Using Co-Curricular Data to Improve Engagement and Retention

Who We Are

Augsburg University

- Eve Christensen, M.A., Assistant Director of Campus Life
- Firi Dawid, M.A., Director of Campus Life
- Leah Durnin Hoover, M.S. Ed., Director of Residence Life
- Lisa Eizenga, M.S., Assistant Director of Residence Life
- Michael Grewe, Ph.D., LISW, Dean of Students

Anthology

- Juliana Jalal, M.A., Adoption Consultant, Student Engagement

About Augsburg University

- Private liberal arts university in Minneapolis
- 2,500 undergrads and 700 grads
- Undergraduate demographics
  - 66% students of color, 3% international
  - 57% first generation
  - 54% Pell eligible
- 32% of undergrads live on campus

Discussion

- What challenges and/or opportunities you have faced around using student engagement data at your institutions?
- In what ways, if any, have you leveraged this data for improving retention?

Retention

- **First- to second-year retention rate:** 68-72%
- **4-year graduation rate:** 42-47%
- Perform ~20% pts above our campus profile
- **Issues:**
  - Lack of data or understanding of how student engagement contributes to retention
  - No comprehensive student org management system

“Auggie Life”

- Launched “Auggie Life” (Engage platform with Anthology) in fall 2019
- First academic year was aimed at introducing student organizations to the system
  - Registration, event planning, funding requests, etc.
- In fall 2020: COVID-19 shifted strategy to mandate that attendance be tracked at all events

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FAQs for Student Organizations

Click here for video answers to some of the most commonly asked questions by student organizations, including how to navigate some of the features in Auggie Life!

Catering Guidelines Beginning January 2024

Due to changes in staffing, catering has issued updates to the process for requests.
New Catering Process

Posting Policy Effective January 2024

There is a new process for printing posters on campus. Please review this document from the Student Guide for details, which have also been updated in the Student Organization Handbook.

All Events

Shabbat Dinner and game night

Friday, February 16 at 5:30PM CST
Augsburg Room in Christensen

Minnesota Hillel-Augsburg

Caron Afrikan Night (Closed Dance Practice)

Friday, February 16 at 7:00PM CST
Sateren Auditorium

Pan-Afrikan Student Union

Student Leadership Interviews

Saturday, February 17 at 8:45AM CST
East Commons, Christensen Center (Check In)

Hosted by 3 organizations

Caron Afrikan Night (Closed Dance Practice)

