USING TECHNOLOGY TO PROMOTE STUDENT SUCCESS AND ENGAGEMENT

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SOUTH PIEDMONT COMMUNITY COLLEGE DEMOGRAPHICS

Figure 3.17: Enrollment by Credential

Credential Type	Fall 2013	Fall 2014	Fall 2015	Fall 2016	% Change
Associate's degree	1,970	1,768	1,582	1,431	-27%
Diploma	89	94	85	81	-9%
Certificate	96	142	113	86	-10%
Early College	229	223	354	459	100%
Career and College Promise	212	244	360	586	176%
Special Credit	176	176	125	135	-23%
Total	2,772	2,647	2,619	2,778	0%

Source: SPCC Data Warehouse

SOUTH PIEDMONT COMMUNITY COLLEGE DEMOGRAPHICS

Figure 4.7: Computer and Internet Access

	Anson County		Union County		SPCC Service Area	
	Estimate	%	Estimate	%	Estimate	%
Has a computer	6,504	65.7%	68,979	92.8%	75,483	89.6%
With dial-up Internet subscription alone	23	0.2%	42	0.1%	65	0.1%
With a broadband Internet subscription	5,415	54.7%	65,264	87.8%	70,679	83.9%
Without an Internet subscription	1,066	10.8%	3,673	4.9%	4,739	5.6%
No computer	3,400	34.3%	5,384	7.2%	8,784	10.4%

Source: US Census Bureau American Community Survey
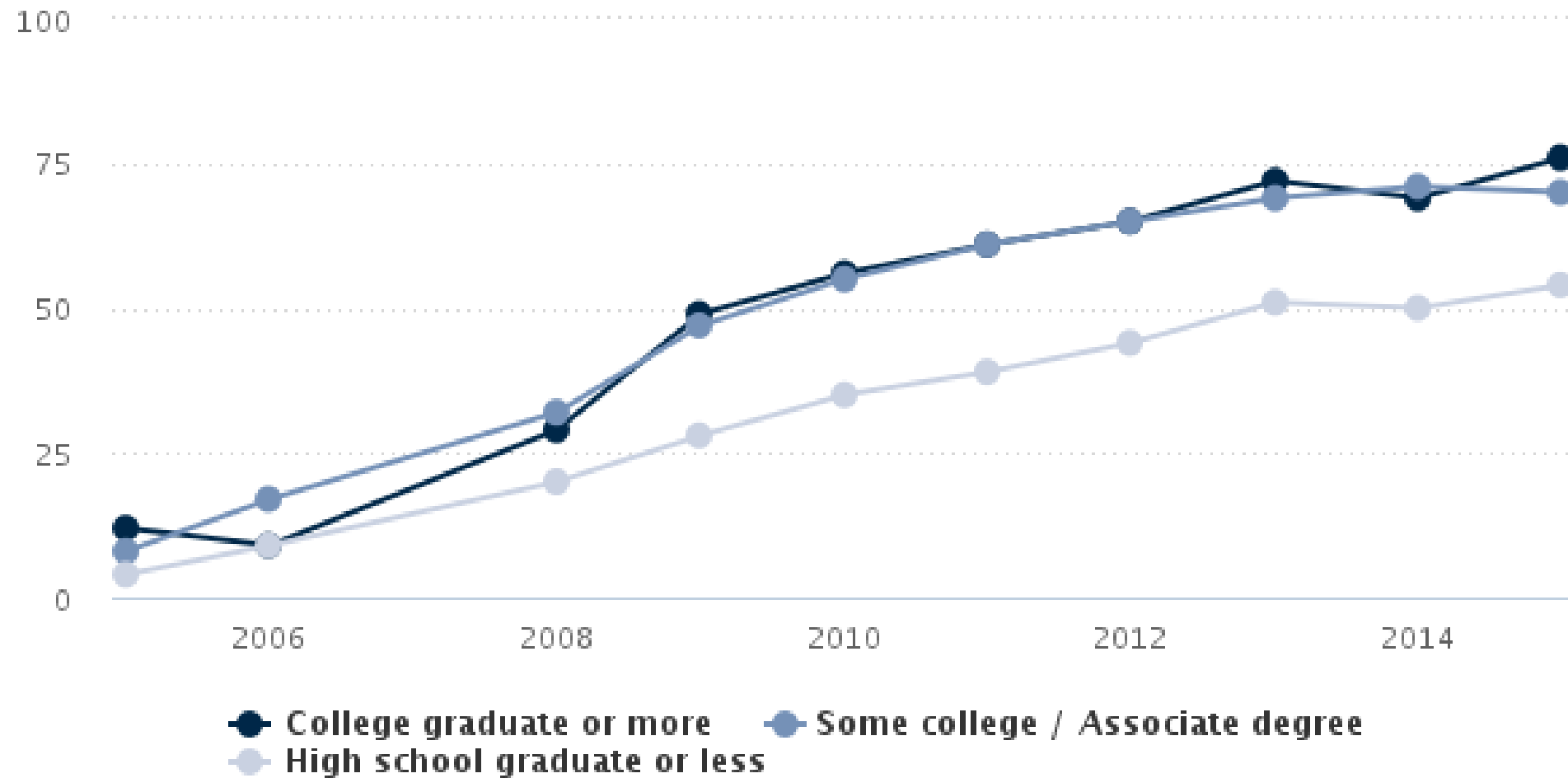
WHY SHOULD WE USE SOCIAL MEDIA TO ENGAGE STUDENTS?

