

For the case study, we decided to analyze what student engagement looks like at SUNY Buffalo State University, our current institution, and how to involve a population of students we felt would be advantageous to the revival of student life on campus in a post-COVID era. As graduate students involved in various areas of campus life, we have noticed the decline in student engagement across campus. As a team, we recognize that one of the reasons why student engagement may be low at our institution, and at many alike, is due to a lack of transition of both ideas and creativity, from one class of students to the next. Meaning, first and second- year students have no idea what campus life has ever been like at the institution, as they only heard word of mouth or saw videos as part of their recruitment. Whereas, third and fourth- year students lived and cultivated that campus experience, but were unable to pass these experiences down to the next generation of emerging students, due to COVID. We decided residential students would be the best population to involve as we seek to re-establish what an engaged and vibrant campus life can look like.

To bring awareness to this, we decided to create an Instagram reel inspired skit that illuminates how residential first and second-year residential students are disengaged and bored out of their minds, as they come up with ways to engage themselves in some of the most silliest ways. In the skit, the students speak to how outside of the programming efforts of Resident Assistants, there is nothing else that is captivating, which then prompts the students to find engagement and recreation by possibly smoking weed, attending a party, or even participating in the TikTok challenge of trying to steal a Kia. The disengaged first-year students get their perspective changed when third- and fourth-year students introduce themselves as the ones who contributed to student engagement. They talk to them about leading clubs and organizations, how to get involved, and how to get buy-in from faculty to advise the club or organization. In our skit,

we attempt to demonstrate the importance of mentoring and modeling as means of transmitting knowledge and experience, as we believe this is a powerful tool that can help revive student engagement on campus. In our skit it was the knowledge that third- and fourth-year students shared with the first and second year students that get them involved.

For our second and last video, we decided to go with a TikTok inspired video in which we would showcase the significance of student engagement. The TikTok video highlights the United Student Government's (USG) Executive Board at SUNY Buffalo State University. The USG E-Board is a student led organization that is responsible for providing funding to organizations/clubs on campus and providing students with the resources to redefine what student engagement looks like. Our TikTok video is Full House themed as it displays the members of USG E-Board with their titles and all the fun things they have done as an E-Board over the course of the academic year. We thought the video was a creative way to demonstrate the diversity and inclusivity of student engagement at Buffalo State University, as it shows all the fun things that come with being a part of a group, as well as how students hold the responsibility of making campus inclusive in their own image. More importantly, the video aims to encapsulate the importance of having a sense of belonging on campus and we hope it inspires students to become involved and engaged, so they too can have the same feeling. On the behalf of our team, we would like to thank you for allowing us to participate in the case study and we hope you enjoy the videos we have made.