

IF2- Investment Fund for the Future - Entry #193 2018-2019

PROPOSAL SUMMARY

Title: Community Service Tracking System

Project Lead Name: Kimberly Piatt

Project Lead eMail Address: kpiatt@brockport.edu

Project Lead Department: Community Development

Project Lead School/Division: Enrollment Management and Student Affairs

Total Amount Requested: \$28,750.00

Name of Sponsor 1: Katy Wilson

A. PROPOSAL DESCRIPTION & IMPACT

A-1. Description of the Initiative.

Campus Connect by Galaxy Digital is a cloud-based system designed specifically for colleges and organizations seeking to manage widespread community engagement in both the curricular and co-curricular setting. The platform offers numerous functions that will strengthen Brockport's ability to be a college engaged with the community. Key benefits of this system include:

POSTING AND PROMOTION: The system offers the ability to post long and short-term community service opportunities in one location that is searchable based on the cause or community issue a person passionate about. Another major benefit of this system is the ability for community partners to input their opportunities directly, and for individuals to sign up for these postings on their own. This will allow our students, faculty and staff to form stronger connections with agencies.

LARGE-SCALE EVENT MANAGEMENT: Our signature event, Saturday of Service, requires countless hours of coordination to ensure that all 1000 students meaningfully engage with the community. This platform is designed with large-scale volunteer initiatives in mind, making it easier to manage the logistics of the event.

REFLECTING ON SERVICE EXPERIENCE: A major aspect of completing service is reflecting on the experience, which promotes deeper learning about oneself and their community. This system encourages reflection each time someone completes community service. Currently, we use a survey tool on myBrockport that is then exported into an excel file.

PERSONALIZED VOLUNTEER EXPERIENCE: Users will be able to create a profile that lists their specific passions. The system will then match them with ideal service opportunities.

REAL-TIME TRACKING AND REPORTING: One of the most significant benefits of this system is the ability to generate reports that provide insight into the number of service hours completed by our students, the college's impact on the community, service completed as part of academic coursework, and demographic information in aggregate form on who is engaging in service. We currently only track the number of hours performed using an Access Database and manual input of hours.

SHARING OUR STORY: Real-time infographics show the campus impact while recognizing top individual and group volunteers. This will allow us to increase campus presence and emphasis on community engagement as a priority.

MOBILE FRIENDLY: Students, faculty, staff and community members will also be able to engage with the system on a user-friendly platform, allowing us to reach people more effectively. Additionally, the using of single sign-on will mean that students can use their Brockport netID and password, eliminating the need to remember different account information.

KNOWLEDGE CENTER AND RESOURCES: Galaxy Digital offers a variety of resources for members that focus on best practices in volunteer management. Additionally, we will be joining a network of schools using the system to strengthen their contribution to their community.

The initiative will entail purchasing the Campus Connect platform, integrating it with our own IT systems, and promoting its use to our students, faculty, staff and community partners. The system was initially created for the United Way, making it uniquely designed to meet the college's needs surrounding community involvement.

A-2. Impact Statement: What change will this project deliver in the short term? What are the expected longer-term impacts?

The immediate impact will be a more streamlined approach to managing and tracking community service hours completed by students. Currently, we use the CollegiateLink system (myBrockport) to advertise and track service hours completed by students. However, the system was not designed to be used in this way, resulting in a significant amount of time spent managing information by hand. When a community partner wants to post a service opportunity, they must contact our coordinator of community service and provide them with information so that the coordinator can create an event on myBrockport. The students must then sign up for the opportunity by contacting the coordinator, who then communicates this back to the partner. This system would allow students and partners to interact directly, making communication more efficient and reflective of what students could anticipate when they leave Brockport.

Another immediate impact would be more thorough and accurate data regarding community service completed at the college. Currently, to track the total number of hours completed by our students (more than 270,000 hours in 2016), we use a Microsoft Access Database. Hours for each student must be put in manually. We collect these hours in a variety of ways including rosters from events hosted by Community Development or other offices, club or organization rosters, Service Learning Course rosters, and student registered community service hours collected through myBrockport. The process of adding all the data takes weeks to complete and multiple staff members within Community Development. Using this process, we believe that we are still not capturing the extent of service being completed across campus. This system would streamline the tracking and reporting of hours and eliminate the need to input and calculate data by hand, allowing more time to be spent connecting with offices, departments and organizations that we are currently missing in our reports.

A major long-term impact would be a stronger culture of community engagement on behalf of students, faculty and staff at Brockport. By providing a user-friendly system, we anticipate that more people will be able to find and complete community service opportunities. Additionally, the platform can be

integrated into academic courses utilizing service learning, allowing for a more streamlined approach to the management of this high-impact practice.

The culture of service at the college is continuing to grow, with students, faculty and staff recognizing the significant importance of reflection when using service as a pedagogical tool. In 2017, the number of students who registered and reflected on service experiences using the myBrockport system grew to 472, up from 112 the year before. We anticipate that the Campus Connect platform would expand that number significantly, allowing us to better understand not only the hours that students are completing, but also what they are gaining and learning from the experience.

Overall, the use of this system will enhance our processes and allow an even more thorough method for understanding our community impact.

B. STRATEGIC ALIGNMENT

B-1. Outline the ways in which the proposed investment will contribute to the College Strategic Plan Goals, and if appropriate, their Measures of Success.

This proposal connects to several Strategic Plan Goals and Measures of Success.

