

CAMPUS LABS® TRAINING

DIY Engage:

Creating a Campus-wide Engage Experience without Campus-wide Buy-in



ENGAGE



Summer Prejean

Consultant, Adoption
Campus Success

sprejean@campuslabs.com



elise michaux

Director of Student Leadership &
Involvement
Seton Hill University

As a result of this webinar, attendees will be able to:

- Evaluate the most important priorities for adoption at your campus with little available time to dedicate to marketing Engage.
- Identify at least 2 strategies for expanding adoption of Engage on campus with a small team.

Seton Hill University



About seton hill

- Coeducational liberal arts university located 35 miles from Pittsburgh
- Founded in 1885 by the Sisters of Charity
- Enrollment 2079
- 80+ undergraduate academic programs
- 16 graduate programs
- Adult Degree Program featuring online bachelor's degrees for adult students
- 21 NCAA DII athletic programs

Challenges

- There is not campus wide buy-in
- No central location for me to share with students about platform
 - Unless they're involved with a club or attend my orientation session they may not get introduced to engage

What good is a Cadillac with all the bells and whistles if you don't have a driver's license?

Landscape

- Acquired in fall of 2018
- People had a bad taste in their mouths from Orgsync; so we were intentional about shifting the narrative
 - Purposely gave it a catchy name (SHINE (Seton Hill's Internal Network for Engagement))
 - Introduced it as a completely new thing; did multiple workshops to get folks familiar and excited about the platform
- Current numbers: 129 Active Organizations; 1678 Active Users; 31,752 Approved Service Hours

Goals

Challenging clubs and orgs. to use more of the tools in Engage

- Attendance tracking
 - Incentivize it by giving funds to those with best program and attendance to match

Building a passport (co-curricular experience)

- Achievement driven students + spelled out experiences = genuine engagement

Google Analytics

- Continue to track what drives students to the page
 - How can we use the data to make progress?

Stakeholders

Academic Achievement Center

- They are on the other side of the house, so their influence and impact can be powerful.
 - Can we mix what they do well and what we do well together?

Campus Ministry

- Service is huge on our campus; it brings tremendous traffic to SHINE

Strategy #1: Build Departments a Home in Engage

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Why a branch?



Helps distinguish Academic Affairs vs. Student Affairs resources (higher ed. jargon)



Gives departments an easy way to broadcast information and events to students



Tracks departmental activities to share data & prove worth



Career and Professional Development Center

The Career and Professional Development Center staff motivates and empowers students to explore options and pursue careers. The center provides a comprehensive range of resources, services, and programs focusing on career exploration & decision-making, career readiness skill development, experiential learning, and job searching. The CPDC is committed to assisting employing organizations with meeting hiring needs for the mutual benefit of Seton Hill University students, alumni, and employers.

MANAGE ORGANIZATION

JOIN

CONTACT

Contact Information

Reeves Learning Commons, Room 109

E: hschuman@setonhill.edu


P: (724) 838-4286



All Events

VIEW MORE EVENTS

🕒 Ended 14 hours ago



Career Center Connection (CCC)

📅 Monday, February 10 at 7:00PM EST
📍 brownlee basment (Bug)

👤 Hosted by 2 organizations



JCPenney Suit-Up Event

📅 Sunday, February 16 at 6:00PM EST
📍 Westmorland Mall

👤 Career and Professional Developme...



Office of Student Involvement

Leadership and Professional Development Summit

📅 Saturday, March 14 at 9:00AM EDT
📍 Cecilian

👤 Hosted by 2 organizations

The following events have ended.

Search Events

LeFrak Conference proceedings, Editor, Carol

Ended 7 days ago

Women, the Holocaust, and Genocide

In addition to the signing of "Women, the Holocaust, and Genocide", Seton Hill professors Dr. O'Dell and Dr. Von Schlichten will be present to discuss their most recent publications.

Discounted Price for SHU Faculty: \$10

Dr. O'Dell will discuss her forthcoming publication, "Global Politics: A Learner-Centered Perspective", co-authored by Dr. Breger Bush

Book Signing and Reception

Tuesday, February 4 at 5:00PM EST

Boyle 167A

National Catholic Center for Holocaust Education

Ended 3 months ago

CELEBRATION HONORS COMMUNITY HEROES FROM ACROSS THE NATION WHO WILL BE RECOGNIZED FOR THEIR VITAL WORK.

JOIN US AS WE LISTEN TO KEYNOTE SPEAKER BEN LESSER, HOLOCAUST SURVIVOR AND AUTHOR

GoFundMe Watch Party

Thursday, November 14 at 9:00PM EST

Seton Hill University: Administration 308

National Catholic Center for Holocaust Education

Ended 3 months ago

HONOR OF THE JEWISH LIVES THAT WERE DECIMATED BY THE NAZI REGIME.

RECEPTION TO FOLLOW WITH LOCAL SURVIVORS.

