

# STUDENT INVOLVEMENT

## SKYFACTOR (FOMERLY EBI)- STUDENT ACTIVITIES SURVEY SUMMARY RESULTS FY2015

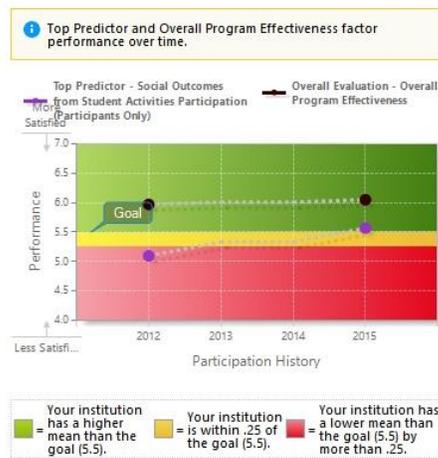
### Major Indicator of Performance



### Recommendations



### Trends



**70.35%** agree that programs, activities, services and organizations provided by Student Involvement have increased my connection to campus

## QUICK FACTS

**77.4%**

Programs, activities, services and organizations provided by Student Involvement have **enhanced my Shocker Experience**

**59%**

Programs, activities, services and organizations provided by Student Involvement have made me **more likely to complete my education**, 54.7% believe that skills learned from participation in SI programs **have led to an internship or job**

**71.2%**

Programs, activities, services and organizations provided by Student Involvement have made me **more likely to recommend WSU to friends and family**

**34.5%**

have visited the Cadman Art Gallery, 28.5% are aware this is a **student art display space**

**83.2%**

Would like to see **more volunteer opportunities** at WSU, 81.9% are more likely to participate in service as **part of a group**

**70.9%**

Believe Fraternity and Sorority Life (FSL) has a **positive contribution to campus life**, 58.7% **would recommend FSL** to a friend or family member

**66.2%**

Are interested in **earning a leadership certificate**, 59.8% are interested in **attending a regional leadership conference** with other Kansas universities

### Marketing

Most effective methods:

1. ShockerBlast- (email)
2. Posters/ Flyers
3. Facebook
4. Word of Mouth
5. Campus TV Screens

**66.8%**

Are involved in a Student Organization, 19.1% are involved in more than 3

### Spend your Nights with SAC

Students would like to see (in rank order):

- Local Musicians/ Bands
- Dances (Light shows, paint, glow)
- Performing Arts
- Comedians
- Hypnotists

# CHANGES THROUGH ASSESSMENT

- Student Involvement revamped marketing efforts to meet the needs noted on a variety of assessments. Notable changes include addition of Twitter (FY14), SI Listserv (FY13), more dynamic posters (FY13), direct email/Shockerblast (FY15).
- Civic Engagement programs are being developed with a more intentional focused impact to students and community organizations. Based on demographics service based programs are more appealing to military, non-traditional and international students. Special efforts thereafter were made to send information to the students based on these interests.
- Based on the EBI Greek Life Survey to students involved in Greek organizations, training was modified to provide the councils consistent and similar information, in particular to marketing, risk/crisis management and teambuilding.
- Based on feedback from the RSO Advisor focus group in spring 2013, a spring involvement fair was implemented and first-time advisor training was developed. Additionally, RSO formal training sessions and schedule was developed and the requirement of two students to attend Nuts and Bolts Training for RSO student leaders was implemented
- The Student Activities Council (SAC) increased the number of daytime events provided based on schedule conflicts being noted for the reason a student was not attending SAC events.
- Based on event evaluation summaries, SAC developed a “Spend Your Nights with SAC” campaign to highlight programs geared towards traditional age students that occurred on evenings and weekends.
- Based on feedback from Summer Leadership Institute (SLI) participants, an extra day was added to the program. Additionally, five student leaders were selected to serve as SLIMs (SLI Mentors) with responsibilities for planning and co-leading break-out Squads during the experience.
- Through student pre/post learning outcome based evaluations, student leaders noted they desired the ability to connect more meaningfully with their peers. As a result, Student Involvement implemented a SI Leaders Retreat with the goal of building community and intentional connections for the students serving on the executive councils of organizations directly advised by SI staff members.
- Based on feedback from focus groups and surveys of Greek students, Greek Life was rebranded as Fraternity and Sorority Life which included an overall new marketing campaign.
- The Community Service Board made a significant change in their structure based on membership and community agency needs. Creation of Cause Committees including Food & Hunger, Health, Poverty & Homelessness and Youth & Education was implemented to allow students to intentionally focus their service and passion on a cause area directly needed by the Wichita community. This has also allowed community based organizations to better understand who to connect with based on their organization’s needs.
- Based on event evaluation summaries, SAC marketing was not attractive to non-traditional students. SAC established a marketing campaign for “Family Friendly” events to help target students who fit this criteria.
- Member surveys and feedback showed that SAC members did not feel a strong connection to the organization and were more focused on their individual committees. They also requested more frequent interaction with other members. Based on this feedback a change was made to the organizational structure of SAC for the 2015 – 2016 academic year to become an all-member format that no longer included committees.

## FUTURE ASSESSMENT

- Student Leader Learning Outcomes Pre-/Mid-/Post- assessments for all executive council members
- Implementation of card swipe analysis for program attendance which will allow for a better understanding of demographics, repeat attendees and missing populations
- Development of Student Involvement overall campus specific assessment which will allow for more targeted questions, a deeper analysis of program specific questions and a better grasp on student program needs
- Implementation of Cadman Art Gallery artist and participant assessment
- Service-Learning community based organizations assessment