Building Community and Engaging Online Learners

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Overview

- Shifting the Mindset
- Pivoting Online
- Collaboration Tools
- Resources - Shared & Community
- Idea Sharing – Associates & Schools
- Examples
Shifting the Mindset
You’re Already Doing It

- We’re all navigating some unknown together
- Support basic needs & be available to students
- Your expertise already exists
- We are natural problem solvers
- Envision yourself as empowered to act in innovative ways

- Stay flexible
- Have a sense of humor
- Be vulnerable
- Practice, practice, practice
- Ask for support
- Know that you are building new skills

Last Week:
Adjust & Seek Support

This Week:
Plan & Take Action
What are some other ways that shifting your mindset will help you feel successful?

Your Turn
Pivoting Online
Institutional Partners

- Identify your partners (academics, career, advising, diversity, service, commuters, alumni, library, help desk, marketing/social media team)

- Which offices already provide a support for online students?
  - What are the services?
  - How is it shared with online students?

- Which offices would be willing to partner to explore new online student services/support?

- What additional resources would each team need to make this possible?
Collect Feedback

Focus Groups/Surveys

- Host a series of rapid focus groups to collect ideas on programming wants/needs
- Hold open office hours for students to drop in
- Integrate questions into existing climate/satisfaction surveys

Examples

- Event interests - What types of events would you attend?
- Academic support needs? Library, tutoring, learning communities
- Accommodation needs? Captioning, transcriptions, recordings
- How do you want to hear from the institution?
## Student Organizations

### Supporting Student Orgs
- Student leader support & transition
- Club advisor support & transition
- Election support
- Open office hours to offer guidance

### Club Operations Considerations
- Travel cancelations & postponements
- Event planning support w/ online tools
- Movie / Film rights
- Imprinted items
  - Ship or reuse previously ordered swag?
- Flexibility on minimum requirements for maintaining recognition
- Roster reporting virtually
Event Management

- What types of tradition events does your institution host?
- Which events can be live streamed or recorded for online viewing?
- Have students asked for webinars or event topics?

- Additional idea sharing later this session!
Communications

- How will you communicate with students?
  - Email, social media, mail, text, online communities

- Who can support communications?
  - Student activities, communication team, marketing team, social media team, other?

- Are there natural affinity groups to engage?
  - Clubs, Greek Life, honor societies
  - Academic programs
  - Community service / diversity groups and programs
  - Learning communities
  - First year students
  - Military students/spouses
Collaboration Tools
Contact the institution’s Help Desk or IT Support team to ask about enterprise licenses or services already available.

- Teamup - calendar & content
- Teamwork - project / event management
- Basecamp
- Microsoft Teams
- Slack
- Discord
- GroupMe
- Marco Polo (group or 1:1 chats)
Conferencing Tools

- Contact the institution’s Help Desk or IT Support team to ask about enterprise licenses or services already available.

Suggestions
- Best Free & Paid Conferencing Software
- Zoom Drop In Tutorials
- Skype
- Ring Central
- Google Hangouts
- Free Conference
- Adobe Connect Upcoming Events
- WebEx
What other collaboration, content, communication, or project management tools would you recommend?
Shared Resources
Collective

- COVID-19 Resources by Elizabeth Coder
- SP 2020 Presence Free Engagement Guide by Mel Molsberry
- Student Activities Online by Sarah King
- Virtual Engagement: Ideas, Apps, and Resources by Edward Kang & TaMisha Greathouse
What other shared resources have you found?
Community & Professional Resources
Professional Support Resources

NACA Support

- Coffee & Conversations
  - Tuesday Chat Registration
  - Thursday Chat Registration

- Community Forum
  - Professional Staff Community

Facebook Groups

- Student Activities Professionals in Higher Education
- Virtual Event Ideas Community
- Online Student Engagement Professionals
- Digital Student Engagement & Community Building
What other groups or support resources have been helpful?

Your Turn
Idea Sharing
Associates, Talent & Vendors

Considerations
- Associates and talent are working hard to adjust, too
- Contact associates and talent to inquire about virtual programming opportunities
- Contact promotional companies for direct-ship mailers or awards

Resources
- **Search:** Virtual talent through NACA 24/7
- **Join:** Community for NACA Associates
Your Turn

Associates:
Are you offering virtual programming?

Share links & info
Program Ideas

Borrow the Idea

- Library Resources
  - Libby App (free digital library books from local collection)
  - Your school’s digital collection (videos, books, etc.)
- Zoos, Parks & Museums
  - Cincinnati Zoo activities
  - National Park Tours
  - Museum Tours
- Watch Parties
  - Facebook watch parties (tutorial or FB Help)
  - Netflix Party extension
- Free virtual cooking classes
- Disney rides online
- Live virtual concerts

Do It Yourself

- Online trivia - https://kahoot.com/
- Online BINGO - https://www.bingomaker.com/
- Leadership Webinar Series - partner w/ faculty on leadership topics
- Virtual Milestone Events - leadership banquets, inductions, awards, etc.
- Virtual 5k races (example)
- Relay for Life (online) - virtual fundraising, activities, watch parties & walks
Your Turn

Schools:
Which programs are you trying to take online?
Additional Examples
Online Engagement Examples

- Online Learning Resources
- Student Engagement Opportunities
- Student Engagement Month
- Online Criminal Justice Club
Thank You!

Please continue to lean on one another for support.

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