

ENGAGING STUDENTS IN A PANDEMIC

NCSAC EXECUTIVE DIRECTOR – STEVE KOSH



Alternate Title

ENGAGING STUDENTS
IN A VIRTUAL WORLD

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WHAT IS ENGAGEMENT

- “the degree of attention, curiosity, interest, optimism, and passion that students show when they are learning/interacting and being taught/entertained”

WHAT WAS ENGAGEMENT **PRIOR** TO PANDEMIC

- In–Person events
 - Concerts/Pub Nights/Trivia Nights/Stage Shows
- In–Person meetings
 - Board/AGM/Town Halls/Focus Groups/Class Rep Meeting
- Face–to–face marketing
 - Tabling/surveying (some digital), etc

Who had heard of Zoom prior to March 2020?

HOW DID WE MARKET **PRIOR** TO PANDEMIC

- On-Site marketing tactics
 - Digital signage
 - Student interaction
 - Postering/Signage
- Social media/Email/Text
- Giveaways and hallway booths in campus spaces
- Other?

WHAT WAS ENGAGEMENT DURING THE PANDEMIC

- Digital events
 - Guest Speakers/Trivia Nights/Bingo,
- Digital meetings
 - Town Halls/Focus Groups
- Digital marketing
 - Social Media/Email



HOW DID WE MARKET DURING THE PANDEMIC

Your NCSAC has questions...

What food options/ restaurants would you like to see on campus?

DM US 99+
YOUR ANSWERS!

POWERED BY YOUR NCSAC

Your NCSAC has questions...

Have you decided you're not running in the NCSAC Elections? If so, we want to know why!

DM US 99+
YOUR ANSWERS!

POWERED BY YOUR NCSAC

ASK SAM & DANA ANYTHING

LIVE ON INSTAGRAM @YOURNCSAC

Like Comment

Monday, November 8th
11am

Join us on Instagram LIVE for an AMA with your NCSAC President, Sam Jemison & Dana Brown from CSEL to learn about career month, career opportunities

ASK AN ALUMNI ANYTHING.

LIVE ON INSTAGRAM @niagaracollege & @to_price

Tues. October 26
1:00 p.m.

Join us for an Ask An Alumni Anything with Tom Price, Alumni Program & Events Assistant at Mohawk College and NCSAC President, Sam Jemison

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nc Alumni

Here's your chance to ask an alumni anything!

STUDENT TRANSIT FORUM

MON SEPT 20th 11am

If you have questions, concerns, or comments about Transit and the U-Pass you'd like to chat directly with Your NCSAC about, this is your prime opportunity to do so!

POWERED BY YOUR NCSAC

STUDENT TRANSIT FORUM

MON SEPT 20th 11am

Zoom info: Check out this link for all the Zoom details
Website: www.yourncsac.ca/transitforum

NCSAC September 21, 2021

ICYMI: Yesterday we discussed the reasoning behind the U-Pass being suspended, its future at NC, what it costs and other FAQs. You can watch the recording now on our website here: www.yourncsac.ca/yourtransit

If your question isn't answered in this video, we encourage you to email your NCSAC President, Sam Jemison at sacpres@niagaracollege.ca

YOUR TRANSIT Frequently Asked Questions

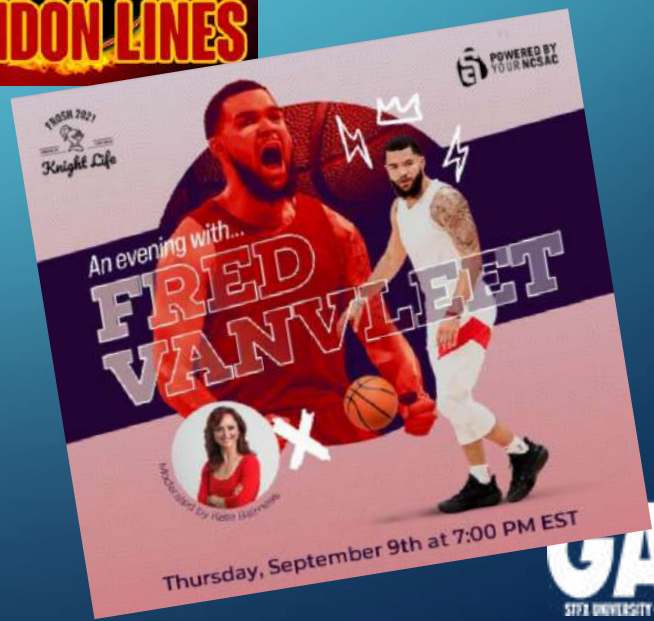
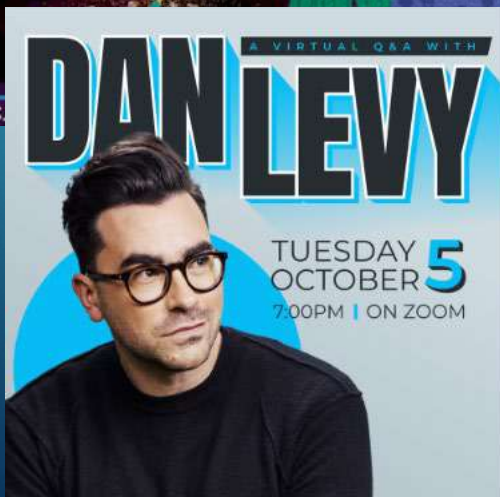
YOURNCSAC.CA
NCSAC | Your Transit FAQ
If you're requiring public transit to help get to campus, this page will answer many of your fre...

