



# **Assessing Engagement Process**

Student Connection and Leadership

# Student Connection and Leadership

Assess research data and student feedback and apply the information to future decision making.



## Mission

Our mission is to provide Christ-centered leadership opportunities and create meaningful student-focused experiences.



## Vision

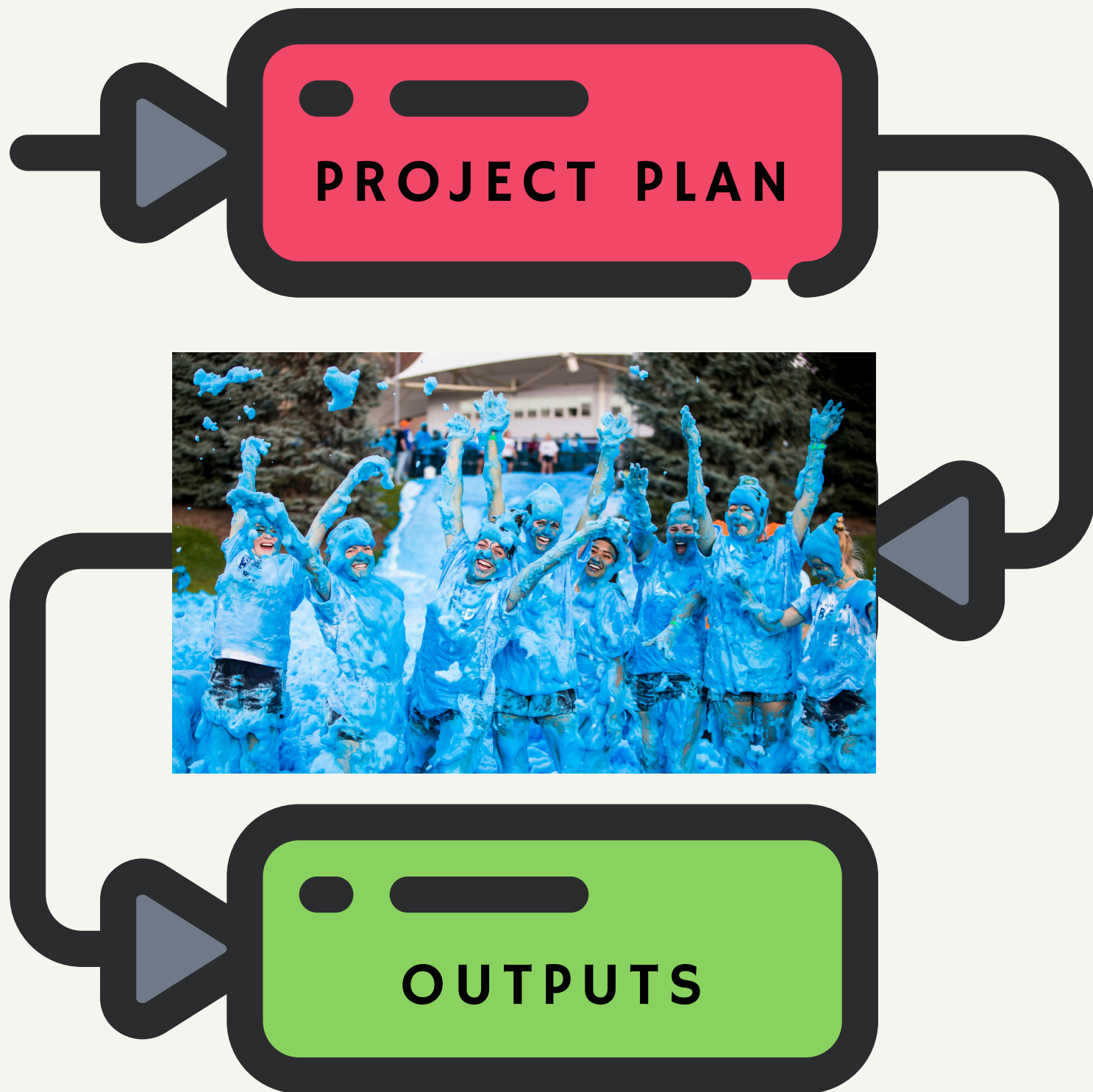
The Student Connection and Leadership Center inspires BYU students to create lasting connections, foster an inclusive campus, cultivate skills and talents, and live with integrity.



