SST Committee on Orientation to Student Success – Final Report
June 2015

During the Spring 2015 semester, the committee met initially as a large group to discuss goals and then broke into the three working groups listed below.

- <u>Orientation Training Subcommittee</u>: Mirra Anson, Josh Frahm, Angie Lamb, Kathy Magarrell, Allen Roberts, Maureen Schafer, Cindy Seyfer
- <u>SST Messaging and SWAG Subcommittee</u>: Sarah Billeter, Brian Corkery, Danielle Martinez, Erin McFerrin, Angi McKie, Teri Schnelle
- <u>SST Orientation Ambassadors Subcommittee</u>: Sarah Billeter, Jess Love, Brittney Thomas, Tanya Villhauer, Cara Wiebel, Misty Brents

The committee was charged with the following:

- Determine the best structure and processes for orienting new staff members to the collaborative campus culture and the SST.
- Determine target populations to participate in such a program.
- Identify key messages to communicate about SST to 1) new employees, 2) longer term employees. These may include such things as that it is a great networking tool, that you can determine your level of involvement, etc.
- Develop and implement a pilot orientation process and collect feedback from stakeholders on its efficacy. Note: a pilot process for orientation of new/longer term employees did not occur this semester after a determination by the committee that orientation should take a different direction than initially proposed.
- Recommend a sustainable process for implementing proposed program.

The committee was responsible for delivering the following products:

- Recommended structure, frequency and outline of a proposed orientation.
  The committee determined that it may not be sustainable to offer a separate orientation session to student success. Instead, we determined that a series of videos demonstrating the collaboration of offices in support of student success could be created to serve as an orientation tool. This recommendation is outlined in the Orientation Training Subcommittee Report. The committee also recommends that SST members staff a table at the monthly new Orientations offered by Learning and Development. This is outlined in the SST Orientation Ambassadors subcommittee report.
- Summary of any additional processes to enhance cross-organizational collaboration.
  Recommendations for practices/opportunities to enhance collaboration can be found in each of the subcommittee reports.
- A set of key messages about SST.
  Messaging is important in order to promote a greater understanding and level of participation in SST across campus. A tagline and elevator pitch is recommended in the SST Messaging and SWAG Subcommittee report.
- Recommended changes in policies, practices and programs.
  A variety of changes are recommended throughout the separate subcommittee reports to enhance the visibility of SST to the campus and to demonstrate that SST is an ingrained culture on campus. For instance, SST website updates as simple as removing the terminology "grassroots group" changes how the campus may perceive SST.

Further work will be needed to implement all of the changes/suggestions offered in the subcommittee reports. This will need to be viewed as an ongoing project.

Orientation Training Subcommittee Report

The subcommittee was charged with developing a plan to share information promoting SST and student success to the campus in general and specifically to new staff through campus training tools. To that end, we discussed the following:
- the creation of an *ICON* course with enrollment managed through *My Training*
- the creation of training videos using the *MyQuickCoach* program
- the rationale for inclusion of offices/departments in the training
- when this type of training assistance would be most beneficial to staff

The group met with Bruce Drummond from UI Learning and Development to learn more about the creation of videos through the *MyQuickCoach* program. Bruce can assist departments in the development of professional three to five minute videos. These videos can be accessed through the MyQuickCoach "library" available through Self Service under the Learning and Development tab or via the Learning and Development E-Learning Programs website. Bruce provides script writing assistance. The entire process is free, both to the video development team and the end-user accessing the video product. The committee agreed that using technology (*MyQuickCoach*) and expertise (Bruce Drummond, Coordinator, On-line Compliance Course Development) already available on campus made perfect sense. The committee also agreed that videos would offer a more sustainable tool for new staff and seasoned staff wanting a refresher than an actual orientation training session. The videos will be available to staff when they have the time to add to their knowledge base after learning the basics of their new job and/or when a student situation occurs that requires collaboration with another office.