% of U.S. adults who use at least one social media site, by age

— 18-29 — 30-49 — 50-64 — 65+
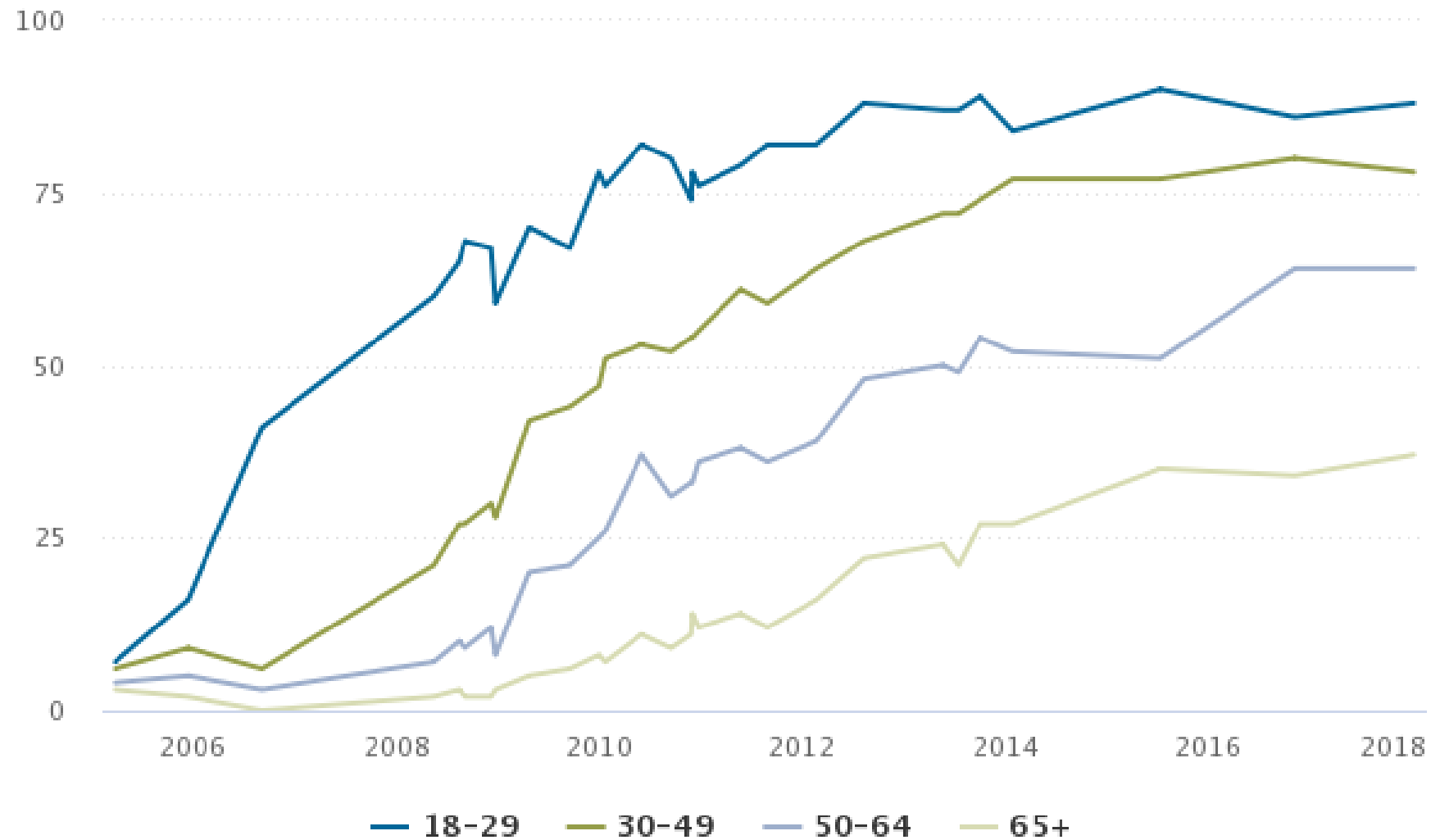
Source: Surveys conducted 2005-2018.
PEW RESEARCH CENTER

