



MAXIMIZING STUDENT POTENTIAL 2019

# ENGENDERING A SENSE OF BELONGING TO MAXIMIZE STUDENT POTENTIAL



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# WHAT'S OUR GOAL? WHY ARE WE HERE?

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## "education (re)defined"

- ▶ The process of **receiving** or **giving** systematic instruction
- ▶ An **enlightening** "experience"
- ▶ In Latin, **educare** which clearly includes the word "CARE" and means to **draw out the LIGHT that is within**
- ▶ **The** intentional pursuit of internally-derived GOALS

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- ▶ Usually defined as "conditions that allow a company or country to produce a good or service of equal value at a lower price or in a more desirable fashion"
- ▶ Two types of competitive advantage: (a) **comparative** and (b) **differential**
- ▶ Advantages are attributed to myriad factors including: **cost structure**, **branding**, quality, intellectual property, customer service, **values**

## COMPETITIVE ADVANTAGE

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### WHAT EMPLOYERS WANT IN RECENT COLLEGE GRADUATES

SOURCE: U.S. Bureau of Labor Statistics, Forbes Magazine, National Association of Colleges & Employers.

Work well on diverse teams	Make decisions & solve problems	Communicate well verbally with people in/out of unit
Plan, organize, prioritize work	Proficiency with computers & technology	Sell and influence others
Imagine, create, and see connections	Storytelling and maximizing stories	Maintain integrity in work activities

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### WHY STUDENTS GO TO PURDUE.

- ▶ SELF-DISCOVERY? ❌
- ▶ GLOBAL CITIZENSHIP? ❌
- ▶ DEMOCRATIC PARTICIPATION? ❌
- ▶ WORK-LIFE BALANCE? ❌
- ▶ JOBS? ✅
- ▶ CAREERS? ✅
- ▶ TO MAKE MONEY? ✅
- ▶ SUCCEED? ✅

**LONG BEACH COMMUNITY JOB FAIR 2017**



Long Beach City College will be hosting the Long Beach Community Job Fair on Tuesday, September 12, 2017. This Job Fair is free and open to the public. Over 50 employers will be participating.

**SEPTEMBER 12, 10AM**  
**VETERANS STADIUM**  
 4901 E. CONANT STREET  
 LONG BEACH, CA 90805

QR CODE

**DON'T FORGET:**

- Bring plenty of résumés.
- Be dressed professionally and ready to be interviewed.
- No children allowed.

For more information call (562) 938-3200 or visit [pacificgateway.org/LBCJobFair](http://pacificgateway.org/LBCJobFair)

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### TOP "HOT NEW" JOBS

- ▶ Social Media Manager
- ▶ App Developer
- ▶ Search Engine Optimization Specialist
- ▶ Drone Pilot
- ▶ Big-Data Analyst
- ▶ Chief Listening Officer
- ▶ Senior Blog Writer
- ▶ Uber/Lyft Driver



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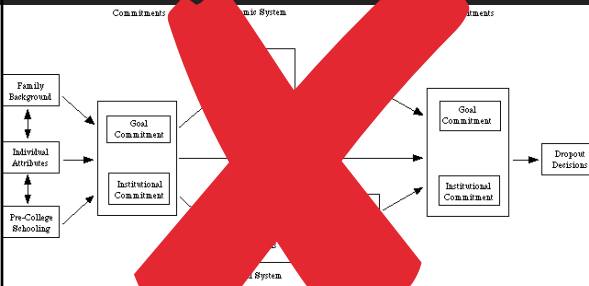
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SOURCE: Vincent Tinto (1997) *From higher education to the labor market: A theoretical synthesis*. *Review of Educational Research*.

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"SENSE OF BELONGING REFERS TO A FEELING THAT MEMBERS MATTER TO ONE ANOTHER AND THE GROUP, AND A SHARED FAITH THAT MEMBERS' NEEDS WILL BE MET THROUGH THEIR COMMITMENT TO BE TOGETHER."

Osterman (2000), p. 324

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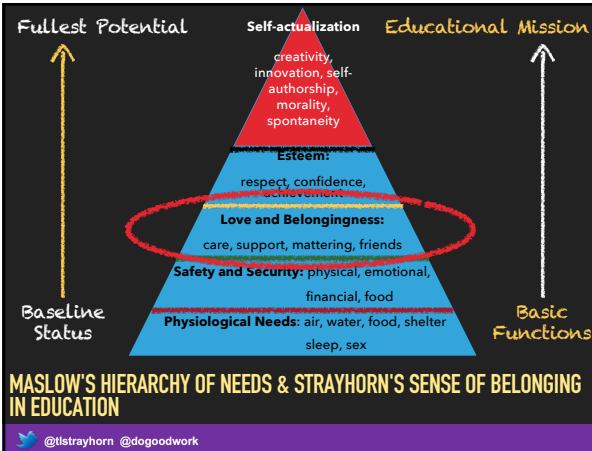
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EQUITY AND INCLUSION AS COMPETITIVE ADVANTAGE. SENSE OF BELONGING AS SUSTAINABLE STRATEGY.

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### CORE ELEMENTS OF SENSE OF BELONGING

SOURCE: Strayhorn, T.L. (2012). College students' sense of belonging: A key to educational success for all students. New York, NY: Routledge.

- 1 A universal, basic human need;
- 2 Fundamental motive sufficient to drive behavior;
- 3 Context, time, and factors determine relative importance;
- 4 Related to mattering;
- 5 Influenced by one's identities;
- 6 Leads to positive outcomes and success;
- 7 Must be satisfied as conditions, circumstances change.

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### MATTERING IS COMPRISED OF:

- ▶ **Attention:** Feeling that one is noticed, recognized, others remember my name
- ▶ **Dependence:** Others look to me for advice, need me, value my contribution
- ▶ **Ego-extension:** Feeling that others are proud of one's success or will sympathize with others failures
- ▶ **Importance:** I am the object of other's concern, cared about

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- ▶ Make the **curriculum relevant** to students' live and needs
- ▶ Use **students' strengths and assets** versus pointing out deficits and deficiencies
- ▶ Hold and communicate **high expectations** for ALL students
- ▶ Anticipate or offer assistance versus waiting for students to "seek" help; **intrusive or proactive advising** and teaching
- ▶ Recognize that teaching/learning is a relational process; thus, relationships and connections matter

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- ▶ Present rules and instructions in clear, organized manner; decoding or translating higher education norms and terms is a student success tactic
- ▶ Evaluate students' performance regularly and offer constructive feedback that fosters growth-mindedness
  - ▶ Re-examine what counts as data, evidence, and knowledge
- ▶ Use blend of **intrinsic and extrinsic incentives**

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ANY QUESTIONS?

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