

AUG. 24, 2021

Overcoming
uncertainty
with student
engagement



Agenda

01 What's student engagement?

02 Same pandemic, new challenges

03 Belonging matters

04 Two freshman classes

05 Interrupted upperclassmen



NICE TO SEE YOU

Speakers



Ben Cockerell
SVP, Marketing
Mainstay



Dr. Allison Calhoun-Brown
**Sr. Vice President for Student
Success and Chief Enrollment Officer**
Georgia State University



Drew Magliozzi
CEO and Co-Founder
Mainstay



Dr. Sue Maxam
**Assistant Vice President for Student
Success**
Pace University



Hundreds of
higher education
and college access
partnerships



5M
people reached,
and counting

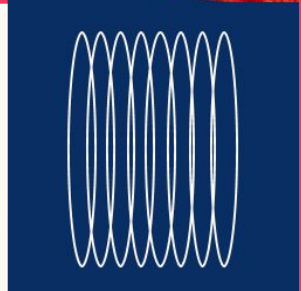
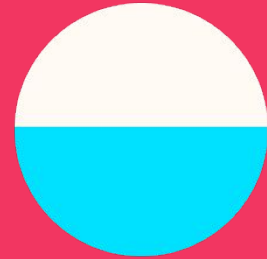
200M
timely, relevant
messages sent

9 RCTs
that prove
effectiveness



SECTION ONE

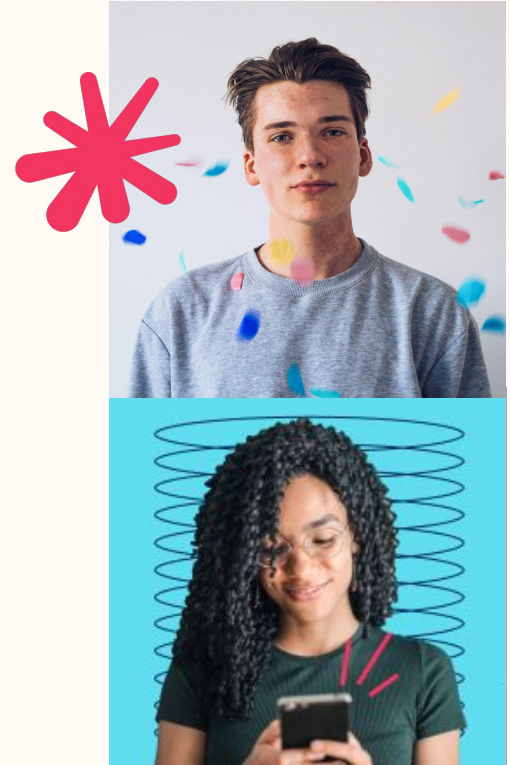
What's student engagement?



STUDENT ENGAGEMENT

Elements of effective student engagement

- Meeting student where they are
- Enabling a strong support network
- Giving students a voice
- Listening to students' needs
- Addressing concerns and expectations



STUDENT ENGAGEMENT

Outcomes of meaningful student engagement

- Equitable access to education
- Academic achievement
- Persistence and graduation
- Success finding a job and growing a career




DEFINITION

Student engagement

/'st(y)ōodnt/ en'gājmənt/

Student engagement is a measure of a student's level of interaction with others, plus the quantity of involvement in and quality of effort directed toward activities that lead to persistence and completion.



Defining student engagement

The search for higher education's most elusive success metric

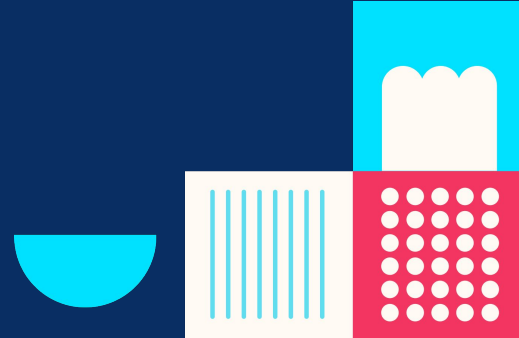


Three red dots are positioned to the left of the woman's image.



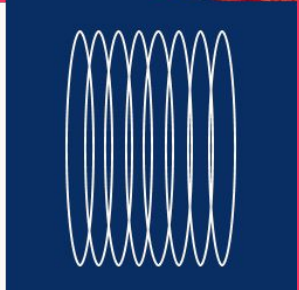
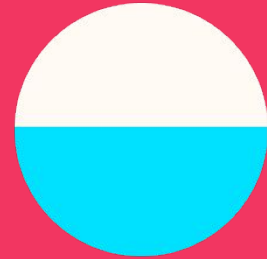
Discussion:

What is student engagement?



