



A Case Study Analysis

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Team Members: Corina Aguilera, Danica
Mandarano, and Karmen Tovar

INTRODUCTION



Kate Lyn Broom (she/her)

Graduate Assistant for Special Populations
New Student and Family Programs
University of Florida

Student Personnel in Higher Education
M. Ed. '21

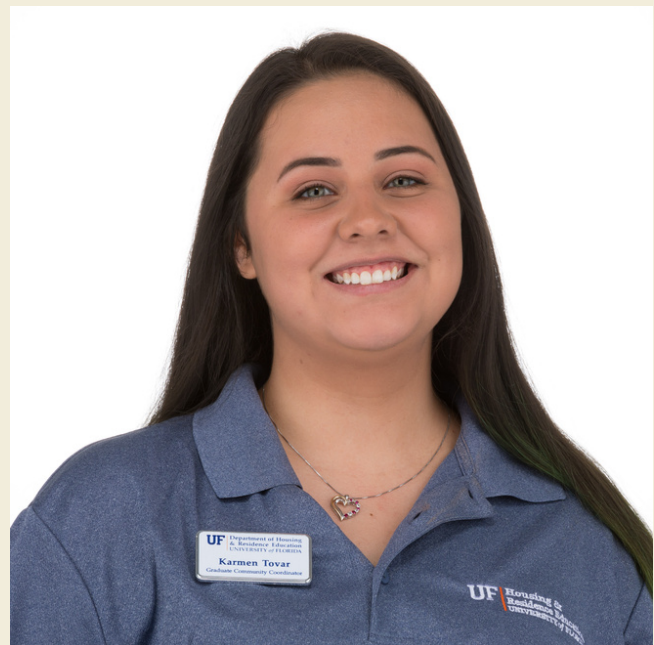
*Team Leader



Corina Aguilera (she/her)

Graduate Assistant for Orientation Programs
New Student and Family Programs
University of Florida

Student Personnel in Higher Education
M. Ed. '22



Karmen Tovar (she/her)

Graduate Community Coordinator for
Student Leadership
Housing and Residence Life
University of Florida

Student Personnel in Higher Education
M. Ed. '21



Danica Mandarano (she/her)

Graduate Community Coordinator for
Student Staff Hiring and Training
Housing and Residence Life
University of Florida

Student Personnel in Higher Education
M. Ed. '21

DEMOGRAPHICS & UNIVERSITY FACTS

- Research I, Division I
 - Southeastern United States
 - Suburban campus
 - High in-state population
 - Known for school spirit
- 25,000 total students
 - 23,000 undergraduate
 - 2,000 graduate
 - Mascot: Jellyfish



Case Details

Characters

- Max Casey - Dean of Students
- Sarah - Director of Activities
- Tyrese - New Academic Dean

Tasks

- Create a student affairs committee
- Foster faculty virtual engagement
- Create a social engagement program
- Create a promotional video

Key Problems

- Lack of social engagement amongst students and faculty
- Challenge of creating virtual programming
- Mental health concerns associated with lack of engagement
- Lack of understanding of technology manifesting as hostility amongst faculty and student affairs practitioners

