Binghamton University – Student Affairs Assessment and Strategic Initiatives
Graduate Assistantship – Engagement Platform Marketing and Support

Currently Binghamton University utilizes an engagement platform that houses 570 active organizations (student clubs plus University offices/departments). Various groups on campus use the system:

- **General Binghamton University Student** – uses platform to find events, join clubs/organizations, connect with offices and track their experiences on a co-curricular transcript
- **Binghamton University Student Association (SA)** – uses platform to manage their 200+ organizations including elections, new club approvals, club/organization registration (annually), event approvals, market events, track attendance at events, allow individual students to purchase tickets for events and roster management
- **University Administrators/Offices** – use platform to market events, track event attendance, track experiences (e.g., internships, student employment, etc.), collect registration and application materials via an on-line form or survey tool, create a “curriculum” outside of the classroom for students to follow when seeking credentials such as the University Honors program or peer mentor training.
- **Student Affairs Assessment Office (SAASI)** – Manages the tool and provides training/support to users. In addition, uses platform to pull data on the back-end to track High Impact Learning Experiences (HILE), connect engagement data with graduate outcomes, create reports on event trends, connect attendance and other data with data from other Binghamton University systems, etc. SAASI also facilitates the API that loads approved events from the engagement platform onto the University Calendar through University Communications
- **University Leadership** – Relies on data from this platform to inform decision making around our Campus Roadmap, specifically SP2: Provide a transformative learning community that prepares students for advanced education, careers and purposeful living. This includes pulling data for trend reporting, using data reporting to guide working group decisions and connecting HILE experiences with other University data such as graduate outcomes

**Description:**
The Engagement GA will work directly with the B-Engaged team to help support and implement a new Engagement platform during the 2019-2020 academic year. The GA will create and implement marketing strategies; develop and conduct training; build relationships with offices and organizations across campus; assist with troubleshooting/customer service; conduct data uploads/data management; assist with documentations of new processes. This position reports to the Director of Student Affairs Assessment and Strategic Initiatives

**Duties and Responsibilities:**
- Manage and participate in the implementation of a new campus engagement platform
- Plan and implement training and outreach for engagement tool
- Market the engagement platform system to multiple constituencies including students, student organizations, campus offices/departments, faculty, university leadership
- Work with campus partners to increase utilization & value of the tool. Help campus partners and students learn ways the tool can help them reach their goals while also strengthening the data in the system
- Working with campus partners, staff & the vendor to help troubleshoot, setup, & optimize platform capabilities
• Cultivate a strong partnership with Student Association and Student Organizations to support their needs with the tool
• Understanding & articulating technical requirements & processes
• Guide technical and non-technical end users on how to utilize software
• Conduct data uploads and other data management that reflect student involvement and memberships

Qualifications:
• Experience with developing and implementing marketing campaigns
• Ability to effectively design and deliver presentations and training courses, comfortable with public speaking
• Ability to communicate with a wide range of audiences (faculty, staff, students, etc.)
• Ability to quickly adapt to new technologies
• Ability to prioritize multiple projects and tasks, while delivering quality results
• Students must be accepted into a Binghamton University Graduate program for the 2019-2020 academic year. Preference is given to those enrolled in the Master of Science in Student Affairs Administration Program

Stipend:
This assistantship includes a salary stipend for the academic year of $10,000, paid biweekly. This position is represented by the Graduate Student Employees Union (GSEU) and the stipend includes all potential union negotiated raises applicable for the academic year. Twenty hours of work per week is expected.

To Apply:
Persons interested should submit the general application on the Student Affairs website. Questions related to this position should be directed to Kim Yousey-Elsener, Director of Student Affairs Assessment and Strategic Initiatives at kyousey@binghamton.edu.