



THE PROMOTION OF SIGGY'S STUDENT CHALLENGE AND BERG ADVENTURES AND TRAVELS

PREPARED FOR: ANDREA WENSOWITCH AND THE
OFFICE OF STUDENT ENGAGEMENT
DR. JULIE O'REILLY

AJ LACEFIELD, ARNEAL SQUIBB, CAITLIN PURK, CAM HILLING, & MIRANDA VANOVER

Table of Contents

Executive Summary.....	2
Situation and Organization.....	3
Publics.....	8
Key Messages.....	10
Goals and Objectives.....	11
Strategies and Tactics.....	12
Schedule.....	16
Budget.....	22
Evaluation.....	25
Works Cited.....	27
Appendices.....	29

Executive Summary:

The Office of Student Engagement was created in August of 2012. The Office is currently run by Andrea Wensowitch. According to the Heidelberg University website, “the Office of Student Engagement provides a meaningful education and out-of-class experience for HU students through a variety of unique programs, services, and activities where the campus community can interact with others, leading to a life of purpose with distinction” (“Office of Student Engagement”). Many of these programs and activities encourage students to step outside of their comfort zone and become active members of the Heidelberg community.

The Office of Student Engagement has one main public relations need: two of the Office’s unique programs, which offer opportunities for involvement and exploration, are in need of exposure. These programs, Siggy’s Student Challenge (SSC) and Berg Adventure and Travels (BAT) trips, are still in their infancy and any type of publicity will greatly help. SSC rewards students for their involvement on campus, while, the BAT trips offer students unique off-campus traveling experiences.

SSC and BAT trips have similar publics. SSC’s publics include first, and second year students, along with department chairs and head coaches. Current students will be an internal public for the BAT trips, while prospective students and parents will be an external public.

This plan focuses on increasing the visibility of Siggy’s Student Challenge and BAT trips by using strategies and tactics that will attract the attention of current students. The Office of Student Engagement will continue to promote self-exploration and discovery while enhancing the Heidelberg experience with this year-long plan.

Organization and Situation:

The Office of Student Engagement was created in August of 2012. At that time, Andrea Wensowitch became the Director of Student Engagement. According the Heidelberg University website, “the Office of Student Engagement provides a meaningful education and out-of-class experience for HU students through a variety of unique programs, services, and activities where the campus community can interact with others, leading to a life of purpose with distinction” (“Office of Student Engagement”). Like the Office title alludes to, the organization is meant to engage students. In a recent interview with Wensowitch, she explained that the Office of Student Engagement provides activities that allow students to “challenge their personal boundaries in a safe and welcoming environment” (Wensowitch).

The Office of Student Engagement is a major proponent of self-exploration through campus involvement. Opportunities for involvement are on the Office’s webpage on the Heidelberg website. These include “leadership opportunities, student activities, Berg Events Council, departmental clubs, student organizations, Greek organizations, and service opportunities” (“Office of Student Engagement”).

Currently, the Office of Student Engagement is working to promote its new programs Siggy’s Student Challenge (SSC) and BAT trips. According to the Heidelberg website, “Siggy’s Student Challenge is a way for Heidelberg University students to be rewarded for their efforts to become involved; to make the Heidelberg community as more engaging place to live, work, and study; and to take pride in their academic, co-curricular, and extra-curricular achievements” (“Siggy’s Student Challenge”). The challenge is to see which students can receive the most points by attending campus events. To keep track of the points, students are encouraged to carry their HU ID with them and swipe in at the events. If students do not have their IDs and would

still like to gain points for attendance, they have several options, which include submitting pictures of themselves at the event or bringing event programs or notes from professionals at the event. Students have the chance of winning prizes, which include scholarships valuing \$1000, \$500, and \$250. Berg gear and gift certificates to places around Tiffin that would interest college students also can be won.

Berg Adventure and Travels (BAT) Program “features enriching travel experiences to enhance lifelong education while strengthening your connection to the Berg Family,” according to the Heidelberg website (“Berg Adventures and Travels”). Much like many of the Office of Student Engagement programs, BAT Trips allow for “students to get involved, make connections, and [for] personal discovery” (“Berg Adventures and Travels”). These trips are held at times when classes are not in session, and the price is kept to a minimum due to the fact that it is a group trip.

All of the activities through the Office of Student Engagement demand an ample amount of attention, especially Siggy’s Student Challenge and BAT Trips. Unfortunately, the Office of Student Engagement is understaffed, according to Wensowitch (Wensowitch). Along with Wensowitch as the director, the Office has an administrative assistant, Lindsay Kagy, and a graduate assistant, Rich Green. The Office does receive weekly help from student workers. “On average, we have five students who each work four hours per week,” explained Wensowitch (Wensowitch). While the work that the student workers complete is critical to the Office’s success, the Office could definitely “use more bodies,” according to Wensowitch (Wensowitch). The addition of more employees would include a person who is solely in charge of student organizations and a person who is in charge of orientation and Welcome Week.