# Coco Morales



**Laina Leota**



**PROJECT PLAN**



**OUTPUTS**



**PROJECT PLAN  
ENGAGEMENT PLAN**



**IMPACT TRACKING  
ENGAGEMENT RESULTS**

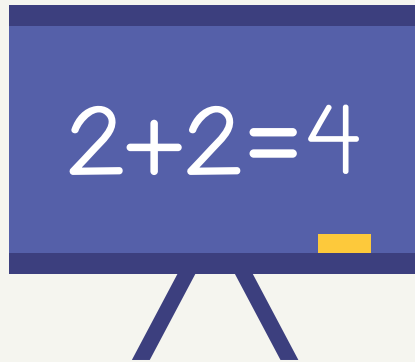
**PROJECT PLAN  
ENGAGEMENT PLAN**



**IMPACT TRACKING  
ENGAGEMENT RESULTS**



# Outputs vs Outcomes



## Outputs

What we do and  
whom we reach:

Activities  
Attendance



## Outcomes

Short and long term  
results or impact:

Learning  
Lasting connections

# ASSESSING ENGAGEMENT PROCESS

## P ROPOSAL

Identify Potential Value  
Justify Project's Fit in the Center and Area

### SCL Area

- ① Identify what aspect of the Vision the program will target



### KEY LEGEND

- ① Mandatory steps
- 📋 Engagement survey steps
- 📁 If incentives will be used

## A NALYSIS

Determine Best Practices  
Consultation

### SCL Area

- ① Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions



### SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ① Discuss possible area/project specific questions

## C ARRY OUT

Request and Create Assessment Tools  
Incentives

### SCL Area

- 📋 Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
- ① Designated area employee submits survey request form
- 📁 Purchase incentive items



### SCL Assessment

- 📋 Create Engagement Survey
- 📁 Create Incentive Survey
- 📋 Shares survey in Area Qualtrics Account

## E NGAGE

Distribute and Implement Tool  
Have Incentive Giveaway

### SCL Area

- 📋 Distribute engagement survey
- 📁 Request incentive winner information
- 📁 Complete distribution paperwork
- 📁 Provide Front Desk with all paperwork and information for incentive pickup
- 📁 Contact winners to come to the Center to collect their prize



### SCL Assessment

- 📁 Randomly select incentive winners
- 📁 Send winners' information to SCL Area

## D EBRIEF

Review and Analyze Data  
Report Impact  
Implement Recommendations

### SCL Area

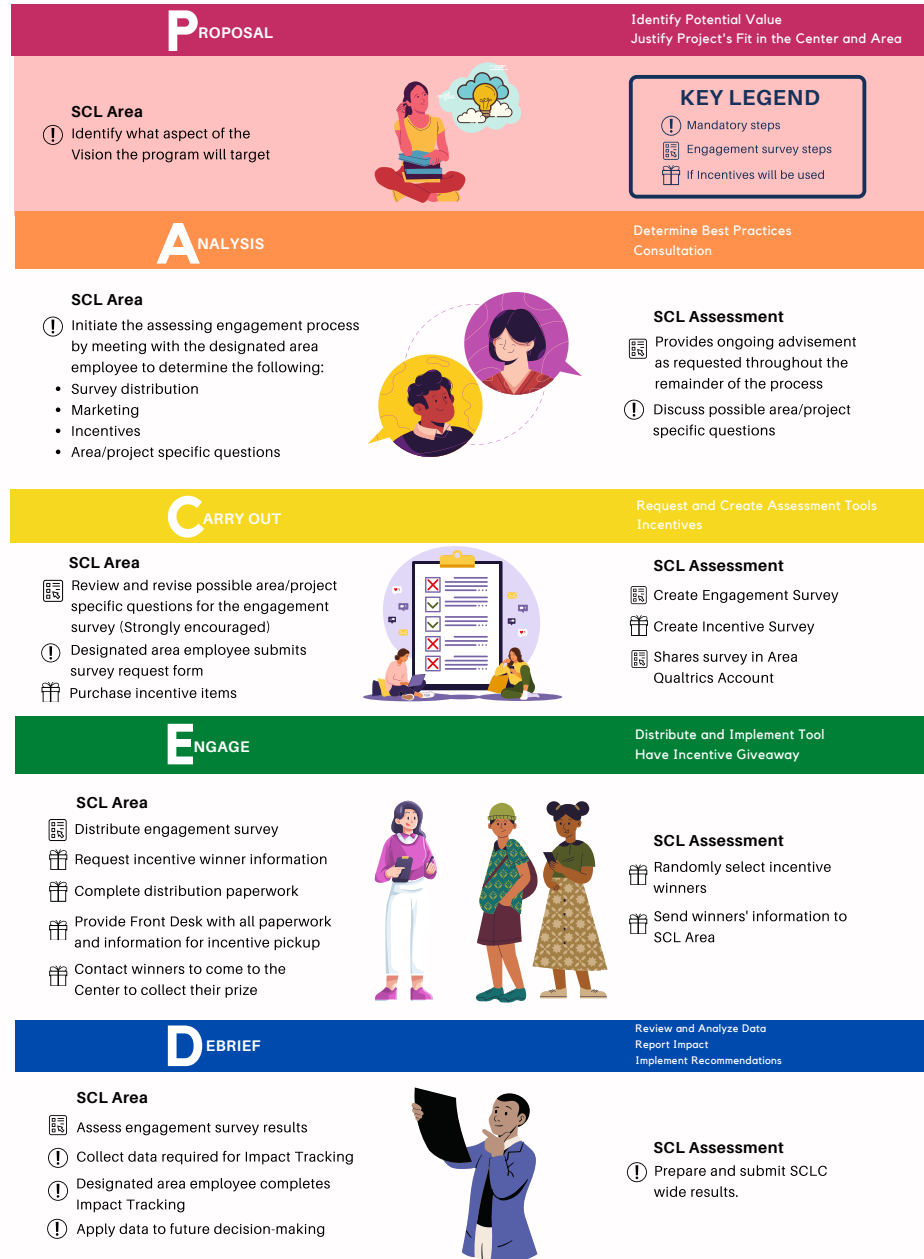
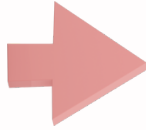
- 📋 Assess engagement survey results
- ① Collect data required for Impact Tracking
- ① Designated area employee completes Impact Tracking
- ① Apply data to future decision-making