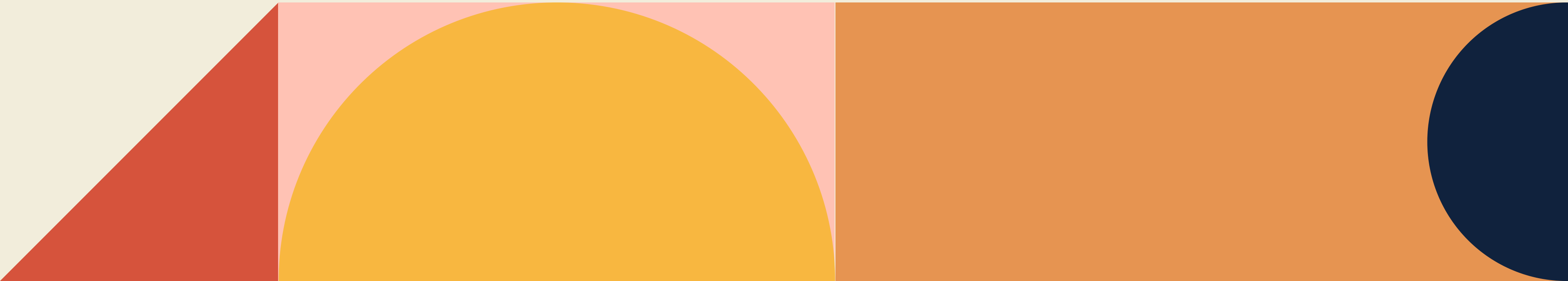


PROPOSED PROGRAM OVERVIEW

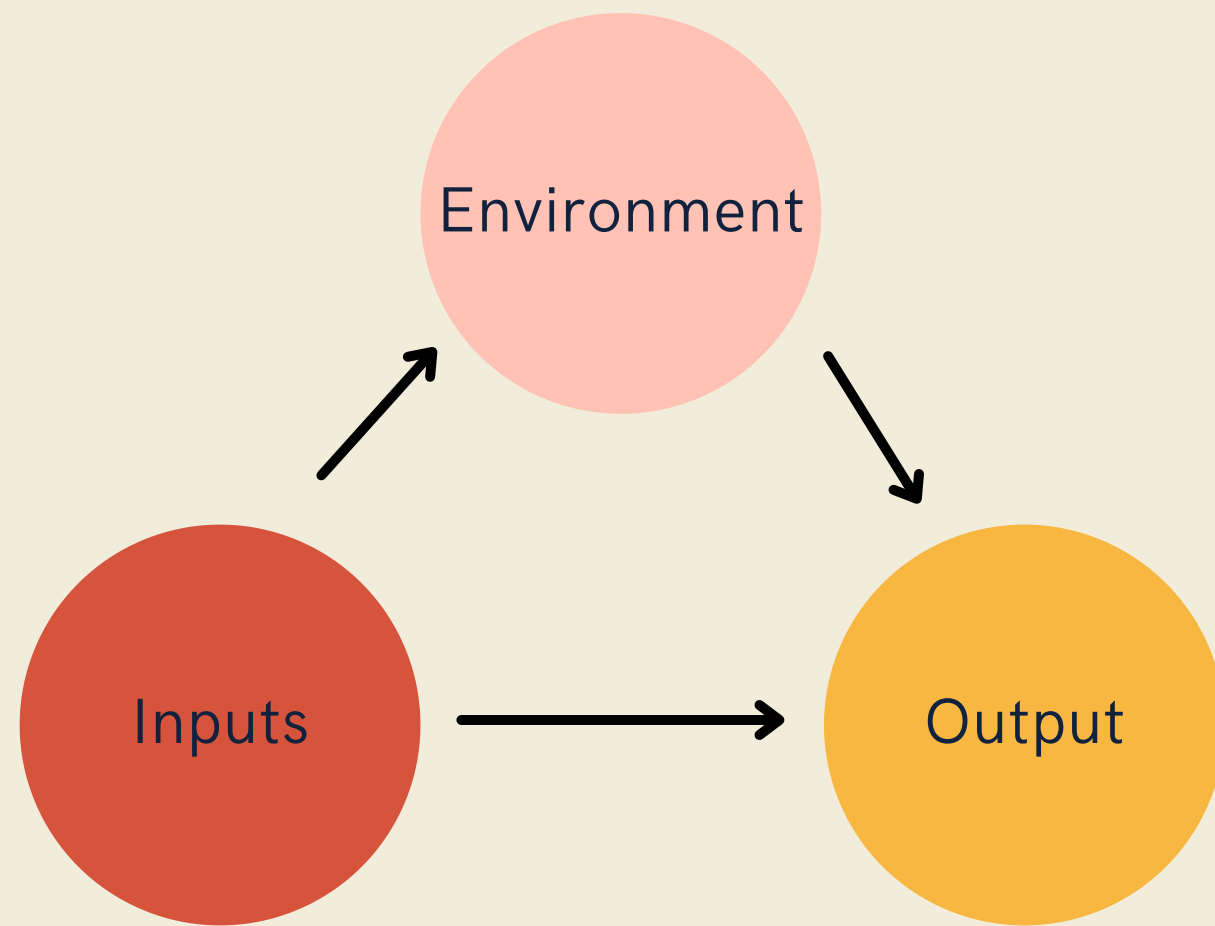
Our program will include a programming and resources platform (Discord), with year-long longevity, launched by a central extravaganza event supported by various stakeholders.

GOALS

- Increase first-year student engagement
- Foster a welcoming online environment
- Create an easy-to-use platform
- Sustain program engagement with innovative ideas to promote longevity



