

# 2018-2019 Assessment Final Report

Department: Student Involvement & Leadership Center

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## Leadership Toolbox: Utilizing Social Media Report

### Introduction

#### Assessment Project Description

The Leadership Toolbox: Utilizing Social Media program is one part in a three-part series focused on student organization development. By offering modern topics on modern leadership and helpful tools for today's college student, this first Leadership Toolbox program in the series provides insight on utilizing social media to enhance marketing strategies for student organizations. The first event in the series will have a focus on utilizing social media for marketing and recruiting efforts for student organizations and involved students at KU. The assessment project's goal is to measure if students gained helpful knowledge from attending the program and if they feel that they will take the information and apply it to their student organization/club. We measured this by a post-event survey, which was handed to the attendees in paper form. The results will help us re-approach the program in the future and adjust content as necessary to ensure we are providing relevant and appropriate information.

#### Service/Program Student Learning Outcome(s)

Students participating in the Leadership Toolbox: Utilizing Social Media program will be able to...

- Identify popular trends with social media (SILC Learning Outcomes #1).
- Implement principles of popular trends identified to their organization's accounts, or their own personal social media presence (SILC Learning Outcomes #1, #3, and #4). Identify possible funding opportunities available on campus to support student organizations (SILC Learning Outcome #1, #2, #3)
- Compose various social media posts to benefit their organization, club, or department in a way to enhance their online presence (SILC Learning Outcome #1 and #4).

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- Apply gained knowledge from the social media presentation back to their groups/organizations for recruitment, marketing, and collaborative efforts (SILC Learning outcomes #1, #3, and #4).

## **Population/Sample:**

The twelve (12) students who attended the Leadership Toolbox: Utilizing Social Media program on Wednesday, February 13<sup>th</sup>, 2019. Ten (10) students filled out and completed the survey.

## **Assessment Method(s):**

Students completed a post-training survey at the end of the event. It was given to them in person, and they were asked to complete and return the survey before they left the room. The survey was composed of ten (10) questions overall, ranging from short-response questions to a Likert scale of “Agree/disagree” style responses.

## **Summary of Key Findings/Results**

Overall, the results were outstandingly positive. Of the respondents, 100% reported that they would utilize the information provided either with their own student organizations or in their personal social media endeavors, and 90% of the respondents **strongly** agreed that the program introduced them to social media trends they were not aware of prior to attending the program.

With 80% of attendants agreeing that the program exceeded their expectations of the event, the remaining percentage reported that they would have liked more time in the event to take all of the information in. With this in mind, we will consider increasing the program duration, and adjusting the time of day it is held. Overall, all respondents agreed that the Leadership Toolbox: Utilizing Social Media program was beneficial and helpful to their understandings of social media, and that they also learned new information regarding social media and marketing.

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## Conclusions

### Impact of Assessment

Through this assessment, we were able to determine that the Leadership Toolbox: Utilizing Social Media program was successful and that the students involved really did learn new aspects of social media that they were not aware of prior to the event. While the majority of the feedback from the survey was positive, there were a few things that we can take for next year's event improvement, such as allotting more time for students to process the information presented. From the assessment, it is clear that this information is exciting to students and something they want to learn more about, particularly in today's age of technology and social media.

### Lessons Learned

Having a post-event assessment survey was a very beneficial process and aspect of the event, as we were able to gather students' opinions of the program while the information was still fresh on their minds. This will certainly be a feature that will be repeated next year. While we did require students to RSVP on Rock Chalk Central prior to the program and provide a small amount of information (name, student organization if applicable, and what they hoped to achieve by attending the event), this may be something to look into for next year to either elaborate or improve on. By doing this, we would be able to better tailor the event to the experience the students are hoping to gain. Regardless of this RSVP feature, we would still allow students to attend the event simply by showing up. Overall, this program was a success and it is a hope to offer similar content with added improvements based upon the student feedback from this program.