

# Campus Collective



Peer-to-peer text-based mentorship

February 2, 2021



# The Challenges

- COVID-19 environment where it is **hard to for students to connect**, especially those new to campus, i.e., freshman and transfer students
  - UCR top reported issue by students in spring was **social isolation**
- Students want **less time on Zoom/computer**
  - Computer & Zoom Fatigue
- Students want **a connection to campus in an organic, authentic way**
  - Mentoring needs to be purposeful, connect them with those they would have sought out on their own
- Ensuring the program **complements existing campus efforts**

# Program Goals

1. Foster a **sense of belonging, feeling of community** for those who have never been on campus
  2. Recreate informal **information communication**, i.e. hallway conversations, and **develop a campus social support network**
  3. Create a **sense of enthusiasm** about UCR and promote a more **fluid college adjustment period**
  4. Reduce **fears** and provide **campus navigation resources** for first year students
  5. Reduce **student screen time (computer)** and **provide both accessible and timely connections**
- Goal of **30% engagement** (1,440 Freshman) and **800 mentors**

# The Campus Collective Program

- Mentor Collective (system) provides: 
  - **Communication platform** for peer to peer communication via text-messaging
    - **Automated nudges** for lower-engagement, conversation starters
      - Reminders to engage with mentors, conversation updates, mentee feedback, etc.
    - **Scheduled text reminders** sent by MC - UCR can customize content and schedule these
  - **Matching and Accountability**
    - **Mentor Training** – review of basic supports, escalation, legal
    - **Matching** – intentional matching of mentors and mentees
    - **Mentoring Notes** – mentors can update staff on interactions
    - **Escalation** options – mentors can send text referrals for mentee support (**Insight Flags**)
      - Escalation also includes emergency notifications to campus officials. System includes notes and tracking for all escalation situations.

# Our Progress



*\*All data gathered reflects the real-time data at 8am, on February 2, 2021*

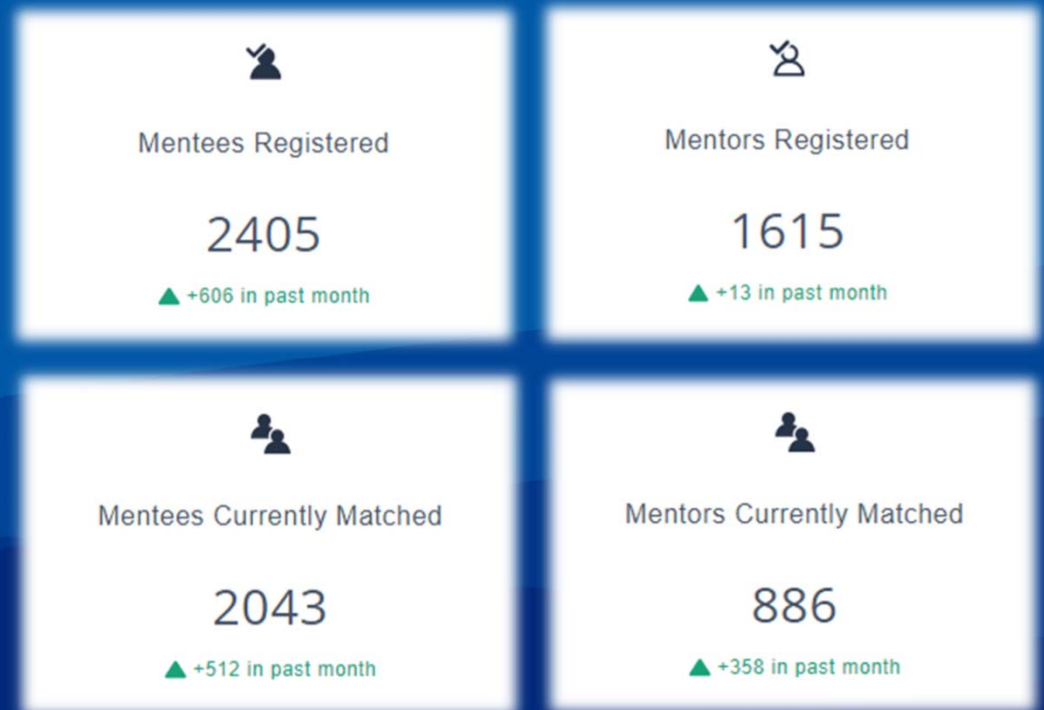
# Participation

## • Mentees

- **1,795 freshman** (36.1%)
  - Goal: 1,500 (30.0%)
- **626 transfer** (27.7%)
  - Goal: 451 (20%)

