

# UW-Stout Engagement and Volunteering

Chelsea Culver and Fitzie Heimdahl, Advisors: Tina Lee and Inoussa Boubacar  
University of Wisconsin-Stout

## Introduction

UW Stout is known for developing job-specific skills in students and being extremely industry-oriented, but there is no required service learning aspect tied to graduation. Recently, the University has dedicated more resources into growing student engagement. The Student Involvement Center and Ally Initiatives have been at the forefront of this effort to build student awareness of community issues. Our research is a collaborative project with the Student Involvement Center to:

- 1) Better understand student trends in engagement
- 2) Figure out how to connect students with organizations in a way that benefits both parties.

Through this research we were able to identify strategies to better market opportunities to students who are already engaged, as well as develop recruitment strategies for those who are not.

## Methods

Using a 25% stratified sample of UW-Stout students, we sent out a 20 question survey that asked for general student information and levels of engagement. We looked at which students are most likely to volunteer, what types of volunteer opportunities students look for, and how students decide which opportunities to volunteer for.

Secondly, through a series of qualitative interviews with various organizations and analyzing volunteer data, we looked at what the need for volunteers is in the community and if the methods organizations use to recruit volunteers match up with what students are looking for.

## Survey Results

What are characteristics of students who volunteer?

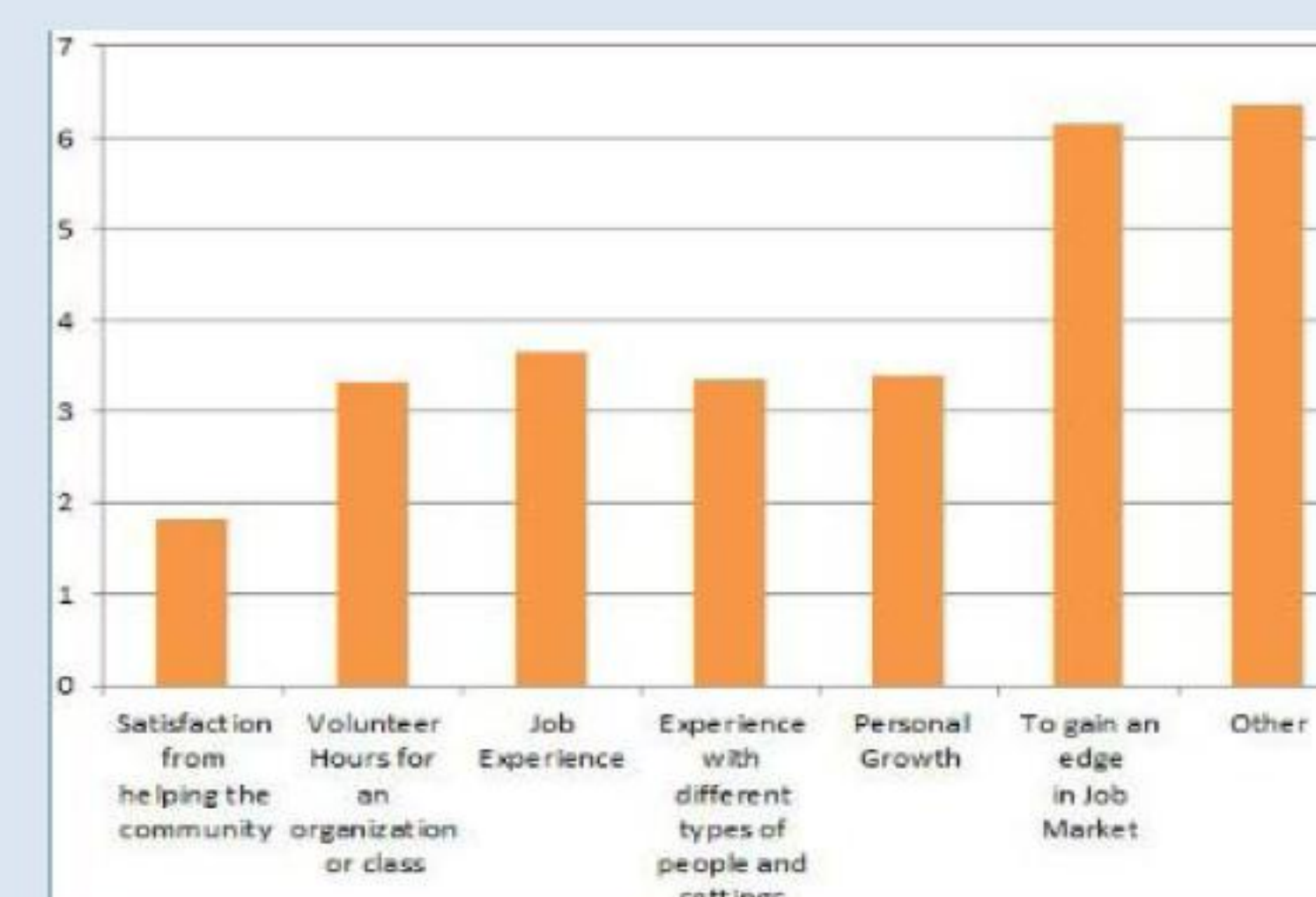
Variables in the Equation						
	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>						
GENDER	-.755	.195	15.007	1	.000	.470
GRADE	.163	.072	5.097	1	.024	1.177
LIVINGARRANGEMENTS	-.239	.165	2.067	1	.150	.787
Constant	.615	.365	2.834	1	.092	1.849

a. Variable(s) entered on step 1: GENDER, GRADE, LIVINGARRANGEMENTS.