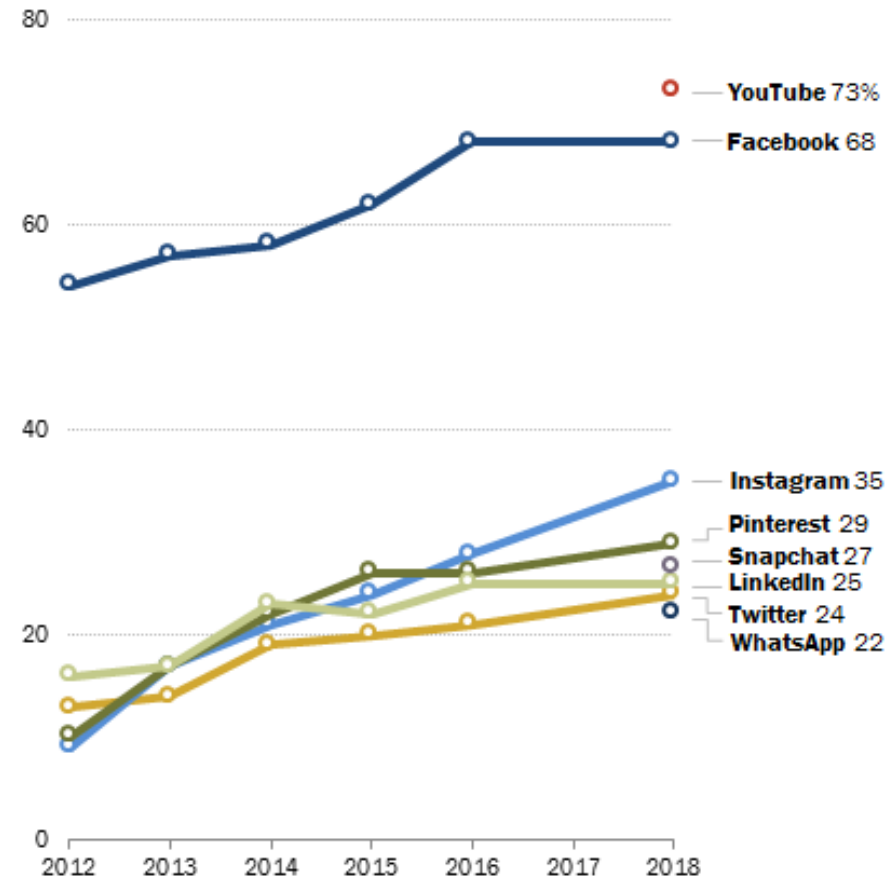Among all American adults, % who use social networking sites, by education level

