT CARDS. ONCE A STUDENT ATTENDS 2 SIP AND SHARES, THEY WILL RECEIVE A CARD FOR A FREE DRINK OF THEIR CHOICE. THIS INCENTIVE WILL ENCOURAGE STUDENTS TO CONTINUE PARTICIPATING IN OUR EVENT.**



# PROGRAM BUDGET

- **Total funding from SFA: \$1,200**
- **Agreement with Starbucks (annual): \$5,000**

## **Allocation of Funds:**

- mugs
- tiered prizes: including gift cards, and **FREE** drink vouchers
- student director incentives





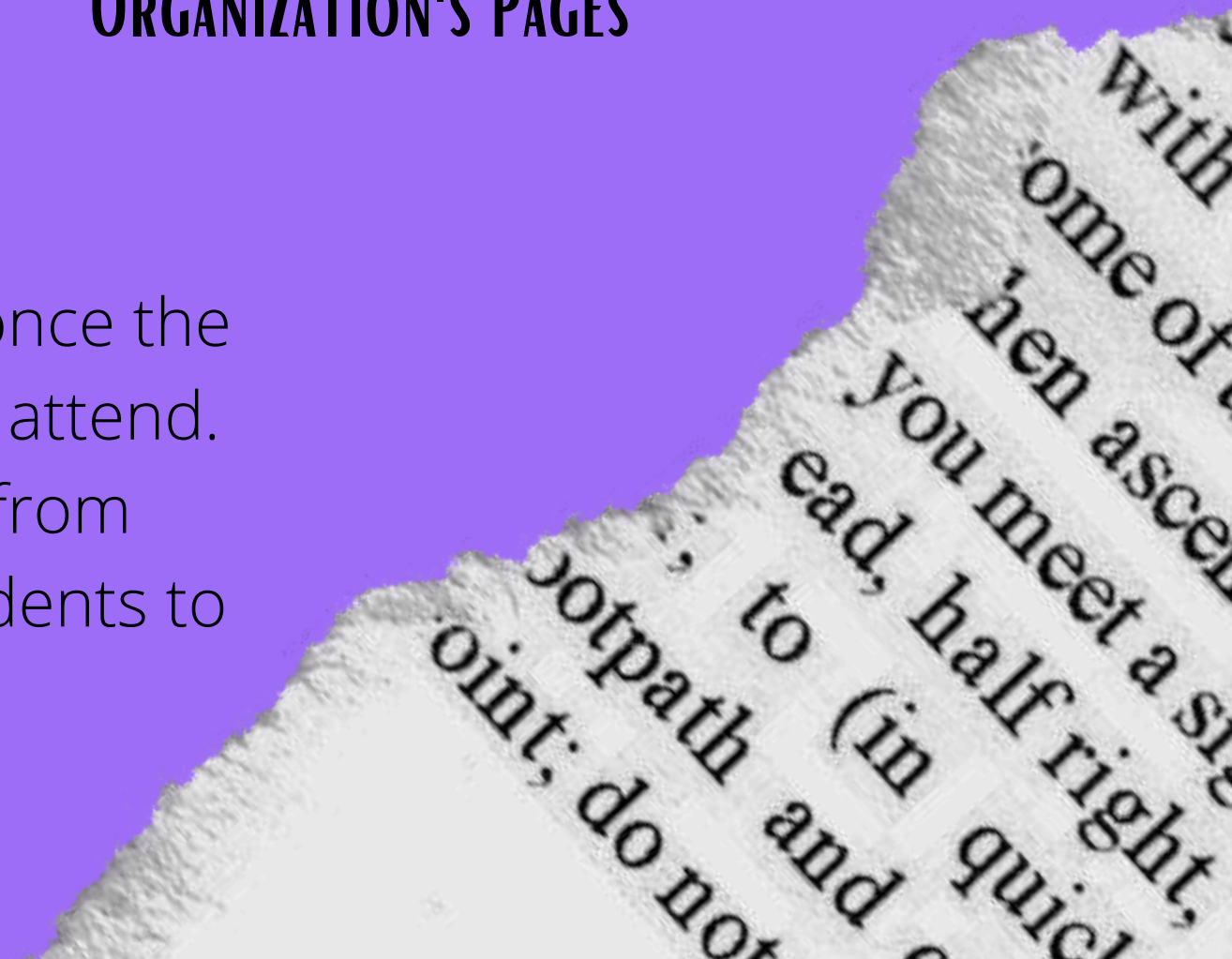
# Social Media Plan

Posts will start 21 days prior to the first event encouraging students to be on the look out for the event signup. Student will be able to sign up for the Program until 5 days prior to first event.

**ALL SOCIAL MEDIA POSTS WILL BE POSTED ON THE  
STUDENT AFFAIRS AND UNIVERSITY SPONSORED  
ORGANIZATION'S PAGES**



Posts will be made on social media weekly once the program has started to remind students to attend. We will also post pictures and feedback from students about the event to encourage students to signup in the future.





# Social Media Plan





# *Week 1- Guest Speaker and Break out Session*

PLANS

## **Week 1 Main Room**

**Office of Student Engagement:** the director of student engagement will give an overview of what the Office of Student Engagement does, information about organization types, how to become involved in an organization.

## **Week 1 Breakout Room**

After the main room session, students will be moved into breakout rooms. Room mediators from the Student Engagement will join break out sessions. They will introduce an ice breaker activity and encourage open discussion about the topic covered in the main room.



# *Ice Breaker Activity- Week 1*

PLANS

