



UTSA ENGAGE

Encourage.New friends.Games.
Active.Gather.Enterprise

Jesse Gonzalez, Stephanie Gutierrez, and Heaven Tharp

University of Texas at San Antonio

Master's in Higher Education Administration

Overview

- Who We Are
 - Planning Committee Members
 - Institution Background
- Why **ENGAGE**?
 - Purpose for active student engagement
- What is **ENGAGE**?
 - Program Overview
- **ENGAGE** Virtually
 - Program Specifics
- **ENGAGE** on Social Media
 - Social Media Plans





Who we are

ENGAGE Planning Committee Members



Jesse Gonzalez,
Director of Social Media



Stephanie Gutierrez,
Director of Student
Activities



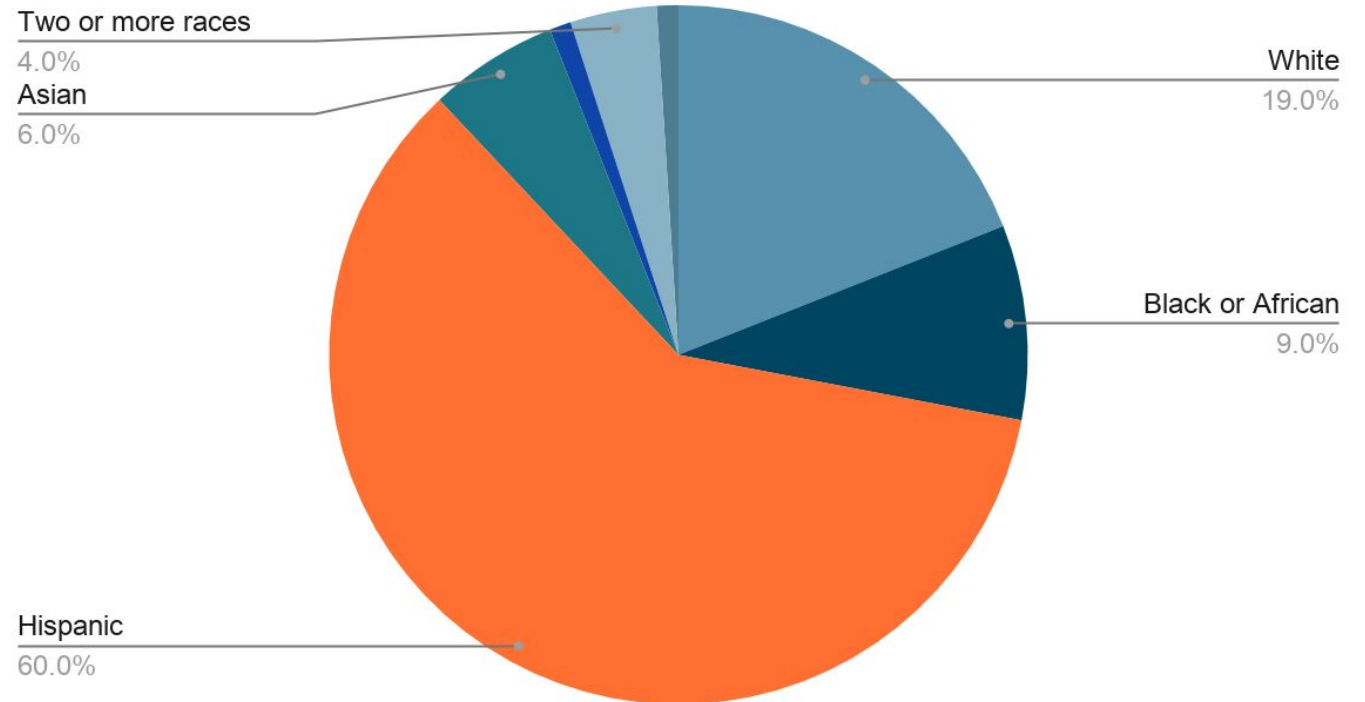
Heaven Tharp,
Director of Academic
Coaching & Mentoring



University of Texas at San Antonio (UTSA)

- Location: San Antonio, Texas
- Hispanic-Serving Institution
- Entering class key points:
 - First-Generation students = 44%
 - Freshmen not required to live on campus - but campus community is linked to retention
 - Average class size 5,500 to 6,000

Demographics - UTSA



The background of the slide features a repeating pattern of light gray hexagons on a white background, resembling a honeycomb or molecular structure.

