

Project Team Report

1. Project Title: Giving Student Involvement a “Face”

2. Team Members

Wanda Butler

Aimie Contarino

Carol A. Smith

Mentor: Jenavia Thompson-Weaver

3. Summary of Problem or Challenge to be addressed by the Project related to the theme of *Fostering Student Engagement and Persistence to Successful Outcomes*

The problem at the Community College of Philadelphia is that there are many activities, clubs and leadership opportunities that are not being taken advantage of by most members of our diverse student body. Because Student Involvement on college campuses has been shown to increase persistence and graduation rates, we believe that this is an important issue that can begin to be addressed by our project.

Specifically, this project will tackle the lack of communication with students about available opportunities and the benefits of involvement. Additionally, this project will reach out to those students who have not traditionally participated in student activities and let them know how much their presence and participation is needed in student activities. Some students we have identified to reach out to include older students, students who only attend classes at the regional centers, ESL students, parents, men, Gateway students, part-time/evening students.

4. Purpose of the Project

The goal of this project is to reach out to students who seem to miss out on the benefits of student involvement on the campus and convince them that involvement has benefits and make involvement information available to them.

We will do this by creating better communication tools for Student Leadership and Involvement to get the word out about the activities that are available and the benefits of participation. We will do this using Facebook and twitter. We hope to get more students involved in Student Activities, especially forgotten students (regional centers, seniors, parents, Gateway, ESL, Part-time, Evening/Weekend and Online)

5. Summary of Research

Meetings

Our Leadership Team met twice to begin thinking about issues of student involvement that seemed important to us, and then to flesh out what a project might look like.

We met an additional two times with our mentor who gave invaluable insight into what is already being done and what still needs to be addressed with student involvement on campus. Jenavia will provide us with the content for the page

Patty Gillett-Social Media Coordinator at the College-Important information: guidelines, training for the person who will administer the Facebook page-learning to speak with the voice of the college.

Research

We supported our suppositions about lack of student involvement by looking at student involvement data in IR reports on campus climate. We also reviewed some research on Commuter student involvement, and we looked at research from the Community College Research Center.

Community College of Philadelphia Social Media Guidelines will aid us in creating an officially recognized Facebook page.

Student Leadership and Involvement Webpage(<http://www.ccp.edu/site/current/campus-life/student-life/clubs-organizations.php>) will provide our webpage with some content that we will need in order to create the Facebook page.

The difference between creating a Facebook page for an organization as opposed to setting up a group or individual page. <http://www.facebook.com/help/?page=168617716530627>

CCPs Facebook page <http://www.facebook.com/CCPedu>

At this time texting isn't an option at CCP besides e2 campus but on this type of Facebook account Twitter can interface. And we can consider using Twitter similarly to texting.

Facebook doesn't have a translate option that will translate posts. We should brainstorm about other ways to reach out to the ESL population.

Research other college student activity web pages.

3-5 posts per week from the administrators is about the number of posts that is acceptable to users on a fan page like this.

6. Overview of the Project

This project will use social networking techniques to increase the level of student involvement / engagement in activities and leadership opportunities on campus. This type of communication was chosen because of its universal availability, its cost-effectiveness and its ability to foster information exchange and dialog among a large number of students.

7. Advantages to Students/Benefits to the College Community

The advantages of student involvement in campus activities and leadership are numerous. They can enhance students' sense of connectedness to the college and their experience here. Involvement is a great plus on a student's resume and career toolkit. Student involvement also enhances the college's function and mission as students are the most vital members of the community.

Creating a Facebook page and Twitter account for Student Leadership and involvement will provide numerous benefits to the College. Increased communication about campus activities, creating a welcoming and inclusive information hub and extolling the benefits of involvement will not only directly benefit the students by getting them valuable information in a platform that is convenient and already a part of their daily lives, it will also benefit the many clubs and activities that are occurring on campus by getting students with diverse backgrounds, interests and skills involved. This will improve the breadth and depth of campus activities and will in the long run make strides towards creating a more engaged student body and a more welcoming campus climate.

8. Timeline for Completing the Project

(Many items from our 'mid-term' plan have been completed and are in bold below). Work planned for completion between now and Fall 2012 is described briefly in the last paragraph of this section.

- Meet with Club presidents to see how they might envision using the page
- **Creating content: articles, pictures, descriptions, links, videos**
- **Design and build the Facebook Fan page**
- **Decide on a name and who the administrators will be**
- Elements of the Page

Student Life Logo

Welcoming mission

Outreach to the forgotten students (eventually videos of real students talking about how involvement has shaped their experience at the college.)

Our goal is that "non-traditional" students will see themselves reflected on the Student activities Facebook page and will feel welcome and

Clubs descriptions: The page should reflect activity through photos, student input and even video.

How to start your own club/forms

Matrix on available opportunities for students

Articles about the benefits of participation

Events calendar

A grid on our page helping students identify where they fit in the activities grid.

Resources for student organizations

Links on the page to ccp's student activities websites.

Allow students to link to it and then have the page send them information.

- **Create job description for student worker, responsibilities, and minimum requirements**
(Should be an invested, mature, competent person who knows how to speak with the voice of the college and Student Leadership.)
- **Post advertisement on Collegenet**
- **Determine who will be responsible for hiring and supervising the work study student within the SLC**
- Create one page training document
- Arrange Patty Gillett to do an initial training for all SLC staff and students who will be administrators on the site
- Launch site live to limited amount of people. Test.