ALEXANDER ASTIN'S THEORY OF STUDENT INVOLVEMENT

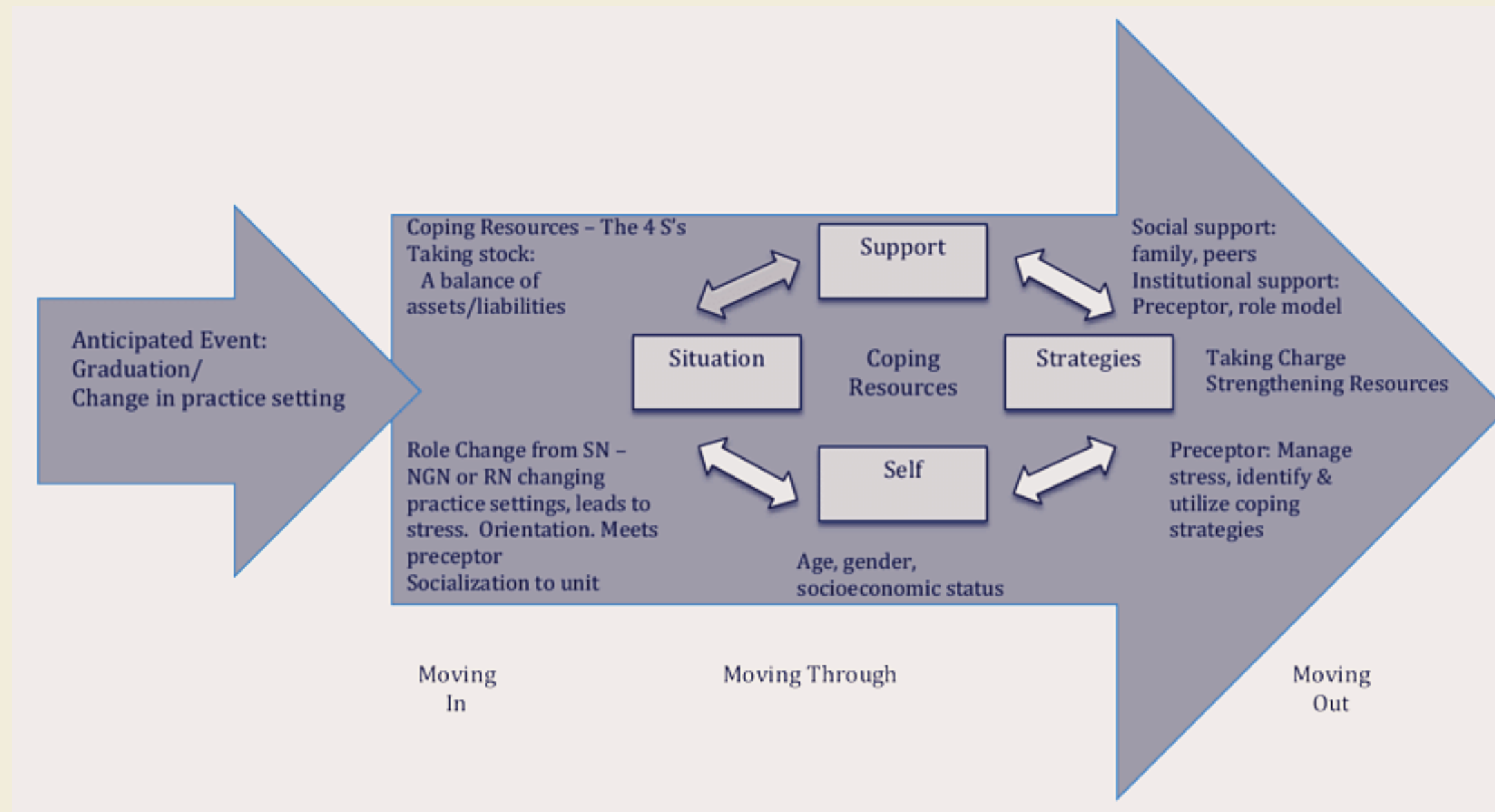


Per Astin's theory of student involvement, we recognize that an involved student is a successful student. We are hoping to create an environment that students can actively take part in throughout the year.

By creating this platform for engagement, we are creating several channels for students to be involved in their Jelly community no matter where they are or what time of day.

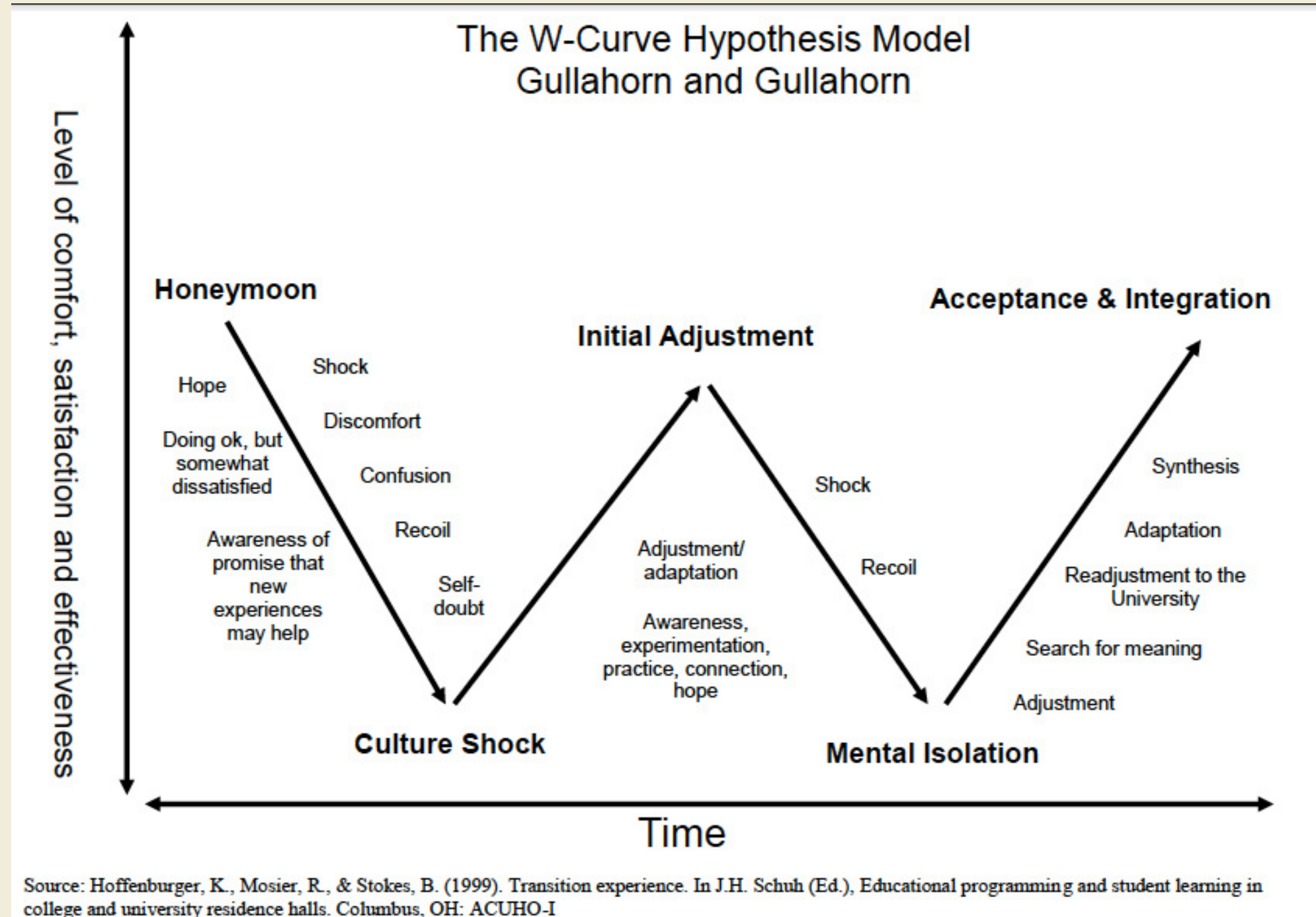
Source: Astin's Theory of Student Involvement (1984)

SCHLOSSBERG'S TRANSITION THEORY



The event that students are dealing with in this model is learning in a virtual environment. To help students, we are focusing on the support and strategies components. The platform mainly provides a way for students to connect virtually, but it also includes resources to help students navigate difficulties they may be facing.

THE W-CURVE



Students, due to COVID, may have experienced an abbreviated Honeymoon phase and an elongated descent into Culture Shock. All students, from first-year to postdoctoral, are experiencing a major transition from their lives pre-pandemic, and their new college experience.