### SCL Assessment

- ① Prepare and submit SCLC wide results.
- ① Discuss possible area/project specific questions

# ASSESSING ENGAGEMENT PROCESS



# PROPOSAL

- **Identify Potential Value**
- **Justify Project's Fit in the Center and Area**

## SCL Area



Identify what aspect of the Vision the program will target



# ASSESSING ENGAGEMENT PROCESS

## P ROPOSAL

Identify Potential Value  
Justify Project's Fit in the Center and Area

### SCL Area

- ① Identify what aspect of the Vision the program will target



### KEY LEGEND

- ① Mandatory steps
- 📋 Engagement survey steps
- 📁 If incentives will be used

## A NALYSIS

Determine Best Practices  
Consultation

### SCL Area

- ① Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions



### SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ① Discuss possible area/project specific questions

## C ARRY OUT

Request and Create Assessment Tools  
Incentives

### SCL Area

- 📋 Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
- ① Designated area employee submits survey request form
- 📁 Purchase incentive items



### SCL Assessment

- 📋 Create Engagement Survey
- 📁 Create Incentive Survey
- 📋 Shares survey in Area Qualtrics Account

## E NGAGE

Distribute and Implement Tool  
Have Incentive Giveaway

### SCL Area

- 📋 Distribute engagement survey
- 📁 Request incentive winner information
- 📁 Complete distribution paperwork
- 📁 Provide Front Desk with all paperwork and information for incentive pickup
- 📁 Contact winners to come to the Center to collect their prize



### SCL Assessment

- 📁 Randomly select incentive winners
- 📁 Send winners' information to SCL Area

## D EBRIEF

Review and Analyze Data  
Report Impact  
Implement Recommendations

### SCL Area

- 📋 Assess engagement survey results
- ① Collect data required for Impact Tracking
- ① Designated area employee completes Impact Tracking
- ① Apply data to future decision-making

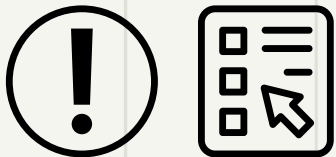


### SCL Assessment

- ① Prepare and submit SCLC wide results.