Despite the understaffing of the Office, it faces no major internal issues that will hinder its success on campus or the possible implementation of this plan. Wensowitch's immediate supervisor, Dustin Brentlinger, is the Dean of Student Affairs. Brentlinger is very supportive according to Wensowitch. "Unless the idea is strategically not possible, Dustin gives me free range to be creative," explained Wensowitch (Wensowitch).

With the support of Brentlinger, the only minor internal issue that Wensowitch and the Office of Student Engagement face is the amount of events and activities held on Heidelberg's campus. Some may think due to the size of the University that Heidelberg does not have an extensive list of opportunities for student involvement. This is far from the truth, however.

With more than 50 student-run organizations and 18 athletic teams on campus, there are ample chances for students to be involved and attend events ("Office of Student Engagement"). Wensowitch is aware of what other departments are doing on campus to avoid making students choose between two events. "I do my best to not schedule any type of activity when another department, like the Music School, is hosting a major event," explained Wensowitch (Wensowitch). This allows for both the Office of Student Engagement and the other departments on campus to attract a larger crowd. It is, however, not a priority of Wensowitch's to schedule around student organization events due to the fact that there are so many organizations on campus. Wensowitch clarified that it is not that the Office of Student Engagement does not care about the attendance of student organization events: "The fact is it would be nearly impossible to work around every group's schedule" (Wensowitch).

Externally, the environment that the Office of Student Engagement is facing does not survive as major competition. As far as off-campus activities, the Office does compete with anything that occurs in Tiffin area, such as entertainment at The Ritz Theatre. There are not an

extraordinary amount of activities that happen within Tiffin that students participate in, however, students are willing to travel to larger cities such as Toledo and Columbus for activities. Yet those external environments are not on the Office's radar due to distance.

As an organization, the Office of Student Engagement is facing the situation of lower-than-desired participation numbers. This is a situation that occurs in departmental, career and academic events. Even though the opportunities are available for students, there is a large audience not taking advantages of them. There are several reasons as to why the students may not be participating in the events that the Office of Student Engagement hosts or sponsors noted Wensowitch in a recent interview. First, students may not know about the event. Even though emails are sent out weekly to remind students of on-campus events, it is a fact that students do not always open those emails. As mentioned previously, there is a wide variety and amount of events being held on campus, and students have to decide which ones to attend. Students may be attending these other events rather than the Office of Student Engagement events. Lastly, students may not be motivated to attend the types of events that are being offered by the Office (Wensowitch).

Considering the previously stated three reasons, there are possible changes that can be made to increase the participation of the Office's activities, specifically events that pertain to SSC and BAT Trips. Better communication with students, whether via social media, print work, or email, is crucial. Also, hosting and sponsoring events that will be of interest to a large group of students can help entice students who are currently not participating or students who are choosing other events over Office of Student Engagement events. If the situation of lower-than-desired participation is not addressed, the Office will be forced to reform the events and programs it hosts and sponsors. Retention is another issue that must be kept in mind with the

situation. According the *College Student Journal*, “the greater the opportunity for students to participate in a range of activities, the more likely they are to feel a part of their community and to become productive contributors” (Elkins). If students are “productive contributors,” it is more likely that they will continue their education at their respective university, thus improving retention. The Office of Student Engagement can provide the opportunities for the students to become “productive contributors” (Elkins).

Publics:

Dr. Alexander Astin, an expert in the field of higher education, developed a theory, Astin's Theory of Involvement, during the 1980s that proposes "that students learn more the more they are involved in the campus community" (Elkins). Astin's theory can be related to the issue of retention by suggesting that students who are actively involved in activities and studies will continue their education at the university they first attended. One of the main goals of this proposed plan is to help improve retention rates at Heidelberg University. To accomplish this goal and the others goals of the plan (noted on page 11), there are several key publics that need to be reached.

According to Wensowitch, SSC was developed as a tactic to increase retention, thus the program mainly is focusing on first and second year students. The Office of Student Engagement will also try to gain the attention of department chairs and head coaches on campus. These two publics can play a crucial role in encouraging students and student athletes to attend programs and activities that are a part of Siggy's Student Challenge. Much like Siggy's Student Challenge, current students will be the main public for the BAT trips. For both programs, prospective students and parents of these students will be two external publics to keep in mind.

The Office of Student Engagement must make meaningful contact with the publics in order for this plan to succeed. In a recent survey conducted through Heidelberg University's *This Week* e-mail (results listed in the Appendices), the key publics of this plan were asked questions regarding their level of awareness and participation. It should be noted that all of the results recorded from the survey come from a small percentage of the student body at Heidelberg University. However, despite the size of the sample, the results can be used to gain a better understanding of the key publics ("This Week Survey for Berg Gear").