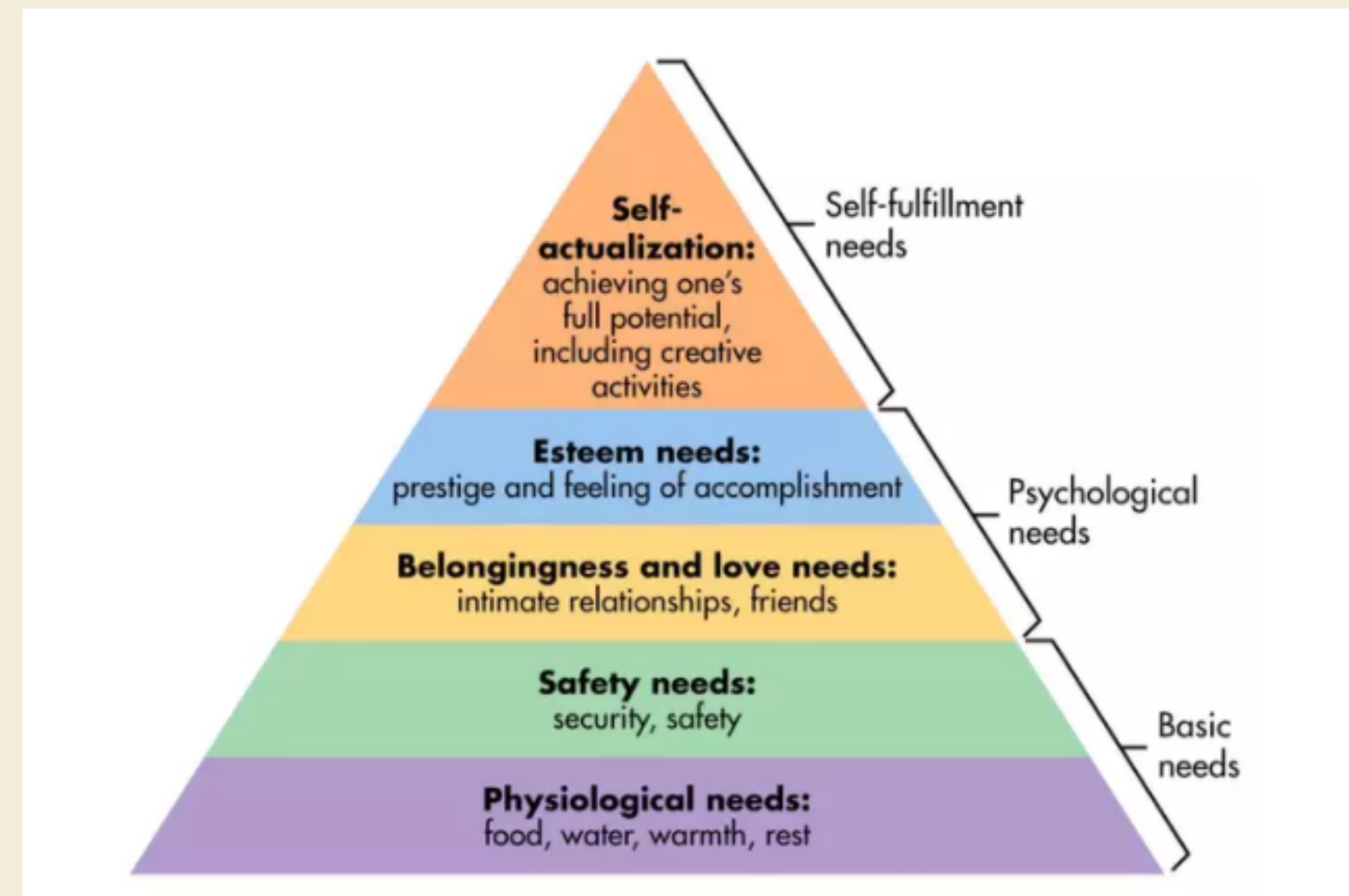
Being cognizant of the feelings students are having - discomfort, self-doubt, awareness of promise that new experiences may help - frames our engagement efforts and the way we communicate our plans to them.

Our hope is that our approach to using Discord in perpetuity as a partially student-led community allows them to adapt to initial adjustment, and beyond on the W-Curve.

MASLOW'S HIERARCHY OF NEEDS

Due to the unique circumstances of this year, our students' belongingness and love needs are not being met as a result of the lack of social engagement. Therefore, they are unable to build a strong foundation in order to progress to meeting esteem and self-actualization needs.

Our program will give students the opportunity to engage with other students, faculty, and staff through a variety of synchronous and asynchronous events to better fulfill their needs.



Source: Maslow's Hierarchy of Needs (1943)