Why **ENGAGE?**

Student **ENGAGE**ment in a Virtual World

- College Environment
 - Learner-to-Learner and Learner-to-Instructor Engagement importance (Martin & Bolliger, 2018)
 - Communities of Practice across Disciplines (Dailey & Hauschild-Mork, 2017)
 - Student involvement with other students as the investment of physical and psychological energy (Woodard & Fatzinger, 2018)
- First-generation and marginalized students
 - Tinto's integration theory (Museus et al., 2017)
- Online learning
 - Fostering interactions (Martin & Bolliger, 2018)
 - Small subgroups create more meaningful interactions (Zayapragassarazan, 2020)
 - Balance learning with environment where people can chat to each other and play (Foley & Marr, 2019)
- Social Media influence
 - Newer technologies have potential to enhance student engagement and educational outcomes (Timm & Junco, 2008)
- Student Success
 - Student's sense of belonging in college is positively linked to degree completion (Museus et al., 2017 and Duran et al., 2020)

The background of the slide features a repeating pattern of light gray hexagons on a white background, resembling a honeycomb structure.

What is **ENGAGE**?

ENGAGE Mission Statement:

ENGAGE is a virtual program aimed at first-year students to promote engagement with peers, faculty, and the institution in order to promote a supportive campus environment.



Goals for ENGAGE:

- Increase student engagement for first year students
- Promote available services on campus:
 - Tutoring services
 - Counseling services
 - Writing Center
 - Recreation Center
- Increase school spirit and camaraderie between students in a virtual setting
- Increase knowledge of technology services for better academic success
 - IT department



ENGAGE Timeline:

- Kick off week: September 13, 2021 via online platform to explain program and color teams
 - Encourage (Monday)
 - New friends (Tuesday)
 - Games (Wednesday)
 - Active (Thursday)
 - Gather (Friday)
 - Enterprise (Saturday)
 - School spirit pep rally and football watch party (Saturday evening)
- Academic year plans: October 2021 – April 2022
- Awards ceremony: May 2022



ENGAGE Team Structure:

- First-year students (5500 students) will be divided into 6 teams of 910 students each
 - Within each team, 6 subgroups exist and are paired with a faculty mentor and upperclassman peer mentor (150 students per subgroup)
- Each program will have a code that students will sign-in at to receive points
- Students are encouraged to dress in team colors for certain events, like pep rallies, games, etc.
- Subgroups will meet monthly with faculty mentor to discuss a different **ENGAGE** topic and have guided reflection time
- Awards ceremony will award top **ENGAGED** team



The background of the image is a light gray honeycomb or hexagonal grid pattern. The hexagons are uniform in size and are arranged in a staggered, repeating pattern across the entire frame.

ENGAGE virtually



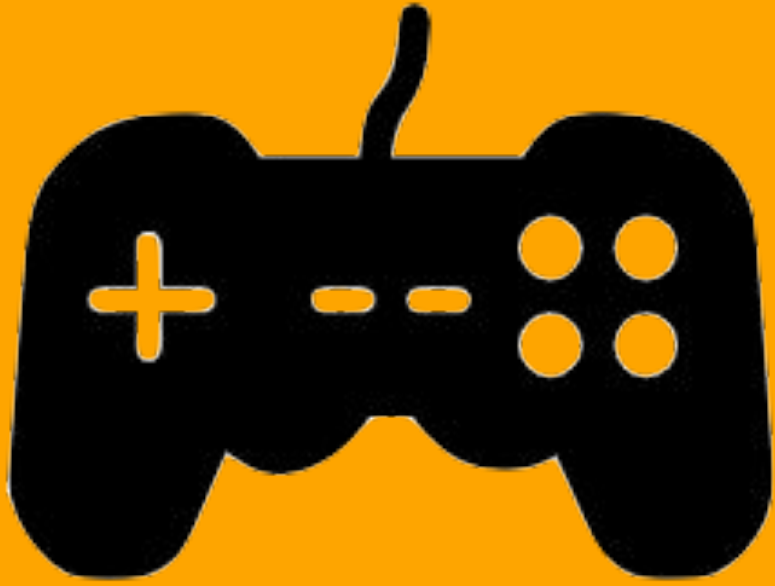
Encourage

- Purpose – to promote a positive transition to college; specifically focusing on tools for handling stress and time management.
- Kickoff Activities –
 - Counseling Services Introduction
 - Time Management Workshop
 - Stress Management Workshop
 - First-generation alumni panel
- Yearly Plan –
 - Offer smaller workshops led by upperclassmen
 - Create fliers on a specific tool for both topics monthly.

New friends

- Purpose – to allow for students to meet new friends and create a support system.
- Kickoff Activities –
 - Speed Dating Friends addition
 - meet other students from your hometown
 - meet your potential classmates
 - meet other students with a similar career path
- Yearly Plan –
 - Offer two mixers a month with different topics (ex: Halloween themed, Christmas themed, College Themed).





