

# Elevate Event Visibility: Expanding SB Engaged & CORQ

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# Introduction



- Stony Brook University has around 350+ organizations and many events hosted each week. Most are accessible through SB Engaged and the CORQ app.
- **SB Engaged:** “a website that connects students with events, organizations, and news articles at Stony Brook University.”
- **CORQ:** mobile version that serves the same purpose as SB Engaged.



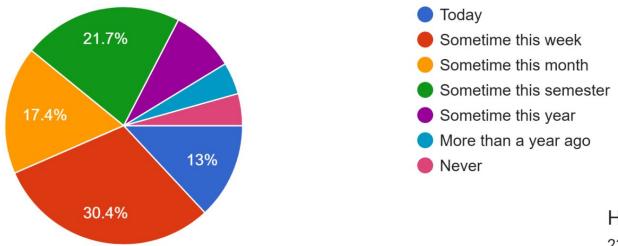
**SB ENGAGED**

The text "SB ENGAGED" is displayed in large, bold, red letters. The letters have a 3D effect, appearing to be raised above the surface. The "S" and "B" are smaller than the "ENGAGED" portion. The background behind the text is white, and there are blue and red abstract shapes in the corners of the slide.

# Corq

When was the last time you used the app (besides scanning in)?

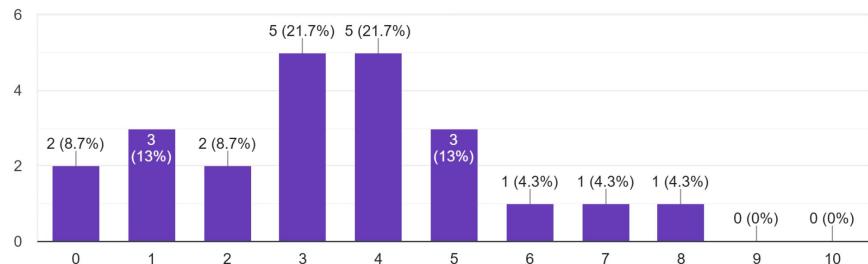
23 responses



Over 50% have last used the app over a month ago, when ideally it should be weekly

How often do you use the app (besides scanning in)?

23 responses

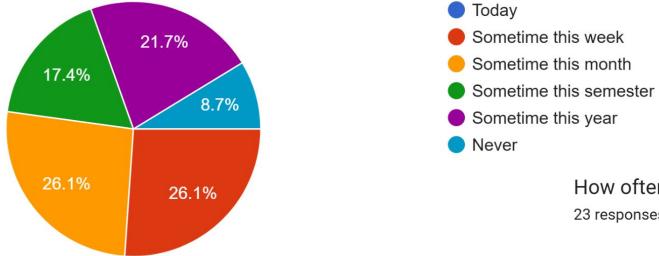


App usage is right skewed, meaning it's used less often than more

# SB Engaged

When was the last time you were on SBengaged?

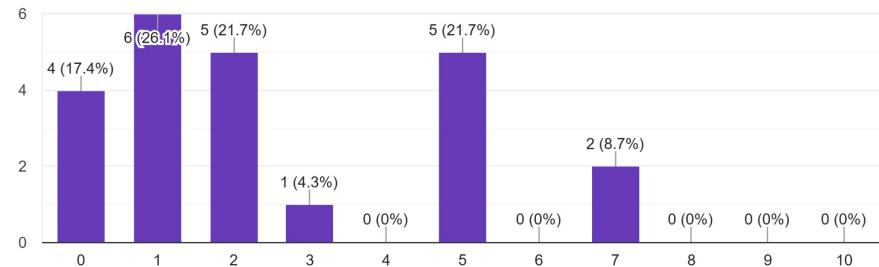
23 responses



Over 65% has been on SB Engaged over a month ago, when ideally it should be weekly

How often do you check SBengaged?

23 responses



App usage is right skewed, meaning it's used less often than more

# Corq & SB Engaged Issues

- Just a list of events (CORQ)
- No way to search for particular event date(s)
- Notification issue (CORQ)
- Not all events are visible (Discord, Instagram, different SBU websites).
- Not synced with each other

It has a lot of stuff in the beginning of reccurring events. It'll say "Aug 30-Dec6" for example and it crowds out the daily things on there.