ISSUE

RECOMMENDATION

LACK OF SOCIAL
ENGAGEMENT



VARIETY OF PROGRAMS

VIRTUAL PROGRAMMING
CHALLENGES



COMBINATION OF
ASYNCHRONOUS AND
SYNCRHONOUS
PROGRAMMING ACROSS
ONE PLATFORM

MENTAL HEALTH CONCERNS



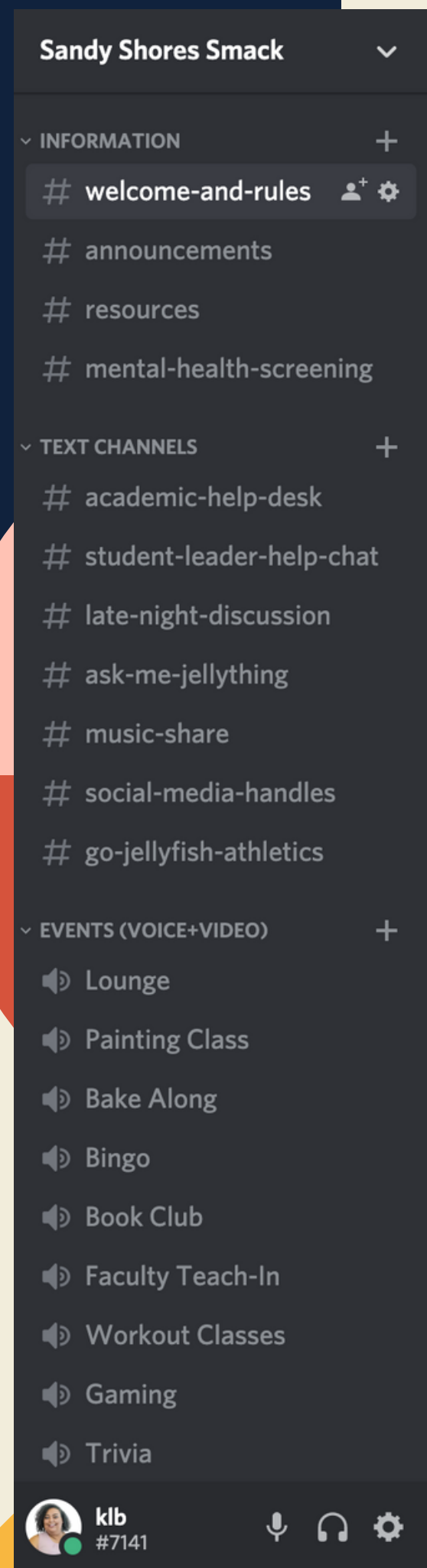
PEER LEADER
ENCOURAGEMENT

DEFICITS IN TECHNOLOGY
UNDERSTANDING



TRAINING COURSES TO
INCREASE AWARENESS
AND EFFICIENCY





INTRODUCTION TO PLATFORM

Discord is a group-chatting app where each community is called a "server." Servers are made up of text channels, which are usually dedicated to certain topics, and voice channels for games or activities. We have chosen this platform because it is intuitive use and already popular with Generation Z students.

Through Discord, you can direct message others and connect to other apps such as YouTube and Spotify. Bots can be added to the server to enhance the experience and add greater functionality like chat moderation, automated alerts, polling, and adding text-based games in chat.

Sources: CNN, Insider

Sandy Shores Smack

welcome-and-rules

Please abide by the rules of the server. Use the :agree: reaction so we know you've seen it.

Search

INFORMATION

welcome-and-rules

announcements

resources

mental-health-screening

TEXT CHANNELS

academic-help-desk

student-leader-help-chat

late-night-discussion

ask-me-jellything

music-share

social-media-handles

go-jellyfish-athletics

EVENTS (VOICE+VIDEO)

Lounge

Painting Class

Bake Along

Bingo

Book Club

Faculty Teach-In


Workout Classes

Gaming

Karaoke

IT Support

Today at 9:15 PM



Sandy Shores Smack

mental-health-screening

Please feel free to utilize the online mental health screening tool linked here, and to u...

Search

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OFFICERS (EXAMPLE)—3

Dr. Max Casey

Sarah K. (Student Acti...

Tyrese - Academic De...

ONLINE—1

IT Support

#

Welcome to #mental-health-screening!

This is the start of the #mental-health-screening channel. Please feel free to utilize the online mental health screening tool linked here, and to use any of the resources shared by the Student Counseling Center (SCC).

Edit Channel

IT Support

Today at 9:27 PM

Free online mental health screening: <https://www.helpyourselfhelpothers.org/>

Help Yourself. Help Others.

If you are feeling overwhelmed, depressed, or unable to do the things you once enjoyed, it may be time to assess your emotional health.

IT Support pinned a message to this channel. See all the pins.

Today at 9:27 PM

IT Support

Today at 9:28 PM

It's okay to not be okay. The changes to everyday life brought on by COVID-19 can make navigating college difficult. Connect with our Student Counseling Center SCC: www.sandyshores.edu/scc

Sandy Shores Smack

announcements

Any announcements, including about events, server changes, and rule updates.

Search

OFFICERS (EXAMPLE)—3

Dr. Max Casey

Sarah K. (Student Acti...

Tyrese - Academic De...

ONLINE—1

IT Support

IT Support

Today at 9:26 PM


Our Sandy Shores Smack Extravaganza is fast approaching! Please follow this link to register for Friday's painting class. Provide a current shipping address so that supplies can be shipped to you.

www.sandyshores.edu/smack/paint-nite

IT Support

Today at 9:57 PM

Our most popular paint class subject is coming to you virtually!



1

Sandy Shores Smack

music-share

What are you listening to?

Search

OFFICERS (EXAMPLE)—3

Dr. Max Casey

Sarah K. (Student Acti...

Tyrese - Academic De...

ONLINE—1

IT Support

#

Welcome to #music-share!


This is the start of the #music-share channel. What are you listening to?

Edit Channel

IT Support

Today at 9:30 PM

I'm listening to this playlist on repeat!




2

Dr. Max Casey

Today at 9:33 PM

Thanks for sharing! Here's what I've been listening to lately:

<https://open.spotify.com/playlist/37i9dQZF1E34ZkxpiA8MzX?si=4b89226df1fa4f80> 😊



Daily Mix 1

Spotify

1 What Lovers Do (feat. SZA) 3:19

2 All I Ever Wanted 4:17

3 Rollercoaster 3:08

4 My Body 4:04

Message #music-share

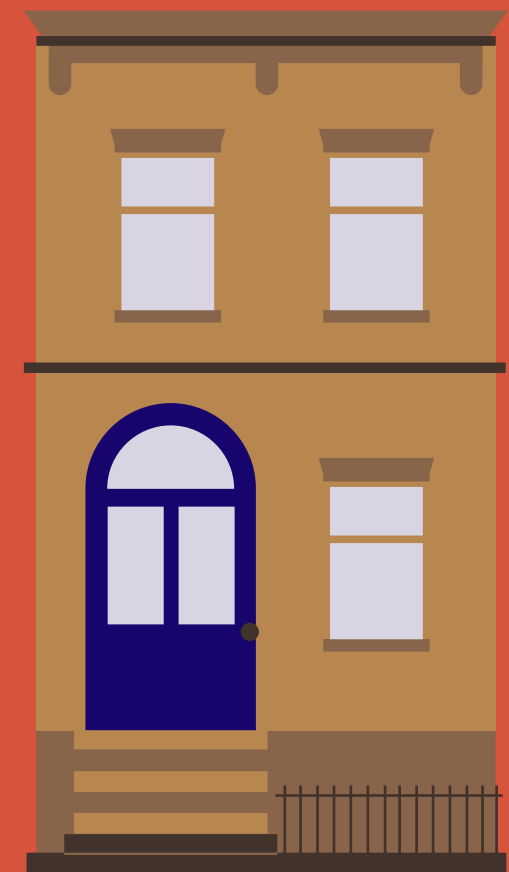
COMMITTEE MEMBERS

Each office will have one member on the committee, with the exception of the Academic Units, which will be represented by three members of the faculty council.

