

Community College Completion Corps Poster Signing Project  
Beta Delta Zeta Chapter

**Briefly describe your College Project and who from the chapter and the college administration was involved in determining it?** After visiting an international Phi Theta Kappa conference in Seattle where degree completion was a prominent theme, Chapter Advisor Anne Livingston had the idea to hold a “Commit to Complete” signing day event where students could sign a poster to commit to completing their degree and raise awareness for the benefits of degree completion. On April 11, 2011, Chapter Advisor Anne Livingston contacted President Turner, Associate Vice President of Enrollment Management Harvey Franklin, and Executive Assistant to the President Tammy Parker about hosting a “Commit to Complete” Event on October 6th. The then chapter President Brian Lawrence and advisor Cheri Kendrick were also involved in the communication. The project complemented with the BMCC mission to promote degree and certificate completion, and President Turner supported the proposal of a Community College Completion Corps Signing Day Event. **Feedback: It seems that most of this was done by the local advisor. What were the chapter officer’s roles in this? Were any other ideas presented for discussion? What process did you utilize to determine that this should be the project?**

**Summarize your objectives for the College Project and the process by which the chapter and college administration set these objectives.** The College President wanted to make promoting students toward fully completing degree programs a top priority as opposed to simply increasing student enrollment. Chapter representatives also pushed to promote student involvement in the event, in addition to simply raising awareness. With the event being hosted by Phi Theta Kappa, the event was also an opportunity to bring attention and interest to the chapter. The administration and Phi Theta Kappa representatives exchanged e-mails and spoke in person in order to set objectives. **Feedback: No clear objectives were stated in this paragraph. Intentions were mentioned but what about measurable objectives that you can reflect upon at the end of the project?**

**Describe the planning process and strategies developed to complete the College Project.** Initially, the event was planned to be held outdoors as part of the Welcome Back barbeque with free lunch hosted by the Associated Student Government, where posters could be hung on the building for students to see and sign as they gathered to eat. Four days before the event, ASG advisor Stacie Kuntz informed the chapter that the entire event would be held inside due to predictions of rain. Chapter members then requested permission to set up a table and hang the sign from 10:00am-3:00pm in front of the cafeteria where the BBQ would be held. This would maximize visibility and participation from students passing the halls as they came for the lunch or as they traveled to and from classes. More than 150 posters of the October college newsletter distributed around campus also featured an advertisement for the event. During the day of the event, Chapter members explained the event to Library Director Shannon Van Kirk and were able to get it featured on the home page of the library website. In addition to the large 30 by 70 inch poster for students to sign, the chapter was able to acquire 24 buttons and 80 stickers for students to wear and further promote the

“Commit to Complete” Theme. Phi Theta Kappa brochures and applications were also produced to be available for students interested in the Chapter.

**Feedback:** Great collaboration with other student groups to make this happen. This response has a lot of details on the day of the event – what about the planning before the event? Did you work with other student groups? How did you get them involved? More details should be provided on how you planned for this event and the strategies you used to accomplish it.

**What were the quantitative and qualitative outcomes of your project, including the lessons learned by your chapter members and others?** At the end of the project, a total of 69 signatures were collected from students, staff, and faculty. Our project raised awareness for degree completion and united staff, faculty, and students together as a whole for this project. The event also promoted our chapter by increasing interest in membership; over a dozen applications were taken by students interested in joining the chapter. We learned that handing out free items was a good way to attract students to the table to learn more about the project. Students were especially eager to obtain the buttons. Within an hour of starting the event, we had given away all of the buttons. When we called a local button maker to obtain 100 more buttons, we learned that each button would cost \$3. Our budget did not allow for this cost, so we refrained from ordering more buttons. We learned that we need to involve more college staff earlier in the process in order to obtain more assistance in promotion of the project. For example, the college owns a button maker. If we had obtained button materials in advance, we could have made buttons for 1/3 of the cost that the local company quoted for the buttons. This would have raised awareness in a greater manner and pleased the participants.

**Feedback:** Great use of quantitative data. We like specific numbers and how you obtained them – that provides great detail to your efforts. Great example of needing more buttons is a great example of things to plan for next year – It’s great to talk about things that could be improved or that you realized during an event.

**What is left undone or what opportunities remain for the future?** Our chapter realizes that many of BMCC’s students are not on the Pendleton campus during the day when we held the signing event. We realized that we need to also reach out to people who take night classes, classes at another BMCC campus or online classes. We could reach out to these students through campus e-mail, e-companion or our campus website. Also, members could work with faculty to raise awareness so that faculty too could discuss the importance of the event. We could also have a virtual signing event through our college website.

We can extend our project to our community through pre-college involvement as well. Opportunities already exist that we could become involved with, such as career day at the high school level and recruitment days. The “Commit to Complete” campaign can apply to far more than only college students.

**Feedback:** Great thoughts on what can be done for the future. Reflection is an important piece of any of the hallmark award entries and it appears you’ve done a good job at it. More details could be provided to the read about the makeup of your campuses. From

someone that isn't familiar with your campuses, additional information would have helped clarify things.

Prep:	6
LD:	5
CE/C:	6
I:	7
Pres:	4
TOTAL:	28