



**VALUE BEYOND THE CLASSROOM:
KEEPING IT ENGAGING & MOTIVATIONAL**

- Rebecca Hoda-Kearse
- Carlos Guevara

HOSTOS IS CUNY **HETS Second BEST PRACTICES SHOWCASE**

OUTLINE

- ABOUT CUNY, HOSTOS AND THE ILC
- ABOUT THE REWARD POINTS PROGRAM
- IMPLEMENTATION
- OUTCOMES
- SUPPORTING DATA
- FUTURE GOALS

ABOUT CUNY

- City University of New York (CUNY)
 - One of the largest University Systems in the US
 - 23 colleges (7 community colleges)
 - ~ 480,000 students:
 - 260,000 degree-seeking
 - 220,000 continuing education
 - 27 % Hispanic, 25 % Black*
 - 61 % full time

* Source: CUNY Office of Institutional Research, FALL 2010

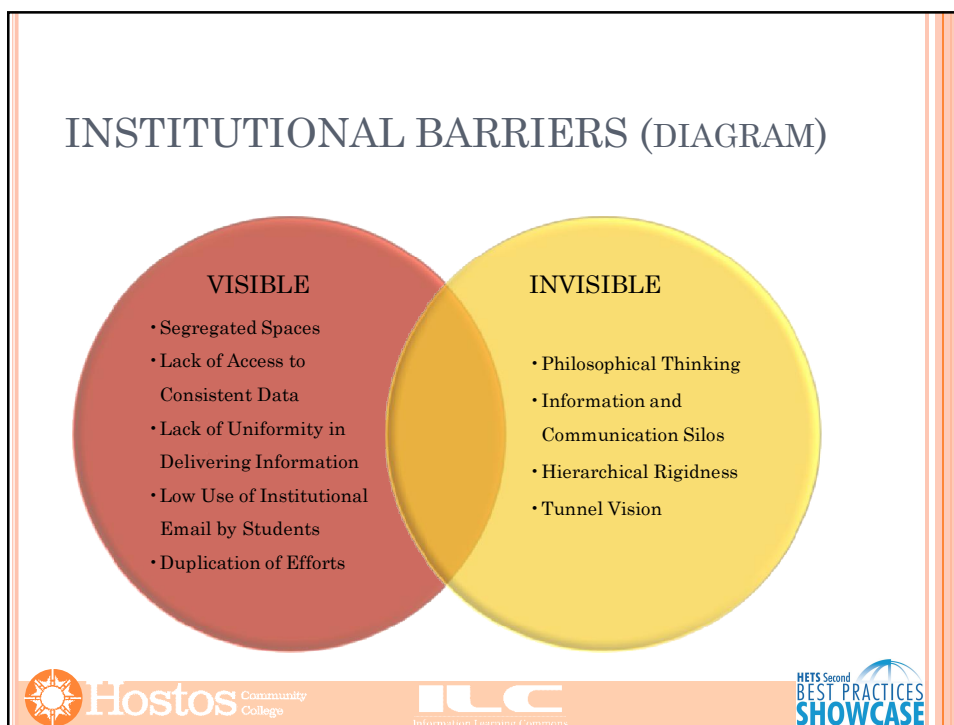
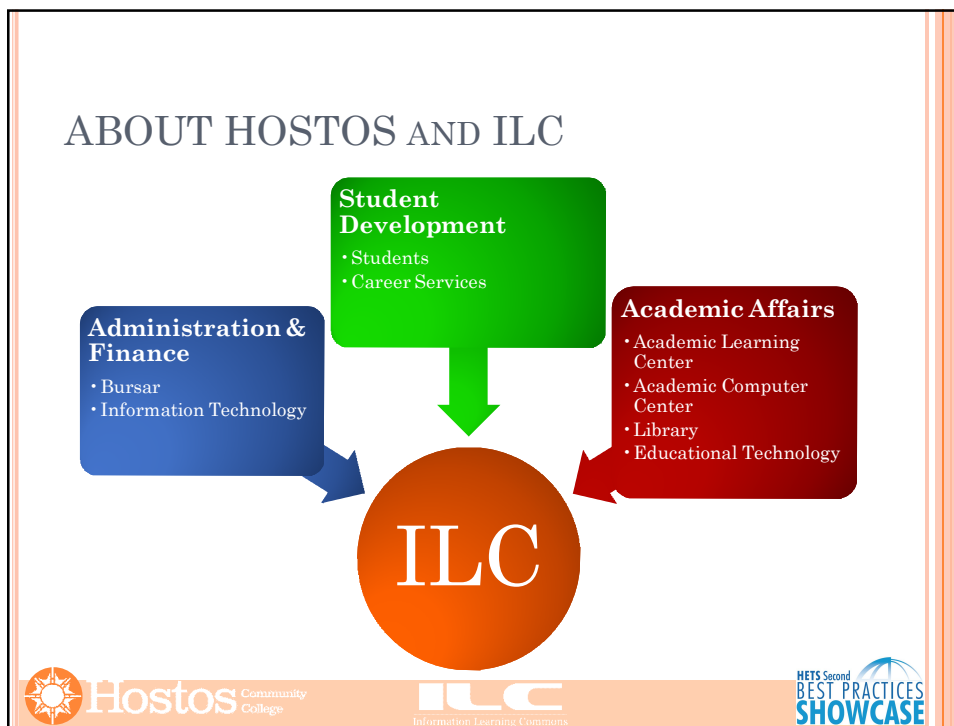


