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Promotion of Engaged Democracy and Community Partnerships Through Audience Response System Technology

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Final Project Report

Promotion of Engaged Democracy and Community Partnerships through Audience Response System Technology

A. Outline your original goals:

Our main goals of the project within Pace University were:

- To reinvigorate our community outreach and civic engagement presentations to students particularly at Freshman Orientation and UNV 101 classes and Teach-ins
- To raise the level of on-campus and off-campus audience participation in presentations and discussion on civic engagement and community matters.
- To foster further collaboration with other university departments, both academic and co-curricular using this technology.

We also outlined some external goals:

- To elevate Pace University's external community partnerships to a new level by soliciting input from community members and partners through this technology.
- To expand our outreach to the school system, beginning with Pace High School, to gauge youth attitudes and behaviors on civic engagement and democratic participation.
- To present papers on student and community engagement based on our implementation of Audience Response Systems. We hope to present these papers at conferences internally and externally such as Faculty Institute and the annual Project Pericles National Conference.

B. What progress have you made towards your original goals on your project to date.

C. What activities have been completed to contribute to meeting/progressing toward these goals?

We have made significant progress toward meeting our original goals, and have met ALL our internal goals very successfully. Specifically, we accomplished all of the following:

- Every staff member in our office attended an intensive training session conducted by iclicker to become familiar with the use of audience response technology.
- Met with Student Affairs on both the NY and PLV Campus to propose a new and extended presentation on Civic Engagement for the 2009 Freshman Orientation sessions.

- Upon receiving approval to develop such a presentation, our staff created a 45 minute dynamic and interactive multi-media presentation incorporating the use of Audience Response Technology (clickers).
- Conducted the interactive presentation at ALL 2009 Freshman Orientation sessions on both the NY and PLV campuses (Since we needed all clickers for each orientation, we sent the clickers between campuses through inter campus mail).
- We also met the goal of collaborating with other departments by sharing clickers at the NY Orientation sessions with the Auxiliary Services office. Their office also had a presentation that incorporated Audience response technology, but had access to only 50 clickers, while each Orientation group averaged more than 200 students.

D. What activities have not been completed? Please indicate why they have not been completed.

We received the clickers in the last week of July, 2009 exactly two days before the first Orientation session. Since then we have used the clickers at all the Orientation sessions. Our internal goals have been met, and we now have upcoming events for using this technology in a way that benefits the larger Pace community and the community beyond Pace. Specifically,

- We will be sharing this technology with Political Science and Honors Pleasantville for an Immigration Round Table discussion with community members and students on 11/18/09.
- We will also be hosting and using the iclickers for the 2010 Youth Action Convention in March with the Family Services of Westchester. 175 high-school and middle-school students will participate in this community event, the 13th year Pace University has hosted this event.
- We also investigating if we can use the clickers at a multi-institutional workshop on Organizing for Social Change that will be held on the PLV campus on November 13 and will be attended by Pace University, New School University and Wagner University students.

E. Please outline the outcomes you have received as a result.

We have gained the desired outcomes as our presentations have been completely reinvigorated by the highly interactive clicker system. We were also able to assess the success of this technology by polling the audience for instant feedback. At the end of our presentations, we asked two questions in particular and here are the results from the assessment of the clickers at NYC freshmen orientations on July 9th, 23rd, 30th and September 3rd

from over 660 students. As you can see, the technology has proven to be highly effective for the purposes of outreach and engagement.

Question #1: The use of the clickers added to the effectiveness of this presentation.

- 57% Strongly Agree
- 31% Agree
- 8% Neutral
- 1% Disagree
- 3% Strongly Disagree

Question #2: As a result of this presentation I am more likely to connect with CCAR.

- 24% Strongly Agree
- 34% Agree
- 34% Neutral
- 6% Disagree
- 5% Strongly Disagree

F. Were there any unintended outcomes achieved?

Yes, the sign-ups for the Center for Community Action and Research email list-serve went up dramatically, when compared to the number of students who signed up a Freshman Orientation in previous years.

F. Do your outcomes reflect the change or benefit you were hoping to receive?

Yes, definitely. Our primary objective was to engage students at Freshman Orientation and to get them excited about opportunities for civic engagement at Pace University. The audience response technology allowed us to meet this objective successfully.

G. Describe your future plans for sustaining the program or project.

Given the success of this technology at this year's Freshman Orientation, we will continue using the clickers at all future Orientations and large presentations where our office has the opportunity to make an extended presentation. As we outlined in our original proposal, we will also seek opportunities to include this technology in additional off-campus and community settings.