

# Student Involvement & Leadership

## Monthly Report

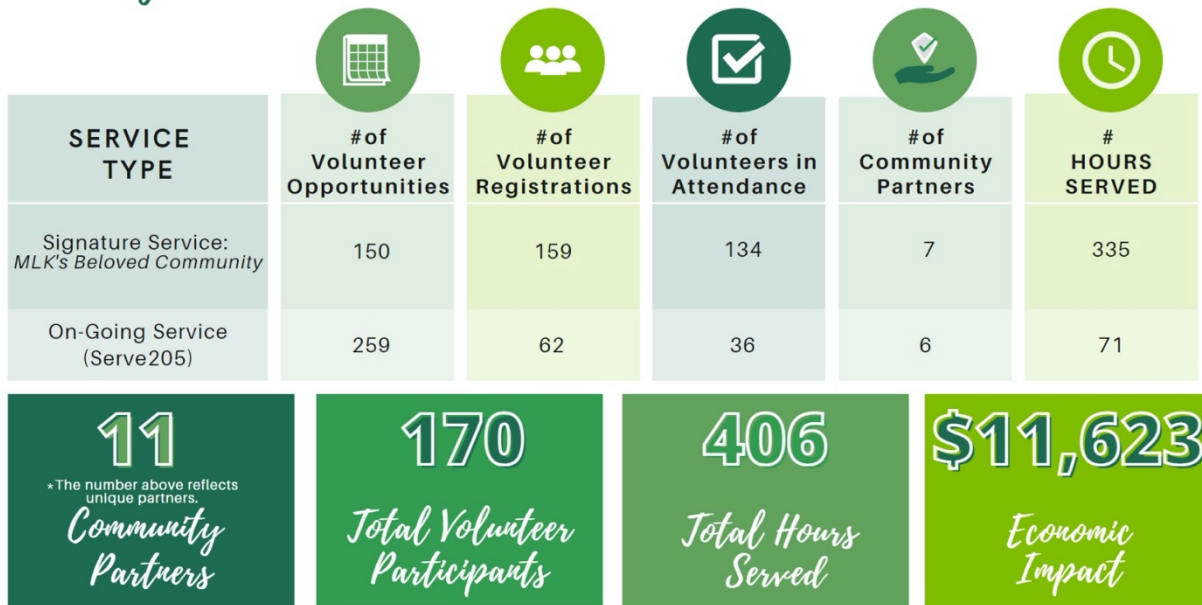
### January 2023

#### SIL Programming:

	Virtual	In-Person	AY23 YTD	AY22 YTD	AY21 YTD	AY20 YTD	AY19 YTD
# of Events	0	22	113	262	186	127	136
# of Participants	0	962	12,071	12,840	16,332	16,518	18,537

