Bronco Activity Record – Promoting, Measuring, and Enhancing Student Engagement

Project Personnel   **Total Award Amount**   **$** 160,000

Project Director

     Name: Rebecca Gutierrez-Keeton

     Title: Dean of Students

     Department: Student Affairs

Co-Project Director

     Name:

     Title:

     Department:

Co-Project Director

     Name:

     Title:

     Department:

Project Description

Cal Poly Pomona is committed to improving retention and graduation rates, and one of the keys to this effort will be improving student engagement. Student engagement is a proven foundation for promoting student academic success and facilitating progress to their degree, but currently Cal Poly Pomona lacks the tools and information to accurately report on co-curricular involvement.   Identifying and assessing the success of our engagement efforts is one of the goals of the CSU and ACE Graduation Initiatives, therefore the campus will develop a digital co-curricular record that we are calling the "Bronco Activity Record (B.A.R.)."   This new online co-curricular record, or BAR, will track student involvement in clubs, activities, tutoring, internships, and student employment. With this tool the campus will in effect "Raise the BAR" with regards to student engagement as all students will understand that we expect them to be engaged as an equal part of their college expe

 rience.

Year 1

The Cedar Crestone implementation of a PeopleSoft modification will be completed in Year 1, but this will only provide a data collection resource, not the engagement programs and assessment tools. After the BAR is online, an extensive training and marketing campaign will begin for all current and incoming students. The campaign will develop marketing programs to educate faculty, staff and students on their co-curricular record, similar to an academic transcript, for individual student use. To make this effort successful, will require outreach to over 300 clubs and 50 campus organizations. Year 1 will also kick off a robust reporting and assessment program, as a dedicated technical staff member will be hired by the project to produce operational reports and build "data marts."

Year 2

In the second year the project will continue the extensive marketing campaign, but the operational elements will likely be revised based upon an ever growing amount of co-curricular program data. By the end of Year 2, BAR data marts will provide not only traditional reports, but user friendly interactive dashboards via the campus data warehouse. These dashboards will use drill down tool to facilitate assessment by selected student populations, thereby facilitating academic and co-curricular staff in an in-depth analysis of how our campus engagement programs contribute to student success.

Year 3

By Year 3, the program will have operationalized much of the outreach and marketing campaign that will become part of the orientation of new students and specific populations. With the comprehensive dashboards and reports to begin longitudinal assessments of student engagement and student success.