

# FACILITATING STUDENT ORGANIZATION GROWTH POST-PANDEMIC\*

*2023 APS DEVELOPMENT WORKSHOP*



*CRENEL FRANCIS JR.  
& ZACHARY C. BROWN*



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“**Leaders establish principles concerning the way people (constituents, peers, colleagues, and customers alike) should be treated and the way they should pursue goals. Leaders create standards of excellence and set an example for others to follow.**

**LEADERS CREATE  
OPPORTUNITY FOR VICTORY.”**

**James Kouzes and Barry Posner**

**The Five Practices of Exemplary Leadership**

# FACILITATING GROWTH

## CHALLENGES CAUSED BY THE PANDEMIC

### University Impacts

**University policies and procedures** created barriers for the hosting of in-person student organization events

### College Impacts

**College and department leaders lack** understanding of the history and importance of student organizations due to turnover throughout the pandemic. Knowledge has been lost.

**Student participation shifted** from mostly undergraduate students to 50% graduate student

### Student Organization Impacts

**Sustainable student leadership** was not possible due to a lack of students with experience hosting in-person events or deep connections to organizations.

**Limited in-person events** decreased student sense of belonging and identification with student organizations.

**Virtual events** did not allow provide the opportunity for engaging activities that retained or recruited new members.

# FACILITATING GROWTH

**The National Society of MANRRS** was founded in 1985 to empower individuals of underrepresented and diverse backgrounds in agriculture, natural resources, and related sciences.

**The Purdue University Chapter of MANRRS** was founded as a student organization on campus in 1990 to provide support and professional development for diverse Boilermakers within the College of Agriculture.

**COVID-19** led to a great reduction of student organization engagement across the board. Purdue-MANRRS saw it's membership reduced to just six active members. Each of these members was an active participant pre-pandemic.



*Purdue MANRRS Members  
Amirah Haweit and Morgan Murff featured during their attendance  
of the 2022 Region V Regional Cluster Conference.*

# FACILITATING GROWTH

**Purdue-MANRRS is an example of success.** The organization has seen a resurgence post-pandemic\* that has led to a 565% increase in membership (35 active members), over 40 submissions for national programs and scholarships, and over \$15,000 raised by the student organization.

**The student organizations provides** biweekly general body meetings, community socials, community service opportunities, access to industry partners virtually and on-campus, and much more.



# FACILITATING GROWTH

## KEYS TO FACILITATING GROWTH

1

**Modeling active and meaningful engagement** by taking on essential roles within the organization locally or nationally. For Purdue-MANRRS, Advisors have served as National Executive Board Members, Committee Chairs, and Contest Superintendents. Increased expectations were also added to the organizational constitution.

2

**Provide College/University resources** by working with caring campus partners. Purdue-MANRRS has benefited from marketing materials (banners, brochures, and web-pages) developed by Agricultural Communications, connections to industry partners by development staff, and academic advisor recommendations.

3

**Plan the year out** by working with student executive board members (or student group members) to develop an annual plan of action that provides flexible guidance for expectations. It is essential to have stakeholder in-put in the planning.

# FACILITATING GROWTH

**4** **Creating an inclusive culture** helps build a sense of belonging within student organizations. Students that feel valued want to engage and want to bring friends.



*Purdue MANRRS Members  
Pictures featuring Purdue MANRRS members during student organizational events.*

# FACILITATING GROWTH

- 5** **Colleges have to demonstrate commitment** to organizations that are essential to the student experience or the college's strategic goals. Beyond budgetary commitment, support of certain student organizations has been built into job descriptions for FTE staff **and** student workers. Student organizations must also raise funds too.
- 6** **Financial and non-financial commitments provide sustainability** for student organizations in the event of campus shutdowns, issues addressing annual student leadership turnover, and other unexpected issues.

**\$30,000+**

INVESTED BY THE COLLEGE OF AGRICULTURE IN  
SUPPORTING PURDUE-MANRRS AS A KEY  
RECRUITMENT AND RETENTION EFFORT.





# FACILITATING GROWTH

**7 Stakeholder engagement is essential** to facilitate the growth of student organizations. Students want to have input on their experience. There are times where policy and procedure require a firm hand, but that can't be the entire operation of an organization.

**8 Student advocacy is the driver for increased participation** because the biggest influence on students is their peers. Finding students that are willing to speak on behalf of the student organization during events, videos, or email campaigns can help bring in new members.

**9 Develop a social media presence** to capture student attention beyond organizational events. Social media is often the first place we direct prospective members to visit.

## STUDENT ADVOCACY IS THE DRIVER OF PARTICIPATION





MANRRS

MANRRS

MANRRS

PURDUE

PURDUE

MANRRS

PURDUE

NBA

PURDUE

WATER  
MICHIGAN  
1883

# 56 MEMBERS

62% OF THE CHAPTER IS CONSIDERED TO BE ACTIVE AND IN-GOOD STANDING LOCALLY AND WITH THE NATIONAL SOCIETY



**PURDUE**  
**UNIVERSITY®**

Office of Multicultural Programs

[ag.purdue.edu/department/omp](https://ag.purdue.edu/department/omp)

[OMP@purdue.edu](mailto:OMP@purdue.edu)



[@purduemanrrs](https://www.instagram.com/purduemanrrs)