Source: Surveys conducted 2005-2015
PEW RESEARCH CENTER

Among all American adults, % who use social networking sites, by community type

Urban   **Suburban**   **Rural**
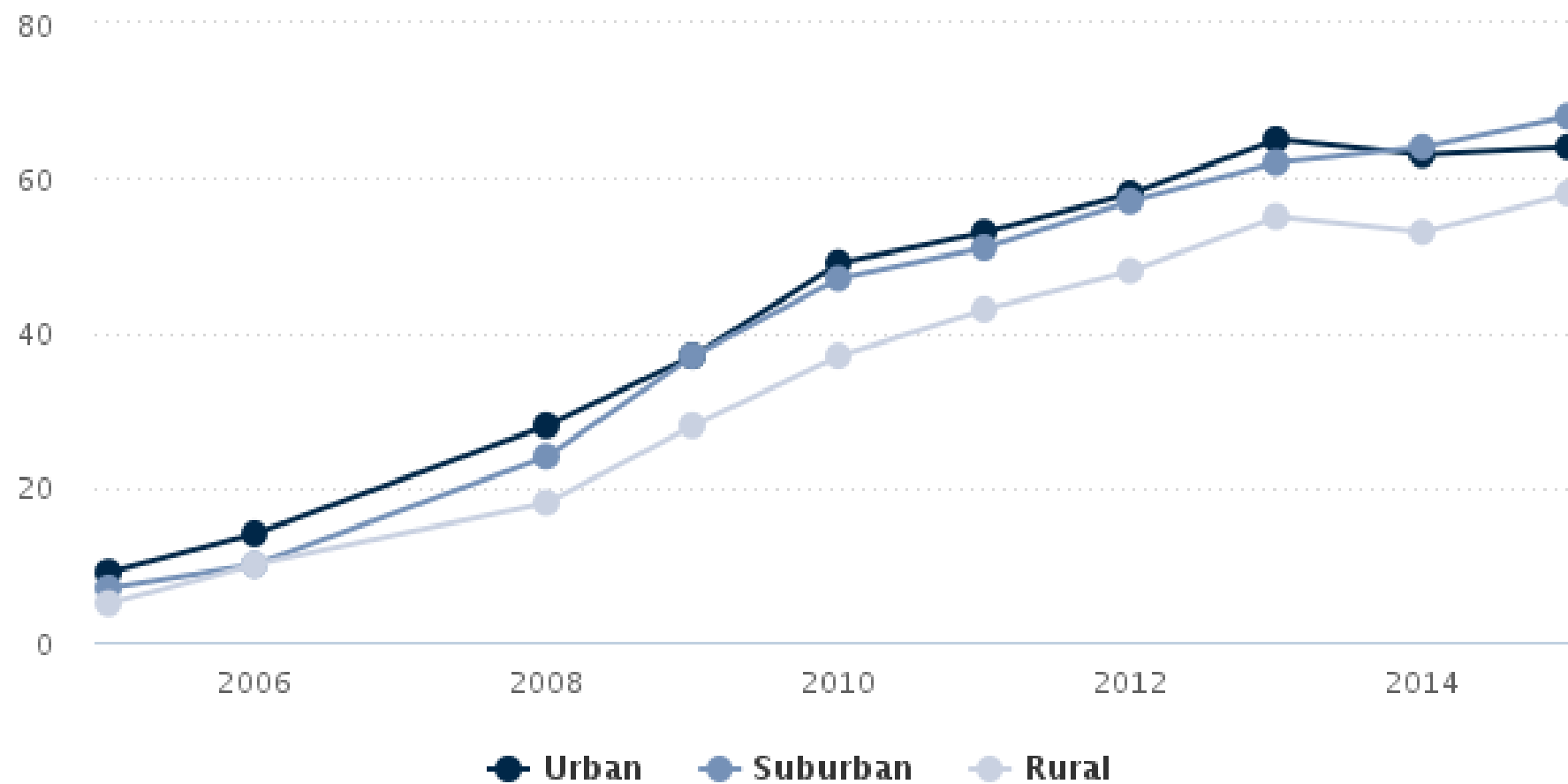
Source: Surveys conducted 2005-2015
PEW RESEARCH CENTER

Majority of Americans now use Facebook, YouTube

% of U.S. adults who say they use the following social media sites online or on their cellphone

YouTube 73%
Facebook 68
Instagram 35
Pinterest 29
Snapchat 27
LinkedIn 25
Twitter 24
WhatsApp 22

Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat or WhatsApp.
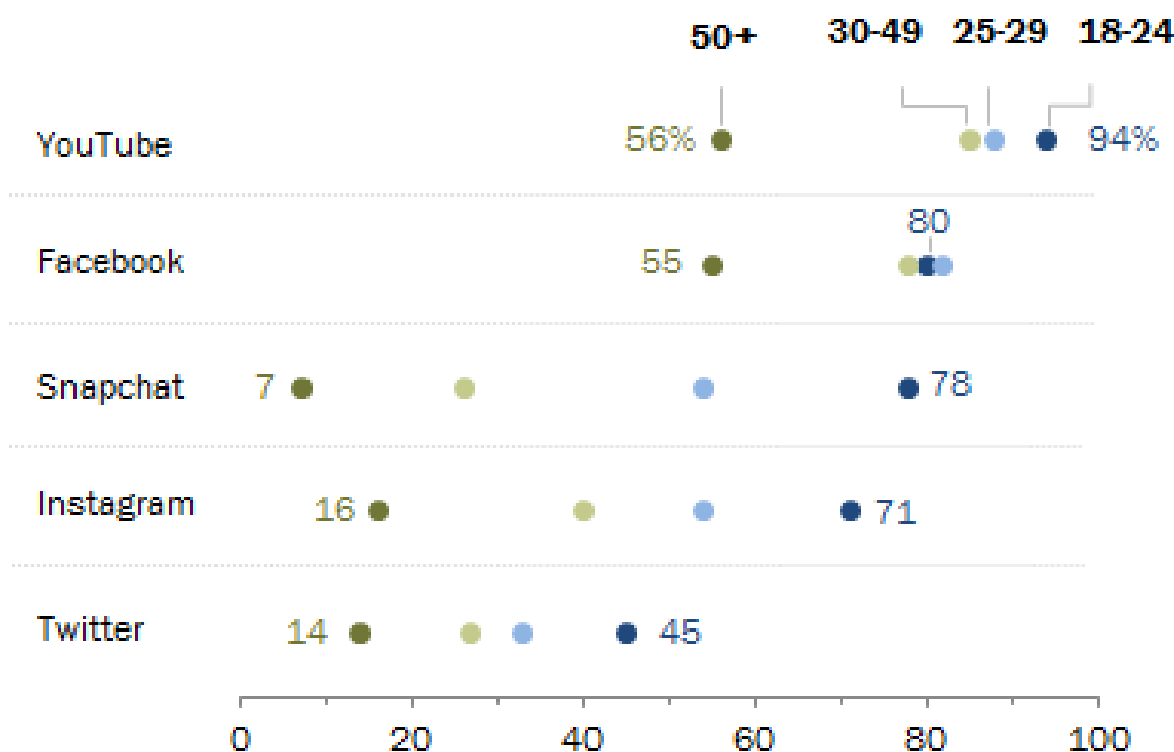Source: Survey conducted Jan. 3-10, 2018. Trend data from previous Pew Research Center surveys.
"Social Media Use in 2018"

PEW RESEARCH CENTER

- 73% of adults use YouTube

- 68% of adults use Facebook

- 35% of adults use Instagram

Social platforms like Snapchat and Instagram are especially popular among those ages 18 to 24

% of U.S. adults in each age group who say they use ...

Source: Survey conducted Jan. 3-10, 2018.
"Social Media Use in 2018"

PEW RESEARCH CENTER

INTRODUCTION

How does the technology work?

APPLICATION

How can it be used to engage students?

BEST PRACTICES

How can we maximize quality and effectiveness?

Text Messaging

Text Messaging: How can it be used to engage students?

Event Reminders

- On-campus events

- Important deadlines

Check-in with individual students

- Helps to connect with students who may not read their email

- Send encouraging messages

Last-minute changes

Alert students about last-minute cancellations or classroom changes

TEXT MESSAGING
Best Practices

1

Use a short and clear group name.

2

Cannot add phone numbers to the group list without students opting into the group.

3

Keep messages short.

4

Remember FERPA.