## • Mentor (Continuing UG)

- **1,615** (10.5% of continuing)
  - Target: 800 (5.2% of UG)
  - 2x more mentors than needed



\* Percentage based on 4,980 freshman, 2,255 transfer, and 15,330 continuing (fall 2019 official headcount).

\*\* Mentor recruitment started on 9/28/2020. Mentee freshman on 10/5/2020 & transfer on 1/4/2021.

Data presented from February 2, 2021 at 8am.

# Matching

- Matching is combination of **automated** and **human matching**
  - **Primary Matching (Mentee selection):** Self-identified top desired quality in a mentor – authentic connection
  - **Secondary Matching (automated):** College/major, academic interests, and career interests
  - **Tertiary Matching (Human matching):**
    - Language(s) spoken
    - Race/Ethnicity
    - Extra-curricular Activities and Interests
    - Life Experiences/Challenges: low-income, single parent households, first-gen, substance abuse, if they are parents themselves, worked during school, struggled with debt, chronic illness, parents/student not born in US, LGBTQ+, changed majors, changed schools

Mentor



Ranee

Gender: female  
Race/Ethnicity: Asian or Asian-American

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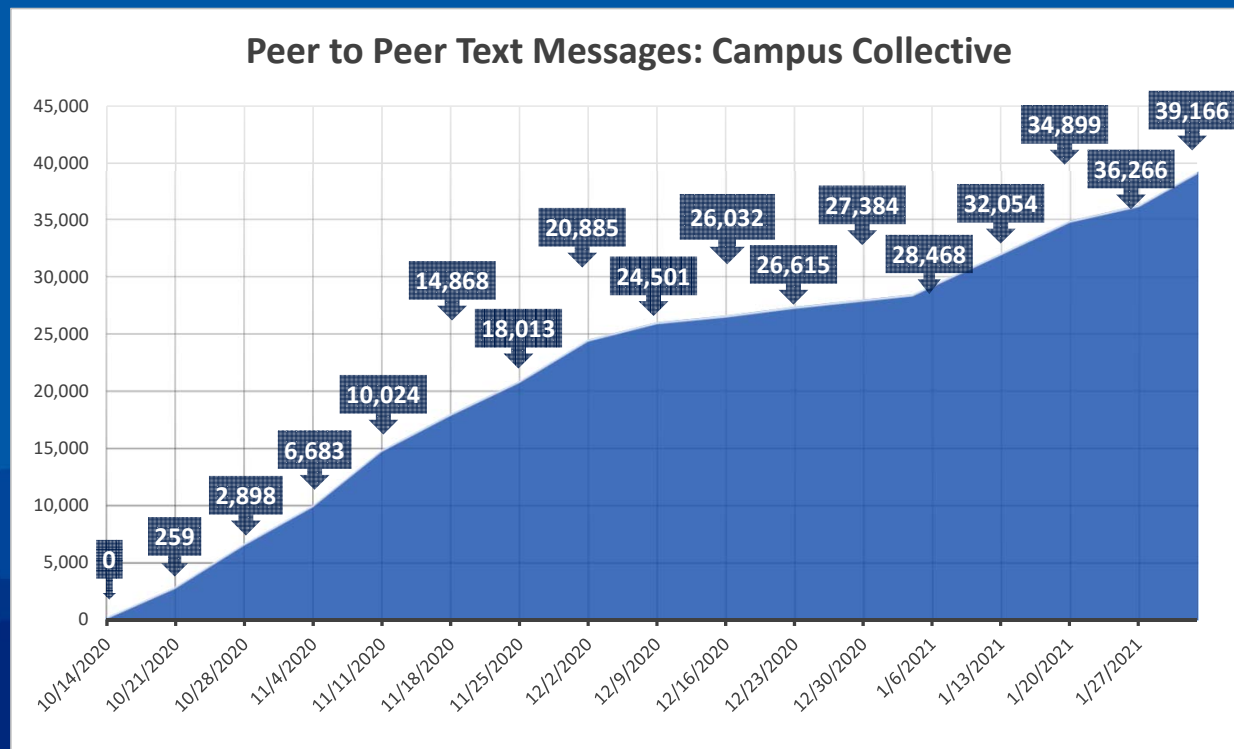
 **Both:** Interested in business & entrepreneurship, management, business, & finance, sales, marketing, unsure about career

