

DO BELIEVE THE HYPE

*Using Student Stories to Shape a Year-Long Faculty
and Staff Training Initiative*

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This Session

Outline


- Review of campus landscape
- Introduction to The Hype
- Introduction to The Spark
- Findings
- Lessons Learned

Session Outcomes

As a participants, you will:

- Be able to describe The Hype and The Spark initiatives;
 - Be able to articulate how this type of initiative might work on your campus
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The Landscape

- Increased political unrest on campus
 - Students sharing chilly campus climate and feeling unheard
 - High demand and high need for faculty and staff training on serving students of color
 - Charge from university leadership to address campus climate and achievement gap for students of color
 - Opportunity to re-build website
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The Blog



The Hype is the MSA-hosted student blog. Learn about opportunities, organizations, resources and the experiences of your fellow students.



The Hype features submissions from Iowa State University multicultural students. The Hype is hosted by the Office of Multicultural Students Affairs; however, the views expressed are not necessarily those of the Office of Multicultural Student Affairs, Iowa State University, the Iowa Board of Regents or the State of Iowa.



Why you should go GREEK!

05 Dec 2017 9:40 AM

Tiffany

Why you should go GREEK!

The Sorority and Fraternity Community is a large and growing element on the Iowa State campus today with over 60 organizations recognized by the university. Approximately 14.6 percent of all undergraduate students are members of the Sorority and Fraternity community.

[Read more](#)

Sorority and Fraternity Community, Greek, MGC, NPHC, Tiffany



Meet Rachael Blansett

04 Dec 2017 3:56 PM

By: Satoriaw

Meet Rachael Blansett! Rachael is the Multicultural Programs Graduate Assistant in the [College of Human Sciences](#). She is currently in her second year studying [Student Affairs in Higher Education Administration](#), and her hometown is Detroit, Michigan. Rachel is also a thriving student activist, who works toward the goal of liberating marginalized groups in our communities.

[Read more](#)

Staff/Faculty Interview College of Human Sciences



Iowa State Representation Continues to Grow at SACNAS Conference by David Ortiz

03 Dec 2017 12:12 PM

Guest Blogger

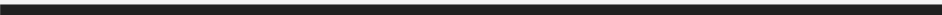
On the 21st of October, Bryan Juarez was recognized for giving the best graduate student oral presentation in Ecology/Evolutionary

The Hype Goals

Goal #1: To provide a digital space for students to share their experiences, involvement, adventures and to highlight people and opportunities of interest.

Goal #2: To provide new content for passive programming via social media

Goal #3: To bring students not already involved actively with MSA programs and services into our office space and promote interaction with the office.




The Hype Implementation

Staff identified student populations and identity groups and then suggested potential students who might be interested in sharing their stories about being a student of color on-campus.

MSA Ambassadors signed-on as regular contributors for posts of any topic (often fun or off-beat posts) and to complete faculty and staff interviews

Multicultural Student Organizations were invited to do a post promoting their organization.


Students seeking funding for studying abroad or professional/leadership conference attendance were asked to submit a post about their experience as part of receiving funding.



The Hype

Goal #1

To provide a digital space for students to share their experiences, involvement, adventures and to highlight people and opportunities of interest.

- 25 *In My Words* posts, opportunity for a student of color to share their story without censorship and as they saw fit
 - 16 posts about campus leadership positions
 - 18 posts about student adventures including internships, conference attendance, preparing for graduate or professional school and study abroad experiences
 - 17 club spotlight posts where students shared information about their club and organization.
 - 22 faculty, staff and administrator interviews conducted by student bloggers
 - An additional, 7 posts with a wellness focus, 5 with academic success foci and 8 fun posts from student bloggers meant to gather followers for the blog and entertain readers.
 - **118 Posts were viewed over 40,000 times**
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The Hype

Goal #2


To provide new content for passive programming via social media

- All posts were promoted across social media platforms
 - Limitations of Instagram
 - Facebook traffic increased 8% (clicking) and 500% (impressions), Twitter traffic increased by 21% (visits) and 124% (impressions), and Instagram traffic increased by 64%
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The Hype

Goal #3

To bring students not already involved actively with MSA programs and services into our office space and promote interaction with the office.

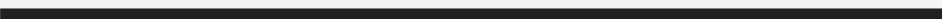
- Students wrote about internships and studying abroad, departmental clubs and organizations and leadership opportunities outside of MSA such as the Honors Program, serving as a tutor, or the role of a Community Adviser (Resident Assistant).
 - Students wrote about sexual assault, discrimination, bias, imposter syndrome, the role of multicultural student organizations in supporting them, and issues of critical interest to their lives.
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The Hype Challenges

- Time
 - Web support
 - Student Interest/Responsibility
 - Institutional/Departmental support to allow students to share their stories truthfully and in their voices
-
- 

The Spark:

*The nexus of
student stories,
staff and faculty
training &
research*



The Spark Goals

Goal #1: Drive faculty and staff to read student stories.

Goal #2: Provide on-going training for faculty and staff working with students of color related to multicultural awareness, skills and knowledge.

Goal #3: Assess the effectiveness of the intervention



The Spark Implementation

The Spark is a weekly email series that will serve as on-going training for Iowa State University faculty and staff on working with multicultural students. Weekly, *The Spark* participants will be presented with a description of the ISU student experience from a different multicultural student.