A total of 76 students completed the survey. An accurate representation of each class level was present throughout the results with roughly 22 to 26 percent at each grade level completing the survey. Out of the 76 students who completed the survey, 77 percent were women and 23 percent were men. It was apparent from the survey that guest speakers were well attended, along with sporting events and Greek Life activities. Because of these results, the plan suggests a guest speaker to promote the BAT trips and includes sporting and Greek life events as a part of a tactic for Siggy's Student Challenge. The results also revealed that e-mail, social media and word of mouth are effective ways to communicate with current students ("This Week Survey for Berg Gear"). These results were seconded in a recent interview with Bowling Green State University Sophomore, Morgan Phelps. Phelps explained, "Since I always have my phone on me, e-mail and social media are what I rely on for campus news" (Phelps). All three previously mentioned communication tactics will be included throughout this plan to gain the attention of the student body.

From the survey, it can be determined that the Office of Student Engagement needs to raise awareness of both Siggy's Student Challenge and BAT Trips around campus. Eighty-five percent of the survey participants expressed knowledge of Siggy's Student Challenge, while only 40 percent knew about the BAT Trips. It should also be noted that the results revealed that scholarship money would be an effective way to increase participation on campus. The attraction of scholarship money will be seen later in the plan ("This Week Survey for Berg Gear").

The secondary publics of the prospective students and their parents will be targeted through a redesign of the Office of Student Engagement's webpage on the Heidelberg website. This public can also learn more about Siggy's Student Challenge and the BAT Trips through social media exploration.

Key Messages:

- The Office of Student Engagement motivates students to be proactive.

Whether it is on campus, in the Tiffin community, or around the country, the Office of Student Engagement provides students with unique out-of-the-class experiences that will challenge them to step outside their comfort zone. On-campus opportunities for involvement include participating in leadership activities, becoming a member of a student organization, or joining an intramural sports team. Off campus, students can travel or serve the community. Both types of involvement will lead “to a life of purpose with distinction” (“Office of Student Engagement”).

- Siggy’s Student Challenge enhances the Heidelberg Experience.

With countless student organizations and events on campus, involvement is a no brainer for students. Being involved gives students the chance to better their personal and professional life. Siggy’s Student Challenge is a way to reward students, both monetarily and non-monetarily, for being engaged with campus life. Scholarship money, Berg gear, and gift certificates are available to the students who choose to take the challenge and get involved. Students will also be able to better their resume and build new relationships during Siggy’s Student Challenge.

- Berg Adventures and Travels trips encourage self-exploration.

For an affordable price, students will be able to travel, have fun, and make connections with classmates and Heidelberg faculty. “Each BAT trip has a group itinerary that is designed to allow for experiences that you might not take on your own” (“Berg Adventures and Travels”). There is also free time allotted on each trip.

Goals and Objectives:

Goals

- To encourage students to increase their on-campus involvement.
- To increase the visibility of Siggy's Student Challenge and BAT Trips in order to attract a wider variety of students; primarily current students, secondarily prospective students.

Objectives

BAT Trips

- To attract at least 20 students to participate on each trip.

Siggy's Student Challenge

- To increase Siggy's Student Challenge participation among first and second year students.
- To motivate 5% of the student body to utilize the Owen Academic Career Support Center throughout the fall semester as part of the professional development section of Siggy's Student Challenge
- To clarify the purpose of the swipe system within the first week of classes each semester.

Strategies and Tactics:

OBJECTIVE: To attract at least 20 students to participate on each trip.

Strategy: Hold a preview event that more than 30 students will attend, which showcases the upcoming trips for the school year (see below for additional related tactics).

Tactic: Show a movie in the University Commons that relates to one of the trips.

Strategy: Create a Berg Adventures and Travels Twitter and Instagram campaign to publicize the event.

Tactic: Select two movies for the students to choose from by retweeting or favoriting the tweet.

Tactic: Announce the winning movie the day prior to the event.

Tactic: Post weekly photos on Instagram of possible trip destinations.

Tactic: Post a throwback Thursday weekly of previous BAT trips.

Strategy: Create a 30-second to 1-minute promotional video for the trips.

Tactic: Post the video on social networks.

Tactic: Add the video to the Heidelberg Website.

Tactic: Show the video before the preview event that showcases upcoming trips.

Tactic: Show the video at each orientation session.

Tactic: Have the video looped on the flat screens during Preview Days.

Strategy: Invite a travel expert guest speaker to present possible trip destinations.

Tactic: Create and submit a PowerPoint slide for the TVs across campus advertising the event.

