Center for Student Involvement

Expanded CSI Marketing Campaigns

Providing Department:
Center for Student Involvement

Responsible Roles:

Unit Goal Description:
Expand CSI marketing efforts to increase social media engagement and website visits.

Metric 1:
Expand the number of Facebook posts on the Get Involved Facebook Page for CSI events or opportunities during the academic year. Post 2-3 CSI events or opportunities each week during academic year that receive a yearlong total of at least 250 likes, comments or shares. All posts will include a opportunities for further action, including links to applications, informational web pages, or facebook event pages.

Result 1:

Metric 2:
By developing targeted promotional campaigns, increase the number of page views by 5% for Student Events Insider, getinvolved.ucsd.edu, and changemaker.ucsd.edu compared to 2018-19 numbers.

Result 2:

Metric 3:

Result 3:

Metric 4:

Result 4:

Data Collection/Retrieval:
Facebook data will be collected by counting the number of CSI events/opportunities posts and tallying the number of likes, comments and shares.

Web hit numbers will be tallied using google analytics and will be tracked in a quarterly report to chart progress towards the goal.

Using Results:

Supplemental Info:

Start:
07/01/2018

End:
06/30/2019
Revamp Dialogue Ambassador Program

Providing Department:
Center for Student Involvement

Responsible Roles:

Unit Goal Description:
Revamp program design for Dialogue Ambassador program after the conclusion of the Einhorn Foundation grant (in December 2018) to to maximize staff efficiency and student impact.

Metric 1:
Host a minimum of 15 dialogue circles per year involving a minimum of 150-225 students per year.

Result 1:
Partner with the National Conflict Resolution Center and CSI Communication and Leadership to redefine roles in ways that maximizes staff efficiency while maintaining quality student dialogue experiences. Additionally, pilot one current events related dialogue per quarter in the iLead program.

Metric 2:
Result 2:
Metric 3:
Result 3:
Metric 4:
Result 4:

Data Collection/Retrieval:
We will track the number of dialogue circles and student participants in quarterly reports to ensure progress towards the goal.

Additionally, we will meet with the National Conflict Resolution Center to revise roles in ways that maximize staff efficiency and student impact. We will monitor and assess the new arrangements and refine as needed throughout the year.

Using Results::
Supplemental Info:
Start:
07/01/2018

End:
06/30/2019
Progress: