

# A Move to KSU Engage: Hub for Campus Efficiency and Activity

## Student Engagement

### INTRODUCTION

The Center for Student Involvement explored options for expanding our student organization platform as well as created a central hub for student engagement. KSU Engage, a product through CampusLabs, was selected and launched in the 2019-20 academic year. The move both greatly enhances student organizations' ability to build robust pages to share information and apply for resources and gives all students a location to explore and record their campus involvement.

### SERVICE OUTCOME

The development of the KSU Engage application will enhance and ease the ability of student organizations to manage their group business and provide a central hub for discovery and information.

### ASSESSMENT METHODS

A successful launch of the platform would include a look at the numbers of engagement (number of registered groups, membership, event and news postings, etc.).

### ACTION PLAN/CONCLUSIONS

As more student organizations and university departments create and enhance their pages, we hope this single platform will be the central hub of involvement and engagement on campus. The Center for Student Involvement will continue collaborations with other units as we begin to expand the use of the platform to co-curricular paths. These paths will take students on a journey, whether through leadership development or getting to know campus opportunities, that will enhance their educational experience at Kent State.

While a percentage of registered student organizations and university departments have created unique and resourceful pages, as we enter the second year of the platform, we need a focus on increased user participation. In an environment in which students might be in a virtual world next academic year, even partially, this site can further become a central hub of activity for students to access.

### RESULTS/INSIGHTS

422

ACTIVE STUDENT ORGANIZATIONS  
FY 2019-20

↑20

FROM 2018-19



658 EVENTS ENTERED  
IN KSU ENGAGE

Inclusive of both organization meetings and events and some departmental events.

62

UNIQUE ARTICLES  
PUBLISHED  
FOR NEWSFEED

132

ALLOCATIONS REQUESTS  
FOR USG, SOCIAL  
CULTURAL AND STUDENT  
ORGANIZATION FUND



ALL FUNDING APPLICATIONS  
BUILT IN ENGAGE

USG ALLOCATIONS PROGRAMS AND CONFERENCES  
SOCIAL/CULTURAL  
STUDENT ORGANIZATION FUND



LAUNCHED SPRING RENEWAL  
THAT ALLOWS GROUPS TO REGISTER  
FOR FALL HALLMARK EVENTS AND  
UNLOCKED EARLY ACCESS FOR FALL  
EVENT/MEETING SCHEDULING