Office of Student Engagement AY 2019-2020
Accomplishments and Highlights

Introduction

The MSU Office of Student Engagement provides and facilitates student engagement opportunities for MSU students through a variety of programs, events, services, and activities. It serves as the hub for students interested in connecting with their fellow Bobcats through the Associated Students of MSU (student government), student organizations, campus programs and events, and engaging in service to the community.

Mission: The OSE fosters meaningful engagement opportunities that challenge, support and empower students to be leaders on campus, in the community and beyond.

Vision: Transform students through life-changing engagement experiences.

Accomplishments and Highlights

*Program statistics were affected by COVID-19

MSU Debut

The first year is pivotal in the academic, social, and emotional development of students entering their undergraduate career. In particular, experiences encountered in the first six weeks significantly influence a student’s academic commitment and engagement with the university community. MSU Debut was built with the intention of advancing student engagement opportunities, better integrating the myriad of university programs and services to optimize the undergraduate experience, and guiding students to craft their identity as a college student.

Fall 2019 MSU Debut Signature Events
Welcome BBQ
Hypnotist
Catapalooza
Convocation
Bookstore Blitz
Movie on the Lawn
SUBTACULAR
The Freshman Class “M” Photo
Block Party
Welcome Tents and Pancake Breakfast
Trivia Night
Comedy Night
Convocation Service Saturday
Gold Rush
Glow Zumba
Rec Center Rumble
Volleyball
Magician Nash Fung
Rockin' the M
Stripe the Stadium
Involvement and Study Abroad Fair

**Spring 2020 MSU Debut Signature Events**
- Bowling and Billiards Party
- Men’s Basketball Game
- SUBtacular
- Welcome Tents
- Back to School Flick in the Pro
- Rec Center Rumble
- Men’s Basketball Game
- Service Kick-Off
- Glow Zumba
- Speaker Anthony Cook
- Women’s Basketball Game
- Spring Involvement and Study Abroad Fair
- Trivia Night
- Battle of the Bands

**MSU Debut Outcomes:**
- **30,000+** student engagements
- **233+** volunteers
- **89%** of respondents feel that they can be involved in shaping their college experience.
- **94%** of respondents have attended at least one campus program or event since MSU Debut.
- **82%** of respondents are interested in exploring additional ways to get involved at MSU.
30 Days of Bozeman

30 Days of Bozeman is a program that connects new and returning students to local businesses. For every day in September, a different locally owned business offers a specific deal or discount for students who present their CatCard. This project aims to get students excited about shopping local and gives businesses a chance to interact with our wonderful students!

Registered Student Organizations

Student Organizations: 244
Club Sports: 25
Total Organizations: 269

Total number of club leaders (presidents, vice presidents, treasurers, and secretaries): 879
Total number of students involved in student organizations and clubs: 6,592

Student Organization Leadership Conference

- This one-day conference helps student organization leaders learn leadership skills, network and learn more about campus resources.
- 170 student organization leaders attended
- Representation from 131 student organizations
- 74% of participants said they believed their club will be more successful as a result of their participation in the conference.

On-Going Professional Development

- OSE offered 11* other trainings, workshops, and other professional development opportunities over the course of the year. 213 total attended.
  - *- we did have a 12th training scheduled, but this had to be cancelled due to COVID-19.

CatsConnect

CatsConnect is a useful tool for students to stay up-to-date with all that's going on the MSU campus. Join student organizations, register and manage student organizations, check out events, save important documents, and stay in touch with students. This platform was launched in Fall 2019.

From August 1st to April 1st, we saw a total of 17,317 unique users. 6,035 of those users used CatsConnect on a regular basis. Tuesday was the most popular day to visit CatsConnect.

We had 2,179 downloads of the Corq App.
There were a total of 295 pages created:
- University Offices: 26
- Student Organizations: 244
- Club Sports: 25

There were 1,003 events created by University Offices, Student Organizations, and Club Sports.

Associated Students of Montana State University (ASMSU)
- Approximately 2,500* students visited the office
- 43 students ran for ASMSU positions
- ASMSU Senate passed 8 resolutions, 14 bills (6 bylaw and 8 constitutional amendments), 7 funding requests
- Nearly 69% Primary Election voter turnout
- 16.3% General Election voter turnout
- Balanced and passed the FY 21 budget of $1.03 million
- Student Memorial Task Force
  - Participated and raised over $9k in MSU’s first ever GIVE BIG Day
  - Began campaign to raise money to rebuild the Student Memorial

Community Engagement Programs
- **Service Saturday**
  - 8* Service Saturdays
  - Total number of Service Saturday volunteers: 628 (35% increase)
  - Total number of volunteer hours: 1441 (23% increase in community service hours compared to 2018-2019 academic year)
  - Total number of unduplicated community partners: 19
- **Convocation Service Saturday**
  - 180 students participated, serving over 540 hours with 9 local nonprofits between Bozeman and Belgrade
- **Rockin’ the M**
  - 90 student volunteers hauled 104 gallons of paint up the M Trail and gave 360 volunteer hours!
- **Involvement and Study Abroad Fair**
In the fall, we had nearly 300 students attend the event. The fair brought 27 established Student Organizations, 3 new and recruiting student organizations, 24 Community Organizations, and 10 international universities and study abroad programs to campus.

