📊 UTSA Skill Impact Report

Prepared for: Get Perk’d Leadership & Campus Stakeholders

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Campus: University of Texas at San Antonio (UTSA)

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# 🔥 Executive Summary

The Campus Ambassador Skill Development Program at UTSA has successfully gamified leadership, marketing, and peer engagement.  
This report outlines key performance indicators and skills growth impact across the UTSA student team, providing a proof-of-concept  
for replication at Alamo Colleges, Texas State, and UT Austin.

# 📈 Ambassador Team Performance Snapshot

• Total Ambassadors Activated: 17  
• Verified Campus Tabling Events: 21  
• QR Scans Tracked via Posters: 1,142  
• Student Signups Driven: 1,482  
• Redemptions Facilitated: 936  
• Campaign IG Reach: 17,000+

# 🏅 Skill Mastery & Badge Progress

Ambassadors engaged in a gamified development roadmap featuring 6 core skills:  
• Social Media Strategy  
• Persuasion & Sales  
• Data Analytics  
• Creative Branding  
• Peer Networking  
• Leadership  
  
Tier Progress (Top 3 Ambassadors):  
• Sarah Chen – Platinum (247 signups, $1,685 earned)  
• Marcus Rodriguez – Gold (38 signups)  
• Jessica Taylor – Silver (25 signups)  
  
Achievements Earned:  
• 46 badges earned across Bronze → Diamond tiers  
• 12 learning streaks (7+ days)  
• 7 certifications downloaded via LinkedIn Credential Tool

# 🌍 Social Impact Summary

Cumulative student impact: 1,482 signups (10%+ of campus)  
Estimated peer-to-peer reach: 5,300+  
Student engagement conversion: 63%  
Most active hours: 11AM–2PM and 6PM–9PM  
  
Top converting content: Student ambassador stories, “Save the Deal” QR posters, and confetti animations during tabling demos.

# ✅ Summary & Strategic Value

The UTSA pilot has exceeded expectations across skill development, student adoption, and ambassador motivation.  
The gamified learning path and ambassador dashboard provide a unique incentive model that resonates with Gen Z students,  
while the social impact metrics offer proof of value for future investors, university partners, and local businesses.  
  
Recommended next steps:  
• Begin rollout of identical program at Alamo Colleges in September  
• Continue skill tracking and monthly badges to maintain engagement  
• Expand certification program to include referrals and leadership impact