You can expect to hear about student experiences that are good, bad, uplifting, challenging, ugly and downright unacceptable. Hearing directly from our students is often the spark we need to make critical changes. Along with the student stories, you'll receive helpful information and data about that week's student population along with tangible ways to strengthen your multicultural competence and skills in building an inclusive campus environment.

610 Faculty and Staff Members signed-up to participate

The Spark *Weekly Email*

Kpandi
Ngoc

Delivered on Wednesday mornings at 9:45am weekly via
Constant Contact

Link to student story

-Link used to track clicks as a way to indirectly assess
readership

Information

Reflection Questions

To-Do Items

Additional Reading(s)/Resources

Related Campus Events




The Spark Results

27 weekly emails.

Roughly 50% of participants were opening weekly emails by the final message in June

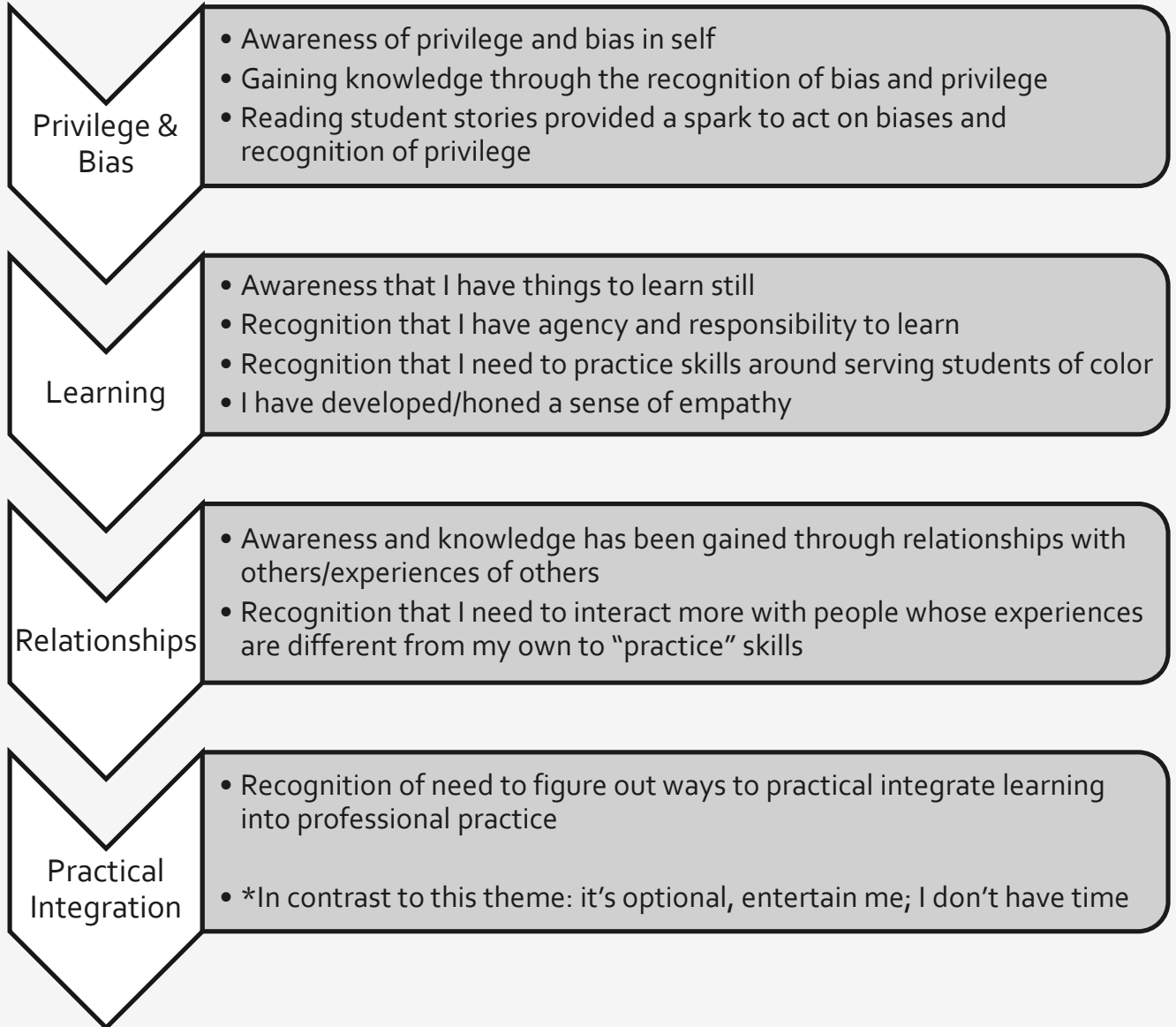
260 completed a post-program assessment.

Following initial analysis, data is still under analysis, but broadly participants enjoyed the program and requested it continue.




Common Themes

Pre and Post Test Responses were Coded by Research Team



The Spark

Limitations


- Time (yours and that of faculty and staff)
 - Need for web/technical support
 - Keeping faculty and staff engaged (see initial results)
 - Relying on student submissions
- 

*Do you
believe the
hype?*

Turn to a partner

How might you see this working on your campus? What campus issues might a program like this be able to address?

What would be limitations to implementing this on your campus?



QUESTIONS

