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## Administrative Unit Report - Student Life and Engagement [Effective 2018]

University of South Florida St. Petersburg

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# AUR - Student Life and Engagement

## AUR - Student Life and Engagement: Leadership and Student Organizations, Multicultural Affairs, University Student Center, Student Government, Student Programs

<i>Outcome/Objectives</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p><b>SLE - Leadership &amp; Student Organizations - Retaining Student Organizations</b> - Leadership &amp; Student Organizations (LSO) will contribute to the increased retention of involved students by piloting a new student organization support model.</p> <p>The new support model will include weekly, specialized, student organization trainings as supplemental student organization support. Topics include but are not limited to (Basic Student Org procedures, Spending Money with SG, Navigating PeteSync, etc.).</p> <p><b>Outcome/Objective Status:</b> Active  <b>Planned Assessment Year:</b> 2018 - 2019</p>	<p><b>Ongoing Activity</b> - USFSP Student Organization positional leaders will attend a variety of student organization trainings about EMS, sponsorships, and road shows from other campus partners.</p> <p><b>* Criterion for Success:</b> 70% of active student organizations from 2018 – 2019 will renew their membership for 2019 – 2020.</p> <p><b>* Person(s) Responsible:</b> Akyanna Smith</p>	<p><b>Reporting Period:</b> 2018 - 2019  <b>Conclusion:</b> Inconclusive</p> <p>For the first time, LSO offered weekly trainings. Topics are listed below:</p> <p>New Student Org/EMS Training (occurred once a month)            Recruitment and Mission Statements            Marketing your Student Organization            SOCAT Resources (co-sponsored by SOCAT)            ERF/How to Request Funds from SG (co-sponsored by SG)- occurred in both fall and spring semesters            Constitution Writing and Mission Statements            Navigating PeteSync (occurred in both fall and spring semesters)            Retention and Burnout            Transferable Skills (Hosted by Career Center)            Officer Elections/Transition (occurred in both fall and spring semesters)            Learn how to Re-Register your Student Org for Fall 2019</p> <p>The most well attended trainings were New Student Org trainings/EMS. We had 16 new students orgs register this academic year.</p> <p>Due to the migration of our student organization portal from Campus Labs to Engage we did not host registration in April as planned. It was recommended that we wait until after migration is complete at the end of May. LSO will</p>	<p><b>Use of Findings:</b> In August 2019, LSO is pleased to offer the first annual Student Org Conference which will be an intensive training for all student organizations. We plan to cover topics like Marketing Your Student Organization, Officer Transition and Elections, How to Request Funds from Student Government, and How to Run Meetings/Write Meeting Minutes. With our new organization management platform, we will also do an intensive training about how to use that system at the Student Org Conference.</p> <p>We currently have 87 groups registered. We will look at how many groups attend the conference and will use that as baseline to determine org retention moving forward. (07/03/2019)</p>