- Housing and Residence Life
- Information Technology
- Recreational Sports
- Counseling and Wellness Center
- Diversity, Equity, and Inclusion Office
- Disability Resource Office
- Student Activities and Involvement
- Campus Dining
- Academic Units

Housing and Residence Life

Resident Assistants (RAs) are leaders and community builders. RAs are crucial in supporting our students and sharing information about upcoming events. Therefore, we will rely on RAs as another channel to share information and promote events on the Sandy Shores Smack server.



Information Technology

We will lean on this functional area to provide technical support and troubleshoot as needed. IT will also enforce security through the use of bots and chat moderators (bots will screenshot and forward examples of abusive behavior to Student Conduct for evaluation). Bots are free to use and simple to program by IT professionals. Further, IT will provide training sessions in the server to teach students and faculty how to utilize technology to their advantage.



Recreational Sports & Counseling and Wellness Center

We will be holding regular virtual workout classes led by student personal trainers employed at the Recreational Center. In addition, nutritionists and counselors will lead virtual wellness workshops.





Disability Resource and Diversity, Equity, & Inclusion Offices

These campus partners will ensure equitable access and universal design for all users. Through collaboration with Information Technology, we will require the use of closed captioning and other accessibility initiatives. In addition, these offices will support diverse programming efforts within the server.

The DEI office will host affinity spaces via voice channel at regularly scheduled intervals.

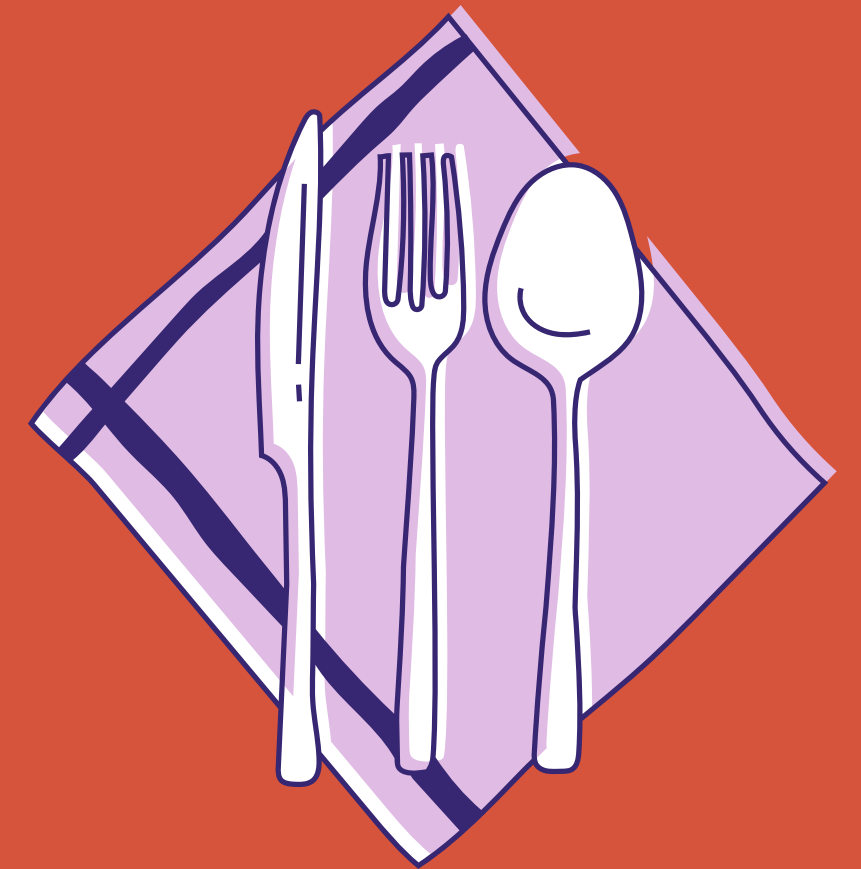
Student Activities and Involvement

We will hold a variety of virtual programming including trivia, painting classes, bingo, book club, and Karaoke. Students will be able to pick up their supplies in-person or have them delivered to an address on or off-campus.



Campus Dining

Chefs from our dining halls will hold a regular "Bake Along" event in which students will tune in and follow along with step-by-step baking instructions. Students will be encouraged to share their results on social media and in the "Bake Along" channel on the Discord server.



