



Student Engagement Survey Presentation



The Student Engagement Survey ? Our Purpose



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- The college administration wanted to better understand how to engage students with campus resources and help them succeed.
- This year's PTK **college project** focused on finding how students engage with the campus resources.

Background & Why am I presenting?



Background:

I am a member of the PTK/Canada College administration team research project.

My goal is to work with other PTK members and the college's administration to analyze the data we collected from the student body.

Intro to the Economic concept "Barrier of Entry"



Barriers to entry : factors that **increase the cost** to new firms of entering an industry.

Some Barriers to Entry:

- Control over a key resource or input
- Economies of scale (large-scale production)
- Network effects- Firms can snowball in size as each new customer makes the firm's product more valuable to the next customer
- Government barriers(licenses, patent, etc...)

VS. The barrier of student's succeed?

- If Students are not familiar with the school resources which can help them.



What did PTK do ?

- Spring 2024:
 - Worked with college administration to create a student engagement survey
 - Surveyed a diverse set of over 80 students across the campus over multiple days
 - Worked with the Office of Planning, Research, and Institutional Effectiveness (PRIE) to analyze the data
 - With their help, produced some results and some tentative conclusions
- At the end, we will suggest some ideas



Over the next several slides, I will discuss

- The student engagement survey we helped to create and administer
- Some of the results of the survey
- Some ideas that came from our analysis

Student engagement survey

Student Engagement Survey

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The survey is completely anonymous. The survey focuses on student success on campus.

Select One

- Part Time Student (Enrolled in >12 Units)
- Full Time Student (Enrolled in 12+ Units)

Who has been the biggest help to you on campus? *

(For example: Faculty, Staff, Retention Specialist, Peer Mentors)

Long answer text

If you're struggling academically, where do you go on campus? *

(For example: Learning Center)

Long answer text

If you're struggling personally, where do you go on campus? *

(For example: Personal Counseling)

Long answer text

If you're struggling financially, where do you go on campus? *

(For example: Welcome Center, Cashiers Office)

Long answer text

How did you learn about these campus resources? *

Long answer text



Raw data of the survey

During 4/25/24-5/3/24 we received around 80 students' survey responses, which provides us with a great resource for analyzing student engagement on campus.

1	Timestamp	Select One	Who has been the biggest help to you on campus? (For example: Faculty, Staff, Retention Specialist, Peer Mentors)	If you're struggling academically, where do you go on campus? (For example: Learning Center)	If you're struggling personally, where do you go on campus? (For example: Personal Counseling)	If you're struggling financial you go on campus? (For example: Welcome Center, Cashiers Office)
2	4/25/2024 1:06:25	Full Time Student (Enrolled in 12+ Units)	Staff	Professors	Anyone from my workplace at campus	No where
3	4/27/2024 19:46:00	Part Time Student (Enrolled in >12 Units)	Library staff, peers and Professors	writing center	Deal on the matter on my own	I pick up free food from the and campus dinning card
4	4/30/2024 14:35:03	Full Time Student (Enrolled in 12+ Units)	professors and counselors	Writing center	personal counseling	Cashiers office
5	4/30/2024 18:06:41	Full Time Student (Enrolled in 12+ Units)	Promise	Learning Center	Friends	Promise
6	5/1/2024 10:23:58	Full Time Student (Enrolled in 12+ Units)	Athelthic Coach and Peers	Learning Center	N/A	Cashiers Office
7	5/1/2024 10:28:55	Full Time Student (Enrolled in 12+ Units)	My bio teacher, Ellen Young	The learning center	N/A	N/A
8	5/1/2024 10:31:01	Part Time Student (Enrolled in >12 Units)	Promise Scholar, Umoja community	Learning center	Counseling office	N/A
9	5/1/2024 10:59:02	Full Time Student (Enrolled in 12+ Units)	International student Center	Learning Center	Personal Counseling	Fiancial aid
10	5/1/2024 11:10:51	Full Time Student (Enrolled in 12+ Units)	Staff, mostly the outreach and promise staff who I have worked with in the past	Learning Center for tutoring	Outreach for a quiet place to rest	Financial Aid
11	5/1/2024 11:11:04	Part Time Student (Enrolled in >12 Units)	My teachers & the lady at the welcome center	no where	no where	no where
12	5/1/2024 11:11:35	Full Time Student (Enrolled in 12+ Units)	Professor Roscelli	The Library	Personal Counseling	I am not for struggling for no
13	5/1/2024 11:12:54	Full Time Student (Enrolled in 12+ Units)	My academic advisor	Learning center, or directly to the professor during office hours	the gym	Financial Aid center
14	5/1/2024 11:13:07	Full Time Student (Enrolled in 12+ Units)	Juan Vera	Veteran Center	The gym.	Not applicable
15	5/1/2024 11:13:26	Full Time Student (Enrolled in 12+ Units)	N/A	The professor of the class I struggle	I deal with it outside campus	I don't know where to go
16	5/1/2024 11:39:30	Full Time Student (Enrolled in 12+ Units)	Counselor	Library	N/A	N/A
17	5/1/2024 11:46:08	Full Time Student (Enrolled in 12+ Units)	Promise Counselors	uhhh I would go to my Professor	home	promise program helps w th
18	5/1/2024 13:22:52	Full Time Student (Enrolled in 12+ Units)	Teachers	no where	no where	no where
19						the free grocery store mayb

Analysis of the survey data

Conclusion #1 Biggest Student Helpers

- The students reported that the biggest helpers for them were:
faculty, staff, and some special programs.