In the spring, we had nearly 175 students attend the event. The fair brought 36 established Student Organizations, 3 new and recruiting student organizations, 20 Community Organizations, and 10 international universities and study abroad programs to campus.

- **Can the Griz**
  - 92 student volunteers gave 308 volunteer hours
  - Collected $230,096 + 207,169 = 437,265 total!

- **Repairing the Harm Through Community Service**
  - 70* students referred
  - Total of 210 community service hours served.

- **BreaksAway**
  - 54 students would have served 2,160 hours in 5 different locations across the US. 7,520 total miles would have been traveled.
  - 12 students and 2 faculty members would have traveled to the US/Mexico Border May 11-18 and served 670 hours with Humanitarian Organizations and No More Deaths.

- **MSU Connections**
  - 2 MSU Connections seminars were held
  - 75 people attended all of the MSU Connections sessions

**Campus Programs & Events**

- **Day of Student Recognition Virtual Celebration**
  - Total number of students honored: 40
- Total number of scholarships: **40**
- Total monetary awards given to students: **$12,700**

- **Catapalooza**
  - Total number of campus and community groups hosted: **350**

- **Marketing Team**
  - Over **6,500** followers on social
  - Increased Instagram followers **20%**
  - Increased Facebook followers **11%**
  - Grew team from 4 to 6 students
  - Produced **over 45** high-quality videos
  - Received **over 137** unique graphic requests consisting of multiple assets per submission
  - Developed **2** internship opportunities:
    - Marketing Associate-Jake Jabs College of Business and Entrepreneurship
    - Graphic Designer- School of Art
  - Response to COVID-19:
    - Launched Associated Students Radio Hour Podcast
    - Shifted ASMSU Elections marketing entirely online and surpassed the voter turn-out goal
    - Created social media engagement such as: virtual OSE bingo, Spotify playlist, fill-in-the-blank Instagram stories, surveyed students and shared results about self-care, and more.

- **Arts & Exhibits**
  - **3,786** visitors at the Exit Gallery
  - **1,797** visitors total for the Fall & Spring Art Markets
  - **82** people attended to the two visiting artist lectures

- **Procrastinator Theater**
  - **3,400** attendees total
    - Fusion 360 program crashes lead to inaccurate reporting in the first month of 2020 Operation
    - COVID-19 lead to an early shutdown about halfway through Spring 2020 Semester
    - Theater encountered various A/V issues throughout the first two months of 2020 Operation
      - These were traced back to faulty equipment installed by a third party during the Procrastinator/SUB renovation
  - **32** movies shown over the course of the year.
    - COVID-19 lead to an early shutdown about halfway through Spring 2020 Semester
- Remaining films will be credited to Fall 2020 contract
  - 380 people attended Rocky Horror Picture Show
    - A new ticketing system was used implemented for Rocky Horror in Fall 2019
  - New programs:
    - Medical Lab Science Club Screenings were scheduled to begin in April 2020
      - The club would sponsor Family Friendly screenings on weekdays to drive more family traffic on weeknights
      - Canceled due to COVID-19
    - Smithsonian Screenings
      - History/Humanity Departments would sponsor and advertise public screenings with Professional roundtables based on Travelling Smithsonian exhibits at the Bozeman Public Library
      - The first event was scheduled for late April and was centered on the Holocaust, with a roundtable of Professors
      - Canceled due to COVID-19
    - International Film Screenings
      - International Non-English language films would be shown
      - Bozeman Film Society would help partner on the project
      - On-Campus groups would also partner up on the screening and advertising
      - The first screening was to be Parasite (2019)
      - Canceled due to COVID-19

- Health & Well-being
  - Collaboration between ASMSU and other MSU related Health & Wellbeing entities.
    - Worked together to better utilize our resources and collaborate on programming.
  - Mental Health:
    - Mental health events such as The Summit, promoted de-stigmatizing discussion around mental health and seeking help for mental health issues. The format of this event featured student voices and peer-to-peer interaction.
    - Advertising for the events promoting mental health dialogue featured resources for long-term care and encouraged students to seek help and practice better self-care.
  - All events were designed to address different areas of wellbeing to be an encompassing health promotion campaign.
  - The Wellness Fair was an event that allowed students to learn about resources involving health and wellbeing on campus in the community and how to protect their bodies from sport related injuries.
• The event featured community and campus partners at booths who engaged with students and discussed ways to improve areas of wellbeing. This built community partnerships and created an opportunity for students to find interests within wellbeing.

