“I didn't know it was going to be so fun! Having this event for free to promote student engagement on campus is a huge benefit that I'm glad I've been able to attend and experience. I look forward to participating next year, and bringing other student leaders from multiple clubs along!”

-- Student testimonial
The 2nd annual Student Organization Leadership Conference was held on October 15th, 2016 on the MSU campus. This event was hosted by the MSU Office of Student Engagement in partnership with the MSU Leadership Institute. This event aimed to provide student group leaders with the knowledge and resources to successfully lead and strengthen their organizations.

**ATTENDANCE AND AGENDA**

**Attendance:**
- 176 student organization leaders
- 7 faculty/staff organization advisors
- Representation from 205 student organizations

**Keynote:**
- Shannon Stoer, one of Montana’s premiere personal development facilitators and trainers, gave an engaging keynote on building your legacy.

**Conference break-out session topics:**
- Legal Issues for Student Organizations
- Event Planning
- Managing Conflict
- Understanding Your Leadership Personality
- Time Management
- Budgeting, Fundraising & Club Funding
- Marketing
- Recruitment, Retention & Recognition
- Increasing Group Participation

**LEARNING OUTCOMES**

**Methodology:**
After each break-out session, participants were given time to fill out a survey about that session which included self-assessment of learning outcomes in addition to general session feedback. **239 surveys were collected.**

After the conference, all participants were sent an online survey as well. **95 responded to the survey (51% response rate).**

**By the end of the Student Organization Leadership Conference, participants will:**

- **Engage with other student leaders to share challenges, successes and best practices;**
  - Target: 70% of participants will report that they made a connection with one or more student leaders at the conference.
    - Outcome: 88% stated they connected with one or more leaders outside of their organization at the conference.
    - Outcome: 80% “agreed” or “strongly agreed” the conference gave them the opportunity to engage with other student leaders to share challenges, success and best practices.
  - Target: 65% of participants will be able to identify one piece of knowledge learned from their peers during the conference.
    - Outcome: 89% of participants were able to identify at least one piece of knowledge they learned from their peers during the conference.
OUTCOMES SNAPSHOT

Engagement with Other Student Leaders

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaged</td>
<td>80%</td>
<td></td>
</tr>
<tr>
<td>Connected</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>Shared</td>
<td>89%</td>
<td></td>
</tr>
</tbody>
</table>

“The conference is inspiring and a great way to connect with other student leaders on campus!”

--Jacob Gardner, President
Dead Lizards Society

• Acknowledge the knowledge/tools they gained at the conference will be relevant and useful for their student organizations.
  o Target: 75% of conference participants will rate applicability and relevance of information provided at break-out sessions as “above average” or “outstanding”.
    ▪ Outcome: 92% of respondents rated the break-out sessions as “above average” or “outstanding” for applicability and relevance of information.

• Identify campus resources they were not aware of before the conference.
  o Target: 70% of new leaders (defined as a student who has never been in a leadership position with a club at MSU) will be able to identify three or more campus resources.
    ▪ Outcome: 78% were able to do so.
  o Target: 70% of returning leaders (defined as a student who was a club leader in a past year to ANY club at MSU) will identify two or more resources they were NOT aware of before the conference.
    ▪ Outcome: 55% were able to do so.

• Specified that they gained knowledge, skills or tools in the Student Organization Leadership Core Competencies: Personal Competencies, Organizational Management, Communication, and Assessment & Planning.
  o Target: 70% of participants will be able to identify a minimum of two pieces of knowledge, skills or tools they gained in a minimum of two categories.
    ▪ Outcome: 92% were able to do so.

Other notable measurements:
• 90% said they believed their club will be more successful as a result of their participation in the conference.
• Participants ranked their confidence before and after the conference. Note this was done at the same time, no pre-event evaluation was administered.
  o 44% of participants experienced a 1-level increase (for example, the participant felt confident pre-conference and felt very confident post-conference).
  o 12% of participants experienced a 2-level increase (for example, the participant felt not-at-all-confident pre-conference and felt confident post-conference).
The Student Organization Leadership Conference was a success! We met or exceeded our all but one of our targets and received great feedback from conference participants and presenters. The OSE is considering making the following modifications to improve this event for the next conference in the fall of 2017:

- Consider different types and styles of breakout sessions, such as offering long morning sessions and several shorter breakout sessions in the afternoon.
- Create an advanced session or track for the returning leaders to expand their knowledge of campus resources.
- Open sessions to student organizations to propose and present on relevant topics.

“‘Do not be a passive learner.’ This line from the conference inspired me to make the most of every conversation and interaction with others in order to better strengthen my leadership skills.”

-- Student testimonial

QUESTIONS?

Mandy St. Aubyn, Office of Student Engagement
994-3113, amanda.staubyn@montana.edu