Saturday, February 17 at 12:00PM CST
Sateren Auditorium

Pan-Afrikan Student Union

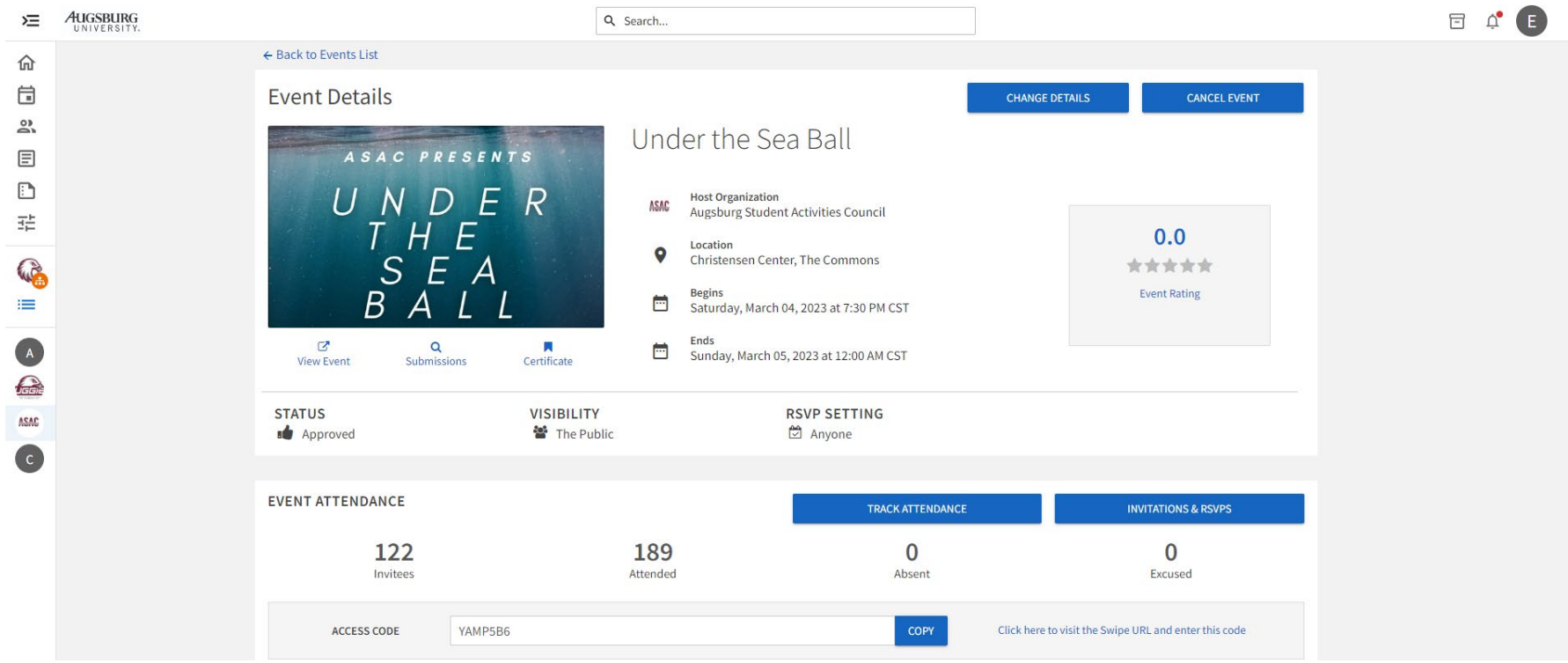
VIEW MORE EVENTS

Recommended Events

Campus Life
The How: Capturing the Data

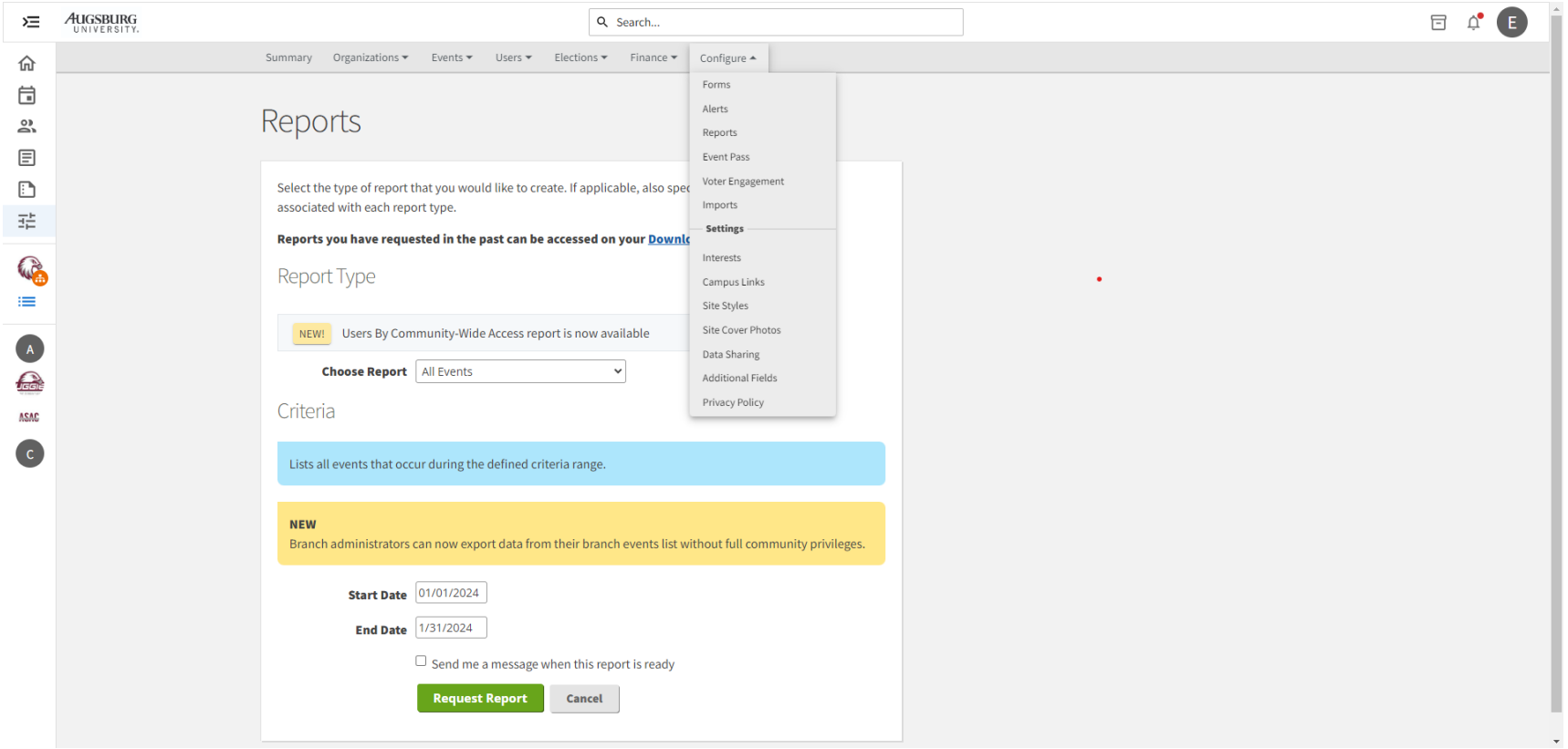
- **2,758 total events captured** since August 2019 (both student organizations and departments)
  - Fall 2019 – Spring 2022: 331 events, 32.6% attendance tracked
  - Fall 2022 – Spring 2023: 816 events, 58.7% attendance tracked
  - Fall 2023: 447 events, 69.5% attendance tracked
    - Student organizations only: 328 events, **92.4% attendance tracked**
- Barriers and responses
  - **Buy in** – semesterly trainings and reminders
  - **Accountability and consistency** – pausing event approvals until attendance is updated
  - **Role of advisors**