ABOUT HOSTOS

Fall 2011 Snapshot*	
Total Enrollment	7,078 (59% full-time)
Average Age	25.6
Female	67.9%
Male	32.1%
Liberal Arts Students	28.1%
Career Program Students	63.5%
Students enrolled in ESL Courses	9.0%
Hispanic	58.3%
Retention rate	65.7%

* Source: Hostos Office of Institutional Research, 2011





EVOLUTION OF THE ILC

- Restructured Cross-Divisional Membership
- Coordinated Symbiosis
- Open-Minded Perspective
- Voice and a Vote
- Inclusiveness
- Adaptive to Change
- Persistence
- Circle of Engagement
 - Focus on Improving Services to Students/Faculty/Staff
 - Alignment with Institutional Administrative Goals

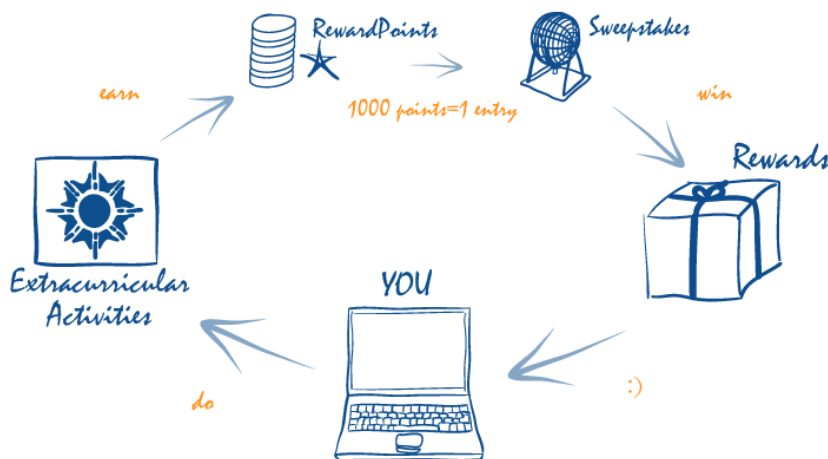


ABOUT THE REWARD POINTS PROGRAM

- What is it?
 - A co-curricular approach
 - Modeled on the popular business incentives program (e.g. AMEX and Frequently Flyer points)
 - Students receive “reward points” for participating in workshops, completing surveys, student evaluations, early registration, and other activities
- Goals:
 - Increasing Student Engagement
 - Increasing Student Motivation
 - Increasing Student Retention