**Extremely “you” photo roulette:** In advance of the session, each member has to share with the moderator a photo that is “extremely” them — this can be something funny, a cool place you visited or an activity you take part in regularly. Photos are then shared in random order and each person has to describe what they’re doing in the photo and why they chose it. Again, this one forces some personal conversation rather quickly so choose this for teams with more comfort and experience with each other.





# Week 2- Guest Speaker and Break out Session

## PLANS

**Week 2 Main Room** **Driving Jacks:** a representative from the organization will provide an overview of the organization, services they provide, how to get involved, and then a brief educational session on a topic related to their organization (drinking and driving, alcohol related statistics among college age students, etc.)

**Week 2 Breakout Room** After the main room session, students will be moved into breakout rooms. Room mediators from the Student Engagement will join break out sessions. They will introduce an ice breaker activity and encourage open discussion about the topic covered in the main room.



# *Ice Breaker Activity- Week 2*

PLANS

**What do we have in common?** Again in small groups, give each team 5 minutes to find 3 things they have in common across all team members. This one may force some personal conversation rather quickly in a team's formation so make sure you've got enough comfort between team members before using this one.





# Week 3- Guest Speaker and Break out Session

PLANS

## Week 3 Main Room

**Purple Haze Association:** a representative from the organization will provide an overview of the organization, services they provide, how to get involved, and then a brief education session on a topic related to their organization.

## Week 3 Breakout Room

After the main room session, students will be moved into breakout rooms. Room mediators from the Student Engagement will join break out sessions. They will introduce an ice breaker activity and encourage open discussion about the topic covered in the main room.



