

Project: SEM Initiative 1, Strategy 3: *Augment college going education for admits and families via the use of a multimedia seminar entitled Sycamoreology (pre-college).*

Start Date: March 15, 2013 **Client:** Admitted students and their families

Program Managers: Dom Nepote, Melissa Hughes and Joe Thomas

Thesis Statement: The purpose of this SEM initiative is to encourage students and family members to engage more closely with University resources, and educate them on how to find important information on their own.

Introduction/Background – What?:

Link communication campaigns sent from the Office of New Student Transition Programs to Sycamore Express through an interactive game.

Proposal/Purpose/Justification – Why?:

To encourage students and family members to engage more closely with University resources, and educate them on how to find important information on their own, it is proposed to link communication campaigns sent from the Office of New Student Transition Programs to Sycamore Express through an interactive game.

The game, entitled Sycamoreology, will serve as a pilot to a more comprehensive program and will encourage students and their family members to find hidden Sycamore leaves, key words, and phrases among our materials including, but not limited to, the New Student Orientation Invitation, Orientation Resource Guide, Fall Welcome Program, Sycamore Express web site, and many other university sites, including Orientation and Fall Welcome.

Work Plan – Action Steps – Process – How?:

Add an insert into the New Student Orientation Invitation explaining the concept and providing the first steps of how to begin searching for the information.

Development of a “class” in BlackBoard will be necessary to serve as a landing page for Sycamoreology. The BlackBoard class will include a quiz where answers can only be found through following Sycamoreology.

A student employee will assist with development of the BlackBoard class, communicate issues with Sycamore Express Leadership Team, regarding Sycamoreology, as well as communicate with students and parents with questions regarding the interactive elements.

Expand how the resource guide educates students and families about the transition to college, including information on Sycamoreology. Consideration is being made for more detailed pages outlining Sycamore Express and how to access timely information such as the academic calendar, noteworthy fees, textbook costs, etc.

Sycamoreology will conclude during Fall Welcome. To encourage students and family members to participate, multiple prizes will be offered for those who complete the game, or have the best score at the end of Fall Welcome, which concludes on August 27, 2013. Winners will be announced at a culminating event that evening.

Reporting and Deliverable Schedule – When?:

The interactive game could be developed for students in the Fall 2013 cycle. A more comprehensive BlackBoard class, interactive checklist of items to accomplish before enrolling, and expanding the resources of offices involved will happen after initial results are compiled.

Budget – How Much?:

This initiative is intended to have an impact on both the fall 2013 and fall 2014 incoming freshman classes. Given that the budget request is through June 2014, requested funding is actually for two cycles, as any additional funding after June 2014 would be too late in coming to do anything for the incoming fall 2014 class. Approximately \$8000 is requested for student wages to assist in site development and communication responsibilities with students and families. \$10,000 is being requested to assist with publication and marketing expenses in collaboration with New Student Orientation activities/initiatives, etc. The final item for which resources are requested are the prizes that are going to be utilized to encourage participation in both Sycamoreology and opening semester campus events. Funding for prizes has been set at approximately \$22,000 for the two cycles, some of which will be in the form of textbook voucher awards. Total funding requested to have an impact on both the fall 2013 and fall 2014 incoming freshman classes totals \$40,920.

The itemized budget can be found in the attached spreadsheet.

Stakeholders and Management Plan – Who?:

The person(s) with overall responsibility for the project is are Dom Nepote and Melissa Hughes who lead the Sycamore Express team from Goal 1, Initiative 4 of the ISU Strategic Plan and Joe Thomas who is the Director of New Student Transition Programs.

Outcome Assessment & Future Testing – How Well?:

Through the BlackBoard site, data will be collected on how many leaves, key words, or phrases were found, and the amount of questions entered correctly. From there we can determine how many students participated and make decisions on Fall 2014 implementation.