ABOUT THE REWARD POINTS PROGRAM



ABOUT THE REWARD POINTS PROGRAM

Student Workshops System				
Workshops, February 2012				
Monday	Tuesday	Wednesday	Thursday	Friday
		1 11:00 AM - 12:00 PM Personal Budgeting 2:00 PM - 3:00 PM Blackboard	2 11:00 AM - 12:00 PM Blackboard 3:30 PM - 4:30 PM Masters and Careers	3 10:00 AM - 11:00 AM Blackboard
6 11:00 AM - 12:00 PM Blackboard 3:30 PM - 4:30 PM Job Fair Preparation	7 10:00 AM - 11:00 AM Blackboard 11:00 AM - 12:00 PM Course Related - OLT - Prof. Calvo 3:00 PM - 4:00 PM Be the STAR of Your Commercial	8 12:00 PM - 1:00 PM Job Fair Preparation 3:30 PM - 4:30 PM Blackboard	9 10:00 AM - 11:00 AM Blackboard 10:00 AM - 11:00 AM Course Related - OLT - Prof. Calvo 11:00 AM - 12:00 PM Blackboard 12:00 PM - 1:00 PM Preparation Skills	10 11:00 AM - 12:00 PM Blackboard
13 11:00 AM - 12:00 PM Course Related - OLT - Employment 11:00 AM - 12:00 PM MS Word 12:00 PM - 1:00 PM Employment Correspondence 3:30 PM - 4:45 PM Preparation & Interview Skills for the STAR	14 11:00 AM - 12:00 PM Course Related - OLT - Employment 11:00 AM - 12:00 PM MS Word 12:00 PM - 1:00 PM Employment Correspondence 3:30 PM - 4:45 PM Preparation & Interview Skills for the STAR	15 11:00 AM - 12:00 PM Course Related - OLT - Employment 11:00 AM - 12:00 PM Job Search Preparation & Interview Skills for the STAR 2:00 PM - 3:00 PM MS PowerPoint 3:30 PM - 4:45 PM Finding Articles	16 11:00 AM - 12:00 PM ePortfolio 11:30 AM - 12:30 PM Online Resume 2:00 PM - 3:00 PM Job Fair Preparation 3:30 PM - 4:45 PM Know Your Library Services (New Friends) 5:30 PM - 6:45 PM Keys to Database Selection	17 11:00 AM - 12:00 PM Blackboard
20 11:00 AM - 12:00 PM ePortfolio How to Avoid Plagiarism & APA 11:00 AM - 12:00 PM Facebooks (Background Check) 3:30 PM - 4:45 PM Keys to Database Selection 5:30 PM - 6:45 PM Finding Articles	21 11:00 AM - 12:15 PM Preparation & Interview Skills for the STAR 11:00 AM - 12:00 PM Facebooks (Background Check) 3:30 PM - 4:45 PM Keys to Database Selection 5:30 PM - 6:45 PM Finding Articles	22 10:00 AM - 11:00 AM Hostos Electronic Mail/Internet 11:00 AM - 12:15 PM Finding Articles 11:00 AM - 12:00 PM ePortfolio 12:00 PM - 1:00 PM Job Fair Preparation 3:30 PM - 4:45 PM Keys to Database Selection 5:30 PM - 6:45 PM Know Your Library Services (New Friends)	23 7:00 AM - 8:45 PM FULLY ONLINE! (Blackboard) Finding Articles 11:00 AM - 12:00 PM Blackboard 2:00 PM - 3:00 PM Interviewing Skills 3:30 PM - 4:45 PM Preparation & Interview Skills for the STAR & APA 5:30 PM - 6:45 PM ePortfolio	24 11:00 AM - 12:00 PM Blackboard
27 5:30 PM - 6:45 PM Surf Smart: Using the Web for Information and Research	28 11:00 AM - 12:00 PM ePortfolio 11:00 AM - 12:00 PM Knowing Your Research Tools - OLT Introduction Part I	29 9:30 AM - 10:45 AM Course-related Library Services (New Friends) 11:00 AM - 12:00 PM Surf Smart: Using the Web for Information and Research		



ABOUT THE REWARD POINTS PROGRAM

The screenshot shows the Hostos Community College website for the Reward Points Program. At the top, there is a navigation bar with links for Home, Earn Points, FAQ, and Contact Us. Below the navigation bar is a banner image of a man and a woman holding a certificate, with the text "Earn Points through Your Extracurricular Activities at Hostos".

The main content area is divided into two columns:

- Current Points Balance:** A progress bar showing 10 stars, with the first 10 stars filled, indicating a balance of 100 points.
- Earned Points:** A list of activities with their respective point values and completion dates:
 - Blackboard Environment (150 points) 8/28/2008 2:16:51 PM
 - HALC Tutoring Survey (100 points) 11/12/2008 3:05:54 PM
 - Interviewing Skills (150 points) 1/30/2009 4:42:07 PM
 - Punctuation (150 points) 2/5/2009 11:56:31 AM
 - Academic Computing Center (Open Lab) Survey (100 points) 3/17/2009 12:14:42 PM
 - HALC Tutoring Survey (100 points) 3/17/2009 12:34:06 PM
 - Academic Computing Center (Open Lab) Survey (100 points) 11/2/2010 9:37:52 AM
- My Account:** A sidebar menu with options for User Name (gvevara), Current Points (0), Grant Points, Sweepstakes, and Stats. A notification for "One Grand Sweepstakes: May 18th" is also visible.

At the bottom of the page, there are logos for Hostos Community College, ILC (Information Learning Community), and HETS Second Best Practices Showcase.