• Health Engagement

Events that included both educational components and interactive, engaging activities were a priority

• Diversity and Inclusion

*The Diversity and Inclusion Student Program* focuses on being most intentional in diversity, inclusion, and access of our office, programs and events, services, and opportunities for students.

*Diversity Symposium:* The Diversity Symposium had roughly 120 attendees (students, faculty, staff, and community members) throughout the entire event, and 65 attendees at the dinner and keynote lecture. There were 12 sessions that were led by students and faculty at MSU. Presentation topics focused on racial/ethnic identity at MSU and in the greater Bozeman community, age, sex/gender/sexual orientation, class and socioeconomic status, as well as country of origin, as well as the intersectionality of other aspects of identity.

For the Toni Morrison film screening, we had 66 attendees—students, faculty, staff, and community members.

The Student Director was able to help collaborate with the Office of Admissions and the Diversity and Inclusion Student Commons to help revamp the Diversity and Inclusion Ambassadors (DIAs) Program that started in Admissions last year.

We were able to onboard 15 DIAs and provide them with inclusive leadership trainings, and well as exposure to the various campus resources and partners that are doing diversity, inclusion, and equity work on campus. DIAs served as representatives from all three offices (ours included, because they were a pilot project of mine) at MSU Friday events, in addition to meeting with prospective students by request.
Student Engagement Global Ambassadors (SEGA)

The Student Engagement Global Ambassador (SEGA) Program is the heart of involvement and study abroad on campus. Developed in collaboration with The Office of International Programs, this peer to peer advising program encourages student involvement, aligns with the university's strategic plan, and highlights MSU's vision of shared services and campus collaboration.

What is the Student Engagement Global Ambassador (SEGA) Program?

- 1 credit course
- Monthly class meetings
- Campus event and study abroad outreach
- Peer-to-peer advising

The Fall 2018 semester consisted of 9 SEGAs, across 11 majors, made up seniors, juniors, sophomores, and international students. The Spring 2019 semester consisted of 5 SEGAs, across 6 majors, made of juniors and sophomores.

Fall 2019 SEGA Reach:

- 28 hours a week of advising (in 2 locations – Study Abroad Advising room SUB 174 and OSE Main Office SUB 222)
- 98 individual SEGA advising appointments
- 10 classroom presentations
- 94 events volunteered
- 2025 total students reached at events and advising through SEGA students

Spring 2020 SEGA Reach*:

- 28 hours a week of peer to peer advising (two locations – Study Abroad Advising Room & Office of Student Engagement)
- 22 events volunteered

Programming, Activities, and Campus Events (PACE) Board:
The PACE Board is comprised of student directors that collaborate to plan, execute, and assess a variety of student engagement events and activities. Led by the PACE Board Chairperson and advised by the ASMSU Vice President and Student Engagement and Leadership Advisor, this group meets weekly to work together to plan, implement, and assess exciting and engaging events on and off campus for their peers.

Fall 2019 Events

- Hypnotist Gabriel Holms
- SUBTACULAR
- M Photo
- Bobcat Block Party
- Bookstore Blitz
- Magician Nash Fung
- Rec Center Rumble-September
- Convocation Pre-Party
- Welcome Tents
- Comedian Becky Robinson
- Glow Zumba
- Rocking the M
- Homecoming BBQ
- Homecoming Parade
- Homecoming Carnival
- Lighting of the M
- Rec Center Rumble-October
- Rec Center Rumble-November
- Strike Out Hunger-Can the Griz
- Swing Cats Night-Can the Griz

**Spring 2020 Events**
- Bowling and Billiards
- Back to School Flick at the Pro
- Welcome Tents
- Battle of the Bands
- Rec Center Rumble-January
- Trivia Night at Rendezvous Dining Hall
- SRO Slam
- Rail Jam*
- Glow Roller Rink**
- Campus Feud live game show**
- Golden Lights concert**
- Star Wars movie screening and trivia**
- 5 virtual trivia nights via Kahoot!
- Virtual Cooking Class with Jyll Everman
- Ongoing MSU MineCraft server
- “Broadcats” Student focused positive newscasts

In addition to the events that PACE took the lead on, they also partnered with many university offices to support their programming efforts. Examples include: Residence Life, Athletics, Office of Health Advancement, Recreational Sports and Fitness, the MSU Library, and more.

Due to the COVID-19 pandemic, starting in mid-March, the PACE Board quickly pivoted to an online/remote engagement platform. Although this was challenging, the team came together and provided diverse, unique, and compelling engagement opportunities for MSU students. PACE programing has continued to provide a powerful sense of normalcy, community, and belonging in a time of upheaval anxiety and isolation due to the global health crisis.

*Cancelled due to event partner pulling out a week before event
**Cancelled due to COVID-19 Pandemic and resulting public health restrictions