Recommendations
- Begin summer 2015 to work with Bruce to develop a series of videos to highlight why students might be referred to individual offices.
- Maintain a theme throughout the videos of why staff across campus would refer students to that office. The videos should not be a "commercial" for the office but an opportunity for coaching/teaching which could be driven by a question. For instance, the Student Financial Aid video could highlight a referral from Academic Advising of a student struggling financially and the services offered by Student Financial Aid to assist that student, including Financial Literacy Services, Student Employment and basic financial aid information.
- Start with the offices of the subcommittee members, i.e., Academic Advising, Academic Support & Retention and Student Financial Aid.
- Expand to other offices from the list in the Appendix.
- Understand that this will be an ongoing project and it could take a year or longer for the creation of all videos.
- Develop a communication plan to announce the availability of the videos on MyQuickCoach to the campus
- Develop a list of videos available through MyQuickCoach to promote student success that could be handed out during staff orientations. This would be updated as new videos are completed.

See Appendix A

SST Messaging and SWAG Subcommittee Report

The SST Messaging and SWAG Subcommittee was charged with the following:
1. Develop an "elevator pitch" for SST, i.e., what it is and what it means to the campus.
2. Develop a list of potential SST SWAG options that could be used to promote SST and increase membership.
3. Develop a Facebook page/group, which can be used to share information. Determine which office would be in charge of any maintenance related to the Facebook page.
4. Develop a plan for a short video that can be shown during staff and faculty orientations to explain the SST mission, the semester meeting schedule, and provide brief highlights of past accomplishments in order to encourage involvement. Work with HR to include a statement encouraging participation in SST that could be included in emails to new hires after six months of employment.
5. Develop a marketing plan.

1. Elevator Pitch and Tagline

The subcommittee reviewed available SST materials including the mission and vision to determine appropriate language for the tagline and elevator pitch. The subcommittee proposes the following for the SST tagline:
SST – creating a culture of success

The subcommittee proposes the following for the SST elevator pitch:
We are a campus-wide team dedicated to creating sustainable initiatives that help students succeed in and out of the classroom. You choose your level of involvement; everyone is welcome.

2. SWAG Items (see Appendix B)

Potential SWAG items were sent to the full committee to review and rate. Please see the Appendix for a full list of options with price information.

Ratings from the committee:
1. Stone Coaster
2. Pizza Cutter
3. Pen
4. Post-It Notes
5. Notebook
6. Utensil Set
7. Cell Phone Wallet
8. Phone Holder

The full committee suggested providing members with a sign (both downloadable and printed) they could hang up on their door or in their office. This sign could say, "I support student success" and include a SST logo. The committee also suggested adding a reusable tote bag as a potential SWAG item. These items have been added to the list in Appendix B, but were not rated on by the committee.

Price estimates for the top three SWAG items, SST buttons and an SST sign from Marketing + Design (which includes design time and production) are provided below. Any SST SWAG items would need to be something visible in an office, so the pizza cutter was not included.

Item	Quantity	Total Cost
Buttons (2.25")	500	$300
SST Sign (8.5x11 glossy)	500	$300
Stone Coaster	500	$725
Pen	1000	$360
Post-It Notes	1000	$660

3. **SST Facebook Group**

    When discussing the creation of a SST Facebook group, the subcommittee felt it important to clearly determine the purpose of the group before creating it. Will it be used to create community, share information, etc.? The subcommittee also discussed the use of a Facebook group by members and was unsure if SST members would find a group useful.

    The subcommittee's recommendation is to survey the SST before creating a Facebook group to determine if members would find a group useful and sustainable.

    If it is decided to create a group, some additional administrative aspects will also need to be clarified, including: who will monitor the group for appropriate content and to ensure any questions are answered as well as what office will maintain the group.

    Depending on the outcome of the ICON course, it may also make sense to forgo creating a Facebook group and instead use the discussion feature on ICON along with the ICON content.

4. **SST Recruitment Video**

    The subcommittee, in concert with Cindy Seyfer, determined it was best to wait and collaborate with the Orientation Training Subcommittee to decide on the creation of a SST recruitment or introduction video. This group is exploring the use of MyQuickCoach videos and may create an introduction to SST video using the language developed by the Messaging Subcommittee.