What Student Organization Officers See



2024 NASPA ANNUAL CONFERENCE
MARCH 9 -13, 2024
SEATTLE, WA

Report Generation



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Campus Life
The What: The Data Thus Far

- Trends
  - Busiest programming series
  - Residential / commuter student trends
  - Class standing trends
- Informing programming
  - Adjusting currently existing programs – avoid over-exhausting students with program options
  - Filling the gaps – More first-year programs in spring
- Student outreach
  - Commuters – newsletters, intentionality of event locations
  - First-years – encouraging organizations to show first-year recruitment
  - Non-engaged student – first-year leadership programming opportunities, bringing programs to first-years

Residence Life
The How: Capturing the Data

- **406 total events captured** since February 2022
  - Spring 2022: 13 events, 0% attendance tracked
  - Fall 2022: 138 events, 61% attendance tracked
  - Spring 2023: 162 events, 54% attendance tracked
  - Fall 2023: 66 events, 76% attendance tracked
- Barriers and responses
  - Intentionality behind community development and programming
  - Revision to the community development model, grounded in community values
  - Accountability and value – support from pro-staff, explaining “the why”

Residence Life
The What: The Data Thus Far

- Levels of participation
  - 73% of community members participated in 1+ programs in fall 2022
  - 79% of community members participated in 1+ programs in fall 2023
  - Equitable participation between first-year community members and returning community members
- Impact of community-informed events
  - Specific events aimed at meeting the community needs are the most positively reviewed and well-attended
- Intentional revision and adjustment
  - Flexibility to change while remaining data-informed

Anthology Engage:
The Secret Sauce to Improving Student Engagement

- Data and user-centric approach and methodology to product development and supporting student engagement efforts at our campuses
- Administrative Branch Dashboards and Reporting
  - Each administrative branch has its own dashboard
  - Overview on attendance tracking, events, registration, and more

Anthology Engage:
The Secret Sauce to Improving Student Engagement

- Attendance Tracking
  - 3 built-in methods to track attendance
  - Additionally, card swipe and event check-in app are available
- Robust Reporting
  - Branch-specific reporting: Built-in reports for attendance tracking, events, organizations, and registrations
  - Site-wide reporting: Over 25+ built-in on events, finance, organization, service, and user/involvement
  - Custom reporting available via Engage API

Anthology Engage:
The Secret Sauce to Improving Student Engagement

- User Co-Curricular Transcript (CCT)
  - CCT outlines their involvement and could include events that they have attended, positions they have held in organizations, or self-reported experiences
- Compatible with Google Analytics 4
- Partnerships with:
  - GivePulse (community engagement)
  - NavEngage (mobile)
  - Various room reservation software (Ad Astra, CollegeNet/25Live, EMS)

Questions?

Thank You

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- Firi Dawid – dawid@augsburg.edu
- Leah Durnin Hoover – hooverl@augsburg.edu
- Lisa Eizenga – eizenga@augsburg.edu
- Michael Grewe – grewe@augsburg.edu
- Juliana Jalal – jjalal@anthology.com

Thank You

See you in New Orleans at #NASPA25!

March 15 -19, 2025