ABOUT THE REWARD POINTS PROGRAM

○ Challenges

- Low level participation*
 - 95 % spend 5 or fewer hours
 - 78 % spend no time at all in student activities
 - 20 % work at least 20 hours a week
 - 8 % report checking their email everyday

○ Opportunities

- A large number, 21 %, check social networking sites everyday*
- Anecdotal evidence: Hostos has a strong sense of community
- African-American and Hispanic show higher levels of engagement**

* Source: CUNY Student Experience Survey 2010

** Source: (Greene, Marti, MacClenney, 2008)

This is a duplicate of the screenshot above, showing the Hostos Reward Points Program website interface with the same content and layout.

IMPLEMENTATION

- Approach: In-house design
- Integrated with other systems:
 - Student Workshop Systems
 - Student Survey System
 - General Education Mapping Tool
 - Student Evaluations
- Gamification Approach (initial stage)









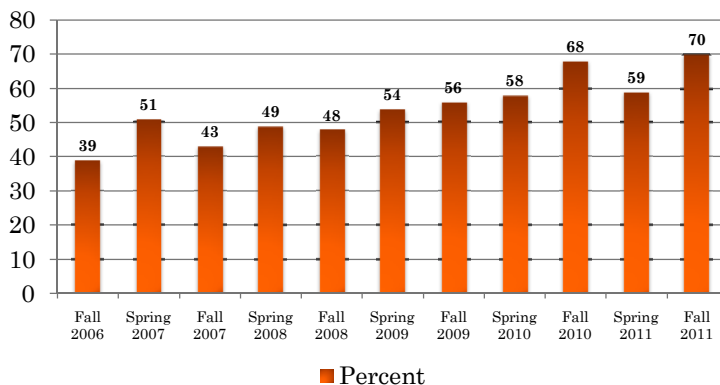
OUTCOMES

- Collaborative Framework
- Incentive System
- Consolidation of Services
 - One-Stop-Shop Systems
- Improved Retention
- Improved Student Engagement
- Improved Communication Channels
- Improved Learning/Teaching Support Services