5

- Can organize contacts into groups.
- Schedule reminders in advance.
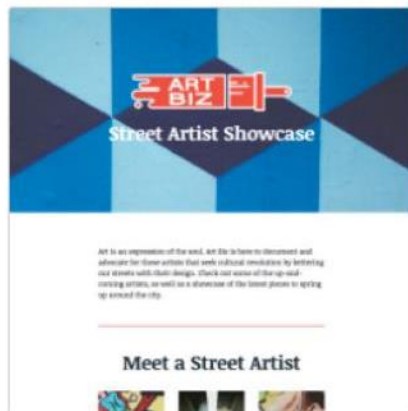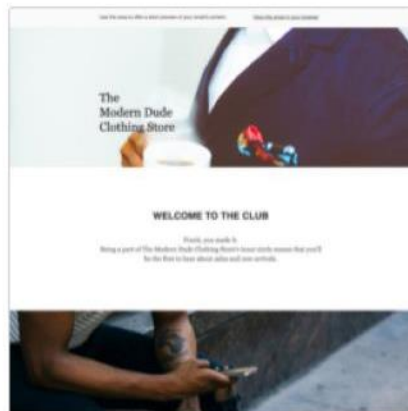
Email Marketing Platforms

MailChimp

Constant Contact®

Layouts   **Themes**   Saved templates   Campaigns   Code your own

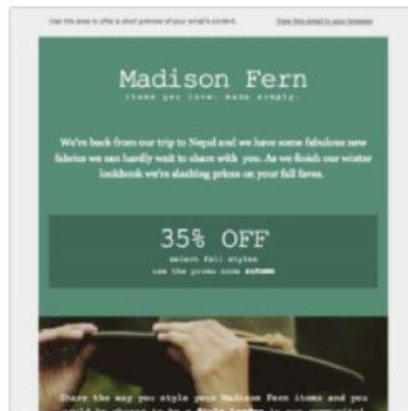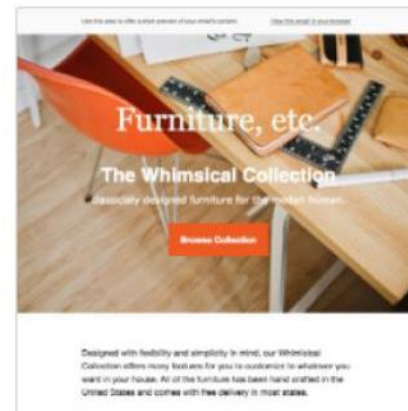| All   ⌄ | | Search all themes   🔍 |

Featured
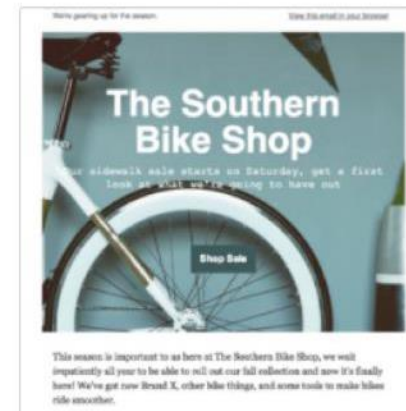

Art Newsletter

Member Welcome

Monthly Contest

New Collection

Sale Announcement

E-commerce

18

THE MONTHLY CONNECTION

Your resource for counseling services at SPCC

SP SOUTH PIEDMONT COMMUNITY COLLEGE

College Students Facing Anxiety

According to a 2014 Penn State study, anxiety has surpassed depression as the leading mental health issue impacting college students. Listen to the stories of these students facing anxiety. Do you identify with them? Counselors are available on both campuses to support you.

Facing Anxiety
Students share how they cope and how campuses can help

Schedule an Appointment

Linked in

Our age of social media requires a professional online presence to give you an edge in your career development. LinkedIn is the platform of choice for college students and budding professionals. Here are some helpful links to help you develop that presence starting today!

Get Started

LinkedIn for Students

Top Five Profile To-Do's

A BETTER WAY TO TAKE NOTES

College classes cover a lot of ground from start to finish, and it's easy to drown in all of that information. If you need some organization in your life, try the Cornell Note-Taking System. It was developed in the 1940s by a professor at Cornell University and is a great way to organize your notes and study efficiently for your exams. Try it today!

Learn More

Did you Know?

April is Autism Awareness Month! Autism Spectrum Disorder describes a group of complex brain development disorders and includes a wide range of symptoms and levels of disability. Some people are mildly impaired by the symptoms while others are severely disabled.

We all play a role in increasing awareness and acceptance of autism.