When: November 12th 6-7:30 PM

Kristallnacht Commemoration

Tuesday, November 12 at 6:00PM EST

Saint Joseph's Chapel

National Catholic Center for Holocaust Education

Damamhar Daflart Danam

Ended 3 months ago

Tree of Life Remembrance and Discussion

Wednesday, October 30 7:30 PM, Cecilian Hall

PANEL DISCUSSION INCLUDES:
BISHOP EDWARD C. MALESIC OF THE DIOCESE OF GREENSBURG
DR. LAUREN BAIRNSFATHER, DIRECTOR OF THE HOLOCAUST CENTER OF PITTSBURGH
LAURIE YOI, COORDINATOR OF THE MUSIC THERAPY PROGRAM AT SETON HILL UNIVERSITY
SARA PERMAN, RABBI EMERITA OF CONGREGATION EMANU-EL ISRAEL

@SHJNCCHE @SH-holocaustctr @mccshu

Tree of Life Remembrance and Discussion

Wednesday, October 30 at 7:30PM EDT

Cecilian Hall

National Catholic Center for Holocaust Education

Ended 5 months ago

REEVES THEATRE THURSDAY SEPTEMBER 26TH 7 PM FREE SNACKS

Film Discussion

Thursday, September 26 at 7:00PM EDT

Reeves Theatre

National Catholic Center for Holocaust Education

Ended 9 months ago

31st Annual Westmoreland County Interfaith Holocaust Remembrance...

Sunday, May 5 at 2:00PM EDT

Congregation Emanu-El Israel

National Catholic Center for Holocaust Education

Strategy #2: Promote Engage Cross-departmentally

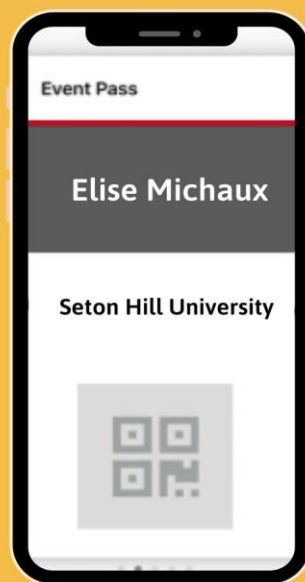
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GET CHECKED IN!

Now it's even easier to check into events using your mobile phone! Just visit: setonhill.edu/SHINE

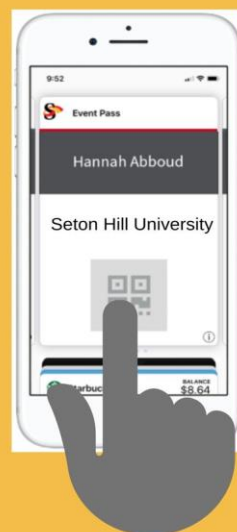
1. Tap the profile icon in the top right corner
2. Tap Event Pass

Save to your Apple Wallet or Google Pay or screenshot your pass for quicker check-in at our next event!



FOR MORE INFORMATION, CONTACT EMICHAUX@SETONHILL.EDU

Download your SHINE Event Pass



1. Log in to SHINE and click on your initials or picture at the top right
2. Click "Event Pass" in the drop down menu that appears and show it to the person checking you into the event
3. Enter event!

*Required for most campus events

www.setonhill.edu/SHINE



Questions | Accomodations
Contact: emichaux@setonhill.edu

THE OFFICE OF STUDENT INVOLVEMENT



ARE YOU ON SHINE?

SETON HILL'S INTERNAL NETWORK FOR ENGAGEMENT

INVOLVEMENT | LEADERSHIP | SERVICE

SIGN UP BY VISITING SETONHILL.EDU/SHINE

Spread the News

1

Use consistent branding on your signage and flyers

2

Visit workshops, faculty meetings and advisor meetings

3

Host trainings on how to use Engage on a regular basis

4

Attain quotes from departments on how it's benefitted them

Strategy #3: Leverage the Broader Engage Community

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Get Inspired

- Summer and I brainstormed a whole lot of stuff to get our page on point
- Attend Connect! See how other folks are using Engage at their institutions



Connect 2020

June 7 – 10

Philadelphia, PA

Create possibility at the largest student engagement-focused conference.

So How Do I Make It Work?

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A faint, light gray graphic in the bottom left corner depicts a group of stylized human figures. The figures are represented by circles for heads and simple shapes for bodies, arranged in a circular pattern. One figure in the center is slightly larger and appears to be pointing or gesturing towards the others.

Tips & Tricks



Build relationships with faculty and staff



Show the data



Identify key stakeholders



Share the many benefits

EVERYTHING IS
FIGURE OUTABLE.

Questions?



Campus Labs Resources



Support & Best Practices

engagesupport.campuslabs.com



Training

training.campuslabs.com



Professional Development

www.campusintelligence.com

Thank You!

Summer Prejean

Consultant, Adoption

Student Engagement, Campus Labs

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