Tactic: Send the guest speaker's biography to the student body via Student Announcements.

Tactic: Include the event in the “This Week” email.

Tactic: Publicize the event on Twitter and Instagram.

OBJECTIVE: To increase Siggy’s Student Challenge participation among first and second year students.

Strategy: Hold a second semester kick-off event, Plunge into Participation, during the second weekend of Spring Semester.

Tactic: Advertise the event on the website with an animated tile.

Tactic: Create a link for the registration form that is included on the website.

Tactic: Create door decs for every residence hall room on campus.

Strategy: Select and publicize 10 programs/events on campus where Siggy will be present for students to take photos with during the first three months of school.

Tactic: Create a bag for Siggy to hand out to the freshmen at the involvement fair.

Tactic: Include a cup imprinted with 10 events in the tote bag.

Tactic: Create a social media campaign to publicize which events Siggy will be present at.

Strategy: Create a video of campus activities from pre-existing footage.

Tactic: Post the video on social networks.

Tactic: Add the video to the Heidelberg Website.

Strategy: Hold a scavenger hunt that highlights Heidelberg University.

Tactic: Invite all Aim Hei groups to participate in the hunt.

Tactic: Involve sports teams and student organizations as scavenger hunt leaders and clue givers.

OBJECTIVE: To motivate 5% of the student body to utilize the Owen Academic Career Support Center throughout the fall semester as part of the professional development section of Siggy's Student Challenge.

Strategy: The first 25 students to submit a resume to the ACSC receive free registration for the Berg Tri-Color Run.

Tactic: Create a promotional poster for the event.

Tactic: Submit poster as a slide for TVs across campus.

Tactic: Create a t-shirt design for the run.

Strategy: The first 10 students to sign-up for mock interviews receive a free t-shirt.

Tactic: Set-up a table outside Hoernemann to hand out flyers.

Tactic: Contact department chairs via email and ask them to encourage their students to participate in mock interviews.

Strategy: The first 15 students who sign-up for the etiquette dinner receive \$10 Fireside gift card.

Tactic: Create a promotional poster for the etiquette dinner that includes the gift card giveaway information.

Tactic: Include giveaway information on the online registration form for the etiquette dinner.

OBJECTIVE: To clarify the purpose of the swipe system to all grade levels.

Strategy: Distribute 250 Siggy's Student Challenge informational flyers within the first week of classes.

Tactic: Set-up a table outside Hoernemann to hand out flyers from 11 am-1pm and 5-6 pm during the first week of classes.

Strategy: Highlight scholarship prizes on the Siggy's Student Challenge flyers. (Based off of the results from the "This Week Survey for Berg Gear")

Tactic: Redesign the current Siggy's Student Challenge Flyer.

Strategy: Create a monthly announcement called "Spotlight Swiper."

Tactic: Include the winner's picture and bio on the website's page.

Tactic: Give a Twitter shout out to the weekly winner.

Tactic: Create and submit a PowerPoint slide for the TVs across campus.

Schedule:

Tactic: Show a movie in the University Commons that relates to one of the trips.*

1. Reserve the University Commons for September 4 – August 4
2. Reserve popcorn maker from Seiberling – August 4
3. Purchase water and Capri-Suns for the event – September 3
4. Pick up movie – September 3
5. Set-up for the movie and play movie – September 4

Tactic: Select two movies for the students to choose from by retweeting or favoriting the tweet.*

1. Select two movies – August 4
2. Tweet the two movie titles for students to favorite or retweet at noon– September 1-3

Tactic: Announce the winning movie the day prior to the event.*

1. Tweet the winning movie title at 9 pm – September 3

Strategy: Create a 30-second to 1-minute promotional video for the trips.*

1. Brainstorming session for video ideas – April 7
2. Edit BAT Trip footage – April 14-25

Tactic: Post the video on social networks.*

1. Post video during Finals Week – May 1-7
2. Post video during the first week of classes Fall semester – August 25

Tactic: Show the video before the preview event that showcases upcoming trips.*

1. Show the video at the event – September 4

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

Tactic: Create and submit a PowerPoint slide for the TVs across campus advertising the travel expert guest speaker.*

1. Brainstorm slide ideas – February 10
2. First draft of slide – February 17
3. Edit slide– February 21
4. Submit slide – February 24

Tactic: Send the guest speaker's biography to the student body via Student Announcements.*

1. Send first reminder – February 24
2. Send final reminder – March 18

Tactic: Include the event in the "This Week" email.*

1. Add the event in the March 17-23, 2014 email – March 14

Tactic: Publicize the event on Twitter and Instagram.*

1. Tweet the name of the speaker, location, and date – February 24 and March 18
2. Post a picture of the speaker – March 10
3. Post a picture of the options the speaker will be explaining – March 17

