



How to Increase Student Engagement from a Marketing and Resource Perspective

BY SAEOPP APPRENTICE,
INC



MISSION

- To facilitate an environment that promotes full engagement of TRIO targeted populations to increase their commitment to the program. The engagement and commitment of the program participants will serve as the center of a marketing initiative. The continued commitment of the participants will strengthened their academic excellence and eventually fulfill the ultimate goal of graduating



SWOT ANALYSIS OF FULLY ENGAGED STUDENT

- ▶ **STRENGTHS**
 - Access to program services
 - Access to support network
 - Increasing academic GPA
 - Positive Role Models

WEAKNESSES
Non-motivated staff
Lack of faculty involvement
Administrative support

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- ▶ **OPPORTUNITIES**
 - Career Assessment
 - Tutoring
 - Cultural Events
 - Visiting other campuses

THREATS
Peer Pressure
Failing Classes
Family/Cultural Pressures
Lack of financial resources



DESIRED OUTCOMES

- ▶ Ongoing training will be offered to all staff once a semester to maintain staff morale and develop new skill sets
- ▶ Identify and implement workshops that will be inclusive of the cultural needs of program participants
- ▶ Identify sources of external funding to assist in and elevate the marketing initiatives of the program
- ▶ Engage current program participants to connect with new program participants
- ▶ Produce substantive data to upper administration that highlights /summarizes program's success.



RESEARCH

- ▶ The research supporting our program comes from sociological and psychological theories that focus on the following
 - Motivation
 - Self-esteem
 - Common traits in student attrition
- ▶ This research can be found in resources focusing on student retention from the Pell Institute, Pathways to College Network, and the Policy Center for the First Year of College



MODEL

- ▶ **Bean and Eaton Psychological Model**
 - The specific areas of this research used are the ideas of self-efficacy, coping skills, and self-regulation
- ▶ **Program activities will be focused on the following**
 - Developing positive attitudes towards being a university student and TRIO participant
 - Assisting participants in developing coping skills to deal with academic and personal difficulties
 - Assist participants in developing short-term and long term goals



ACTIVITIES

- ▶ Providing academic, career, personal, and social counseling to participants
- ▶ Engage students in planning and producing projects that work as a marketing tool
- ▶ Encourage students to participate in college/university organizations
- ▶ Assist students in developing leadership skills



RESOURCES

- ▶ Financial aid as incentive to program participation
- ▶ Use available funding to reward participation in the program
- ▶ Hire highly qualified, committed personnel
- ▶ Continuing professional development
- ▶ Implementation of supplemental instruction in identified academic problem areas
- ▶ Provide readily available access to computers equipped with identified needed academic resources
- ▶ Regularly inform students of TRIO events via printed and online materials/methods
- ▶ Create and promote personal relationships with program participants in order to create a positive rapport



STAFF DEVELOPMENT NEEDS

- ▶ Faculty and staff need training in the following areas

- CAS standards
- New Technologies (e.g. Twitter, Survey Monkey)

Training is needed for the purpose of understanding the use of these instruments to assist and assess students.

The skills and information supports Tinto's Theory, which states students' integration supports subsequent commitment of graduation goal and the mission of the program



ASSESSMENT/EVALUATION

▶ Formative

- Use of a marketing checklist during counseling meetings
- Upon entry into program, have a self-evaluation regarding campus services
- Utilize www.surveymonkey.com to assess effectiveness of program services/workshops

▶ Summative

- At the end of each term, conduct student focus groups on program services
- Evaluation of student profile portfolio



PRESENTED BY:

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