College Deans

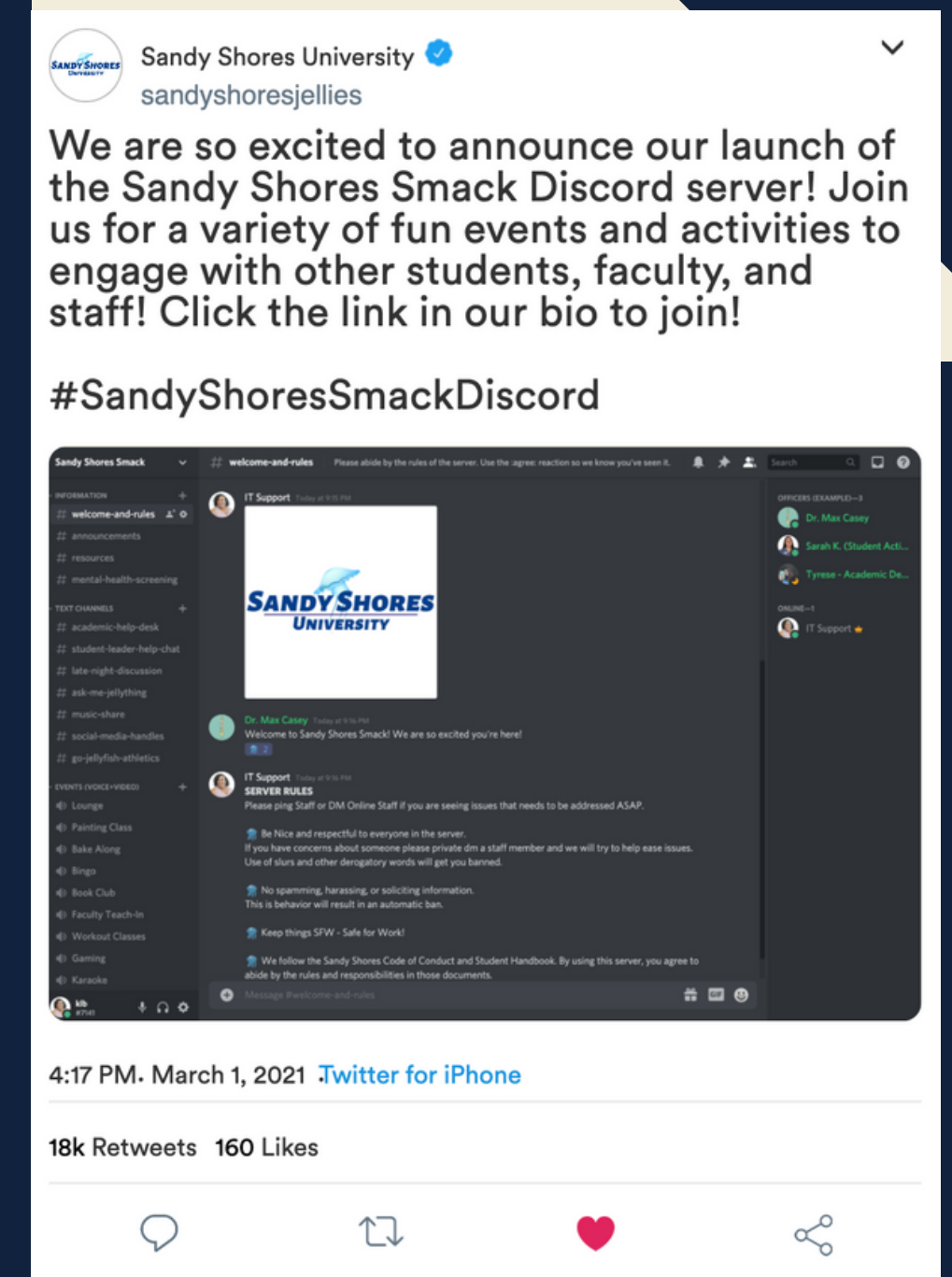
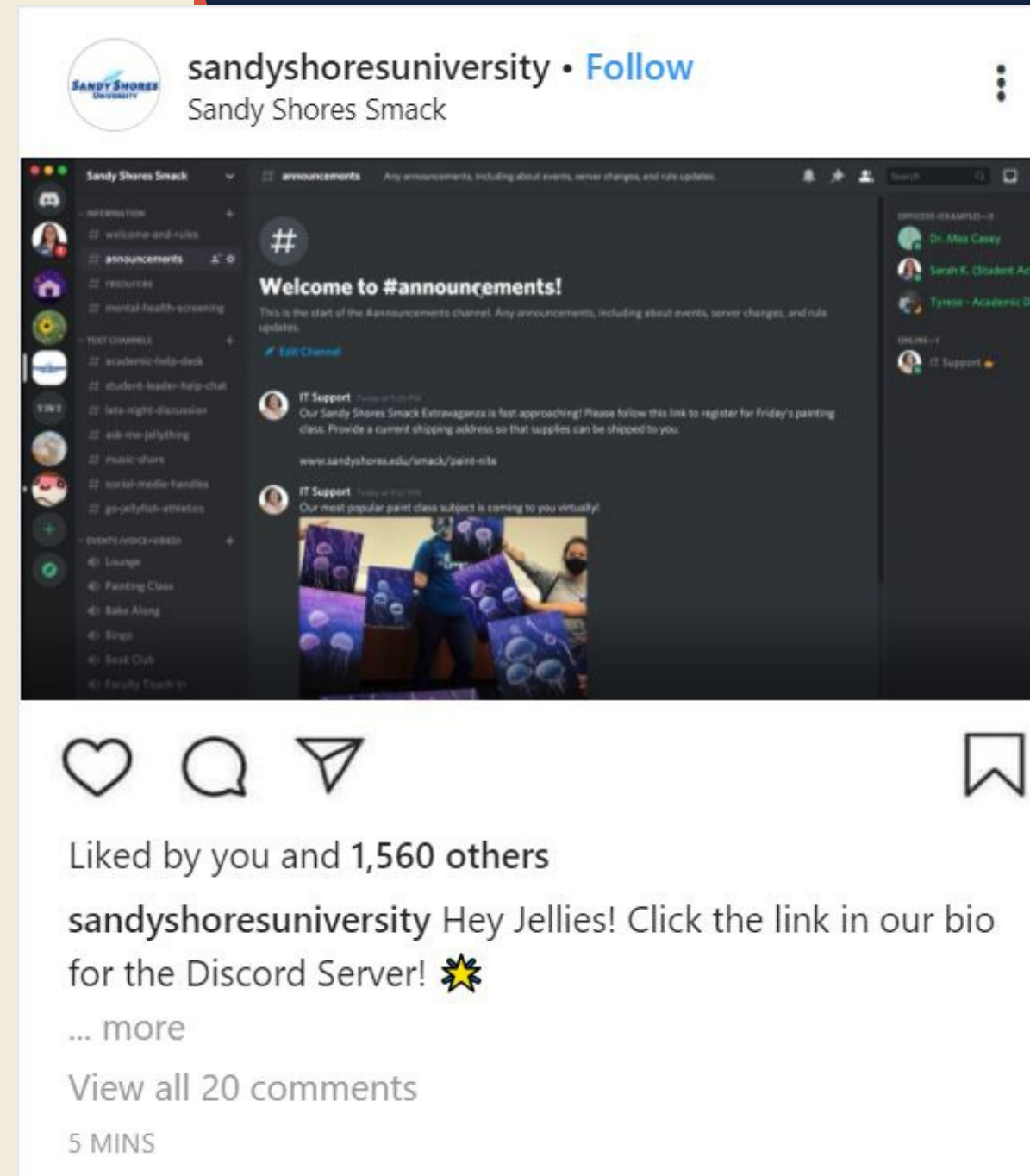
The "Academic Help Desk" channel will allow students to check-in for virtual office hours with college liaisons. There will be a regular lectures series called "Faculty Teach-In" which will feature a different faculty member each month. Faculty will have the opportunity to teach a seminar on their area of interest.