# *Ice Breaker Activity- Week 3*

PLANS

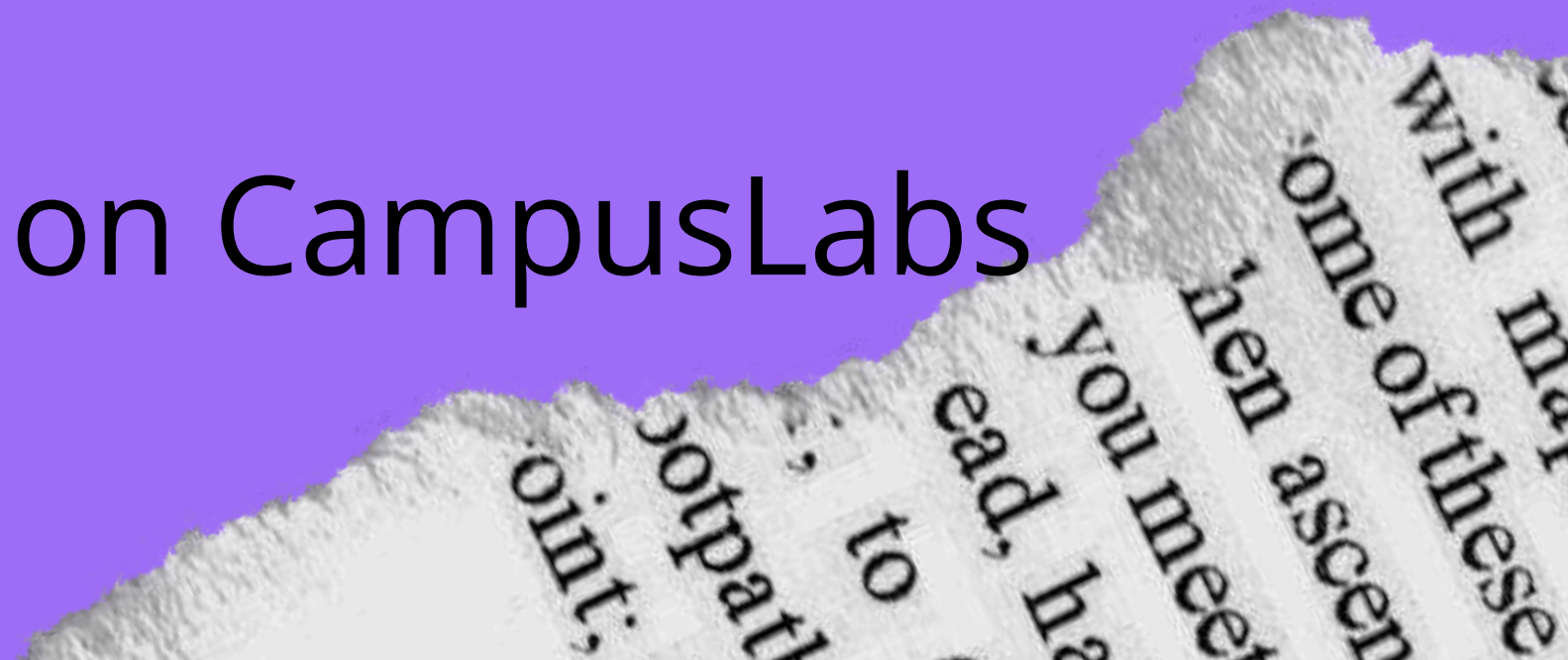
**Virtual Pictionary-** Breaking into small groups, one person on the team draws an item, activity or place while the other participants attempt to guess what they are drawing. The administrator could send the picture in a PM in chat. This is not only fun and funny but helps teams get an early sense of the differences between perception, communication methods and reality.





# ASSESSMENT

- At the end of the semester, students in the program will be assessed on the learning outcomes of the program
- We will also ask for feedback on how to improve this program for the future
- This survey will also be created on CampusLabs





# REFERENCES

Fegert, J., Vitiello, B., Plener, P., & Clemens, V. (2020). Challenges and burden of the Coronavirus 2019 (COVID-19) pandemic for child and adolescent mental health: a narrative review to highlight clinical and research needs in the acute phase and the long return to normality. *Child And Adolescent Psychiatry And Mental Health*, 14(1). doi: 10.1186/s13034-020-00329-3

Sahu, K., Jain, A., Bodicherla, K., & Raza, Q. (2020). Impact on mental health by “Living in Isolation and Quarantine” during COVID-19 pandemic. *Journal Of Family Medicine And Primary Care*, 9(10), 5415. doi: 10.4103/jfmmpc.jfmmpc\_1572\_20

