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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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

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

WHAT EMPLOYERS WANT IN RECENT COLLEGE GRADUATES
- 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
WHY STUDENTS GO TO PURDUE:

- Self-Discovery? X
- Global Citizenship? X
- Democratic Participation? X
- Work-Life Balance? X
- Jobs? ✓
- Careers? ✓
- To Make Money? ✓
- Succeed? ✓

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

STUDENTS DON'T LIVE IN BOXES...

“I don't fit in a box.”

“Don't put me in a box.”

IN FACT, BOXES ARE SCARY. LIMITING. FRUSTRATING. CONTAINING. ISOLATING. ALIENATING. LONELY.

“Check the box.”

“Think outside the box.”
“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

**Maslow’s Hierarchy of Needs & Strayhorn’s Sense of Belonging in Education**

**Educational Mission**
- Self-actualization
- Creativity, innovation, self-authorship, morality, spontaneity

**Safety and Security:**
- Physical, emotional, financial, food

**Love and Belongingness:**
- Care, support, mattering, friends

**Physiological Needs:**
- Air, water, food, shelter, sleep, sex

**Equity and Inclusion as Competitive Advantage. Sense of Belonging as Sustainable Strategy.**
CORE ELEMENTS OF SENSE OF BELONGING

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

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 others’ concern, cared about

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
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.