# ANALYSIS



- **Determine Best Practices**
- **Consultation**

## SCL Area

- ❗ Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions

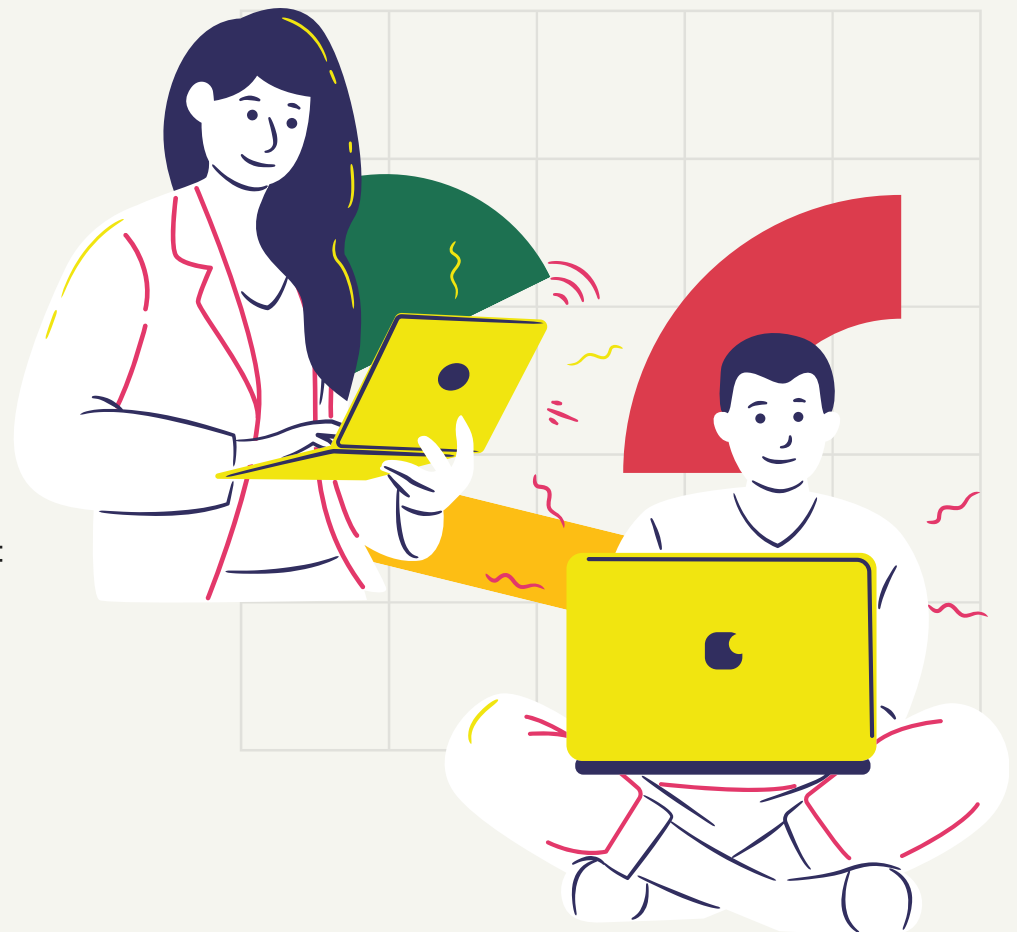
## SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ❗ Discuss possible area/project specific questions

# Designated Area Employee

## Role

- Familiar with the different phases of the Assessing Engagement Process
- First point of contact
- Submits survey requests
- Access to Area Qualtrics account
- Submits Impact Tracking



# ASSESSING ENGAGEMENT PROCESS

## P ROPOSAL

Identify Potential Value  
Justify Project's Fit in the Center and Area

### SCL Area

- ① Identify what aspect of the Vision the program will target



### KEY LEGEND

- ① Mandatory steps
- 📋 Engagement survey steps
- 🎁 If incentives will be used

## A NALYSIS

Determine Best Practices  
Consultation

### SCL Area

- ① Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions



### SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ① Discuss possible area/project specific questions

## C ARRY OUT

Request and Create Assessment Tools  
Incentives

### SCL Area

- 📋 Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
- ① Designated area employee submits survey request form
- 🎁 Purchase incentive items



### SCL Assessment

- 📋 Create Engagement Survey
- 🎁 Create Incentive Survey
- 📋 Shares survey in Area Qualtrics Account

## E NGAGE

Distribute and Implement Tool  
Have Incentive Giveaway

### SCL Area

- 📋 Distribute engagement survey
- 🎁 Request incentive winner information
- 🎁 Complete distribution paperwork
- 🎁 Provide Front Desk with all paperwork and information for incentive pickup
- 🎁 Contact winners to come to the Center to collect their prize



### SCL Assessment

- 🎁 Randomly select incentive winners
- 🎁 Send winners' information to SCL Area

## D EBRIEF

Review and Analyze Data  
Report Impact  
Implement Recommendations

### SCL Area

- 📋 Assess engagement survey results
- ① Collect data required for Impact Tracking
- ① Designated area employee completes Impact Tracking
- ① Apply data to future decision-making






### SCL Assessment

- ① Prepare and submit SCLC wide results.