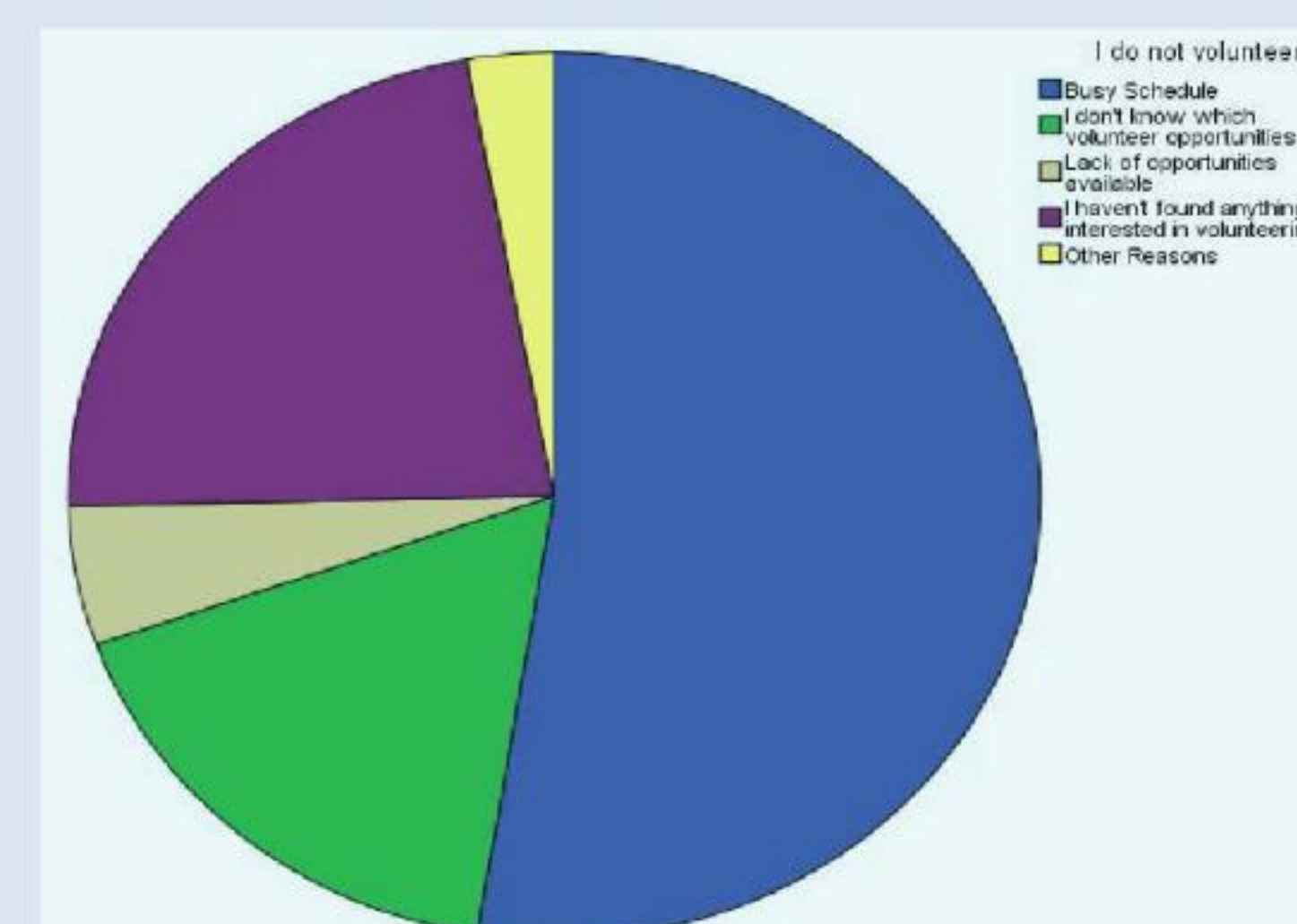
Variables in the Equation						
	B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 <sup>a</sup>						
CREDITS	.320	.144	4.907	1	.027	1.376
WORK	.020	.065	.098	1	.754	1.021
Constant	-1.048	.412	6.464	1	.011	.351

a. Variable(s) entered on step 1: CREDITS, WORK.

What are students' motivations for volunteering?



Why did 58% of our sample say they did not volunteer at all?



## Conclusions

- Through our survey, we discovered trends among student volunteerism and community organization outreach.
- More progressed students and those with higher credit loads are more likely to volunteer.
- Students are most interested resume building and gaining an edge in their resume. This is perhaps caused by Stout's heavy emphasis on developing job skills.
- Through our interviews with various volunteer coordinators, we found a common trend for
- Organizations struggle to retain committed volunteers longer than a semester.
- Stout students have a positive reputation as volunteers in the community, and there is a strong need for more.

## Discussion

- Have higher emphasis on target freshmen and lower classmen
- Turning a volunteer experience into a job experience with unique duties that may entice more volunteers.
- Have organizations place an emphasis on skills volunteers will acquire.
- Understanding students motives for volunteering is critical for organization to better market their events.

## Acknowledgements

A special thanks to Mary McManus and the Involvement Center