SECTION TWO

Same pandemic,
new challenges



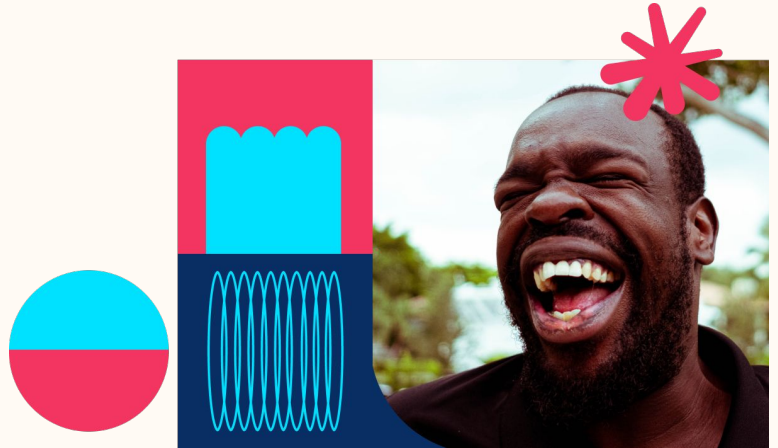
“If we were talking about the fall semester a month ago,
we'd be talking about balloons and cakes and all kinds of
other things. And now of course, with the uncertainty
around the Delta variant and various other public health
measures, we are more in one-day-at-a-time mode to see
what happens.”

“One of the expressions we're starting to think about using
is the ‘now normal’ — because it's not the new normal, and
it's not what we had before. But we're trying to show that
we can be resilient — we can adapt. We're trying to answer
as many [student] questions directly, in a way that's as
relevant, as possible.””

SAME PANDEMIC, NEW CHALLENGES

Share important information instantly with text messaging

- Communicating an outbreak in a dorm
- Potentially shifting to remote or hybrid classes
- Instant alerts about possible exposure
- Immunization policy changes



Supporting health and wellness on campus



9.3 percentage points

Increase on-time immunization

GSU proved through a Randomized Control Trial that SMS texting effectively reduces summer melt and increases on-time immunization by 9.3%.



72%

decrease in late immunization submissions

After sending three campaigns to specific audiences, UWY reduced the number of students who hadn't submitted immunization forms by 72%.



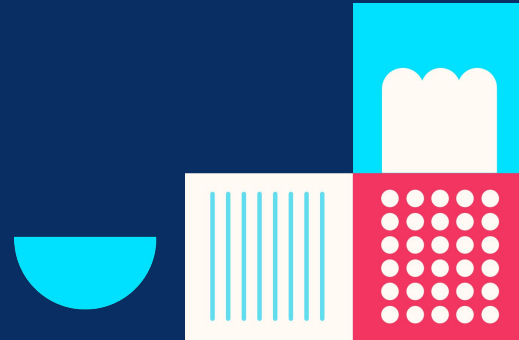
37%

Increase immunization compliance

WSSU used proactive SMS texting to increase their students' immunization compliance by 37%.

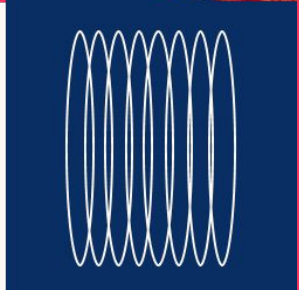
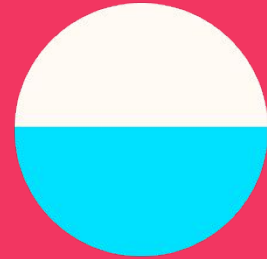
Discussion:

Same pandemic, new challenges



SECTION THREE

Belonging matters



Student engagement vs. belonging

Engagement and belonging are inextricably linked when it comes to the higher education experience.

- Students mental health has become a key priority this year
- Developing a sense of belonging for all students is an essential piece of the student engagement puzzle
- Belonging can improve indicators of long-term success like feelings of acceptance, respect, value, and happiness



BELONGING MATTERS

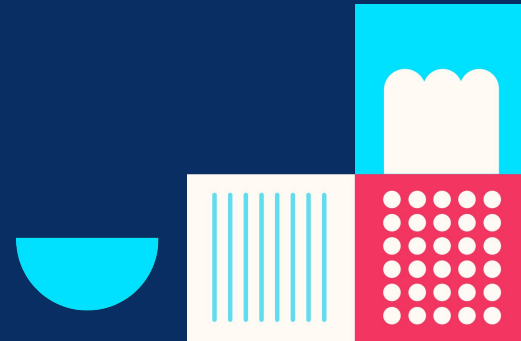
How can you cultivate a feeling of belonging?

Personalized, conversational engagement is critical to offering a support network for students that helps to develop a culture of belonging.