5. **Marketing Plan**

    While reviewing the subcommittee's deliverables, the group discussed the necessity of having a thorough marketing plan to ensure messaging is clear and consistent as well as to outreach to potential new members.

    The subcommittee's recommendations for a marketing plan include:
    - Ensure the SST mission and vision are up-to-date
    - Create an SST logo with the help of Student Life Marketing + Design
        - This logo could be turned into an icon that members could add to their email
    - Ensure there is similar messaging/language and logo use across publications, materials, and marketing including on the website
    - Update the SST website
        - Clearly state that all students, faculty, and staff are welcome
        - Clearly state that to join, all you need to do is join the SST listserv
        - Clearly state that members pick their level of involvement. Examples of potential levels of involvement are outlined below.
            - Stay informed by reading our newsletter
            - Learn about student success initiatives by attending a meeting
            - Contribute to new student success initiatives by joining a committee
        - Link to the DOS 'Who Does What' page
    - Work with other departments/offices to link to the SST website on their websites
    - Email key groups to increase awareness of SST (example: Athletics)
    - Provide SST information to supervisors so they can pass it along to employees as a part of the onboarding process. Supervisors then also understand what the SST is and what involvement consists of.

SST Ambassadors Program Report

The SST Ambassador Program will provide an opportunity to connect with new staff/students and educate them about the Student Success Team. Volunteers will be recruited for the program:
- At each of the SST meetings a sign-up sheet will be available
- An email will be sent out through the SST listserv asking for volunteers

SST Ambassadors would be the point of contact for any staff/students interested in learning more about the Student Success Team. Ambassadors would also be able to choose their level of involvement:
- **SST Ambassadors at the Department Level**: Staff who sign up to become an SST Ambassador for their department will have a small amount of swag and a badge/sign (similar to the EcoHawk sign) they would place near their office nametag alerting staff that they are a SST Ambassador. They would welcome questions about the program. SST Ambassadors would make themselves available to inquiries from new staff - by pointing out the website, handing out some swag and using the elevator pitch.
- **SST Ambassadors at Department/Division Level:** Staff would be an ambassador for both department and for other requests outside their department.
- **Staffing New Faculty/Staff Orientation:** In addition to the minimal involvement, staff who are interested in becoming more involved would have the opportunity to sign up to staff a booth at the New Faculty/Staff Orientation. They would distribute free swag, point out the website, and use the elevator pitch to educate new faculty/staff about the program. Cindy Seyfer spoke with Sean Hesler regarding a table at the new staff orientation sessions. Sean would be happy to have SST members staff a table at the monthly new staff orientation. The Information Fair runs 9:15-9:45 with an estimated attendance of 40 new staff per month. Learning & Development would need a point of contact so they know who would be staffing the table each month.
- **New Faculty/Staff Mentor:** Ambassadors can make themselves available to new or potential SST members to introduce them to SST over a cup of coffee, give them a tour around campus, and introduce them to campus life.

SST staff will develop, disseminate and maintain a toolkit for the SST Ambassadors to use, depending on their chosen level of involvement.

- SST Ambassadors Badge/Sign
- SWAG
- Elevator Pitch
- Overview of Website

Additional Recommendations
In addition to the SST Ambassadors Program we recommend that SST look into collaborating with the Office of the Dean of Students to coordinate contact information for SST departments on the Who Does What website. Currently, departments listed on this website do not contain specific contact info for departments, which is something that SST might want to provide. SST could encourage individual departments to consistently check to make sure information on the website is correct through an annual policy email. SST can then link to the Who Does What page on their website.

Appendix A

List of Campus Offices for Inclusion in the Orientation Training and SST Ambassadors Pool

The list was pared down by focusing on offices that staff might actively be referring students for assistance. If possible, a corresponding visual map of the campus will be developed to direct people to office area based on their needs.

The introduction to the video will be presented by Sarah Hansen and will explain the evolution of the Student Success Team (SST) on campus and the collaboration between the Office of the Vice-President for Student Life and the Provost's Office.