MARKETING PLAN

We will use viral/native marketing strategies, including:

- Social Media
 - Instagram, Facebook, TikTok, Twitter
 - Videos, Graphics, Challenges, Posts
- Email
 - Utilize listservs, send from VPSA
- Word-of-Mouth
 - Tap student leaders to spread links and information to their networks
 - Train student leaders to use Discord, assign them moderator roles



GAINING AND MAINTAINING BUY-IN

Budget

We will aim to use budget already allocated to campus-wide programming to fund the Extravaganza. After the week, Discord will be cost-effective, and free to maintain. Any other events hosted through the Discord will be funded from the individual department's budget.

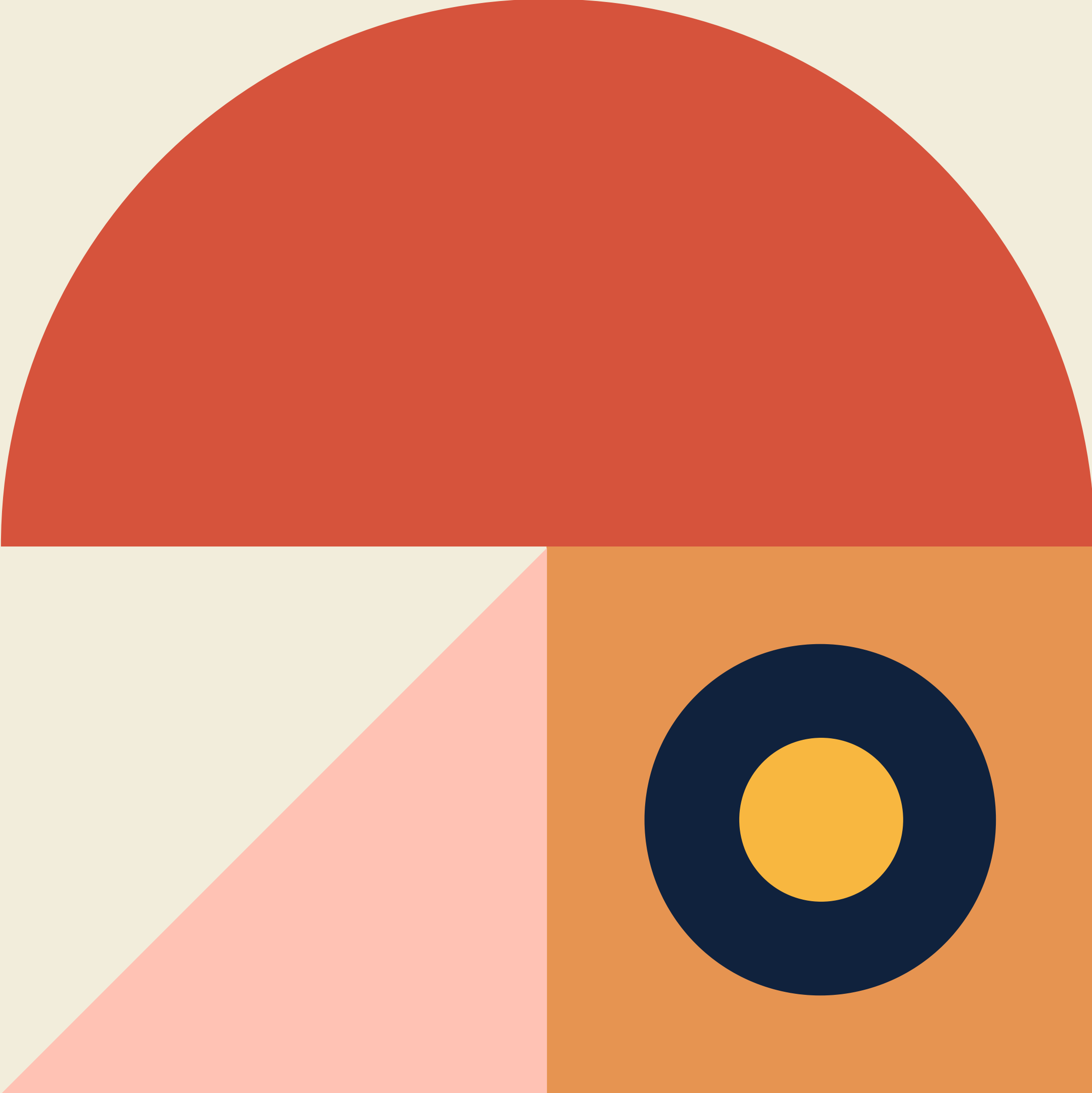
Assessment

To assess the effectiveness of the Discord, we will monitor usage analytics, and survey at the end of each event. We will encourage students to do qualitative surveys once per month. As the server continues, we will push regular assessment through a dedicated text channel.



LONG TERM EXECUTION

- Longevity throughout the school year and beyond COVID through platform upkeep and regular programming
- Innovation alongside changing demographics
- Cultivation and leverage of buy-in from stakeholders through common goals
- Identification of influential student leaders as moderators
- Cohesive plan for transitions as students or staff move into other roles
- Ongoing resource and flexibility for both traditional students and online/distance learning students post-pandemic



Scan the QR code to join the Sandy Shores
Smack Discord server.



Thank you!