What is SpartanConnect

SpartanConnect is the official UNCG platform designed for students to engage with campus clubs, organizations, and programming. It helps students get connected on campus, document their involvement, and connect the involvement to scholarships, graduate school and post-graduation employment. Students track their involvement using their co-curricular transcript. Just like a traditional transcript documents their progress toward, it development of six areas developed using national standards. SpartanConnect also provides faculty and staff a central platform to track student engagement, involvement, and also advertise/promote events to students.

Student Affairs Utilization

Attendance tracking for programming was an area where numerous modalities were employed across the division of student affairs. SpartanConnect has provided an easy way to upload and store attendance data (even when internet is not available on site). In 2017–2018, 4567 students scanned into events on campus. By the numbers, 2812 attended Campus Activities & Programs (CAP), 271 Counseling Center programs, 477 Office of Leadership and Civic Engagement (OLCE) programs, and 461 for Office of Intercultural Engagement (OIE).

Women were more likely than men to participate in OLCE and OIE program but participation in CAP events mirrored gender statistics on campus. African American and Hispanic students were significantly more likely to participate in student affairs programming compared to their white peers (Average: African American 50%; Hispanic 14–17%; White 22–25%).

• SpartanConnect has provided clubs and organization a central location to market events to students. For campus events and programs, 4567 students participated for an average number of events number of events of 1.7. 73% of event participants were women (10% higher representation of overall student population). Black or African American students were the most likely race group to participate in programs representing 48% of the overall participants in tracked programming.

• There are also 344 clubs, student organization, and departments registered in SpartanConnect with 11208 total club members. This represents 5978 unique students (30% of overall enrollment). Average organization membership is 33 students.

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The Co-Curricular Transcript (CCT) is the transcript of UNCG student involvement, highlighting out-of-classroom experiences including attended events, organization participation, and self-reported experiences. The CCT can be used to apply for grad school, provide speaking points for job interviews, and to showcase leadership experience. The co-curricular transcript documents co-curricular learning accomplished by UNC Greensboro students. The experiential learning is grouped into six curricular areas including Intercultural and Global Understanding, Civic Engagement and Social Responsibility, Leadership and Ethical Development, Career, Professional, and Financial Development, Interpersonal Skill and Intrapersonal Competence and Health and Wellness. Assessment based on student learning outcomes can be achieved through the following possible methods: reflection and application; attendance; active participation; and developing competencies.

To view or download your CCT, log-on to spartanconnect.uncg.edu and click on your initial or photo icon, then click Co-Curricular Transcript.

Partner Spotlight: Rawkin Welcome Week

This year, the office of New Student Transitions & First Year Experience integrated SpartanConnect to provide attendance tracking and data collection for all events offered during Rawkin’ Welcome Week. Use of SpartanConnect was promoted to all incoming students throughout the summer as a part of SOAR. Students were encouraged to download the SpartanConnect mobile app - Corq. Rawkin’ Welcome Week events were loaded into SpartanConnect. Students were not required to sign-in or sign-up for any events, they only needed to swipe their Spartan ID Card. Upon completion of the event, participant data was exported and sent to the respective departmental host providing basic information including the number of attendees, classification, and e-mail addresses for future follow-up. From this information the data will provide intentional data/insight on some of the following:

- 63 events occurred during welcome week.
- 24 events tracked attendance totaling 6563 participants.
- Average attendance of tracked events: 274.

The data provides campus planners the opportunity to know which populations of students did not attend events, research why, and make programmatic changes.

Conclusions

SpartanConnect use has increased throughout the 17–18 academic year. By the end of the year, 90% of all events were loaded into SpartanConnect for student marketing. Also, 4500 students scanned into events to track attendance and all student organizations registered with CAP must use the system to register with the university. Currently over 9,345 students have actively logged in and used the system, the goal over the next year will be to increase student use by at least 10%.

What’s Next

In the next year, we will study what is the impact for students related SpartanConnect and the co-curricular transcript. We will also evaluate ways the process for using SpartanConnect has adapted over time. Finally, we will evaluate ways to engage students who have not logged into SpartanConnect.

Partner Spotlight: University Library

‘The University Libraries is very pleased with how SpartanConnect expands our promotion for both external and internal events. Entries are easy to create, and we can use the tracking data to more effectively evaluate our efforts. Over the past year we have advertised several fun events, including the Diversity & Global Engagement Expo, Free Coffee During Finals, Games in the Library, and Therapy Pet visits. We also used SpartanConnect to register and record student worker training for Customer Service Skills and Working with Diverse Populations, and for advertising our recent Research and Applications Webinar Series to distance students. Using SpartanConnect has markedly expanded our outreach to students, and we will continue to use it for all of our events and programs.’ - Terry Brandsma, Information Technology Librarian and Associate Professor