

# Full Campus Implementation at Penn State Erie, The Behrend College

Penn State Behrend joined OrgSync in May 2010 with a full-time enrollment of 4,500 students. There are 130 organizations on campus and as of August 2011 over 2,700 users in OrgSync.

## Problem Analysis

Penn State Erie, The Behrend College, the second largest four-year college in the Penn State System, found OrgSync after surveying their students and discovering that they demanded a solution to get involved and improve the connections with organizations on campus. In addition, the campus struggled with student involvement and co-curricular involvement tracking and had to reference out-of-date paper files to find any evidence of co-curricular participation.

## Why OrgSync?

One of the key reasons the campus chose to go with OrgSync is because it gave students a centralized platform to discover new ways to get involved, find the information they need, and track their co-curricular involvement. The campus also cited the following reasons:

- Centralized location to manage all clubs and organizations
- Student acceptance of OrgSync's solution during the sales process
- Mass text messaging to reach students on their mobile phones
- Archiving student information previously lost in the paper shuffle

## Results

OrgSync has significantly increased student involvement and organization management at Penn State Behrend. In fact, the campus has seen campus-wide event attendance double as a result of promoting and centralizing activities on OrgSync. Students are now able to be more active and connected to their campus with the improved accessibility to information from multiple departments across campus. Departments are now able to operate more efficiently by transferring many of their paper-based processes online, allowing them to allocate more time and resources to students.

### FROM CLUBS AND ORGANIZATIONS TO CAMPUS-WIDE USAGE

As soon as OrgSync was implemented on campus, every club and organization was immediately required to register to be recognized by the campus. Soon after, the organizations and administrators were utilizing the community management system to publicize events, process registration forms and communicate with students.

Nicole Fedders, Coordinator of Student Organizations, realized that not only could the Clubs and Organizations benefit from using OrgSync, but multiple other departments across campus could improve their processes as well.

## Specific Department Usage

### LEADERSHIP CENTER

Implement the annual Behrend Leadership Conference for 80 to 100 students on campus and centralize key conference applications such as registration and events management.

### COMMUNITY SERVICE

Manage and track student volunteer hours and reach out to non-profits in the area to determine level of need and connect students to service opportunities.

### FRATERNITY AND SORORITY LIFE

Transfer Greek award nominations online for the selection committee to quickly process and announce their selections; judges can also get an excel spreadsheet with all the data.

### CAREER CENTER

Leverage ePortfolios to help students track their development and progress over time; academic and career planning counseling sessions are centered around the ePortfolio.

### MARKETING AND COMMUNICATIONS

Pull an RSS feed of community-wide events and showcase them on digital signage across campus as well as utilize the calendar to promote events to local media outlets.

## SERVICE LEARNING

Track service hours that went along with class objectives and post assignments for students to complete using the forms module that the professors could then grade.

## CLUBS AND ORGANIZATIONS

Centralize information for all clubs and organizations, making it easier for any student to discover and manage their involvement on campus.

## STUDENT GOVERNMENT

Track office hours for each committee member to meet requirements and centralize meeting minutes for students to recap on discussions held.

## CAMPUS RECREATION

Fundraise for future events held on campus and provide sports clubs with portals to communicate with members and manage their teams.

## RESIDENCE LIFE

Enable resident advisors to fill out all forms, including disciplinary resident forms, manage programming and hall councils, and communicate with their halls using text messaging.

## ORIENTATION

Transfer advisor applications online and encourage incoming students to join OrgSync during orientation sessions as part of their transition to Behrend to maximize adoption.

## ENGINEERING DEPARTMENT

Execute an annual national conference hosted at Behrend by processing attendee registration forms and preparing for conference activities and events.

## Success Story

“OrgSync makes it easier to manage everything that goes along with being a student leader. It gives our students the tools they need to track their involvement in a consolidated way, including managing their organizations. OrgSync is helping our student leaders produce skills they will need after graduation... OrgSync has also allowed the departments at Penn State Behrend to begin archiving student involvement data that is easy to access, streamlined and doesn't require the need of any paper. Every department can be integrated into OrgSync because of how flexible the solution is.”



**Nicole Fedders**  
Coordinator of Student  
Organizations

## Best Practices For:

### STUDENTS



DISCOVER EVENTS ON  
CAMPUS VIA COMMUNITY  
WIDE CALENDAR



GAIN THE SKILLS THEY  
NEED TO BECOME BETTER  
STUDENT LEADERS



IMPROVE EVENT PLANNING  
TO INCREASE AWARENESS  
AND TURNOUT



ACCESS DEPARTMENT  
SPECIFIC FORMS ONLINE  
AT ANY TIME



COMMUNICATE INSTANTLY  
WITH MEMBERS VIA TEXT  
MESSAGING

### CAMPUS ADMINISTRATORS



ARCHIVE STUDENT DATA AND  
TRACK INDIVIDUAL STUDENT  
PARTICIPATION



GAIN FEEDBACK ON EVENTS  
AND INITIATIVES WITH POLLS  
AND DISCUSSIONS



PROMOTE EVENTS ON  
COMMUNITY CALENDAR TO  
IMPROVE ENGAGEMENT



TRANSFER PROCESSES  
ONLINE TO ELIMINATE THE  
NEED FOR PAPER RECORDS



ASSESS THE EFFECTIVENESS  
OF CAMPUS EVENTS AND  
PROGRAMMING