Outcome/Objectives	Means of Assessment	Findings	Use of Findings
		<p>open registration in June (07/03/2019)</p> <p><b>Analysis of Findings:</b> In August 2019, LSO is pleased to offer the first annual Student Org Conference which will be an intensive training for all student organizations. We plan to cover topics like Marketing Your Student Organization, Officer Transition and Elections, How to Request Funds from Student Government, and How to Run Meetings/Write Meeting Minutes. With our new organization management platform, we will also do an intensive training about how to use that system at the Student Org Conference.</p> <p>We currently have 87 groups registered. We will look at how many groups attend the conference and will use that as baseline to determine org retention moving forward. By the first week of September, 2019, the department will ascertain whether the goal of retaining 70% of last year's student organizations was achieved.</p>	
<p><b>SLE - University Student Center - Customer Satisfaction with USC Event Services</b> - The University Student Center (USC) will gauge the level of customer service that the USC &amp; Event Services is providing to students, faculty, staff, and external guests.</p> <p><b>Outcome/Objective Status:</b> Completed</p> <p><b>Planned Assessment Year:</b> 2018 - 2019</p>	<p><b>One-Time Activity</b> - The USC will administer a short, online Baseline survey following the completion of an event to those who booked a meeting or event in USC managed spaces.</p> <p><b>* Criterion for Success:</b> 60% of the recipients that complete the survey will rate their USC guest experience as "somewhat satisfied or above".</p> <p><b>* Person(s) Responsible:</b> Akyanna Smith</p>	<p><b>Reporting Period:</b> 2018 - 2019</p> <p><b>Conclusion:</b> Exceeds Expectations</p> <p>Planning Process Results: 88% of all guests that responded to the survey were "Very Satisfied" while 11% were "Dissatisfied with the Planning Process for their event or meeting</p> <p>Facility Preparation Results: 88% of all guests that responded to the survey were "Very Satisfied" with the facility while 11% was "Satisfied" in regards to Room Setup/Layout &amp; General Cleanliness. In regards to wayfinding and directional signage around the USC, 77% were "Very Satisfied" while 22% listed "Not Applicable".</p> <p>Event Support Staff Services Results: 100% of all guests that responded to the survey were "Very Satisfied" with their customer service experiences when they arrived for their event. (07/03/2019)</p> <p><b>Analysis of Findings:</b> Will use findings to develop customer service trainings/skill sets for student and pro staff, as well as what to look for when working with clients for the 2019-2020 academic year. The USC student and pro staff</p>	<p><b>Use of Findings:</b> Will use findings to develop customer service trainings/skill sets for student and pro staff, as well as what to look for when working with clients for the 2019-2020 academic year. (07/03/2019)</p>

Outcome/Objectives	Means of Assessment	Findings	Use of Findings
		<p>continue to strive being one of the City of St. Petersburg's best event venues where guests are given our undivided attention from the inquiry process to the day-of-show where they are warmly greeted when they arrive for their event and know that their programs are properly staffed and supported.</p>	
<p><b>SLE - Marketing</b> - In an effort to stay socially relevant with our marketing tactics, Students will have access to Student Life &amp; Engagement services and programs via a newly created departmental Snapchat account.  <b>Outcome/Objective Status:</b>  Completed  <b>Planned Assessment Year:</b> 2018 - 2019</p>	<p><b>One-Time Activity</b> - Student Life &amp; Engagement will add "Snapchat" as one of the methods by which students have learned about a particular event and service on the event surveys that we have students complete after an event.  <b>* Criterion for Success:</b> At least 20% of students will report that they found out about an SLE sponsored event through Snapchat.  <b>* Person(s) Responsible:</b> Akyanna Smith</p>	<p><b>Reporting Period:</b> 2018 - 2019  <b>Conclusion:</b> Did Not Meet Expectations  Compiled Data tells us that students here prefer traditional marketing tactics such as emails and flyers:</p> <p>35.6% of students find out about SLE events through flyers  21.6% of students find out about SLE events through email  19.8% of students find out about SLE events through chalking/window paint  9.1% of students find out about SLE events through social media (where Instagram is the most popular)  8.8% of students find out about SLE events through word of mouth (at events and through committee meetings)  3.9% of students find out about SLE events through the PeteSync Calendar  0.9% of students responded N/A to how they find out about SLE events  (07/03/2019)</p> <p><b>Analysis of Findings:</b> In an effort to consolidate marketing efforts SLE will strategically align with University sponsored social media efforts for such as the USFSP Facebook and Instagram accounts. As the percentage of students that find out about SLE events through social media is only 9.1% we can conclude that compartmentalized social media efforts are not as effective. While we will still keep our social media pages, we will strategize on which items should be funneled through the University.</p>	<p><b>Use of Findings:</b> In an effort to consolidate marketing efforts SLE will strategically align with University sponsored social media efforts for such as the USFSP Facebook and Instagram accounts. As the percentage of students that find out about SLE events through social media is only 9.1% we can conclude that compartmentalized social media efforts are not as effective. While we will still keep our social media pages, we will strategize on which items should be funneled through the University. (07/03/2019)</p>