


Motivating the Middle

FIGHTING APATHY IN COLLEGE STUDENT ORGANIZATIONS

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Objectives

- Understand different levels of engagement in members and what motivates each level
- Discuss how certain events, practices, or habits may negatively impact motivation and engagement
- Identify ways to move towards strategies of engaging members where they are vs where you want them to be and how to set more realistic expectations of member involvement



What's the Problem?

APATHY? LACK OF MOTIVATION?

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Theory of Thirds

Every College Student Organization Has Thirds...

TOP THIRD

- Do most of the work. Visible, busy leaders
- Actively planning or thinking about the next event, meeting, or project
- Make the organization a cornerstone of their Campus Identity – People recognize them based on their involvement in your group
- Always have an opinion about the direction of their group or organization
- Excited by successes, awards, trophies, achievements, etc. & Frustrated with failures
- Wants everyone in the group to love and care about the organization as much as they do and give 100% to the organization
- When they graduate, they want their efforts to be remembered. The best memories they have are being in this organization and will always care and hope it achieves great things when they leave

BOTTOM THIRD

- Least likely to care or personally sacrifice for the organization. Don't show up to events or meetings.
- Might behave badly at events, avoid paying dues, publicly criticize the group, create drama, etc.
- Technically members, but never engage with the group.
- Negative, may detract from activities or meetings. Frequently complain but contribute toward solving any problems.
- Bail on commitments, Unreliable
- Only come around for the Fun Stuff
- Don't seem to care much. Only care to the extent that it serves their needs.
- Make the top-third CRAZY!

Every College Student Organization Has Thirds...

MIDDLE THIRD

- Have a positive attitude & want to contribute. They simply want to do it in a way that fits with their lives and other demands.
- Care about and love the organization, but their involvement is not the defining element of their personal identities
- Organization is a priority, but not the top priority. Juggle many priorities – job, relationship, challenging academics, or a stronger commitment to another organization. Some are better jugglers than others.
- Not the MVP, but more like the supporting player. Don't seek praise, responsibility, leadership roles, or attention, but will help where needed and do what they need to do. Might be shy or feel less than fully confident in their abilities to be a 'leader'
- They like certain aspects of the organization
- Demand very little and have few opinions. Don't cause problems.
- They maintain relationships, help out when needed, and maintain a low maintenance attitude.
- HATE Drama. While the Top & Bottom thirds are in conflict, the middle third is keeping an eye on the door, wondering when they can leave.

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Where do you fall?

& CLARIFICATION



Motivation

LET'S REDUCE APATHY!

What Motivates Each Third?

TOP THIRD

- Motivated by things that validate their involvement
- Awards, Trophies, Certificates, Bragging Rights
- Officer Perks, Titles, Recognition
- What are some others?

BOTTOM THIRD

- Getting what they want and not having to do what they don't want
- Motivated by what is FUN!

What Motivates Each Third?

MIDDLE THIRD

- Belonging and enjoyment
- Positive, fun, meaningful experiences
- Promptness and efficient use of time
- Events/Meetings with purpose
- Just being on the team is enough, don't care much about the accolades of winning

What Motivates Each Third?

You know what motivates the top third -> so keep doing that!

But, how can we Motivate the Middle Third?

Motivating the Middle

1. Ask their opinion, but don't ask them to do anything else
2. Ask "What one thing do you think we could be doing that we aren't that would make our group stronger?"
3. Start and end your meetings on time! Also, set and announce an end time for every event
4. Encourage the Middle third to invite their significant others to your organization's social events
5. Middle Third-ers hate 'Mandatory' events, even if they usually come. Allow them some flexibility. **Mandatory Side Note***

Motivating the Middle

6. Minimize the conflict in your group to the greatest extent possible.
7. Let a middle third-er lead on the things they like the most.
8. Thank them for participating and attending
9. Offer to assist with other stressful areas
10. Give them a meaningful supporting role. A middle third member might feel great doing a very low-key task the helps the org

Motivating the Middle

- 11. Ask for help on one specific, limited time task.
- 12. Take some personal time with them
- 13. Slow down on decisions. If decisions are made quickly, the middle third may feel like they cannot contribute

Also, you can use the Middle-Member Strategy...

The image features a dark blue background with a light blue wavy line on the left side. The text "The bottom third" is written in a white, cursive font, centered on the right side of the slide.

The bottom
third

Being a supportive Top Third

- Keep encouraging and recognizing your Top Third peers
- Must realize everyone will not have the same commitment level
- Make the organization "work for them"
- Inspire all members to give their personal best and create the experience that fulfills them. Let everyone know this looks different for each person

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So what now?



Questions?

**DON'T FORGET TO DO THE
SURVEY!**

STUDENT ORG OF THE YEAR | NEW STUDENT ORG OF THE YEAR | MOST IMPROVED STUDENT ORG | ADVISOR OF THE YEAR
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APPLICATIONS OPEN FEBRUARY 29-APRIL 4

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QUESTIONS? CONTACT STUDENT INVOLVEMENT AT STUDENTORGS@TTU.EDU OR 806.742.5433

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INVOLVEMENT
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Spring 2016

Student Org ACADEMY

Student Involvement's Annual Student
Organization Conference for Officers,
Advisors, & Up-and-Coming Leaders

Saturday, April 2
1-5pm, SUB

Register online at bit.ly/StudentOrgAcademy16

Questions? Contact Student Involvement
StudentOrgs@TTU.edu | 806-742-5433



STUDENT INVOLVEMENT'S diversity week events MARCH 21-25, 2016

ALL WEEK: #DisplayYourDifferences Poster Gallery
Throughout the Student Union Building

TUESDAY: Advisor EDU - Facilitating Inclusive Conversations
3:30PM | SUB Mesa Room | RSVP on OrgSync

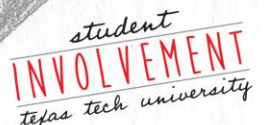
WEDNESDAY: Advisor EDU - Facilitating Inclusive Conversations
12:00PM | SUB Mesa Room | RSVP on OrgSync

THURSDAY: Diversity Week Student Org Fair
1pm-2pm | SUB Courtyard

These events are part of



A full schedule of events can be found at
depts.ttu.edu/sub/outreach/event



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