Specific Examples:

Promise

Transfer Center

Trio

DRC service

Analysis of the survey data

Conclusion #2 Academic Resources

- Students universally consider the [Learning Center](#) the place to go when they are struggling academically, especially the Stem Center.

Conclusion # 3 Financial Resources

- If a student is struggling financially, they frequently listed the financial aid office and the Cashier's office as places they would go.
- To a lesser degree, Sparkpoint or the food pantry were mentioned as resources students utilize.
- However, some students replied they have nowhere to go.

Analysis of the survey data

Conclusion # 4 Personal Counseling

- The primary source of support for personal struggles was, not surprisingly, the individuals who provide personal counseling services.
- However, a large proportion of the students responded with “none/nowhere/not applicable” to the question of where do you go for this kind of service.

Conclusion #5 Regardless of the nature of student concerns

- When it comes to how students found out about school resources, the main source was **word of mouth** from their peers.
- A minority of students point to the college's webpages, orientations and during classes.

Full-time vs Part-time

One specific area of interest that the school administrations asked PTK to collect data on was the difference between **how part-time students and full-time students** engage with the school's resource and programs.

Here is what we found...

Differences between P/T and F/T students

Who has been the biggest help to you on campus?	
Part Time Students	Full Time Students
Faculty	Faculty
Staff	Staff
Special programs	Special programs
Cultural center	Counselors
Specific points of contact	Specific points of contact

Differences between P/T and F/T students

If you're struggling academically, where do you go on campus?

Part Time Students

Full Time Students

Learning center

Learning Center

STEM Center

Professor/Office hours

Differences between P/T and F/T students



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If you're struggling financially, where do you go on campus?

Part Time Students

Full Time Students

Cashiers office

Financial aid

Food pantry/Sparkpoint

Cashiers office

Nowhere or N/a

Promise

Nowhere or N/a

Differences between P/T and F/T students



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How did you learn about these campus resources?

Part Time Students

Full Time Students

Peers

Peers

In class

Website

Orientation

Counselors

Our suggestions and ideas

After looking over the responses and discussing them with each other in PTK, we came up with a few ideas we thought we would share with you all today. Our ideas are based on the following assumptions with respect to student behavior

1. We use our phones daily and we are comfortable with apps.
2. Additionally, PTK members recently used an app at a PTK convention. We thought this app might, with some adaptations, be useful for our student body.

A student centered app

The PTK convention app listed all the educational forums we could attend over the course of the three day conference

The app allowed each of us to control which forums would appear in our calendar. We could pick and choose which forums we wished to attend. Everybody ended up with a unique schedule/calendar tailored to his or her interests.

Conclusion: That experience gave us the idea to develop a prototype (demo app) in which Canada students could calendar college events in a similar manner.

We took the prototype to several classes this semester, showed it to students and recorded their thoughts. What worked/did not work, as well as what were their preferences.

1. After viewing our prototype, would you use it? Yes/No.

Why/Why Not

They said they would consider using it because the design of the app:

1. **Updated/informed** them about what is going on on campus, about clubs and programs.
2. **Was easier** to check than the G-mails they often get.
3. **Helped to plan** their day

They said they would not use it if

1. They were not interested in school events /don't have time.
2. If the college mandated it (it should be optional)



2. What features do you think could make the app better?

Potential Features:

1. Display the dates and times of the event, even use it to check-in for some event
2. Organize events according to majors/types/interests
3. Add a page where students can start a public discussion and communicate to each other
4. Incorporate some internship opportunities and speaker presentations related to majors
5. The school should have some oversight to make sure the contents are school-related and enforce rules around the app's content
6. Use UI/UX design to ensure a better user experience



3. If there were no limits, what would you want to see in the app?

1. Send notifications of class/events that **sticks to(catered to) my interest** or have a **“for your page”**
2. Have a signup section that allows users to choose their interests which can satisfy their needs
3. Have a **social calendar** for school events
4. **Message feature**
5. **Allow professors to use the app** to update campus events

But isn't the college doing a lot of this already?

- We all know that the college provides students with a lot of resources.
- Sources include: Word of mouth, websites, different programs etc....
- It is not the lack of information that is the issue

Our survey seems to suggest that the students would like **more control over** the information. We think that something like the PTK app would allow students to filter out what they do not want/need but to calendar what they do want or need.



Question time?

THANK YOU FOR YOUR TIME!