Learn More

Shine a Light on Autism
World Autism Awareness Day #April2 #LIUB

UNION COUNTY COMMUNITY SHELTER

311 E. Jefferson Street
Monroe, NC 28112

(704) 289-5300

What does it take to END HUNGER & HOMELESSNESS?

- Adult emergency shelter
- Emergency family sheltering
- Soup kitchen
- Food pantry
- Hygiene products

Get Connected

Contact Us

SOUTH PIEDMONT COMMUNITY COLLEGE

counselors@spcc.edu

L. L. Polk Campus:
704-272-5345

Old Charlotte Highway Campus:
704-290-5844 or 704-290-5846

Campus Info

Schedule an appointment

The Monthly Connection Archive

March 2018

Application

Email Marketing Software: How can it be used to engage students?

Newsletters

Create custom newsletters that include written content, links, and embedded video

Event Announcements

Schedule email alerts for important events

Engagement Data

Email marketing platforms allow you to view data to assess how your email campaigns performed.

- **Open Rate - industry average: 13%**

- **Number of unique opens**

- **Mobile vs. desktop**

- **Click Rate - industry average: 9.7%**

- **Number of total and unique clicks**

EMAIL MARKETING PLATFORMS
Best Practices

1	**2**	**3**	**4**	**5**
Use a catchy subject line.	Less is more. Don't try to fit a lot of written content. Add call-to-action buttons.	Add vibrant pictures.	Graphics! Graphics! Graphics! Use www.canva.com	Schedule the email to send at a strategic time.

Online Hangouts

Online Hangouts: How can they be used to engage students?

Student Success Workshops

Offer workshops online to accommodate online-only students, working students, and students with transportation challenges.

Group Meetings

Can't find a time that works for everyone to meet in person? Meet via a hangout.

One-on-One Meetings

Provides an opportunity to meet face-to-face with students who ordinarily may not come into the office.

ONLINE HANGOUTS
Best Practices

1

Eliminate clutter
in the
background.

2

Be aware of
your audience;
speak in an
authentic voice.

3

Make sure your
microphone
gives out clear
audio. If possible,
use a headset.

4

Mute
participants
when moderator
and panelist are
speaking.

5

Open up the
floor for
participant
questions.

Engagement Strategies
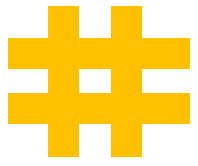
WHAT IS A **HASHTAG?**

WHY ARE **HASHTAGS** IMPORTANT?

INCREASE YOUR **FOLLOWERS**

Live Streaming

BY 2021, **82%** OF ALL GLOBAL INTERNET TRAFFIC WILL BE **VIDEO-RELATED** CONTENT.

LIVE VIDEO WILL GROW **15-FOLD** FROM 2016 TO 2021.

—CISCO VISUAL NETWORKING INDEX, 2016-2021

Facebook had 1.4 billion daily active users on average as of December 2017.

Instagram had 500 billion daily active users as of September 2017.

[Facebook Live Video](#)

Live Streaming: How can it be used to engage students?

Showcase resources around campus

Interview representatives from various offices around campus: library, academic support center, faculty, etc.

Student success strategies

Briefly review success strategies such as time management, organization skills, study tips, etc.

Event day-of coverage

Go live the day of an event to show students the set up and to broadcast the event.

LIVE STREAMING
Best Practices

1

Tell people when you are going live to build anticipation.

2

Make sure you have good lighting and sound.

3

Introduce your content and be authentic.

4

Engage with the audience.

5

Thank your audience and give a call to action.

Short-term Content

HOW TO USE INSTAGRAM STORIES FOR BUSINESS

Stories: How can they be used to engage students?

Promote events

Promote upcoming events.

Feature faculty and staff

Discuss graduation planning, build positive instructor-student relationships, and teach students how to succeed in their courses.

Feature various programs of study

Highlight programs of study, job outlook, local employers, etc.

SHORT-TERM CONTENT
"Stories"
Best Practices

1	**2**	**3**	**4**	**5**
Post regularly.	Keep it short.	Add text and icons to increase interest.	Add links.	Engaging visuals. Bright colors and vibrant action.

GUIDELINES

FERPA

Don't reveal course enrollment, grades, or schedules.

Administrator Privileges

Social Media Guidelines