The Office of Student Involvement implemented CollegiateLink in the fall of 2012. The website database streamlines administrative processes and provides tools for managing student organizations. CollegiateLink, branded as EagleLink for Florida Gulf Coast University, has provided student organizations with a variety of benefits. Through EagleLink, student organizations have been able to create customizable websites that integrate their social media and provide opportunities for content management. In addition, organizations are now able to manage their rosters more effectively, promote events more efficiently through the use of an online bulletin board and news article feature, as well as to store documents and photos that provide opportunities for more organizational continuity. While the roster management, event promotion, and document storage tools are most popular among the student organizations, student leaders also have the capability to track unofficial service hours for their organizations, host elections on their site, and create forms and surveys, all features that will likely become more popular as EagleLink becomes more familiar.

In October 2012, the Office of Student Involvement recorded 783 involved users on EagleLink and 185 active organizations that included Registered Student Organizations, Fraternities and Sororities, Sports Clubs, and campus departments. By February 2013, the number of involved users exceeded 2000 and the number of active organizations peaked at 220. Students as well as faculty and staff have found the site very accessible and extremely convenient as many registration processes, as well as event procedures, are now being executed online. Of 189 students surveyed during Registered Student Organization Orientations, 94.7% rated the information on EagleLink to be excellent or good. Comments on the surveys suggested that students believed EagleLink to be helpful and that they are excited about its inception and potential growth.

The Office of Student Involvement staff, similar to many other Student Affairs and campus professionals across the country, function from Alexander Astin’s Developmental Theory for Higher Education (1984) describing the role of involvement in promoting student learning and development. Under the afore-

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mentioned principal, “it is understood that the quality and quantity of students’ involvement on campus relates to the amount that they will learn, to their overall satisfaction in college, and to the likelihood that they will persist in higher education” (Renn, 2013, pg. 35 para. 4). EagleLink provides the involvement opportunity to keep students more engaged in their student organizations and on our campus.

The initial registration process for Registered Student Organizations was integrated with EagleLink in the fall of 2012 and all event planning forms were integrated with the system this past spring. The next integration will occur this fall 2013 requiring all travel forms and waivers to be submitted online. Beyond fall 2013 there is potential for budget processes and campus wide elections to be hosted on the site.

EagleLink trainings are offered frequently by Teri Bigos, Coordinator for Student Organization Development, and available to anyone interested. Training on all integrations can be found on the Office of Student Involvement’s website under Trainings/Workshops. Now that EagleLink has been successfully piloted with student organizations, the site will be heavily promoted to all incoming students at Eagle View Orientation and to campus departments in the summer of 2013.