

Title of Submission: Applications of Engagement Theory as a Retention Tool

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Applications of Engagement Theory as a Retention Tool

Engagement theory explores the relationships between the organization and its stakeholders. In academia, main stakeholders are faculty, staff, students, industry partners, and community partners. Collectively, these stakeholder engagements are important in delivering experiential learning activities, student and partner engagement, faculty development, and facility enhancement. The underlying basis of Engagement Theory is that students should be meaningfully involved in their learning through interactive and worthwhile tasks. Engagement strategies as actualized by industry partnerships, faculty and student development, and community engagement positively impact an organization's people, processes, products, and performance. The shared platform existing between the stakeholder groups offers opportunities for collaboration while realizing individual strategic directions through engagement, impact, and innovation. To get the greatest productivity, resources must be leveraged to better meet the organizations' mission and subscribe to its core values. Most institutions share the core values of high ethical standards, continuous intellectual growth and curiosity, community engagement, research and scholarship, process improvement, diversity, and sustainability. This presentation will describe how applications of engagement theory through leveraged partnerships help to increase engagement, sustain retention, and help meet organizational strategic directions.