

Engage: Understanding Campus Activity Involvement

Measure and improve engagement on campus

All universities want to help their students succeed. In order to succeed on campus and beyond, students need to be engaged. It is well established that engagement on campus leads to higher rates of persistence and graduation. But how can you measure student engagement outside the classroom, where students spend most of their time?

With Engage: Understanding Campus Activity Involvement from UKG, universities can not only measure attendance at student events, but also analyze participation against demographics to determine underserved populations and improve programming for all students. Gamification and rewards help boost student use of the app and geofencing ensures students are at the event to record their reward points.

The best part is it's all available via mobile phone with an easy, intuitive app.

Presenting Engage, powered by UKG

- Increase student retention with visibility into their participation in campus activities
- Boost student participation with an easy-to-use mobile interface
- Create excitement and buzz with gamification elements
- Seamlessly integrate with Oracle/PeopleSoft, Workday, and Ellucian SIS systems
- Ensure privacy of student information with role-based security
- Analyze data in the UKG™ (Ultimate Kronos Group) solution or export to a business intelligence program
- Quickly view standings, points, and participation with visual dashboards

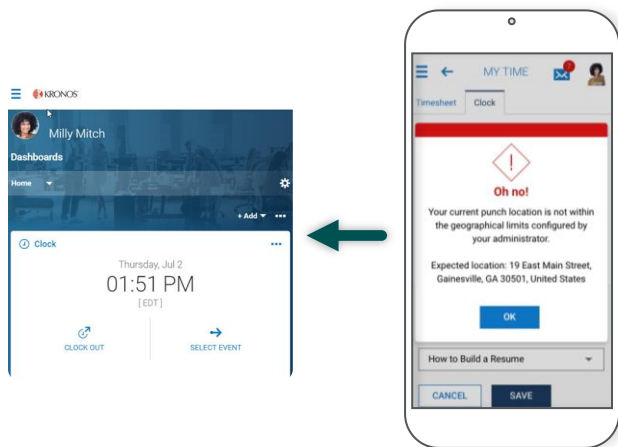
The research findings are unequivocal. Student learning, persistence, and attainment in college are strongly associated with student engagement. The more actively engaged students are ... the more likely they are to persist in their college studies and to achieve at higher levels.



Engage: Understanding Campus Activity Involvement

Engage to succeed

- **Students log in to events** — Make it easy for students to participate by delivering all the functionality they need on their mobile phones. With a quick tap of the login screen, your students are marked present at their chosen event. However, if the student is not in the right place, they can't tap in. The geofencing functionality can be set by location or event space to ensure that students are truly attending the sessions.



- **Gamification** — Getting students to register their attendance using the app would be more challenging without a reward attached. In Engage, rewards are given as points, which are tallied by week, month, or term. High point-earners can be rewarded with gift cards, cash rewards, or other motivating items. Leaderboards and dashboard charts show students where they stand in their quest for rewards, adding a fun competitive element.

Engage to win

- **Working from dashboards** — Event planners and school administrators don't want to sort through spreadsheets and write SQL queries to understand who is attending their events. But they know that by understanding attendance, they can better see whether their programming is reaching the targeted audience. By looking at attendance and comparing it to fields within the student information system — such as gender, major, Pell Grant recipient status, or whether the student is the first to attend college — college staff can see important data and trends. These metrics can show the engagement of students to help drive programming decisions.



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your students and mission.

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