Tactic: Advertise the Plunge into Participation on the website with an animated tile.*

1. Display tile on website - last week of November and first week of Spring semester
2. Contact Emergency Medical Service personnel (EMS) – by November 7

Tactic: Create a link, that is included on the website and social media, to the registration form for the Plunge into Participation.*

1. Post link on social media sites and website – November 22-29

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

Tactic: Create door decs to advertise the Plunge into Participation event.*

1. Brainstorm ideas –November 10
2. First draft of door dec – November 11
3. Edit decs and submit final copy to printer – December 2
4. Pick decs up from the printer – December 5
5. Hang decs – January 9-15

Tactic: Create bag and cup for the freshmen at the involvement fair.*

1. Brainstorm bag/cup ideas – August 4
2. First draft of bag/cup – August 11
3. Edit bag/cup and submit final copy to printer – August 15
4. Bags/cups delivered to campus – August 24

Strategy: Create a video of campus activities from pre-existing footage.*

1. Brainstorm ideas – April 7
2. First draft of video – April 14
3. Edit video – April 21
4. Finalize video – April 28

Tactic: Add the video to the Heidelberg website.*

1. Add the video – August 1

Tactic: Invite all Aim Hei groups to participate in the Heidelberg University Scavenger Hunt*

1. Invite groups during the first week of school – August 26

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

Tactic: Involve sports teams and student organizations as scavenger hunt leaders and clue givers.*

1. Email groups/teams – August 1-7
2. Call to follow up with coaches and organization leaders – August 22-29

Tactic: Create promotional poster for the Berg Tri-Color Run.*

1. Brainstorm poster ideas – August 26
2. First draft of poster – September 4
3. Edit poster and submit final copy to printer – September 15
4. Pick posters up from the printer – September 22
5. Hang posters – September 23

Tactic: Submit poster as a slide for TVs across campus.*

1. Submit poster – September 23

Tactic: Create a t-shirt design for the run.*

1. Brainstorm t-shirt ideas – August 26
2. First draft of t-shirt – September 4
3. Edit draft and submit final design to printer – September 15
4. Order shirts – September 16
5. Pick shirts up from the printer – October 10

Tactic: Set up a table outside Hoernemann to hand out flyers promoting the mock interview promotional event.*

1. Reserve a table for outside of Hoernemann – October 15

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

2. Create flyer and send to the printer – October 22
3. Pick up flyers – October 29
4. Set up table – November 3

Tactic: Contact department chairs via email and ask them to encourage their students to participate in mock interviews.*

1. Draft an email for department chairs – October 22
2. Send email to chairs – October 29

Tactic: Create a promotional poster for the etiquette dinner that includes the gift card giveaway information.*

1. Brainstorm poster ideas – February 9
2. First draft of poster – February 16
3. Edit poster and submit final copy to printer – February 20
4. Pick posters up from the printer – February 23
5. Hang posters – February 23

Tactic: Include giveaway information on the online registration form for the etiquette dinner.*

1. Add the giveaway information to the online registration form – February 23

Tactic: Set up a table outside Hoernemann to hand out flyers from 11 am-1 pm and 5-6 pm during the first week of classes.*

1. Brainstorm flyer ideas – August 4
2. First draft of flyer – August 11
3. Edit flyer and submit final copy to printer – August 15

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

4. Pick flyer up from the printer – August 24
5. Set up table outside Hoernemann - week of August 25

Tactic: Include the winner of Siggy's Student Challenge picture and bio on the website page.*

1. Post picture – every Tuesday

Tactic: Give a Twitter shout out to the monthly winner of Siggy's Student Challenge.*

1. Tweet this shout out – the first Monday of every month

Tactic: Create and submit a PowerPoint slide for the TVs across campus.*

1. Brainstorm slide ideas – August 15
2. First draft – August 20
3. Edit slide and finalize – September 1

***Gain approval from necessary offices two weeks prior to the start of each tactic's/strategy's schedule.**

Budget:

Total Budget: \$1,082.83-\$1,098.83 (plus the cost of the Berg Tri-Run t-shirts at \$5.83 each)

Promotional posters for the Plunge into Participation and Berg Tri-Color Run

From Uprinting.com

- Quantity – 50
- Price per poster - \$0.97
- Total price - $\$48.88 \times 2 = \97.76

Door decs for Plunge into Participation

Printed at the Heidelberg University Print Shop

- Quantity – 120 sheets (4 decs per sheet)
- Price per sheet - \$ 0.18
- Total price - \$21.60

Drawstring Bag for Freshmen Involvement Fair

From Motivator.com

- Quantity – 400
- Price per bag - \$0.89
- Total price - \$356

OR

Reusable Grocery Bag for Freshmen Involvement Fair

From Discountmugs.com

- Quantity – 400
- Price per bag - \$0.85
- Total price - \$340

Berg Tri-Color Run t-shirts

Hanes Tagless T-shirt from CustomInk.com (color and print of choice)