## Matching Survey Profile

-  **GENDER:** FEMALE  
**AGE:** 25  
**LANGUAGES:** English  
**RACES:** Multiracial
-  **ACADEMIC INTERESTS**
  - Science, Technology, Engineering & Math
  - The Arts
- CAREER INTERESTS**
  - Education
  - Social work
  - Psychology & counseling
  - Health & medicine
- EXTRACURRICULAR ACTIVITIES**
  - Yoga
  - Singing
  - Shopping
  - Reading
  - Museums
  - Movies
  - Community service
  - Family time
  - Hiking
  - Exploring new places
  - Dancing
  - Concerts
-  **CHALLENGES**
  - Struggled with debt
  - Parents separated
  - Grew up in a single-parent household
  - Death of friend or family member
  - Worked a job during school
  - Changed schools many times

# Interactions

- Peer-to-Peer Text Messages
  - **39,166 text messages**
  - Each matched pair has exchanged an **average of 18.54 texts**



*\*All data gathered reflects the real-time data at 8am, on February 2, 2021*



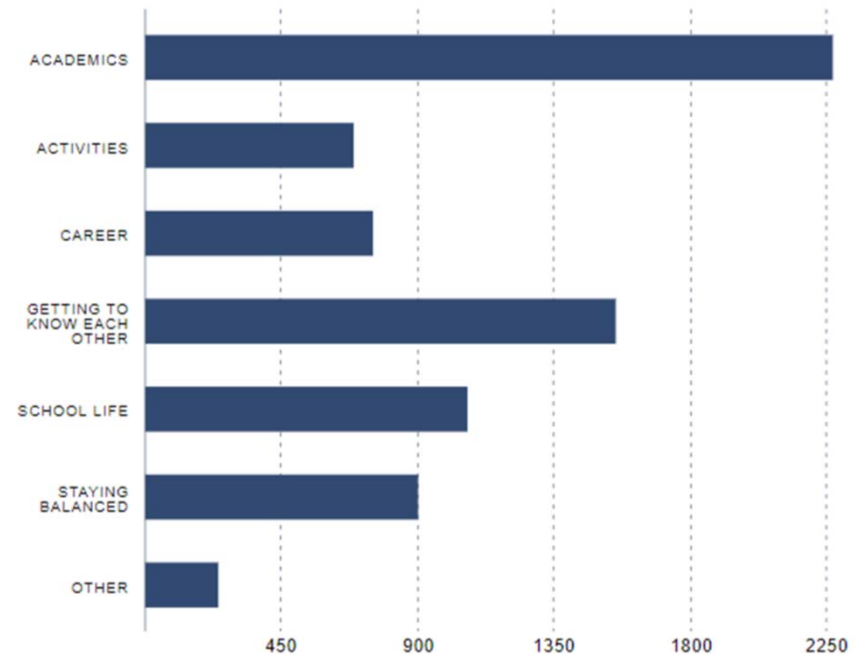
# Top Conversations

1. Academics
  - #'s increased around/after midterms
2. Getting to know each other
3. School Life
4. Staying Balanced
5. Career
  - Major, post-graduation careers
6. Activities
7. Other

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## Conversation Topics

Click on a bar segment to view individual-level data.

