

## Digital Ignite Summer 2021 Report

### Executive Summary

Digital Ignite was completed by 61 participants in July 2021. Participants saw similar positive learning outcomes to the program's previous iteration, including being 2.27 times as likely to identify themselves as a leader after the program. Satisfaction increased from the last iteration, most notably the Net Promoter Score (NPS) improved from 40 to 53. In addition to the year-over-year growth of the NPS, the 53 score is much higher than the 39 recorded during the spring 2020 Membership Impact study. The Fraternity uses this as a benchmark for comparison for all experiences relative to the experience provided at the local chapter level. Positive changes are suspected to be a result of changing the session format from three, 2-hour sessions to four, 90-minute sessions. This allowed participants to stay more focused on the content. Because of its potential to increase access to the emerging leaders programs and its demonstrated effectiveness, the Central Office will continue to test Digital Ignite's solvency in the upcoming year.

### What is Digital Ignite

Digital Ignite is an all-online emerging leaders' program which combines asynchronous and synchronous learning to achieve the following learning objectives:

1. Students can identify core concepts of personal leadership.
2. Students can apply personal leadership lessons.
3. Students understand how values impact self, others, and organizations.
4. Students engage in effective goal setting practices.
5. Students develop strategies to achieve goals.

### Participation Overview

Digital Ignite was held on Tuesdays in July and undergraduates could register to attend from 12:00-1:30PM or from 5:00-6:30PM. The Fraternity had 101 undergraduates register for Digital Ignite and 61 of them completed the 4-week experience. 60% of registrants met attendance and participation expectations, down from 78% in fall 2020. The Fraternity also engaged with 20 volunteers to assist Digital Ignite execution. This includes 4 Delt facilitators, 4 non-Delt facilitators, and 12 alumni panelists.

### Program Assessment

The program utilized a pre-test and post-test to capture feedback and measure learning objectives. The analysis determined:

- Participants were 2.27 times more likely to view themselves as a leader after Digital Ignite
- Meaningful and statistically significant growth in three major learning areas: impact of organization values, goal setting competencies, and personal leadership identification.
- Positive increases in all learning areas assessed in the instrument

Digital Ignite also fared well compared to participant expectations:

- 77% said they learned more than they expected (+8% from Fall 2020)
- 78% said the program content was more useful than they expected (+11% from Fall 2020)
- 58% said the experience was better/much better than campus leadership programs they attended (-2% from Fall 2020)
- 50% rated the experience as better/much better than Delt leadership experiences they attended (-4% from Fall 2020)

- 82% said the overall experience as better or much better than they expected (+17% from Fall 2020)

Overall satisfaction numbers outperformed the previous iteration:

- 97% of participants rated the experience Excellent or Good (+4% from Fall 2020)
- Net Promoter Score (NPS) was 53 (+13 from Fall 2020)

### **Program Changes from Fall to Summer**

Overall, changes to the program were all positively received by participants and volunteers. In follow-up calls with volunteers, they consistently stated they felt prepared to execute their duties and program components ran smoothly. One volunteer from last year walked through each change and mentioned how it positively affected the facilitator experience or student engagement. A Snapchat and GroupMe were created for participants to communicate outside the live calls, but they both went largely unused according to students. Additional changes include:

- Session format changed from three, 2-hour sessions to four, 90-minute sessions due to student recommendations from Fall 2020. Sessions remained once a week.
- There were no late evening session times offered since feedback indicated energy in later sessions lacked. Only afternoon and early evening sessions were offered.
- All participants were expected to participate with their cameras on to increase active participation.
- Participation was moved from Zoom whiteboard function to Google Docs to simplify the screen sharing mechanism and use more familiar tools for the participants.
- Staff no longer produced the Zoom sessions and facilitators were trained to self-produce to reduce the workload needed to execute sessions.
- Alumni networking event was removed due to poor student participation.
- Outside online communities were created for participants (Snapchat & GroupMe) to have organic interactions. Some Fall 2020 participants sited Snapchat as an effective means for participants to connect organically.

### **Potential Future Changes**

- Improve adoption of online communities outside of the experience. (Snapchat, etc.)
- Continue to test different execution times/times of year to identify when the program is most successful (Fall vs Summer vs Spring, with/without the option for traditional, in-person Ignite, etc.)
- Testing different formats to the experience, potentially including: one week execution, one weekend execution, or chapter-based sessions.
- Improve the mechanism for the program deposit and scholarship opportunities. Participants pay a \$50 program deposit, which is refunded if they complete the program. The deposit is in place to reward completion of Digital Ignite. Divisions, alumni, and donors have expressed a desire to provide scholarships and there is not a clean mechanism to do so before deposits are paid.
- Increase week one attendance. 82% of participants who attended week one completed the program. Records also show that 22 registrants never attended a session. Attrition for multi-week online programs is expected, but more tactics should be developed to minimize attrition.

## What Delts said about Digital Ignite

What was most valuable from the program:

- Top 3 responses: specific curriculum component (36% of comments), Non-specific leadership comment (24%), and learned from other Delts (14%)
- “I learned how I can make my chapter and the community within it a better place”
- “I learned that I'm not alone in my Delt Tau Delta experience since there are brothers all across the country in the same boat as me!”
- “That a leader is not just the president — anyone can be a leader by setting a tone through their actions and communicating a vision effectively”
- “That we have many people going through the same challenges as we are, and that Delta Tau Delta reaches farther out than our own individual chapter.”
- “The most important thing to find purpose is to understand your values. When you understand your own values, you can then begin to take on new roles and workloads as you grow as a leader.”
- “That I am much more powerful than I believed possible.”

Their favorite part of the program:

- Top 3 responses: meeting other Delts (55% of comments), overall experience/session structure (26%), and something they learned (10%)
- “I liked hearing from members from other chapters and learning about other chapters and how they are different from mine. I really liked the goodie box!”
- “The instructors were great, high-energy, and interactive. Everyone there was so much more excited and talkative about the program than I ever expected, and it helped me to have fun with it.”
- “I liked the chance to get to talk with other brothers from other universities and get to learn more about what they did at their schools in terms of DTD, and how I could bring that back to my campus.”
- “I liked that I got to meet Delts from everywhere, and the content was relevant to leadership. Other ‘leadership’ programs I've attended have often strayed away from their intended topic but Ignite did not.”
- “I'll answer this with a question: What DIDN'T I like about ignite?”

Their least favorite part of the program:

- Top 3 responses: Zoom compared to in-person (40% of comments), length of program or specific sections (27%), and lack of engagement from other Delts (11%)
- “I'd prefer to meet in person, but via the pandemic the program was great!”
- “Lack of engagement from some participants so it fell on the same people to respond and be engaged”
- “The prep work was tedious at times, but since it was used in each meeting it was fine.”
- “In groups of 3-4 we seem to collaborate more than just 2 of us”

Additional comments from participants:

- “I enjoyed the energy and effort put into the program. I loved the breakout sessions and callbacks to initiation. “
- “I really thought Anthony and Courtney did an awesome job! This program was really well organized, especially with zoom and it really made an impact on me.”
- “I would definitely keep this going.”