# Student Activities Innovation and Technology Action

## **Action Description**

The Department of Student Activities plans to work to increase the awareness of their social media accounts on campus by working with the SHSU Program Council and the Diversity Council to promote the platforms to broader audiences that Student Activities may not normally reach. The two groups have been asked to promote Student Activities social media to all members and at events. In addition, Student Activities plans to increase visible signage on all promotional materials to increase social media awareness. The Department of Student Activities plans to increase followers on Instagram and Twitter by at least 30% and increase followers on Facebook by at least 10%.

#### **Student Engagement and Spirit**

### **Goal Description**

Create and uphold traditions and unique programs that foster Bearkat spirit.

#### Related Items/Elements

Null Student Engagement and Spirit (Cheer) Performance Objective

#### **Performance Objective Description**

To measure the impact (if any) that the UCA National Cheerleading Competition has on the four spirit team squads: the All-Girl Cheerleading Team, Co-Ed Cheerleading Team, Mascots, and Orange Pride Dance Team. The UCA Nationals will take place in April 2017. Once the competition is complete, a survey will be distributed to all of the student participants who participated in the competition. The survey will gauge which of the following traits (if any) that have been identified by the Texas Higher Education Coordinating Board (THECB) as core skills students should obtain as a result of completing their core curriculum that were utilized and exercised by the participants during the preparation for competition and during the actual competition. The mixed methods survey will consist of 21 multiple-choice questions and two open-ended questions. The first 21 multiple-choice questions will gauge where the student is in the program and their expression for how well they have mastered the following five core skills: critical thinking, communication, teamwork, social responsibility, and personal responsibility. For the purposes of this assessment, the sixth core competency (i.e., empirical and quantitative skills) was not measured. The two open-ended questions discussed the implications of the students attending the competition and the impact (if any) that competing had on the students while at Sam Houston State University (SHSU) and their lives beyond SHSU. The criteria for successful achievement of this objective will be the data attained from the survey. This data will allow us to understand better, how we can further develop these students and prepare them for the workforce after they complete their academic degrees.

Attached is the survey that was distributed to all four spirit team squads. Questions were derived after reviewing the core competencies set by THECB and then utilizing resources such as the SHSU Director of Assessment to further detail how to properly formulate the survey questions. All teams held open tryouts and 24 were selected for the All-Girl Cheer Team, 25 were selected for the Co-Ed Cheer Team, 16 students were selected for the Orange Pride Dance Team, and five students were selected for the Mascot Team.

# The student Engagement and Spirit (Cheer) KPI and Results

#### **KPI Description**

The SHSU Spirit Teams are an essential component to promoting spirit and engagement at Sam Houston State University. Each year the teams compete to qualify for a spot in the UCA National Cheerleading Competition. The department is interested in a mixed methods assessment of how attending the UCA National Cheerleading Competition influences the team and their retention on campus. In addition, because of practicing and participating in the National Cheerleading Competition, we want to assess the following core skills that students should obtain as a result of completing their core curriculum as listed by the THECB: Critical thinking skills, communication skills, teamwork, social responsibility, and personal responsibility.

## **Results Description**

Multiple-Choice Question Results

As a result of my participation in the National Cheerleaders Association

(NCA) Collegiate Cheer and Dance Championship, I have developed my ability to...

Critical thinking skills...

100% of the survey participants agreed or strongly agreed that their critical thinking skills had been developed as a result of their participation.

Communication skills

At least 95% of survey participants agreed or strongly agreed that their communication skills had been developed as a result of their participation.

Teamwork

100% of the survey participants agreed or strongly agreed that their teamwork skills had been developed as a result of their participation.

Social responsibility

At least 95% of survey participants agreed or strongly agreed that their social responsibility skills had developed as a result of their participation.

Personal responsibility

At least 97% of survey participants agreed or strongly agreed that their personal responsibility skills had developed as a result of their participation.

### **Open-Ended Question Results**

How do you think your training for, and participation in, the NCA National Championship has changed your outlook as a student at SHSU?

A summation of the results indicates that the students found the experience to be impactful and gave them an overall better work ethic, time management, and a sense of school spirit.

How do you think your training for, and participation in, the NCA National Championship has changed your outlook on your life beyond SHSU?

A summation of the results indicates that the students felt that the experience further prepared them for life after college by improving their communication skills, ability to work with different people, teamwork, and perseverance.

Please see the attached survey results for a detailed review of the assessment conducted.

🌠 RESULTS-SpiritProgramsAssessment

# 🔊 🎜 Student Engagement and Spirit (Cheer) Action

### **Action Description**

This academic year provided a baseline of information that the department can now reflect on. While the assessment performed provided positive feedback regarding the impact of the UCA National Cheerleading Competition on all four spirit teams, there were areas that generated positive results, but could be addressed better. The questions pertaining to written communication, community engagement, and personal and social responsibility had lower levels of positive feedback than the others assessed. In order to address these areas, the Department of Student Activities will continue to assess all four teams regarding the same core competencies for the 2017-2018 academic year and incorporate trainings and exercises that address these areas. The students will be engaged more in written communication with each other and their coaches. Additionally, a community project will be sought and completed as a team to

give the students a greater sense of community engagement as SHSU Spirit Programs. Additionally, trainings pertaining to personal and social responsibilities will be sought to help the students better develop those skills in preparation for their UCA National Cheerleading Competition.

# 🐞 🛍 Student Engagement and Spirit Performance Objective

### **Performance Objective Description**

The Department of Student Activities will increase student engagement and retention during the spring 2017 semester by hosting Kat Comedy Showcase in January 2017 and Sammypalooza in March 2017. All students in attendance will be scanned in using their Bearkat OneCard at the main entrance of the Bernard G. Johnson Coliseum. The information attained from their Bearkat OneCard will be used to track whether the student was retained and registered for the summer and/or fall 2017 semesters. In addition, a survey regarding how much the student's felt the event(s) engaged them will be emailed to all students who attended each event. The survey will be facilitated via Campus Labs. Survey questions are to be compiled using available resources concerning engagement and retention surveys provided by Campus Labs. Successful achievement will be based on an 85% or higher response of "Agree" or "Strongly Agree." The feedback attained will help the Department of Student Activities in gauging what areas of can be improved on. All data will be collected and reported by the end of August 2017.

# The standard Engagement and Spirit KPI and Results

#### **KPI Description**

Kat Comedy Showcase and Sammypalooza are two of the largest events coordinated by the Department of Student Activities, and are considered to be traditional events at Sam Houston State University. Kuh (2009) found that both persistence and grades were positively impacted when students became more engaged on campus. To measure the impact of these events on student engagement at SHSU, data will be collected in two waves. The first wave of data will be collected from students via scanning Bearkat OneCard. All students will be asked to scan their cards prior to entering each of the events. The initial data from this action will yield names, student identification numbers, and email addresses. The student identification numbers gathered will be sent to Institutional Research to determine whether students were retained from spring 2017 to fall 2017 and other special identifiers such as whether the student was a first-time-in college student and/or a first-generation student. This information will help the department to better assess the impact that our engagement has on student retention. Simultaneously, the student email addresses attained from scanning Bearkat OneCard's will be used to send surveys to students via email. Specifically, students will be asked their level of their agreement regarding the following questions:

To Be Entered

#### **Results Description**

### Overview of Both Surveys

1. The results of the two surveys provided the Department of Student Activities with an idea of the programming preferences that the students who attended the events and took the survey had for future programming considerations. Student information will be sent to Institutional Research to determine whether students were retained from