

KICK-OFF ACTIVITY



As you watch the student videos from the Center for Community College Student Engagement, consider the following questions. Assume all of these students attend the same college and you are the president.

What evidence would you draw from their stories about what your college is doing well or should be doing better?

Hearing their experiences, what questions come to mind that you'd want to ask your senior staff and faculty? Specify whom and what you'd ask.

When listening to the students, what surprised you? What else would you want to know about students' experiences?

Discuss in small groups:

How do student voices—in the format of interviews and focus groups, rather than as quantitative data points—currently inform change at your institution?

Where do you see specific opportunities for listening to student voices to impact change?

What do you see as the benefit of putting systems in place to understand the student experience?

PLAN A FOCUS GROUP



In small groups, take 35 minutes to plan for a focus group to learn more about how students experience the enrollment process at your college, following the protocol below.

1. Discuss in table groups five of the most important experiences students have (or should have) in their first semester of enrollment—for example, meeting with an advisor to create an educational plan and choose a specific pathway, or meeting with financial aid counselors to create a plan for paying for college.

2. Choose one of these experiences to “drill down on” in a student focus group, and circle or star it in the chart above. Consider which experience would best lend itself to a focus group as opposed to a survey or secret shopper exercise.
3. Next, plan a focus group to explore how students experience the particular piece of the enrollment process that you have selected.
 - What are the goals of the focus group?

 - How will you recruit participants?

Understanding the Student Experience: Handout 2

- Who will facilitate? Why would this person make a good facilitator?

- What context would you provide for students before beginning the focus group?

- What would you ask students? Remember to script questions that support the goals of the focus group.

PLAN A "SECRET SHOPPER" EXERCISE



Take 25 minutes to independently plan a secret shopper activity, following the protocol below.

List all of the experiences and processes that a new student would go through on your campus, from filling out the application to attending the first day of classes.

Choose your secret shopper. Who will he or she be? What "role" might he or she play?

Create a list of questions for the secret shopper to explore while going through the on-boarding process at your college. The appendix to this module contains some questions to help get you started.