

Digital Engagement Collaborative Meeting

October 21, 2020

Wes Summers



UNIVERSITY OF
GEORGIA

Homework Discussion

Case Studies:

- International Coffee Hour: Justin Jeffery
- Panhellenic Recruitment: Kara Rex
- New Student Orientation: Family Engagement - Larry Cloud
- ECV Instagram Cooking Tutorials: Jessica Keever
- At this point, we should all have a good understanding of the anatomy of a good individual Digital Engagement Initiative:
 - Enhances not approximates
 - Interactive (personalizes the experience)



Collaborative Next Steps

Digital Engagement (draft) Vision Statement:

Use technology to enhance our student's campus experiences by creating personalized, interactive, and meaningful engagement with our services and programs.

Collaborative Next Steps (cont)

What does this mean?

We want to figure out:

1. Who are students are (on an individual level)
2. What they want (or need) from us
3. How to use 1 to inform 2 and deliver it to our students where they are (digital lives)

Collaborative Next Steps (cont)

How do we get there?

Integrate CRM/captured student data into delivery tools/systems and use those tools and data to intelligently engage students and personalize their experiences with our programs and services based on a student's individual preferences and interests.

Collaborative Next Steps (cont)

Deliverables:

1. A digital engagement road map that covers:
 - An overview of the vision and what it looks like
 - Current technologies and data sets that we can interface with
 - Best practices and standards for implementing a digital engagement initiative
 - How to measure for success, what data we need to be capturing, tools used for capturing data to achieve our vision
 - Strategies for integrating systems and technologies to have our vision become reality
2. You! - Each of you will be a SME for your own area in Digital Engagement best practices and standards that you can then incorporate and teach within your own area.

Collaborative Next Steps (cont)

We'll split the collaborative into two working groups:

Working Group 1: Strategy

- Learning about and documenting existing digital engagement strategies (on campus and off)
- Defining best practices and standards for Digital Engagement Initiative design
- Defining measures of success and data points we need to collect

Working Group 2: Technology

- Auditing existing technologies and data sources (on campus and off)
- Defining best practices and standards for implementing and integrating technologies
- Defining and applying the tools for measuring success

Collaborative Next Steps (cont)

Each Working Group will have a team lead who will:

- Help their respective group define and assign individual tasks to group members.
- Help define and execute any group-specific deliverables
- Serve as the point of contact for their group in reporting back to me and the collaborative.

Team leads:

- Strategy: Nancy Byron (nbyron@uga.edu)
- Technology: Justin Jeffery (jsj@uga.edu)

Collaborative Next Steps (cont)

We'll change to an every other month meeting schedule rotation:

- Working groups meet one month
- Whole collaborative meets the next month
 - Working groups will report back progress during collaborative meetings.

Collaborative Next Steps (cont)

Action Items:

- Provide feedback on Vision, Deliverables.
- Indicate your preference for a working group (not all may get their preference):
 - Strategy
 - Technology
- Working Group Leads
 - Make contact with your group members and set up a meeting for next month
 - Work with me on potential first steps

What have I missed?

Thank You!