what's your ONE?
www.uiowa.edu/pickone
Student Success Team
“Pick One” Initiative

Developed by the
Opportunities for Student Engagement/Pick One Committee of the Student Success Team
“Pick One” Committee Members

- Brian Corkery, Academic Advising
- Tara Edberg, Student Life
- Kristi Finger, Student Life
- Amy Korthank Gabaldan, Biology
- Ben Haiman, Student Life (student)
- Bob Kirby, Honors
- Sara Langenberg, Admissions
- Shari Piekarski, Business
- Emil Rinderspacher, Admissions
- Kate Sojka, Housing
- Anne Zalenski, Continuing Education
- Jane Dorman, Engineering (chair)
What is “Pick One”?  

- Student Success Team initiative focused on increasing first-year students’ engagement with the university & community
- encourages involvement in at least one educationally purposeful co-curricular or extra-curricular activity, beginning in the first semester at Iowa
Use HawkID to log into the PICK ONE!
Exploration Tool to find opportunities

Nine categories:
- Campus Employment
- Fraternities & Sororities
- Honors
- Intramural or Club Sports
- Leadership
- Multicultural Activities
- Performing Arts
- Student Organizations
- Volunteering
Marketing plan

- Pick One buttons
- Foam hands
- Involving campus partners
- Visibility at Info Fair, etc.
- Flyers in residence halls, on Cambus
- Ads in Daily Iowan
- Incentives: bookstore certificates
Challenges

• Fast track to get program up & running for Fall 2008
• The flood, especially as it shortened & reconfigured Orientation sessions
• Limited opportunity to get the word out
RESULTS as of November 1, 2008:

37% of the 4,222 first-year students participated

1,196 first-year students made a final “Pick One” selection

354 first-year students had picks in their “shopping cart” but no final choice made

About 700 NON-first-year students made a final “Pick One”
PICK ONE CHOICES

Student Organizations = 263
Intramural, Club, Varsity Sports = 302
Volunteering = 223
Fraternities & Sororities = 177
Campus Employment = 78
Performing Arts = 58
Leadership = 53
Other = 26
Honors = 8
MultiCultural Activities = 8
What’s next?

Reminders

Assessment

Planning for Next Year