The following offices may be contacted to participate in the series of SST Orientation videos highlighting ways in which offices collaborate for student success, reasons students might be referred to the office and ways in which the office supports students.

Academic Advising Center (AAC)
Academic Support & Retention (AS & R) – also SWAT & Tutor Iowa
Billing Office
Center for Diversity and Enrichment (CDE)/TRiO Support Services/Veterans Services
Center for Student Involvement & Leadership & Cultural Centers
Dean of Students office & Honors
Family Services
International Students and Scholar Services (ISS)
Office of the Ombudsperson
Office of the Sexual Misconduct Response Coordinator & Rape Victim Advocacy Program (RVAP)
Pomerantz Career Center
Registrar (Residency Coordinator, Registration Center - drop/add & withdrawal, Graduation Analysis)
Student Disability Service (SDS)
Student Financial Aid/Financial Literacy Services/Student Employment
Student Legal Services
Student Health & Wellness (SHW)
University Counseling Service (UCS)
University Housing & Dining/Residence Education (UH & D)
Women's Resource and Action Center (WRAC)

Video for Undergraduate Collegiate Referrals with the following participants:

- College of Education Teacher Leader Center
- College of Engineering Student Services
- College of Liberal Arts & Sciences Office of Academic Programs and Student Development
- College of Nursing Student Services
- Tippie College of Business Undergraduate Programs Office

Appendix B

1. **Absorbent Stone Coaster – Square from 4imprint** - Size: 4-1/4" x 4-1/4" x 5/16" - $1.45/coaster at 500 coasters
http://www.4imprint.com/search/stone%20coaster/product/125070-SQ/Absorbent-Stone-Coaster-Square

2. **Gourmet Pizza Cutter from 4imprint** - Size: 4-3/16" x 4-1/2" - $1.99/cutter at 500 cutters

http://www.4imprint.com/search/pizza%20cutter/product/9603-S-P/Gourmet-Pizza-Cutter-%E2%80%93-Opaque-Plastic-Blade

3. **Mardi Gras Pen from 4imprint -** $0.36/pen at 500 pens

http://www.4imprint.com/search/mardi%20gras%20pen/product/9764/Mardi-Gras-Pen

4. **Post-It Notes – 50 Sheets from 4imprint** - Size 3" X 3" - $0.66/piece at 1000 pieces
http://www.4imprint.com/search/post-it/product/4369-50/Post-it-Notes-3-x-3-50-Sheet

5. **Calypso Notebook Set from 4imprint** – Size 6" x 4-5/8" x 3/8" - $3.69/notebook with pen at 500 notebooks with pens
http://www.4imprint.com/product/100543

6. **Grab Lunch Utensil Set from 4imprint**
http://www.4imprint.com/search/grab%20lunch%20utensil%20set/product/127100/Grab-Lunch-Utensil-Set
Size: 5" x 1-1/2".
$1.99/set at 100 sets

7. **Cell Phone Wallet** - Size: 3-1/2" x 2" - $1.45/piece at 500 pieces

http://www.4imprint.com/search/cell%20phone%20wallet/product/119373/Adhesive-Cell-Phone-Wallet

8. **Fusion Phone Holder from 4imprint** - Size: 2-1/2" - $1.59/holder at 500 phone holders
http://www.4imprint.com/search/fusion%20phone%20holder/product/128329/Fusion-Phone-Holder?rs=search\

Value Grocery Tote from 4imprint - Size: 13" X 12" - $0.95/bag at 500 bags (Black, Yellow, Cream, and White)
http://www.4imprint.com/tag/4668/Shopping-and-Grocery-Totes/product/106836-1312/Value-Grocery-Tote-13-x-12

Cotton Sheeting Natural Economy Tote from 4imprint - Size: 15 1/2" X 15" - $1.77/bag at 500 bags (Printed Colors available in Yellow, Black, Grey, and White)
http://www.4imprint.com/tag/106/Totes/product/1105-1515/Cotton-Sheeting-Natural-Economy-Tote-15-12-x-15