2.1: The Campus Connect system will directly affect our intention to increase engagement in our surrounding area. Not only will the platform allow for improved systems of finding and engaging in service opportunities, but it will also lead to more accurate reporting of service hours, community impact, and student involvement. In particular, this system will be the data source for 2.1.B – data points that were previously attained through weeks of manual input and calculation.

2.8: Additionally, the information gathered from the Campus Connect system will be instrumental in the college's plan to pursue the Carnegie Community Engagement Classification. The reports generated by the system will provide a deeper understanding of the impact the college is having on its community and the specific areas in which we are contributing.

1.1/1.5: Community Service and Service Learning have both been identified as high impact practices. The ability to include Service Learning courses in the system would strengthen our use of this pedagogy at Brockport. Additionally, student reflections and generated reports will enhance our ability to assess student learning in these areas. The platform would serve as a centralized location for data related to student involvement in the community through service.

C. SUSTAINABILITY

C-1. How will this initiative become self-sustaining beyond the initial funding period?

The amount requested for this grant will be used to pay for the initial set up and a five-year contract, which will enable the office of Community Development to maintain its current offerings without having to cut back on our programs and initiatives for students. This will provide the time to build the system into the campus culture and truly maximize its use. After the five-year period, we will be able to revisit the contract to determine if we are having the outcomes intended and make adjustments as needed.

D. IMPLEMENTATION PLAN

D-1. Identify the specific activities to be funded from the Investment Fund. Provide an estimated timeline for implementation and for activities anticipated to be ongoing. We have already begun working with Galaxy Digital and our own IT department to ensure that the implementation would be smooth. The total build time for the project will be approximately 4 weeks.

One component that will be essential to the success of this project will be the buy-in from students, faculty, staff and community members. Based on feedback that we have received from students about our current systems, they are struggling to fully manage and track their service hours using myBrockport. Additionally, at a recent CELT workshop on community engagement, several faculty who are facilitating service-learning courses expressed dissatisfaction with the current platform and the desire to have a system through which students could more easily reflect on their experiences. As a result, we anticipate that users will be pleased to have a system specifically designed for this work.

Summer 2018: System creation and webpage integration using www.brockport.edu/life/serve. Our intention is to house the site on our currently existing service webpage to allow for a seamless transition. Students have become accustomed to visiting the page to find opportunities so this will allow them an improved interface in a location with which they are already familiar.

Fall 2018: Program launch as part of Saturday of Service. Workshops on how to utilize the system. Creation of "teams" for athletic teams, clubs and organizations and interested offices and departments. Promotion of the system at various student events. Marketing initiatives throughout campus. Invitations to community partners.

Winter 2018: Collection of baseline usage data. Strategies for Spring determined.

Spring 2019: Continued efforts from the Fall semester based on mid-year findings.

Summer 2019: First full roll out into Summer Orientation for the incoming class of students.

E. CONSULTATION

E-1. For requests involving technology. Has the Chief Information Officer (Bob Cushman or his designee) reviewed this proposal and verified potential costs as it relates to technology: Yes, proof on file.

E-2. For requests involving facilities. Has the Director of Facilities & Planning (John Osowski or his designee) reviewed this proposal and verified potential costs as it relates to facilities: Yes, proof on file. Not Applicable

E-3. The Project Lead has confirmed other required resources with the appropriate supervisor: Yes, proof on file. Not Applicable

F. BUDGET & OTHER FUNDING SOURCES

F-1. Itemized Budget (Excel format ONLY): [On file]

F-2. Total Amount Requested: \$28,750.00

F-3. This proposal includes: Not applicable.

F-4. Other funding sources* for this proposal? Not applicable.

F-5. Is the success of the project contingent on receipt of funds from any additional funding source(s)?

No

G. ASSESSMENT PLAN

G-1. How will you assess/measure the effectiveness of this initiative? Provide anticipated outcomes and specific measurements for success.

Primarily we will measure the effectiveness of this initiative through its usage rates. The system will provide the assessment data that we need to determine if it is being utilized.

Intended Outcomes for the Inaugural Year:

Through the implementation of the Campus Connect platform...

- more than 130 community partners will utilize the system to promote a service opportunity.
- more than 750 students will use the system to reflect on their community service hours
- more than 275,000 hours of community service will be tracked across campus
- more than 3200 students will engage in community service

Student Learning Outcomes

Students will be able to...

- navigate the Campus Connect platform to learn more about community needs
- communicate appropriately with community partners
- connect their personal passions to service opportunities
- reflect on their learning and impact on the community

Additionally, we will request feedback from students and partners regarding their interactions with the system through focus groups and surveys.

H. ADDITIONAL INFORMATION

H-1. Please provide any additional information to assist in the review of the proposal, including why the initiative cannot be funded from divisional resources.

In 2015, the office of Community Development restructured to include three major areas: Leadership Development, Democratic Engagement and Community Service. Each of these functions is essential to the college's strategic goals to be a Great Place at Which to Learn and a College Engaged with its Community. Over the years, our campus presence and impact has grown significantly, which unique students registering service increasing from 74 in 2014 to 472 in 2017 and registered experiences

increasing from 173 to 1263 respectively. Additionally, the campus' knowledge of community service hours completed by our students has improved. In 2013, we were aware of approximately 125,000 hours of service. We now know that more than 3000 students engage in over 273,000 hours. With the significant growth that the office is experiencing, we would not be able to implement a system such as this without cutting back on the various services we provide to students.

Upload up to three supplemental files here (not required): [On file]

Signature of Project Lead: [on file]

Project Lead Email: kpiatt@brockport.edu

Signatures of sponsors are on file in the Administration and Finance Division.