- Send friendly check-in texts to see how students are feeling
- Deliver quick student surveys and make improvements based on feedback
- Create custom Spotify playlists and see what songs your students enjoy the most
- Share jokes, videos, and GIFS to spark moments of joy for students

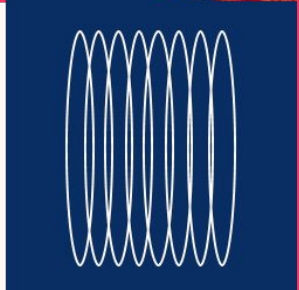
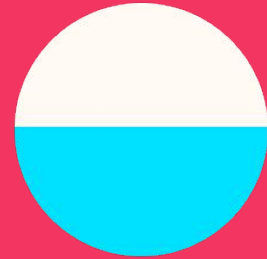


Discussion:
Belonging matters



SECTION FOUR

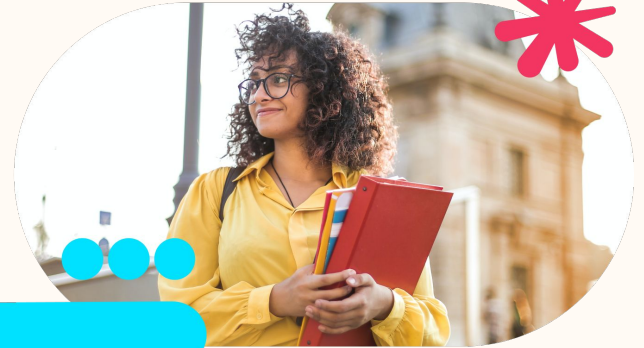
Two freshman classes



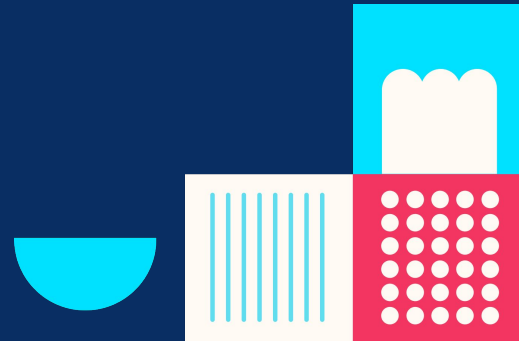
TWO FRESHMAN CLASSES

“Froshmores”: Sophomores who are new to campus life

- Incoming sophomores may be new to campus, but they don't want to be treated like freshmen
- Colleges are tasked with ramping up engagement efforts to ensure these students don't fall through the cracks
- It's important to build their affinity quickly to make up for lost time and avoid a sophomore slump

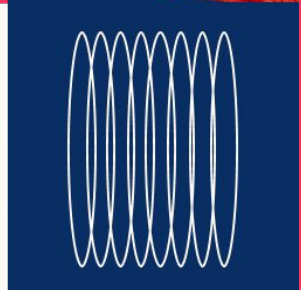
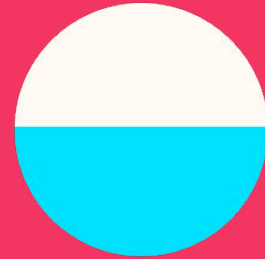


Discussion:
Two freshman classes



SECTION FIVE

Interrupted upperclassmen



INTERRUPTED UPPERCLASSMAN

A disrupted experience for upperclassmen

Juniors and seniors did not have the typical underclassman experience.

- These students may feel disconnected or resentful
- Colleges may need to rebuild the relationships juniors and seniors previously had with their school

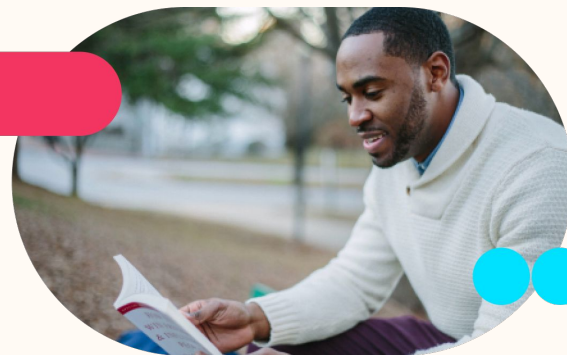


INTERRUPTED UPPERCLASSMAN

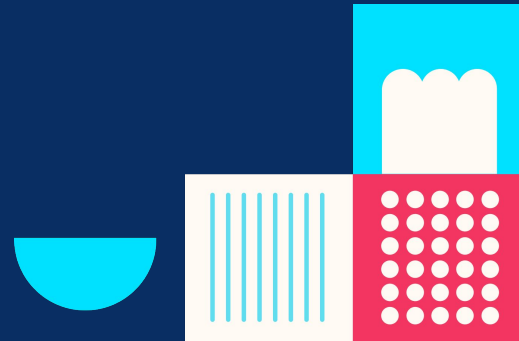
Questions about long-term alumni impact

Emerging data suggests that the Classes of 2019 and 2020 are less engaged as alumni because of disruptions in their experience.

- Will alumni engagement/giving suffer as a result again this year?
- Will long-term success be affected by the interruptions current upperclassmen experienced?



Discussion:
Interrupted upperclassmen



ASK US ANYTHING

Q&A

