

HIGH-IMPACT PRACTICES THE ENGAGE

Debbora Whitson, California Polytechnic, Pomona

Academia consistently seeks new ways to enhance the classroom experience. The use of high-impact practices has been advanced as a method to obtain a learning experience which lasts beyond the physical boundaries of the classroom. According to Kuh (2008) “High-impact is defined as an investment of time and energy over an extended period that has unusually positive effects on student engagement in educationally purposeful behavior.” Facilitating self-directed learning is one of the benefits of implementing high-impact learning practices (Hammond & Collins, 2004; Song & Hill, 2007). These methods/techniques provide a bridge between theory and practice that can serve as platform for students to build their occupational endeavors upon.

The proposed special session includes two high-impact practices that deepen student learning experiences by joining theory with practice.

#1 Marketing Channels Efficient Congestion Assignment by Debbora Whitson

Topics covered in a Marketing Channels can be difficult to make interesting/visual to students. The following assignment was design to bring the material *alive* and increase student engagement. Students are assigned to groups and were instructed to:

- Read the chapter in the text that discusses the concept of efficient congestion
- Grab their cameras/cell phones/GoPro’s and film real-world examples of efficient congestion
- Submit 1 page summary of their **Observations...**
- Limit length of their Video to 2 minutes
- Bring video to share** in class

This assignment affords students the opportunity to see how channel strategies are utilized in the marketplace. The resulting videos are used as a learning tool, pointing out how efficient congestion is being achieved:

--Students are asked to evaluate how well the businesses shown in each video achieved the “efficient congestion” objective.....

#2 Events & Destination Marketing Class Project by Joyce Emilio

Twenty-eight students

“ Organized, planned, promoted, and ran the Spring Quarter Student Success Event for the IBM Department

“ They formed five teams:

- “ Hospitality
- “ Marketing
- “ Accounting
- “ Operations
- “ Follow-Up

“ As a class, they decided upon, among other things:

“ The title of the event — *Tips and Tricks for Success in Business*

“ The type of food to order

“ Whether to give gift baskets or an honorarium to the panelists (they decided upon gift baskets from the Farm Store

- “ How to set up the meeting room
- “ How to market the event
- “ What promotional materials to use
- “ Once those decisions were made, the teams each worked on their assignments and reported back to the class every week, solving problems within their teams and between their teams
- “ All flyers, brochures, display boards, name badges, etc., were designed by the students
- “ The night of the event all students worked together, helping each other regardless what team they were assigned to.
- “ Post-Event Evaluation
- “ The class reviewed everything:
 - “ Pre-event activities, the event, and post-event activities, as well as plans for next year.
 - “ We decided to continue with *Tips & Tricks for Success* in order to build the brand and familiarity with it. The long-range plan is to build and maintain awareness so that students will look forward to their annual "special event".

290 people registered to attend the event, approximately 223 attended. The number is not definite because we estimate 10-20 people arrived late, after the check-in team closed their station.

*References Available upon Request