- Quantity- TBD (based on registration)
- Price per shirt- \$5.83

Fireside gift cards

- Quantity – 15
- Price per card - \$10
- Total price - \$150

Flyers for Siggy's Student Challenge

4" x 6" 14 pt. C2S gloss cover postcard, full color front, and black and white back from

PsPrint.com

- Quantity – 250
- Price per card - \$ 0.17
- Total price - \$42.50

Water for BAT Trip movie night

Nestle Pure Life purchased from Wal-Mart

- Quantity – 1 case (24 bottles)
- Total price - \$4.99

Capri Suns for BAT Trip movie night

Purchased from Wal-Mart

- Quantity – 30 pouches
- Total price - \$5.98

Emergency Medical Personnel for Plunge into Participation

- Quantity- Two people & ambulance
- Total price - \$200

Cups for Freshmen Involvement Fair

From DiscountMugs.com

- Quantity – 500
- Price per cup - \$ 0.44
- Total price - \$220

Evaluation:

OBJECTIVE: To attract at least 20 students to participate on each trip.

- Count the number of students who participate on each trip.

OBJECTIVE: To increase Siggy's Student Challenge participation among first and second year students.

- Evaluate the number of first-year and second-year students who attend the 10 events where Siggy was present.
- Count the number of first-year and second-year students who participate in the Plunge into Participation and Berg Tri-Color Run.
- Create a survey for first-year and second-year students to measure how their awareness of Siggy's Student Challenge has changed throughout the year. The survey will be handed out during the first week of classes of the Fall semester and then again during the last week of classes during the Spring semester.
- Count how many first-year and second-year students follow the Office of Student of Engagement on Twitter.

OBJECTIVE: To motivate 5% of the full-time student body to utilize the Owen Academic Career Support Center throughout the fall semester.

- Have each student who utilizes the Owen Academic Career Support Center fill out a slip of paper that explains how they heard about the Center.
- Count the number of students who explain that the Office of Student Engagement was the reason they utilized the Center.

OBJECTIVE: To clarify the purpose of the swipe system to all grade levels.

- Set a table up outside of Hoernemann with a clipboard asking students if they are aware of how the swipe system works.
- Send an email over Student Announcements asking students to come to The Commons one afternoon to fill out a survey about the swipe system.

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Appendices







BAT_trips_HU



542
posts

492
followers

282
following

Edit Your Profile

Berg Adventures and Travels
At Heidelberg University, Tiffin OH



Siggy's Student Challenge



Siggy's Student Challenge is way for Heidelberg University students to be rewarded for their efforts to become involved; to make the Heidelberg community as more engaging place to live, work, and study; and to take pride in their academic, co-curricular, and extra-curricular achievements.

How Do I Participate?

- Bring HU ID
- Swipe in at events
- Submit a photo of you at an event

.....PRIZES.....

Scholarship Prizes:



1st = \$1000
2nd = \$500
3rd = \$250

Other Prizes:

Berg Gear
Fuel Gift Certificates
Fireside Gift Certificates
Bookstore Gift Certificates
And more!