GAME ON

SIFA UNIVERSITY - ANTIQONISH NS AMOCUS-C NATIONAL CONFERENCE 2022

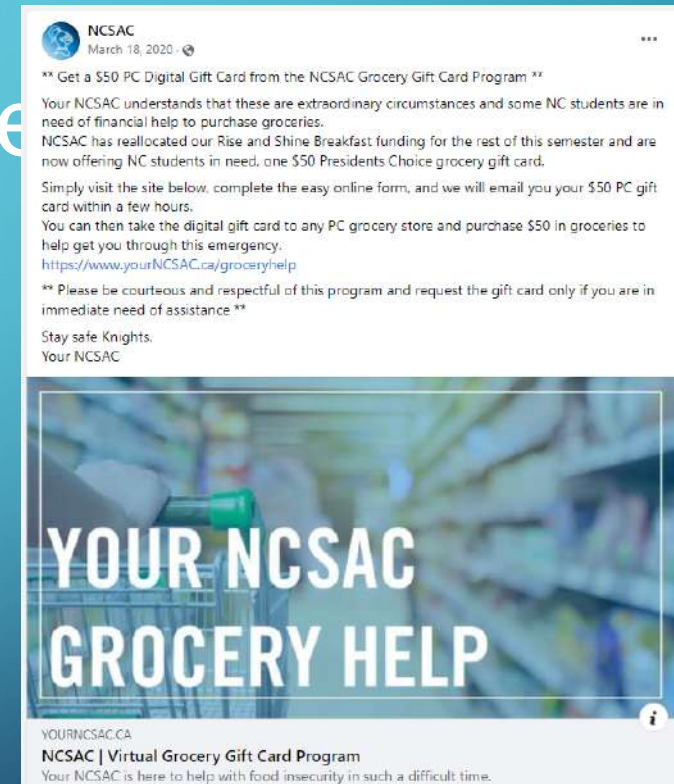
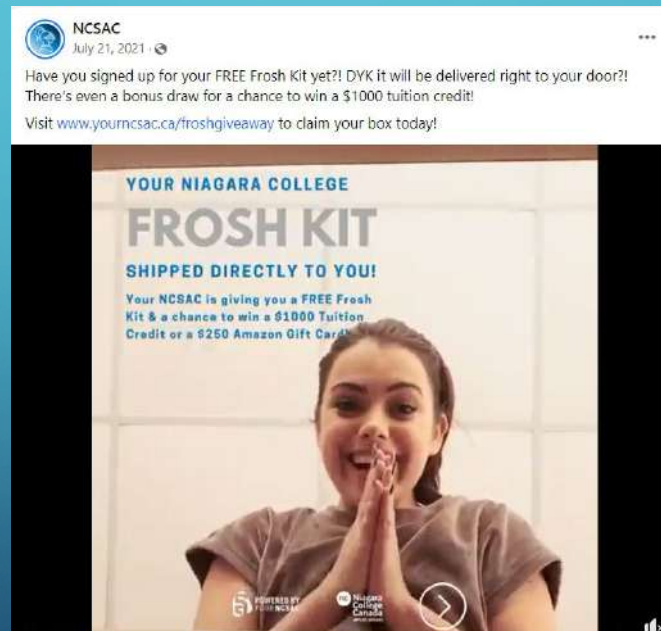
HOW DID WE PRODUCE EVENTS THE PANDEMIC

NCSAC
November 4, 2021 · 🌐
Join us at 7pm tonight with other schools across ontario and celebrate Diwali with us! Visit yourncsac.ca/yourevents for the link to participate!



SERVICE DELIVERY DURING PANDEMIC

Met the students where they were



WHAT CHALLENGES DID WE FACE?

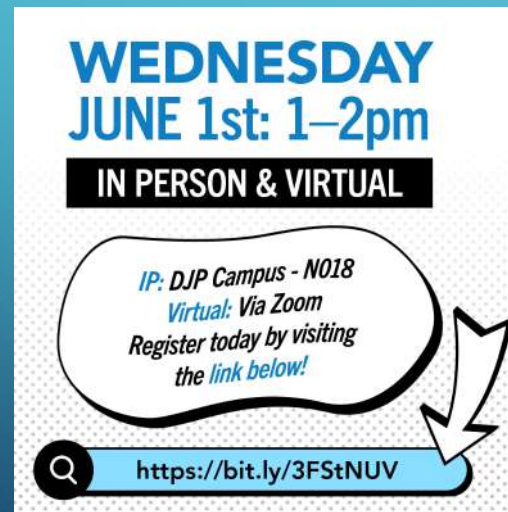
- We couldn't "see" students
- Tough to measure satisfaction
- Tough to create momentum
- Struggled with timing of
Events / Activities / Engagement

HOW DID YOU **OVERCOME** CHALLENGES

- We created more communication channels
 - Or what “seemed” like more channels
- Door Kiosks in parking lot (middle of pandemic)
- Chat function on our website
- Hybrid everything!

MERGING **IN-PERSON** WITH **VIRTUAL**

“Hybrid” – has become an expectation



WEDNESDAY
JUNE 1st: 1–2pm

IN PERSON & VIRTUAL

IP: DJP Campus - N018
Virtual: Via Zoom
Register today by visiting
the [link below!](https://bit.ly/3FStNUV)

<https://bit.ly/3FStNUV>

POSITIVE OUTCOMES TO ENGAGEMENT DURING THE PANDEMIC?

Much like the 2010 and 2018 faculty strikes, we became relied upon for student communication

What tactics learned are you taking into the future?

THANKS!

Steve Kosh

NCSAC Executive Director
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