#### SIL Service Opportunities:

### January 2023- Volunteer Data

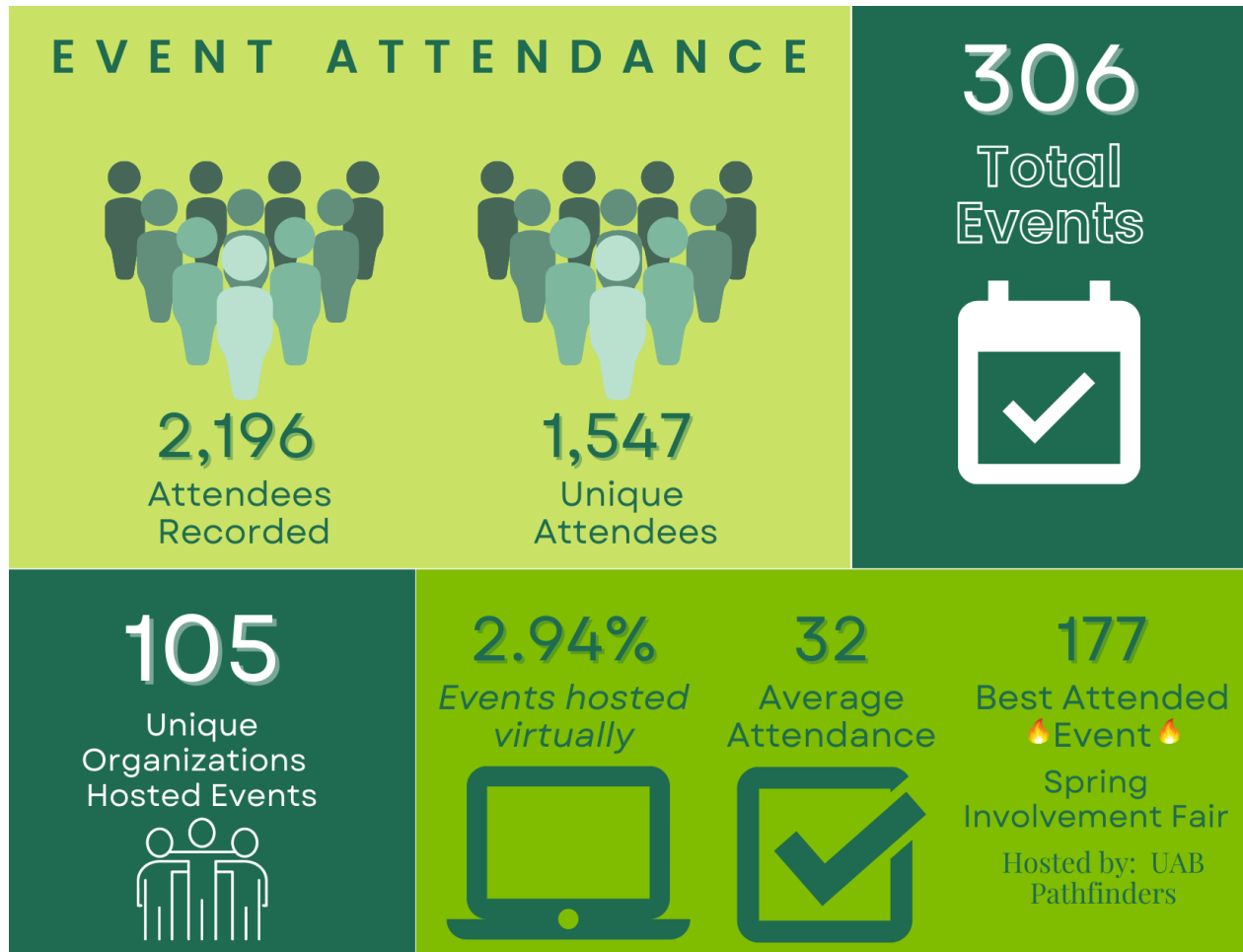


#### SIL Advising Contributions:

	Aug/Sept	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	YTD Total
2022-2023	328	179	167	36	137				507
2021-2022	550	148	173	82	129	104	126	82	1,312
2020-2021	295	105	95	30	71	91	141	89	887
2019-2020	187	121	121	23	141	149	259	64	1,042
2018-2019	268	173	135	17	110	272	343	115	1,416
2017-2018	166	95	148	25	181	286	345	148	1,369

### **Student Org Event Overview**

The following data was pulled using the Engage Branch Event Dashboard. Data reflects all student organization events that have been registered on Engage. Attendance data is based on participant tracking through Engage.



### **Event Spotlight: Spring Involvement Fair**

The Pathfinders hosted the first Involvement Fair of Spring 2023, the Resolve to Get Involved: Spring Involvement Fair. This Involvement Fair is aimed to be the largest Involvement Fair for the Spring semester and showcased all student organization types at UAB. In attendance at the event were 177 student attendees and 48 student organizations, with 96 student organization representatives. In total, 273 students attended the Spring Involvement Fair.

— RESOLVE TO GET INVOLVED —

# INVOLVEMENT FAIR

Spring 2023

## Total Attendees

177 students attended the 2023 Resolve to Get Involved: Spring Involvement Fair.

177



48



## Student Organizations

A total of 48 student organizations and 96 student organization representatives tabled at the Involvement Fair.

## Pathfinders

Two attendees requested to meet with a UAB Pathfinder after the Involvement Fair via the feedback form.

2



94%

## Student Organizations

94% of respondents from the feedback form indicated they planned on joining a student organization that they met at the Involvement Fair.



"I only went because I knew one of my friends was tabling for a club, but another friend and I walked all around and talked to several organizations. It was interesting how many [orgs] would love our talents (both digital marketing majors) in clubs that a Collat student wouldn't initially think to join. The food was also great!"



## Assessment Response Rate

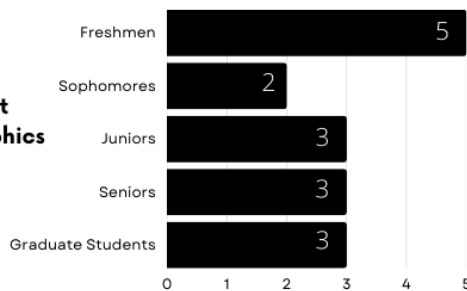
16 attendees participated in the post-event assessment

## Number of Student Orgs Participants Connected With

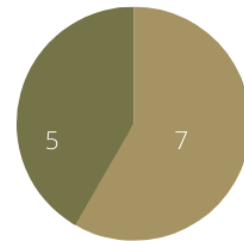
1-5 orgs → 8

5-10 orgs → 8

## Assessment Demographics



Off-Campus  
41.7%



On-Campus  
58.3%



"Very great way for students to know about organizations and getting involved!"



"I loved this experience and will definitely be going to similar events in the future!"