Professional
Development



The Berg
Difference



Distinctly
Heidelberg

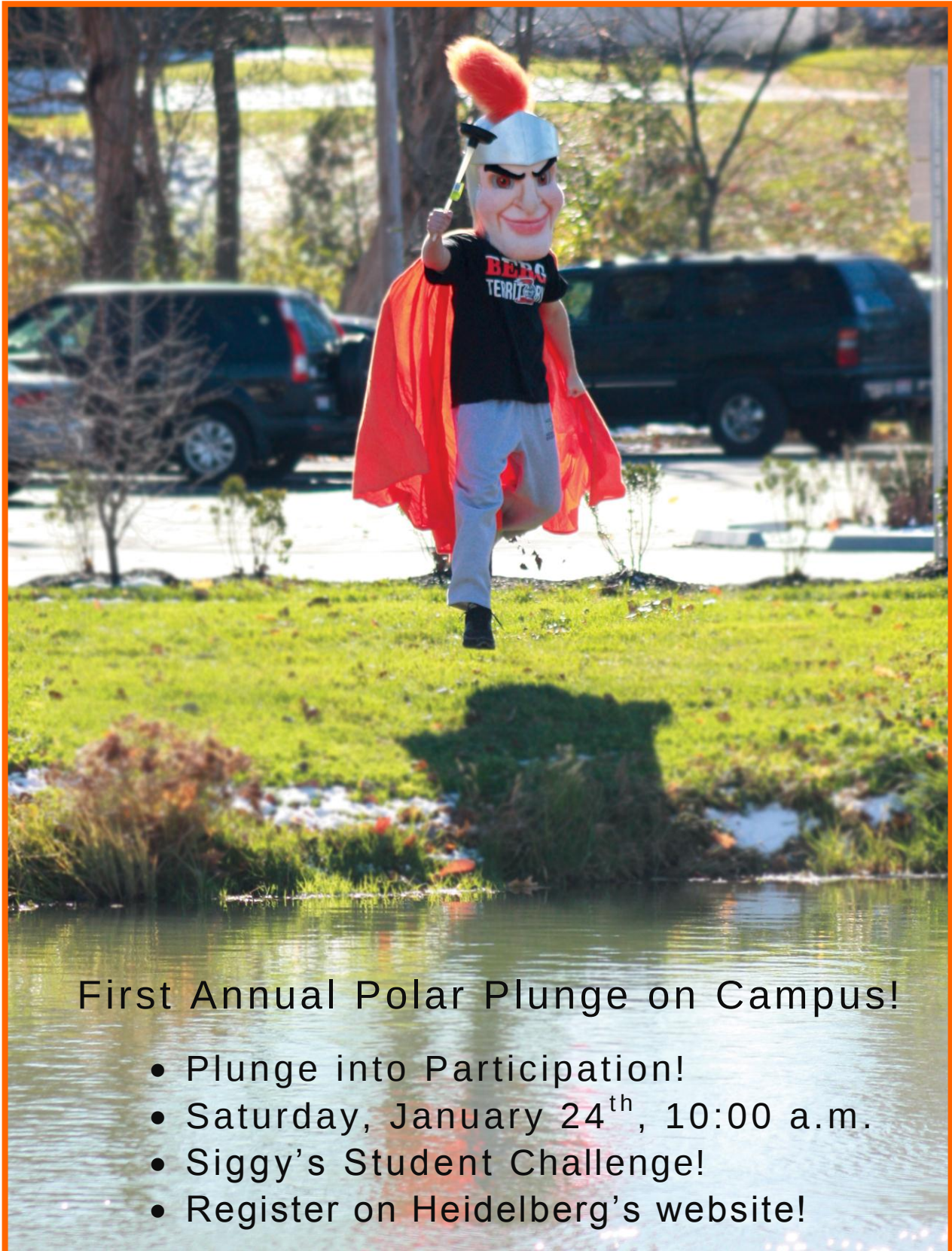


Personal
Development



Students
Supporting
Students

For more information please visit the Office of Student Engagement's website at heidelberg.edu



First Annual Polar Plunge on Campus!

- Plunge into Participation!
- Saturday, January 24th, 10:00 a.m.
- Siggy's Student Challenge!
- Register on Heidelberg's website!



Student Engagement & Activities

Siggy's Student Challenge!



It's easy! Make sure you carry your HU ID. At programs and events around campus, there will be BergLink scanners. Have your ID scanned at each event to get credit for attendance. The Office of Student Engagement will take care of assigning and keeping track of points.

You can also submit pictures of yourself or your group who attended the event. In addition, you can bring programs, notes from professionals at the event to use as proof. At each event, program, performance, game, meet, match you are responsible for scanning in to BergLink. If a scanner is unavailable, you can submit proof of attendance.

Congrats
Cait Purk for
being the
Spotlight Swiper
of the month!

Scholarship prizes:

- 1st = \$1000
- 2nd = \$500
- 3rd = \$250

Other prizes include:

- Berg Gear
- Fuel gift certificates
- Fireside gift certificates
- Bookstore gift certificates
- Local restaurant gift certificates

Click on the following links to see what you can earn points from!	 PERSONAL DEVELOPMENT	 PROFESSIONAL DEVELOPMENT
 THE BERG DIFFERENCE	 DISTINCTLY HEIDELBERG	 STUDENTS SUPPORTING STUDENTS



Student Engagement & Activities

Berg Adventures and Travels



What is the BAT Program?

BAT stands for Berg Adventures and Travels. The program features enriching travel experiences to enhance lifelong education while strengthening your connection to the Berg Family. Berg Adventures and Travels trips are the latest addition to Heidelberg University's list of excellent opportunities for you, the student to get involved, make connections, and personal discovery!

What are BAT Trips?

These outdoor excursions offer you the unique opportunity to connect with your classmates in a fun and challenging environment, allowing you to learn more about yourself and develop the confidence and skills you need to successfully navigate your college years and beyond! Held during university breaks, the BAT program is planned so that you are able to enjoy the adventures and travels without missing class.

Is there an itinerary?

Each BAT trip has a group itinerary that is designed to allow for experiences that you might not take on your own. Each BAT trip has scheduled activities as well as free time in the itinerary. Detailed itineraries are planned by Heidelberg staff and faculty in advance.

