



Henry Ford College Technology Investment Fund Progress Summary

| NAME OF PROJECT DIRECTOR | | SCHOOL/DEPARTMENT/DIVISION |
|--------------------------|------------------------|--|
| Cassandra Fluker | | Office of Student Activities |
| CURRENT DATE | SEMESTER GRANT AWARDED | PROGRESS REPORT STATUS (Please check one of the boxes.) <input type="checkbox"/> Interim <input checked="" type="checkbox"/> Final |
| 03-15-18 | Winter 2017 | |

PROJECT DESCRIPTION: *Provide a brief summary of the project.*

Purchase and installment of message center (electronic sign)

ITEMS PURCHASED: *Please indicate how you spent the funds allocated to you. Where are items purchased currently being used? (Attach a separate sheet if necessary.)*

Installation of LED three-sided ground sign - \$40,977.00
Life-of-Sign Data Plan - \$1,274.00
Electrical work - \$9,960.00

OUTCOMES EXPECTED: *What were the outcomes/goals expected from the project as listed in your original proposal?*

The outcome of the goal presented in the proposal was to increase student engagement and awareness of student programs at Henry Ford College.

PROJECT EVALUATION: *Please summarize how the project was evaluated and the result of that evaluation. What evidence do you have that the outcomes/goals were or were not met? Please include data collected – questionnaire results, etc. Were there any benefits you may not have expected? Were there any liabilities you may not have expected? Please share any strengths and weaknesses of the proposed project. Your candor will be of help to others.*

The message center has been in full operation since the beginning of the winter semester on January 8, 2018. To determine the impact of the sign, surveys were randomly distributed to 225 students who were present in the Liberal Arts Building, Health Careers Center, and Student Center. The surveys were collected over a one-week time period between 10:00 a.m. - 1:00 p.m.

Survey Results:

1. Students were asked if they had noticed the sign: 66% Yes and 34% No.

Comments:

"Where is it?"

"Great Idea."

"I only come from the Science building, never pass the sign."

"Good campus location. I like the bright colors. Nice alternative to indoor monitors."

"Haven't ran across it."

2. Students were asked if the information attracted their attention: 80% Yes and 20% No.

Comments:

"I like the sign it really brings out the newer activities for the new college members."

"Try making it brighter and look more interesting so it can catch our attention."

"Very informative."

"I like how it has different colors to represent newer things."

3. Students were asked if they are more aware of HFC activities due to the information on the sign: 66% Yes and 34% No.

Comments:

"It's a great way to advertise upcoming events."

"I don't pay any attention to it."

"It is helpful and informative for students on campus."

"I really like it; keeps me in the 'know'."

"I think it keeps students updated on what's going on."

4. Students were asked if they had attended an HFC activity that was listed on the sign: 24% Yes and 76% No.

Comments:

"The electronic sign is pretty nice, but I don't have time to attend the activities."

"I can't attend any HFC activities because I don't have so much time, but I think it's a good source of information."

"Because I take classes at Eastern Michigan University."

Liabilities/Benefits:

There were no liabilities incurred nor expected; thus far, no additional benefits other than added promotion and awareness of programs.

Strengths:

The sign adds a nice touch to the scenery of campus; there's greater awareness of campus programs; the sign serves as a reminder for registration and financial aid deadline dates; the sign provides a welcoming feeling for students.

Weaknesses:

Students become immune to the sign although messages vary daily; certain background colors are hard on the eyes such as bright red; not all students see the sign depending on their campus direction; attendance of programs has not been increased due to the installment of the sign; the height of the sign is kind of low; glitches occur periodically.

In conclusion:

The newly installed message center offers an additional information source for students, and it has increased the awareness of campus activities. Although students have indicated that they are aware of the sign, attendance has not increased due to the sign. Further evaluations will be done for greater effectiveness of the sign.