It is easy to find on Instagram and Discord. I would like for them to be visible on Corq so that I can have a single place to check for such updates and quickly mark them on my calendar.

Corq is very unorganized and when you go on the app you can just view what's on the day you have to keep scrolling. I also tried searching a club and nothing came up.

When I want to browse some events, the Corq app doesn't always show all events, which taking place that day. Sometimes I can only get information about related activities through friends.

Searching for a specific event is not so easy. When typing the event name, there is still a long list of events that do not seem to match with what I typed in.

# Why It Matters?

- App Issues = Low Usage = Low Visibility of Events
- Negatively impact the Diversity and Inclusion efforts.
- How the university presents itself.



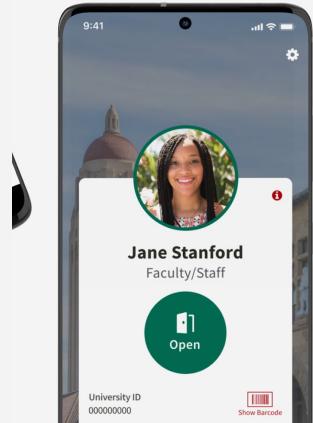
**Girlfriend sad and bored at SBU, help!**

Hello, I'm a college student at a university in NJ and my girlfriend is currently attending SBU. She's recently informed me that she feels very isolated, bored, and sad at SBU. She says there are less social opportunities and that she finds it difficult to keep busy. This breaks my heart, as I love her and I want her to be happy. Please, students of SBU, suggest things that she can do to make the place more lively and personable! I would appreciate any advice. Thank you so much!

# Reference for Solution: Stanford Mobile

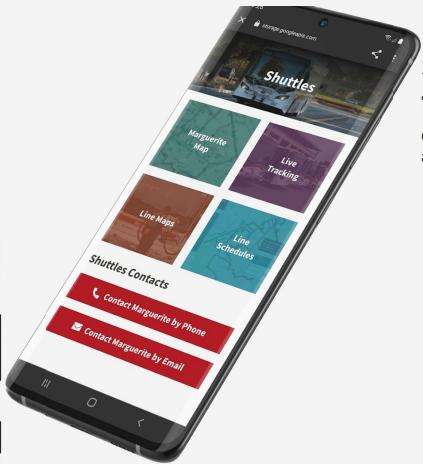
## Mobile ID & Key

Mobile Key turns your phone into a digital ID Card to unlock buildings, pay for dining with Cardinal Dollars, and printing with Cardinal Print



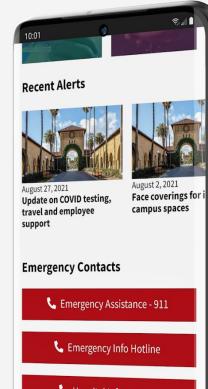
## Getting around

Access Marguerite line maps and schedules, the parking permit portal, and more



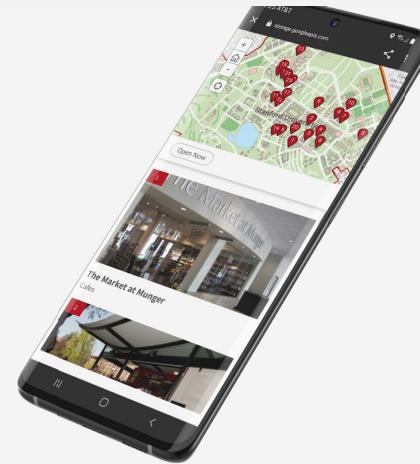
## Safety at your fingertips

Get quick access to community alerts and support resources



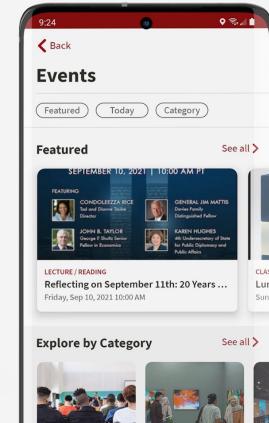
## Dining

Discover Stanford's eateries and access dining hall menus



## News and events

Explore current news and upcoming campus events that are of interest to you



# Our Solution

## Expand on SB Engaged

- Centralize all the information, features, and services.
- Create mobile version of it.
- Features:
  - Better search function.
  - Allow notifications for the mobile app.
  - Rework recommendation system.
  - Map showing locations of events.