- **Create Flyer/Poster-will include SLC logo, facebook logo and address, an inviting welcoming image encouraging students to get involved and "like" the page**

- Advertising on plasma screens, email blasts, link from CCPs Facebook page in lead up to Spring Fling

- **Design the sign-up incentive**
- **Select, secure/purchase the prizes**
- **Get the word out about the prizes**
- Select who will be responsible for monitoring the 25, 50, 75, 100, 150, 200, 250, 300, 350, 400, 450, 500 "likes" on the page (12 prizes)
- **Contact the winners**
- **Who will present prize?**
- **How will they be presented and at what point during spring fling?**

- **Create a schedule for daily monitoring of Facebook page until Work study position has been filled.**

- Make plan to create video content intended to be up by the start of the Fall 2012 semester.

- Contact appropriate people at the College to ensure that the facebook page is included in SLC printed materials and is properly advertised at orientations and other college events for new students

It is our Future Plan for Completion that we will:

- Meet with and train the work study support person
- Meet with the W/S, Jenavia Weaver, David Green, Dionne Easton to discuss how Student Life and Student Leadership and Involvement will incorporate the page in their programs of outreach and education about student life and student activities on campus. They now have an important new tool with close to 900 students waiting to see what happens next.

9. Evaluation Plan for the Project

The project will be evaluated over the course of several months beginning with a timely completion and roll out of the Facebook page.

Goals

The Facebook page will get from 250-500 fans leading up to the roll out at Spring Fling.

After spring break, the page will be monitored to see if there is a steady increase in fans, updated events calendar, an active comments section and updated club news.

This project will be a success if Student Leadership and Involvement uses this tool consistently to interact with the student body on a regular basis.

10. Budget

Student Involvement and Leadership has agreed to provide the project with up to \$1000.00 in funds that we can use for advertising, marketing and prizes.

11. Plan for Sharing Results of the Project with the Community

We are thrilled that this project has a public face and is already up and running. It is a marketing tool in and of itself and is already a powerful one. We will be working to make sure that the Student Leadership and Involvement staff incorporate effective use of social media into the way they do their work. Our goals for achieving this include:

- Meeting to train staff on the mechanics and brainstorm possible ways to use the page
- Helping the staff develop a workplan for the workstudy student that meets the goal of keeping useful updated information before their public.
- Helping develop a simple monthly review form that will help staff monitor the amount and type of traffic the facebook page receives.

Leadership Team Final Reflections:

Wanda Butler-Caldwell

Librarian

Northwest Regional Center

What I have learned by working on our project, is extending and improving networking with our students and with our administrators. I have also learned that most of Community College of Philadelphia employees Staff, Administrative and Faculty share the same value of interest and that is to enhance our student's learning experience, excitement within the college. However, our CCP students who are taking classes at must have positive attitudes for our goals to be met. Whether, a student is attending to CCP at the main campus, regional centers, evening or weekend; the Student Life Center new Face Book page allow the student to be more connected with the college and each other.

The leadership that I am experiencing is exciting and an awesome one. It's quite a challenge to know that I can actually say that I was part of the social media/net work. As working with my colleagues, it has been a delightfully experience. Through this experience I have gained confidence as a leader. I have challenges myself to be more outgoing as I promote the Face Book to the students and my colleagues at the NWRC campus.

Aimie Contarino

Education Coordinator

TRIO Upward Bound

This project was helpful in my growth as a leader because it challenged me to step outside of my comfort zone by requiring a certain level of adaption and flexibility that I hadn't expected when we set out with our vision for the project.

Through working on this project I learned that while it is crucial for a leader to have a vision and a plan, it is also important to be willing to accept that those things may change over time because the needs of an organization, or project or group may change over time.

The women on my team and our mentor were all strong and driven and working with them was a wonderful experience and through this experience I learned to follow much more than I have done in the past. This is an important skill for a leader to have. By not falling into one of my typical behaviors of trying to take control and lead through will, I think I grew as a person and as a team member and as a leader.

The experience of working on a team for this project was a good one. It was great to work with people in different departments throughout the college and to see how an idea becomes a reality at CCP. Though in the end the project did not turn out exactly how we planned it would, I think we contributed a valuable tool and idea and helped get a conversation started about how to engage more students in all of the opportunities that CCP has to offer.

Carol A. Smith

Director

Gateway to College Program

My purpose in participating in the Leadership Institute was to become more involved in how things get done at the College and nothing helped me achieve that more than our leadership project. Usually at institutions of

this size the culture is that it takes a long time to get things done or to make a change. But wow, this project took on a life of its own and really took off. It is gratifying to see how willing Student Leadership and Involvement staff and other college offices were to get involved and make it possible for such a cutting-edge technology to be used to serve the College's students. This was such an energizing project.

This project also served to help me make everything I learned in the leadership institute real. Working in a team, planning and implementing a project, working within a complex system of colleague leaders. I wanted to get to know more about how the other offices worked and I did. I wanted to learn how to build bridges of integrated projects and I did. I wanted to learn how to bring innovation into a system that is so large with so many responsibilities that it should resist it—but the system had a process for changing and I was able to observe and be a part of it.

I have worked several jobs from a leadership position, but the leadership was often solitary, and thus learning to share responsibility on a team of equals was a weakness for me. The experience of working with my team where we each brought a set of talents and visions to the table and traded off leading and following and supporting, really helped me begin to explore my strengths and weaknesses and the benefits of interdependence and being one of a team. I have really learned a lot from the way the Leadership Institute has been structured and I am eternally grateful to have had the opportunity to participate.