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
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

**PROPOSAL**

SCL Area
1. Identify what aspect of the vision the program will target.

**ANALYSIS**

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

**CARRY OUT**

SCL Area
1. Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
2. Designated area employee submits survey request form
3. Purchase incentive items

SCL Assessment
1. Create Engagement Survey
2. Create Incentive Survey
3. Shares survey in Area Qualtrics Account

**ENGAGE**

SCL Area
1. Distribute engagement survey
2. Request incentive winner information
3. Complete distribution paperwork
4. Provide Front Desk with all paperwork and information for incentive pickup
5. Contact winners to come to the Center to collect their prize

SCL Assessment
1. Randomly select incentive winners
2. Send winners’ information to SCL Area

**DEBRIEF**

SCL Area
1. Assess engagement survey results
2. Collect data required for Impact Tracking
3. Designated area employee completes Impact Tracking
4. Apply data to future decision making

SCL Assessment
1. Prepare and submit SCLC wide results

NOTE: An engagement survey creation is the standard tool to measure engagement. All SCL area projects/events should follow this process to assess and report their impact.
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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

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

**ANALYSIS**
- SCL Area
  1. Identify what aspect of the Vision the program will target

**CARRY OUT**
- SCL Area
  1. Review and revise possible area/project specific questions for the engagement survey (Strongly encouraged)
  2. Designated area employee submits survey request form
  3. Purchase Incentive Items

**ENGAGE**
- SCL Area
  1. Distribute engagement survey
  2. Request Incentive winner information
  3. Complete distribution paperwork
  4. Provide Front Desk with all paperwork and information for incentive pickup
  5. Contact winners to come to the Center to collect their prize

**DEBRIEF**
- SCL Area
  1. Assess engagement survey results
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**SCL Assessment**
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**KEY LEGEND**
- Mandatory steps
- Engagement survey steps
- If incentives will be used

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Determine Best Practices
Consultation

Survey distribution
Marketing
Incentives
Area/project specific questions

Initiate the assessing engagement process by meeting with the designated area employee to determine the following:

- Survey distribution
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SCL Area

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**

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- **SCL Assessment**
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  - Send winners' information to SCL Area.

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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

**PROPOSAL**

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**DEBRIEF**

- **SCL Area**
  - Assess engagement survey results
  - Collect data required for impact tracking
  - Designated area employee completes impact tracking
  - Apply data to future decision making

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**KEY LEGEND**

- **Mandatory steps**
- **Engagement survey steps**
- **If incentives will be used**

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ENGAGE

Distribute and Implement Tool
Have Incentive Giveaway

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KEY LEGEND
- Engagement survey steps
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Debrief

- Review and Analyze Data
- Report Impact
- Implement Recommendations

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- Collect data required for Impact Tracking
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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
And we're done for the day!

Thank you!