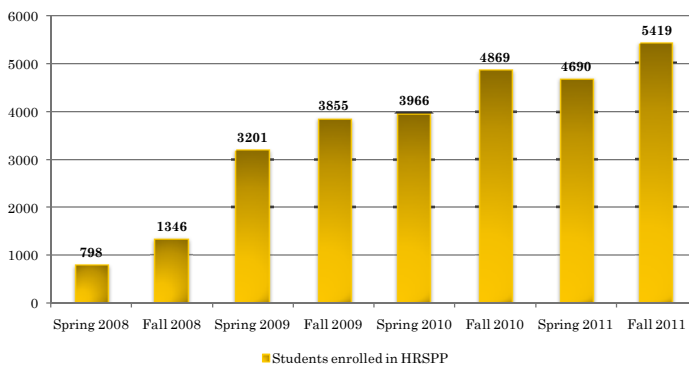
SUPPORTING DATA: EARLY BURSAR

Early Bursar



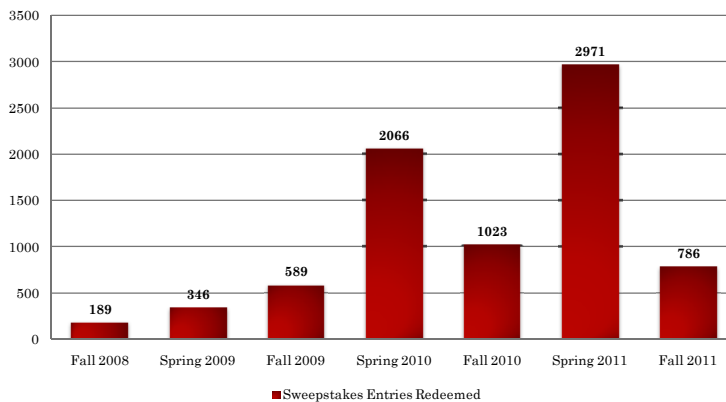
SUPPORTING DATA: REWARD POINTS PARTICIPATION

Students enrolled in HRSP



SUPPORTING DATA: REWARD POINTS PARTICIPATION

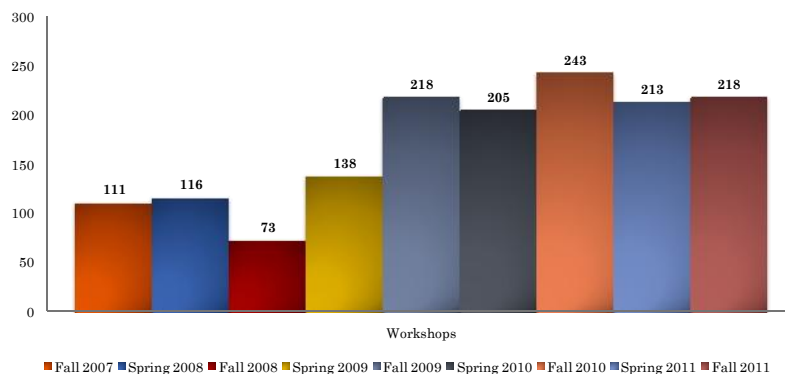
Sweepstakes Entries Redeemed



Hostos Community College



SUPPORTING DATA: WORKSHOPS OFFERED

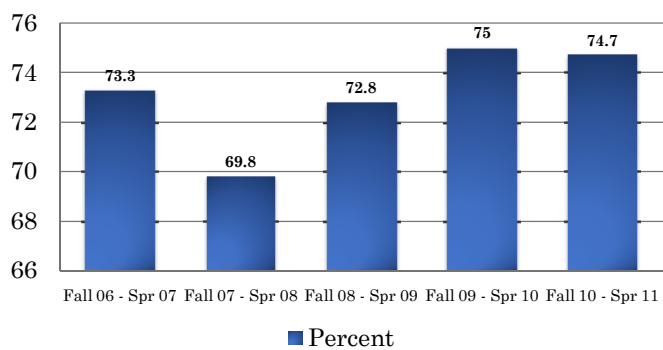


Hostos Community College



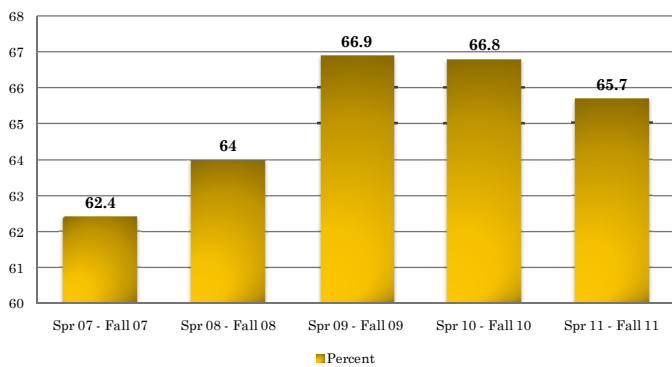
SUPPORTING DATA: RETENTION

Fall to Spring



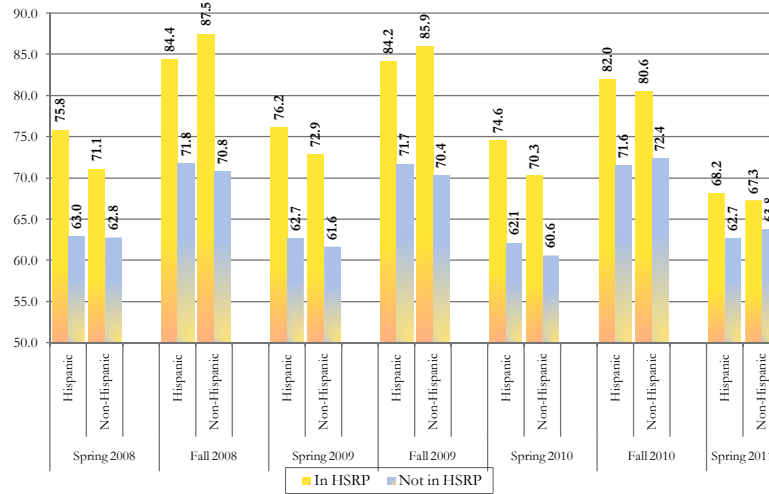
SUPPORTING DATA: RETENTION

Spring to Fall



SUPPORTING DATA: RETENTION

Retention of Hostos Students by HSRPP Participation and Ethnicity



FUTURE GOALS

- Scalability
- Continuous Improvement
 - Gamification (next phase)
 - Mobile App
 - Awareness
 - Marketing Efforts
- Continuous Assessment
- Addressing Challenges
 - New Generations & Paradigms
 - Limited Resources & Funds



ABOUT THE REWARD POINTS PROGRAM



CONTACT INFORMATION

Rebecca Hoda-Kearse

rhoda@hostos.cuny.edu

Carlos Guevara

cguevara@hostos.cuny.edu





The graphic features a large yellow sun icon with a person's head and arm inside it, pointing upwards. Below the sun, the letters "Q & A" are written in a large, orange, sans-serif font. The letters have a subtle reflection effect underneath them.

 **Hostos** Community College

 **ILC**
International Learning Commons

 **HETS Second BEST PRACTICES SHOWCASE**