

**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

www.uiowa.edu/pick-one

- **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 Campus
 - 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