# Change Makers

- Department of Student Engagement & Activities
- USG (Undergraduate Student Government)
- Club Executive Boards

## Student Engagement & Activities



**Christine Marullo (she/her/hers) →**

Director



**USG**



**Nistha Boghra**  
(President)



# Benefits

## **Students:**

- Easier access to events.
- Have more opportunities to meet new people and form friendships.
- Maintain a better mental health and work-life balance.
- Become more active on campus (not feeling bored anymore).



## **Clubs and Organizations:**

- Greater turnout in events/meetings.
- Increase the overall reputation and impact of the club.
- More people = More funding



Stony Brook  
University

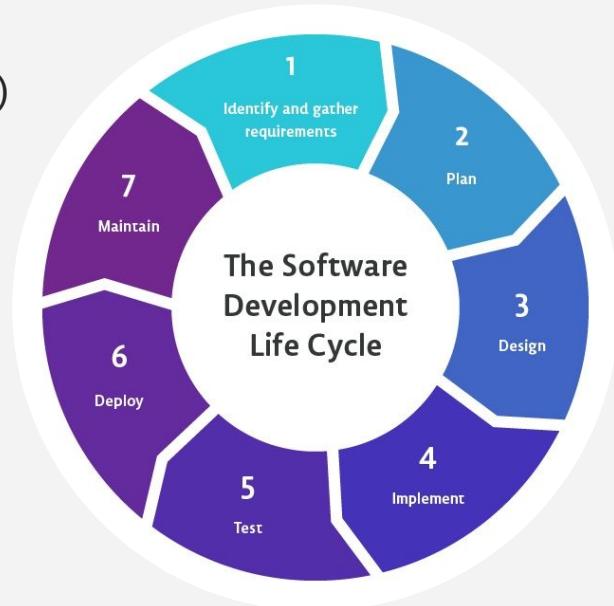
# Benefits Cont.

## **University:**

- Contribute to a culture of diversity and inclusion.
- Boost the university's reputation, attracting more prospective students.
- Reduce dropout/transfer rates and improve overall student satisfaction (student retention).
- Increase the likelihood of students becoming engaged alumni.

# How Long Will it Take?

- According to an article from **makeitsimple**, it roughly takes 6 months - 1 year to deploy an app
  - Conceptualization and Planning (1-2 Weeks)
  - Design Phase (2-5 Weeks)
  - Development Phase (2-12 months)
  - Testing and Quality Assurance (2-4 Weeks)
  - Deployment and Launch (1-2 Weeks)



# Resources/Cost

- Developers to develop the app (both on web and phone)
  - Deploying costs
  - Volunteer/job for students
- Clubs would need to allocate more time to accurately display/advertise their events.
- People would need to maintain the app
  - DoIT (IT groups)



# Call to Action



- By making club events easier to access and more visible, a more inclusive community can be built.
  - Students can also gain a more enriching experience
- We encourage the Department of Student Engagement & Activities, Club Executive Boards, as well as USG to review this proposal. With this proposal, we can make a more vibrant and connected campus experience, allowing students to get a more enriching college experience.

# Works Cited

- [https://www.reddit.com/r/SBU/comments/16qndk2/girlfriend\\_sad\\_and\\_bored\\_at\\_sbu\\_help/](https://www.reddit.com/r/SBU/comments/16qndk2/girlfriend_sad_and_bored_at_sbu_help/)
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- <https://www.makeitsimple.co.uk/blog/how-long-to-build-an-app>
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- <https://aeeeast.org/companies/stony-brook-university/>



# Thanks!

**Do you have any questions?**

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