Marquette University

From the Selected Works of Eric A. Kowalik

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Passport to Student Engagement

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Available at: https://works.bepress.com/eric_kowalik/18/
Passport to Student Engagement
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Project Overview
During the summer of 2018, library staff began a conversation about ways to increase student engagement, particularly with First Year students. The Passport Program was an outcome of these conversations.

Launched at the start of the fall semester, students could scan a QR code at the library Information Desk once a week. The code directed the student to a 3 question survey. Student responses were saved and earned them a raffle ticket for a drawing to win a study room during finals week, along with prizes and snacks.

To further engage with students, the project team created a “Library Happenings” LibGuide - libguides.marquette.edu/raynorhappenings - that showcased student answers, a leader board, library staff, library services and upcoming library events.

Created a survey in Qualtrics for each week and designed promotional posters with the QR code to take students to the form. Made a LibGuide to display student answers to weekly questions and other information about library events and services.

Marketed the program through social media, campus departments, library orientations, and instruction sessions. Over the programs 13 week run, 35 students participated, with 3 students checking in every week.

Received approval from department head and Dean. Developed a timeline for the semester, including when the posters would be displayed and prizes awarded.

Monday mornings, changed the posters at the Information Desk. Collected data from the form and updated the leader board and weekly question answers on the LibGuide.

Conducted a midpoint debrief and decided to add more posters and a whiteboard in high traffic areas of the library to increase student participation.

Selected a winner by pulling a name out of a hat. Purchased snacks and procured access to the study room for the winner’s use during finals week.

Takeaways & Future Plans
- Ask other units on campus to promote the program.
- Expand social media promotion with engaging and funny posts about the program.
- Add the URL to the promotional material. Some students were confused by the QR code.
- Explore different prize options to add variety to each semester’s offering.
- Create a scavenger hunt where students need to visit different areas of the library to find the survey code.