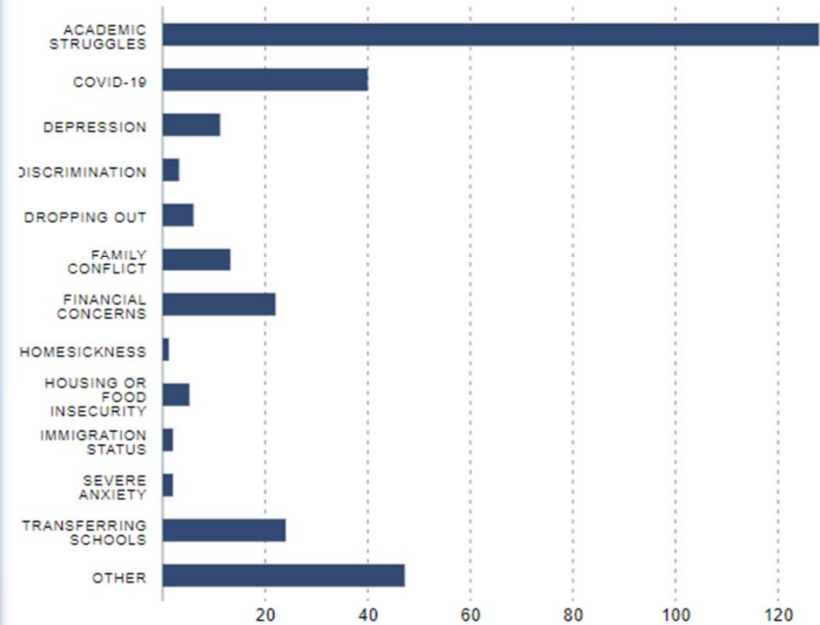


# Insight Flags

- **Mentors flag their mentee** as being in need of support
  - Student Engagement office connect students to resources and supports & provides mentors with resources to help
- **Top areas flagged:**
  1. Academic Struggles
    - Feel overwhelmed, post-graduation fears, undeclared, trouble studying, mid-term fears, time management
  2. Other
    - Holds on accounts, Advising issues, Tech issues
  3. Covid-19 (social isolation)
  4. Financial
  5. Transferring Schools
    - Majority are change of major, not leaving UCR
  6. Depression
  7. Dropping Out

## Insight Flag Topics

Click on a bar segment to view individual-level data.



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## Insight Flags

*“I wouldn’t have discussed my financial situation with a staff member or my professor. I wouldn’t have been comfortable with that.”*

*Student alerted mentor > Insight Flag added > UE staff directed resources to mentor > mentor sent to mentee > mentee connected with Financial Aid*

# How has your mentor helped you?

- “We talked about **midterms and studying**. We are getting the hang of it and I'd say she's a really good mentor. She is very chill. In the last meeting she sent me the whole low down for college and things to know and I 'm glad that I can use this **advice for all of college.**” -- Odalys, Mentee, November 2020
- “One goal that I have set with my mentor is **to have a plan to get involved** in school as well as **keeping in contact with academic advisors** during school. I am doing well with what I've learned and how I have applied it outside of school as I know I have someone I can turn to and ask for advice. **It also is much easier to get going once you have gotten help getting started.**” --- David, Mentee, October 2020
- “[My mentor] gave me a **wide range of tips** including utilizing a planner, campus resources, and opportunities for more hands on programs that would definitely work **as a source of motivation.**” --- Andre, Mentee, October 2020

# Next Steps

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- **Engagement**

- **Mentor Newsletter** (every other week with deadlines, resources, and mentee engagement tips)
- **Mentor Resource Website**
- **Mentor Flash Text Messages**
  - Pre-built campaigns to send regular reminder text messages to mentors about campus-specific concerns: midterm supports, major campus events, support services, etc.
- **Slack Engagement**
  - Create rooms & channels for additional socialization, host game nights & events
  - Create option for continuation of communication & relationships after initial year
- **Professional Development Programming**
  - Mentors: thank you: career prep, prestigious awards, etc.
  - Mentees: Preparedness, academic resources, campus resources

- **Data Collection: Participation Surveys and Focus Groups**

- **Campus News Stories**

# Contacts

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