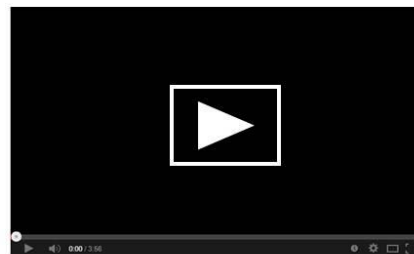
How much does it cost?

By booking as a group, we are able to negotiate better rates. Also, some activities offer student discounts. The cost is kept to a minimum and scheduled activities are all included in the price of the trip. Prices vary depending on trip details and destinations.

What's included?

Travel, accommodations, and fees for all scheduled activities are included in the trip cost. Meals and optional excursions are not included.

Check out what
travel expert
we're hosting
this month



This Week Survey for Berg Gear Results

Question 1

Are you a:		
Answer Options	Response Percent	Response Count
senior	22.1%	17
junior	22.1%	17
sophomore	26.0%	20
freshmen	23.4%	18
other	6.5%	5
prefer not to answer	0.0%	0
Other (please specify)		4
<i>answered question</i>		77
<i>skipped question</i>		0

Number	Response Date	Other (please specify)	Categories
1	Oct 28, 2013 12:59 PM	PSEO student	
2	Oct 24, 2013 12:44 PM	PSEO student	
3	Oct 24, 2013 12:12 PM	PSEO Student	
4	Oct 23, 2013 5:09 PM	Graduate Student	

Question 2

Are you a:		
Answer Options	Response Percent	Response Count
male	23.4%	18
female	76.6%	59
prefer not to answer	0.0%	0
<i>answered question</i>		77
<i>skipped question</i>		0

Question 3

Have you ever heard of the Office of Student Engagement?		
Answer Options	Response Percent	Response Count
yes	86.7%	65
no	13.3%	10
<i>answered question</i>		75
<i>skipped question</i>		2

Question 4

Have you been to any events around campus this semester? If so, please mark which types:		
Answer Options	Response Percent	Response Count
Sport	80.3%	61
Greek Life	61.8%	47
Student Organization	69.7%	53
Guest speaker or entertainer	81.6%	62
I have not attended any campus events this semester.	3.9%	3
Other (please specify)		2
<i>answered question</i>		76
<i>skipped question</i>		1

Number	Response Date	Other (please specify)	Categories
1	Oct 23, 2013 10:01 PM	Study Aboard	
2	Oct 23, 2013 7:17 PM	Coffee House	

Question 5

Which social networks do you use? (check any that you use)		
Answer Options	Response Percent	Response Count
Facebook	98.7%	75
Twitter	64.5%	49
Instagram	51.3%	39
Vine	23.7%	18
Other (please specify)		2
<i>answered question</i>		76
<i>skipped question</i>		1

Number	Response Date	Other (please specify)	Categories
1	Oct 24, 2013 11:55 AM	None	
2	Oct 23, 2013 5:43 PM	LinkedIn	

Question 6

Have you ever heard of Berg Adventures and Travels?		
Answer Options	Response Percent	Response Count
yes	40.3%	31
no	59.7%	46
<i>answered question</i>		77
<i>skipped question</i>		0

Question 7

Have you ever heard of the Siggy's Student Challenge?		
Answer Options	Response Percent	Response Count
yes	85.7%	66
no	14.3%	11
<i>answered question</i>		77
<i>skipped question</i>		0

Question 8

Are you aware that you can earn scholarship money by swiping in at events you attend?		
Answer Options	Response Percent	Response Count
yes	66.2%	51
no	33.8%	26
<i>answered question</i>		77
<i>skipped question</i>		0

Question 9

How do you best learn about campus events?		
Answer Options	Response Percent	Response Count
email	57.1%	44
social networks	7.8%	6
posters	7.8%	6
word of mouth	27.3%	21
Other (please specify)		1
<i>answered question</i>		77
<i>skipped question</i>		0

Number	Response Date	Other (please specify)	Categories
1	Oct 23, 2013 6:20 PM	Campus TVs	

Question 10

What kind of incentives/prizes would get you to participate in campus events? (check all that apply)		
Answer Options	Response Percent	Response Count
Fireside gift card	71.4%	55
Free merchandise from bookstore	87.0%	67
Scholarship money	88.3%	68
Other (please specify)		4
<i>answered question</i>		77
<i>skipped question</i>		0

Number	Response Date	Other (please specify)	Categories
1	Oct 23, 2013 8:39 PM	Local gift cards	
2	Oct 23, 2013 6:34 PM	Free apparel	
3	Oct 23, 2013 6:20 PM	Town restaurant gift card	
4	Oct 23, 2013 5:10 PM	grocery money	