



UMassAmherst

Student Affairs
& Campus Life

EEP – Round 3: Focus on Student Engagement

Strategic Planning Collaborative – March 7, 2019

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SPC Spring 2019: Where we've been...

- Reviewed University and SACL strategic planning work and results to date; context & importance of strategic planning; and 2018-2023 focus
- Introduced University's Educational Effectiveness Plan (EEP) strategic planning initiative
- Workshopped EEP - Part 1 in Clusters (two sessions)
 - Department & Cluster identification of our missions, intended student "target audience(s)," and actual students who directly engage with our services and/or programs currently

Cluster Workshop

Today's EEP work:

*Focus on Student Engagement: Share our cluster's **engagement goals** for students with SPC. Begin identifying our cluster's success in fostering our intended engagement goals*

Format

1. Sitting with your cluster, Cluster Leads will guide and facilitate cluster discussion
2. Continue discussing, and complete the worksheet(s) for your department or your cluster, based upon your Cluster Lead's chosen focus.

Educational Effectiveness Planning for SACL

Spring 2019

1. Identify your cluster's **experiential goals and learning objectives** for students
2. Review how those goals/objectives **align** with your cluster's services, programs, practices
3. Identify & analyze the **evidence** you currently have about students' progress on those goals/objectives
4. Identify the **actions** your cluster will take (or has taken) to improve or enhance students' progress on those goals/objectives
5. Identify your cluster's **questions** about the quality of students' experiences, learning and development, and develop a cluster-defined **line of inquiry** to answer those questions

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Educational Effectiveness Planning for SACL

Spring 2019

1. Identify your cluster's **experiential goals and learning objectives** for students

*For SACL, experiential goals for students begins with understanding, identifying and articulating our **ENGAGEMENT** goals for students.*

For now...

“ENGAGEMENT” = DIRECT PARTICIPATION

“Engagement” ≠ Quality of their experience

“Engagement” ≠ Outcomes of their experience

Cluster Workshop – Focus on Student Engagement: *Cluster Sharing!*

Goal: Clearly identify and articulate our intended “target audience(s)”

- Who are the students that our department or cluster serves directly?
 - Who are the students that we directly serve via our services, our programs, our activities, etc.?
 - Identify specific groupings of students, as needed!

Goal: Clearly identify and articulate our current actual audience(s)

- Who are the students that currently engage with our services and/or participate in our programs directly?
 - Again be specific! Identify the specific groupings of students that currently, actively engage

Cluster Workshop – Focus on Student Engagement: *Cluster Sharing!*

Goal: Clearly identify and articulate our engagement goal(s) for each target audience that we serve directly

- How do we want each identified target audience to engage with our services, programs, activities, etc, directly?

Cluster Workshop – Focus on Student Engagement: *Cluster Sharing!*

Share & Discuss

- Who are the specific intended target audiences of students for your cluster programs, services, activities, etc?
- Who are the specific actual audiences of students that engage with your cluster services, programs, activities, etc, directly?
- What are your engagement goals for each of your intended target audiences? How do you want each identified target audience to engage with your cluster services, programs, activities, etc, directly?

Cluster Workshop – Focus on Student Engagement: *How are we doing?*

Goal: Clearly identify successes and/or gaps in engaging our intended target audience(s) directly

- How well is each intended target audience meeting identified engagement goals?
 - Which target audiences are meeting or exceeding our engagement goals for them?
 - Which target audiences are not currently engaging with our services and/or programs in numbers or ways that we intend or would like to see?

Cluster Workshop – Focus on Student Engagement: *How are we doing?*

Discuss

- *Process:* What were the challenges in this task and/or cluster discussion?

Homework & Focus for next SPC meeting (look for this in Box!)

(hint...)

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4. Identify the **actions** your cluster will take (or has taken) to improve or enhance students' progress on those goals/objectives
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***Please save all of your SPC-EEP worksheets!
Eventually, you will be compiling all of your work digitally...***

University of
Massachusetts
Amherst