# CARRY OUT

- Request and Create Assessment Tools
- Incentives

## SCL Area

-  Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
-  Designated area employee requests survey creation
-  Purchase incentive items

## SCL Assessment

-  Create Engagement Survey
-  Create Incentive Survey
-  Shares survey in Area Qualtrics Account



# ASSESSING ENGAGEMENT PROCESS

## P ROPOSAL

Identify Potential Value  
Justify Project's Fit in the Center and Area

### SCL Area

- ① Identify what aspect of the Vision the program will target



### KEY LEGEND

- ① Mandatory steps
- 📋 Engagement survey steps
- 📁 If incentives will be used

## A NALYSIS

Determine Best Practices  
Consultation

### SCL Area

- ① Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions



### SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ① Discuss possible area/project specific questions

## C ARRY OUT

Request and Create Assessment Tools  
Incentives

### SCL Area

- 📋 Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
- ① Designated area employee submits survey request form
- 📁 Purchase incentive items



### SCL Assessment

- 📋 Create Engagement Survey
- 📁 Create Incentive Survey
- 📋 Shares survey in Area Qualtrics Account

## E NGAGE

Distribute and Implement Tool  
Have Incentive Giveaway

### SCL Area

- 📋 Distribute engagement survey
- 📁 Request incentive winner information
- 📁 Complete distribution paperwork
- 📁 Provide Front Desk with all paperwork and information for incentive pickup
- 📁 Contact winners to come to the Center to collect their prize



### SCL Assessment

- 📁 Randomly select incentive winners
- 📁 Send winners' information to SCL Area

## D EBRIEF

Review and Analyze Data  
Report Impact  
Implement Recommendations

### SCL Area

- 📋 Assess engagement survey results
- ① Collect data required for Impact Tracking
- ① Designated area employee completes Impact Tracking
- ① Apply data to future decision-making



### SCL Assessment

- ① Prepare and submit SCLC wide results.








# ENGAGE





- **Distribute and Implement Tool**
- **Have Incentive Giveaway**

## SCL Area

-  Distribute engagement survey
-  Request incentive winner information
-  Complete distribution paperwork
-  Provide Front Desk with all paperwork and information for incentive pickup
-  Contact winners to come to the Center to collect their prize

## SCL Assessment

-  Randomly select incentive winners
-  Send winners' information to SCL Area

# ASSESSING ENGAGEMENT PROCESS

## P ROPOSAL

Identify Potential Value  
Justify Project's Fit in the Center and Area

### SCL Area

- ① Identify what aspect of the Vision the program will target



### KEY LEGEND

- ① Mandatory steps
- 📋 Engagement survey steps
- 📁 If incentives will be used

## A NALYSIS

Determine Best Practices  
Consultation

### SCL Area

- ① Initiate the assessing engagement process by meeting with the designated area employee to determine the following:
  - Survey distribution
  - Marketing
  - Incentives
  - Area/project specific questions



### SCL Assessment

- 📋 Provides ongoing advisement as requested throughout the remainder of the process
- ① Discuss possible area/project specific questions

## C ARRY OUT

Request and Create Assessment Tools  
Incentives

### SCL Area

- 📋 Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
- ① Designated area employee submits survey request form
- 📁 Purchase incentive items



### SCL Assessment

- 📋 Create Engagement Survey
- 📁 Create Incentive Survey
- 📋 Shares survey in Area Qualtrics Account

## E NGAGE

Distribute and Implement Tool  
Have Incentive Giveaway

### SCL Area

- 📋 Distribute engagement survey
- 📁 Request incentive winner information
- 📁 Complete distribution paperwork
- 📁 Provide Front Desk with all paperwork and information for incentive pickup
- 📁 Contact winners to come to the Center to collect their prize



### SCL Assessment

- 📁 Randomly select incentive winners
- 📁 Send winners' information to SCL Area

## D EBRIEF

Review and Analyze Data  
Report Impact  
Implement Recommendations

### SCL Area

- 📋 Assess engagement survey results
- ① Collect data required for Impact Tracking
- ① Designated area employee completes Impact Tracking
- ① Apply data to future decision-making



### SCL Assessment


- ① Prepare and submit SCLC wide results.



# Debrief

- **Review and Analyze Data**
- **Report Impact**
- **Implement Recommendations**

## SCL Area

-  Assess engagement survey results
- ❗ Collect data required for Impact Tracking
- ❗ Designated area employee completes Impact Tracking
- ❗ Apply data to future decision-making

## SCL Assessment

- ❗ Prepare and submit SCLC wide results.



# It is your turn

## Practice

- Think of your next event coming up
- Go through each step of the Assessing Engagement Process and write some notes
- Finally, share with the person next to you



**Student Connection  
and Leadership Center**

**And we're done  
for the day!**

Thank you!