G_ames

- Purpose – to promote social interaction in a fun, informal setting.
- Kickoff Activities –
 - Online video game competition
 - Trivia competitions
 - Virtual escape rooms
 - Virtual Loteria (Spanish bingo)
- Yearly Plan –
 - Continue Trivia events
 - Virtual Scrabble tournament
 - Gaming tournament

Active

- Purpose - to promote a healthy college lifestyle for students focusing on the body and mind.
 - Recreational Center (including campus gym)
 - Counseling Services
- Kickoff Activities – virtual classes offered throughout the day
 - Yoga
 - Zumba
 - Meditation
 - Guided Nature treadmill walk around campus
 - Introduction to therapy and counseling services
- Yearly Plan –
 - Continue specific classes for participation
 - Walking step competition
 - End of year virtual field day team competition





Gather

- Purpose – to promote participation in student organization opportunities.
- Kickoff Activities –
 - Student Org. Fair
 - Student Leader Series
 - How student orgs. impacted their college experience
 - Marginalized Student Leaders
- Yearly Plan –
 - Highlight a student organization monthly
 - Include racial, ethnic, and LGBTQIA+ student groups
 - Highlight student org. events monthly

Enterprise

- Purpose – to promote interaction amongst students and faculty, as well as institutional programs aimed at academic success.
- Kickoff Activities –
 - Departmental fair:
 - Writing Center
 - Tutoring Services
 - Career Services
 - Representatives from different schools
 - Townhall with Dean of Students
- Yearly Plan –
 - Monthly townhall series with institution leadership
 - Educational skills series
 - Monthly subgroup meetings with faculty and upperclassmen mentors



The background of the image is a light gray honeycomb or hexagonal grid pattern. The hexagons are uniform in size and are arranged in a staggered, repeating pattern across the entire frame.

ENGAGE on Social Media

Social Media Promotional plan:

Instagram:

@UTSA /@UTSA_ENGAGE

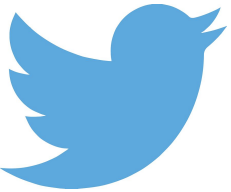
- Mondays we will take over the main UTSA Instagram page to promote our program
 - Instagram Lives Sessions:
Eg. Zumba, Yoga, Meditation, etc.
 - Promote Monthly color team winners
 - Giveaways - UTSA swag

#utsaengage



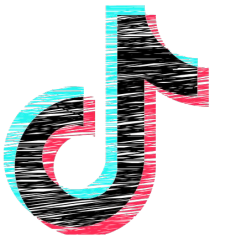
Twitter: @UTSA_ENGAGE

- Weekly, monthly, and semesterly event updates.
 - (e.g) Give updates on the leading team



TikTok: @UTSA_ENGAGE

- Will promote
 - Motivational Monday
 - Togetherness Tuesday
 - Wednesday Game day
 - Tune-Up Thursday
 - Fair Fridays
 - Enterprise Saturday



ENGAGE Promotion

- New Student Orientation
 - Students will be mailed a colored team t-shirt, bandana, and mask in new student packets
- Academic Inquiry and Scholarship Course (required freshman course)
 - Have facetime during the first week of the course to talk about **ENGAGE**
- Sponsorship
 - Find a restaurant to sponsor each team
 - Include a coupon for one (1) free meal at the sponsoring restaurant
- Marketing
 - UTSA Campus Link (CRM system) - weekly newsletter



References

- Dailey, R. & Hauschild-Mork, M. (2017). Making It All Count: A Cross-Disciplinary Collaboration Model Incorporating Scholarship, Creative Activity, and Student Engagement. *InSight: A Journal of Scholarly Teaching*, 12, 64–78.
- Duran, A., Dahl, L.S., Stipeck, C., & Mayhew, M.J. (2020). A Critical Quantitative Analysis of Students' Sense of Belonging: Perspectives on Race, Generation Status, and Collegiate Environments. *Journal of College Student Development* 61(2), 133-153. doi:10.1353/csd.2020.0014.
- Fink, J. E. (2014). Flourishing: Exploring Predictors of Mental Health within the College Environment. *Journal of American College Health*, 62(6), 380–388.
- Foley, K., & Marr, L. (2019). Scaffolding Extracurricular Online Events to Support Distance Learning University Students. *Journal of Interactive Media in Education*, 2019(1), 17. DOI: <http://doi.org/10.5334/jime.525>
- Martin, F. & Bolliger, D. U. (2018). Engagement Matters: Student Perceptions on the Importance of Engagement Strategies in the Online Learning Environment. *Online Learning*, 22(1), 205–222.
- Museus, S. D., Yi, V., & Saelua, N. (2017). The impact of culturally engaging campus environments on sense of belonging. *The Review of Higher Education*, 40(2), p. 187-215
- Togo, O. T. & Öztürk, A. (2019). An Investigation into the Barriers for University Students to the Use of Recreation Areas. *World Journal of Education*, 9(6), 28–34.
- Woodard, B. R. & Fatzinger, J. B. (2018). Student Engagement with Other Students. *New Directions for Teaching and Learning*, 154, 99–107.
- Zayabalaradjane, Z. (2020). COVID-19: Strategies for Online Engagement of Remote Learners. *Online Submission*, 9(246), 1–11.