

# Student Leadership Involvement

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## Objective

- The purpose of this study is to explore the significance of messages sent from the University of Wisconsin- Eau Claire's Division of Student Affairs and to see if there is a relationship between perceptions of the message and the student tendencies to apply for leadership positions."

## Theories That Drove Our Research

- Transformational Leadership Theory, which is based upon the idea of a leader sending messages to subordinates which motivates the subordinates to provide extra effort.
- Holland's Theory of Careers, which claims that people fall into different categories and tend to work best with people who are similar to themselves.

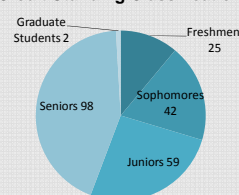
## Research Questions

- Research Question 1: How do messages produced by the University of Wisconsin Eau Claire's (UWEC) Division of Student Affairs affect the extent to which students attempt to be in leadership positions during their collegiate career?
- Research Question 2: Are students comfortable attempting to be in leadership positions?
- Research Question 3: What is the preferred channel that students wish to receive messages from the UWEC Division of Student Affairs?
- Research Question 4: Does a student's credit standing affect whether or not they are in a leadership position?

## Data Collection Method

- Respondents were currently enrolled students at UWEC.
- The sample size was 226 people.
- Out of the 226 respondents, 25 classified themselves as Freshmen, 42 classified themselves as Sophomores, 59 classified themselves as Juniors, 98 classified themselves as Seniors, and two classified themselves as graduate students (See graph below). Out of the 226 respondents 123 reside on-campus, and 103 reside off-campus.
- We used a non-random sampling method called convenience sampling.
- We created an electronic Qualtrics survey that was distributed in several ways :
  - E-mail to:
    - CJ Majors and Minors
    - Personal Contacts
    - Group Members' Class Lists
  - Social Networks
- The survey consisted of Likert-type close-ended questions and open-ended response questions.

Credit Standing Classification

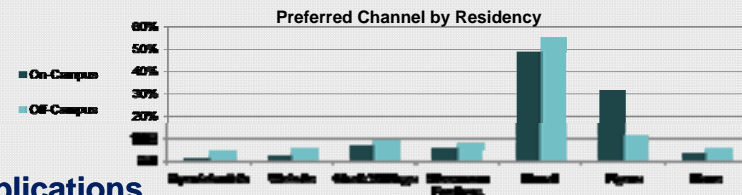


## Method of Analysis

- We used the program Statistical Package for the Social Sciences (SPSS) to analyze our data specifically using the following tests:
  - Cronbach's Alpha
  - Pearson Chi-Square

## Finding/Results

- Although we were unable to find significance in research question 1, we were able to infer that there was a positive correlation from a Chi- Square test that showed e-mail, the preferred channel for receiving messages, motivates students to strive for leadership positions more than other channels. (n = 226, p= .019)
- The Chi- Square test we ran in regards to research question 3 revealed a significant positive correlation that e-mail is the most preferred channel for receiving messages for both on-campus and off-campus residents. (n = 226, p= .016) (See graph below)
- The relationship regarding on-campus versus off-campus students and preferred channel of communication showed that the preferred channel of flyers was higher for those who live on-campus.
- In regards to research question 2, reliability was found between respondents desire to be in a leadership position and extent to which they attempted leadership positions. The Cronbach Alpha reliability for this test was .722 ( $M = 11.87$ ,  $SD = 3.358$ ).
- An open ended question that respondents replied to was: What messages do you receive from any of the fourteen departments within the Division of Student Affairs at UWEC?
  - We used thematic analysis to analyze the qualitative data from this open-ended question. There were three main themes that emerged through this analysis.
    - Students perceived that messages received most often are in regards to events that are being put on by organizations.
    - The next most common theme was that messages are sent in order to get students to join different groups or to get involved on-campus.
    - The third theme that emerged was that people delete messages without reading them.



## Implications

- The social and practical uses of this study can be applied to all UWEC faculty, administration, organizations, programs, and students who want to promote organizations and events or to recruit members for potential leadership positions.
- The results of this study could be used by groups on campus based on importance of advertising and the ability to get students involved in the group at membership level as well as in leadership positions.
- Practitioners could find interest in this study because they need to know how to adequately relay messages to clients in ways that will influence client morale.
- The general public may find interest in this study because they need to know how they are being marketed and ways to best receive information from a desired organization or group.

## Works Cited

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