

Help More Students Find Direction, Connection, and Momentum

For Student Affairs, Student Success, Dean of Students, Student Activities, Leadership Development, Civic Engagement, Volunteer Programs, Greek Life, Orientation, Residence Life, Student Organizations, Campus Engagement, and Co-Curricular Programs.

The challenge isn't how to create more opportunities. It's how to help students get more value from the opportunities they already have.

Students are already participating in clubs, leadership programs, volunteering, service, Greek Life, student organizations, and campus activities. GradPlanHQ helps them turn those experiences into growth they can build on.

GradPlanHQ doesn't replace student programming. It helps students get more value from participation that's already happening. Students gain growth and momentum. Institutions gain stronger engagement and belonging.

How this differs from other campus partners

- **Career Services** helps students prepare for career outcomes.
- **Faculty** helps students apply learning.
- **Teaching & Learning** helps more faculty participate.
- **Student Affairs** helps students turn participation into direction, belonging, leadership, proof, and momentum.

Participation vs. Growth

Every year, students participate in clubs, leadership programs, volunteering, service projects, Greek Life, and campus activities. Participation alone doesn't automatically create direction, proof, relationships, or momentum.

Many students accumulate attendance, hours served, and event participation without clearly understanding:

- what they learned
- what they accomplished
- how they grew
- what they can now contribute
- how to communicate that growth

Hours without momentum

- **Participation:** "I completed 20 service hours."
- **Growth:** "I organized volunteers, coordinated outreach, solved a problem, documented my results, and can explain what I learned."

Both students participated. The second can describe growth, contribution, and leadership.

The issue isn't participation. It's what participation produces.

How Participation Becomes Experience, Proof, Relationships, and Visibility



Students connect action to reflection, turn experience into proof, build relationships, gain visibility, and repeat. Applied to activities students already do:

- **Experience.** A leadership role, service project, or organization event becomes real work with a result.
- **Proof.** Students reflect on what they did and capture it as a story, work sample, or recommendation they can share.
- **Relationships.** Shared work builds connections with peers, advisors, and community members who saw the contribution.
- **Visibility.** Students can explain their growth clearly, in conversations, applications, and their next role.

Over time, that adds up to direction, confidence, leadership, and momentum.

Three Jobs We Help You Do Better

Improve engagement

Students move from attending to contributing. When students see what their participation produces, they're more likely to take on real roles rather than simply show up.

Improve belonging

Belonging grows through shared work. Students build stronger connections through contribution, leadership, and community, not just shared attendance.

Support persistence

Students develop confidence, direction, and momentum they can carry forward. Being able to name what they've learned and contributed helps students see where they're going next.

GradPlanHQ doesn't claim specific retention outcomes. These are the kinds of student development the approach is designed to support.

Leadership Development

Student leaders often do significant work: organizing people, solving problems, managing events, and representing their peers. Much of that growth goes unnamed.

GradPlanHQ helps student leaders:

- reflect on what they organized, solved, and learned
- capture the result so they can explain it clearly
- connect one role to the next, building leadership over time
- identify people who can speak to their contribution

Where it fits

- Clubs and student organizations
- Volunteering and service projects
- Civic engagement
- Greek Life
- Residence life
- Peer mentoring
- Leadership programs
- Orientation programs

These activities stay exactly as they are. GradPlanHQ helps students get more growth from them.

Measuring More Than Hours

Student Affairs often tracks attendance, participation, service hours, and dollars raised. Those remain valuable.

Students can also show:

- projects completed
- people reached
- resources created
- leadership demonstrated
- communities impacted
- stories students can tell
- proof students can share

This isn't an analytics product or a reporting promise. It's a broader way to think about student development: looking at what participation produces, not just how much of it happened.

Cohort Models

The simplest way to begin is with a group you already work with. Possible starting cohorts include:

- Leadership fellows
- Student ambassadors
- Peer mentors
- Orientation leaders
- Greek Life leaders
- Civic engagement leaders
- Student organization officers

The cohort keeps doing what it already does. Students use the Growth Cycle alongside that work to reflect, capture what they've done, and plan their next step.

Start Small. Expand What Works.

One cohort. One leadership program. One student organization. One mentoring group. One visible result.

- Choose one existing cohort or group.
- Have one short conversation about goals and timing.
- Let students work through the Growth Cycle alongside what they already do.
- Look at what participation produced, then decide what to expand.

No new program. No campus-wide rollout. No commitment to start the conversation.

One conversation. No commitment. We'll help you pick the right first cohort.

highered@gradplan.com · gradplan.com/student-affairs

Founder: Kim Scott

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