Signature Service Spotlight: MLK's Beloved Community



**134**

Volunteers

**335**

Service  
Hours

**7**

Community  
Partners

**94%**

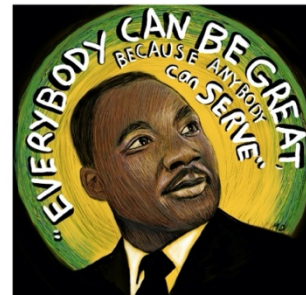
Show Rate

**150**

Opportunities  
Available

Post-Service Assessment

**62%**  
**Response**  
**Rate**



**54% Strongly Agree**  
**42% Agree**

I feel better connected  
to the Birmingham  
community.

**41% Strongly Agree**  
**49% Agree**

I feel better connected  
to my peers and UAB.

**58% Strongly Agree**  
**35% Agree**

I will volunteer with this  
community partner again in  
the future.

## Engage Overview:

# ENGAGE

DATA ANALYTICS JANUARY 2023

USERS **10,490**

COMPARATIVE DATA

**35%** INCREASE IN USERS  
COMPARED TO JAN 2022

SESSIONS

**22,093**

COMPARATIVE DATA **33%** INCREASE IN SESSIONS  
COMPARED TO JAN 2022

A SESSION IS THE TIME  
PERIOD A USER IS  
ACTIVELY ENGAGED WITH  
THE WEBSITE.

## TOP 3 EVENTS VISITED

1. Magic City Adventures College Night  
a. 420 views
2. Spring Involvement Fair  
a. 289 views
3. ORCA  
a. 280 views

## TOP 5 ORGANIZATIONS

1. AKA  
a. 543 views
2. Delta Sigma Theta  
a. 433 views
3. Trailblazers  
a. 390 views
4. Student Leader Selection  
a. 349 views
5. Alpha Epsilon Delta  
a. 232 views

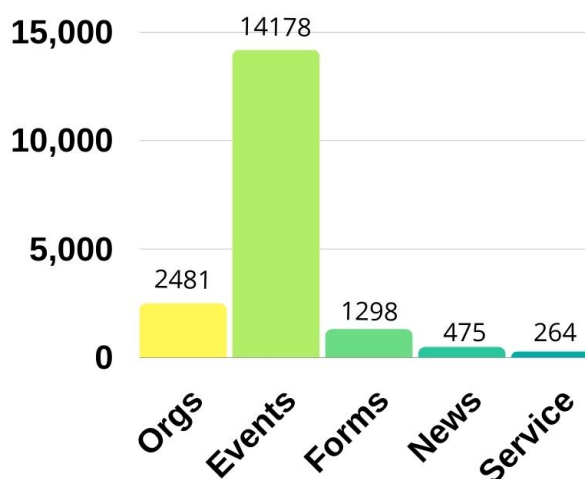
PAGEVIEWS

**156,257**

COMPARATIVE DATA **12%** INCREASE IN PAGEVIEWS  
COMPARED TO JAN 2022

PAGEVIEWS ARE THE  
TOTAL NUMBER OF  
PAGES VIEWED.

## UNIQUE VIEWS PER TAB

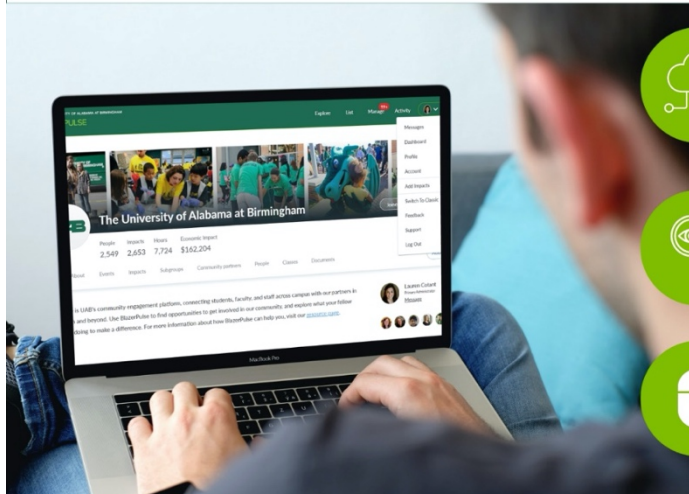




## BlazerPulse Overview:



January 2023  
Google Analytics



**6,370  
Users**

An individual who interacts with your website or app.  
Each user can visit your website multiple times.



**46,993  
Pageviews**

Pageviews are the total number of pages viewed.



**10,307  
Sessions**

A session is the time period a user is actively engaged with the website.



\*Unique views



January 2023  
Google Analytics

## Top Pageviews

- 1** MLK's Beloved Community  
594 unique views
- 2** Blazer Kitchen  
568 unique views
- 3** Rise Against Hunger  
127 unique views
- 4** Senate Service Board (SOM)  
96 unique views
- 5** Equal Access Birmingham  
88 unique views

## 414

### Student Body Impacts

*"Impact" is a term to describe all potential forms of community engagement. An impact can be described as funds donated, funds raised, goods donated, hours trained, and, most often, volunteer hours served.*

## 1,253

### Student Body Service Hours

*"Service Hours" are hours that someone has served or volunteered.*

**60% of the impacts reported were associated to a student organization.**

### Impacts by Classification

