



MEET
YOUR
"QUOKKA"
FOR
SOCIAL
INVOLVEMENT
AND
ENGAGEMENT!

Committee Introduction



BRIANNA RIDENOUR

(she, her, hers)

**Assistant Vice
President for Student
Success**



COLETTE STERLING

(she, her, hers)

**University
Communications
Social
Media Director**



LELA HAUTAU

(she, her, hers)

**Coordinator for
Diversity and
Outreach Services;
Senior Staff
Counselor**



DIANE YANG

(she, her, hers)

**Director of
Student
Activities**

Institution Info – Rottnest University

15,000

undergraduate students

3,500

first-year students

50%

first-generation students

40%

BIPOC students

Medium-sized
Public Institution

Mountain-West
Region

5 Major Colleges:

School of Health & Applied Sciences, College of Business,
Arts & Sciences, Education, and Hospitality

Values Alignment

Group Values

- Student-Centered
- Diversity, equity, and inclusion

Mission of the institution

- First-generation focused
- Community, Inclusivity, and Social Justice

Mission of Dept. of Student Affairs

- Focus on intersectionality and identity development
- Student success

Ethical Considerations

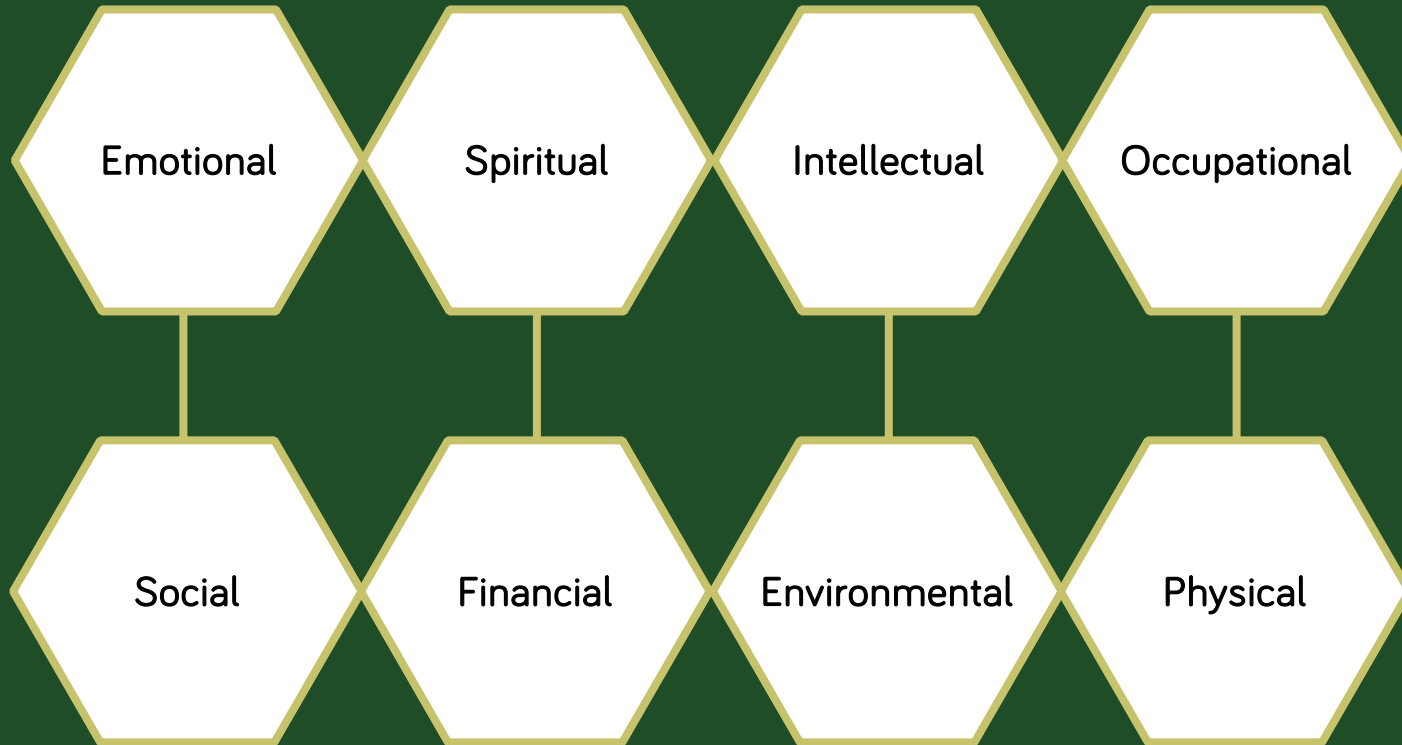
Ethic of love

"When we can see ourselves as we truly are and accept ourselves, we build the necessary foundations for self-love." (hooks, 1994)

Ethical Decision Making

- Stakeholders - "Perception, role taking, imagining consequences of action and how the parties would be affected"
- Identify Moral Lines of Action - Assess strengths of competing moral claims
- Choose Moral Line of Action
- Follow Through with Action Plan (Rest, 1984)

8 Dimensions of Wellness



- Each dimension of wellness affects a student's quality of life and universities must be engaging in all aspects of wellness with students
- Social wellness is the emphasis of our programming as students are lacking community spaces they would have found in-person at various campus spaces.

(SAMHSA, 2016)

Mental health treatment utilization in 1st year students

- Find digital platforms to engage and reach students to explore services
- Barriers of attitude as opposed to structural where students feel they can navigate problems on their own, speak with friends/family, or embarrassment (Ebert et al., 2019)
- Students may be facing struggles and require connection with others
- Opportunities need to be created for students to build community with their peers
- In these digital spaces, universities can also center wellness and offer resources/action steps

Digital Engagement

The ability for the student to find belonging and integrate into campus life contributes to student retention (Gross & Meriwether, 2016)

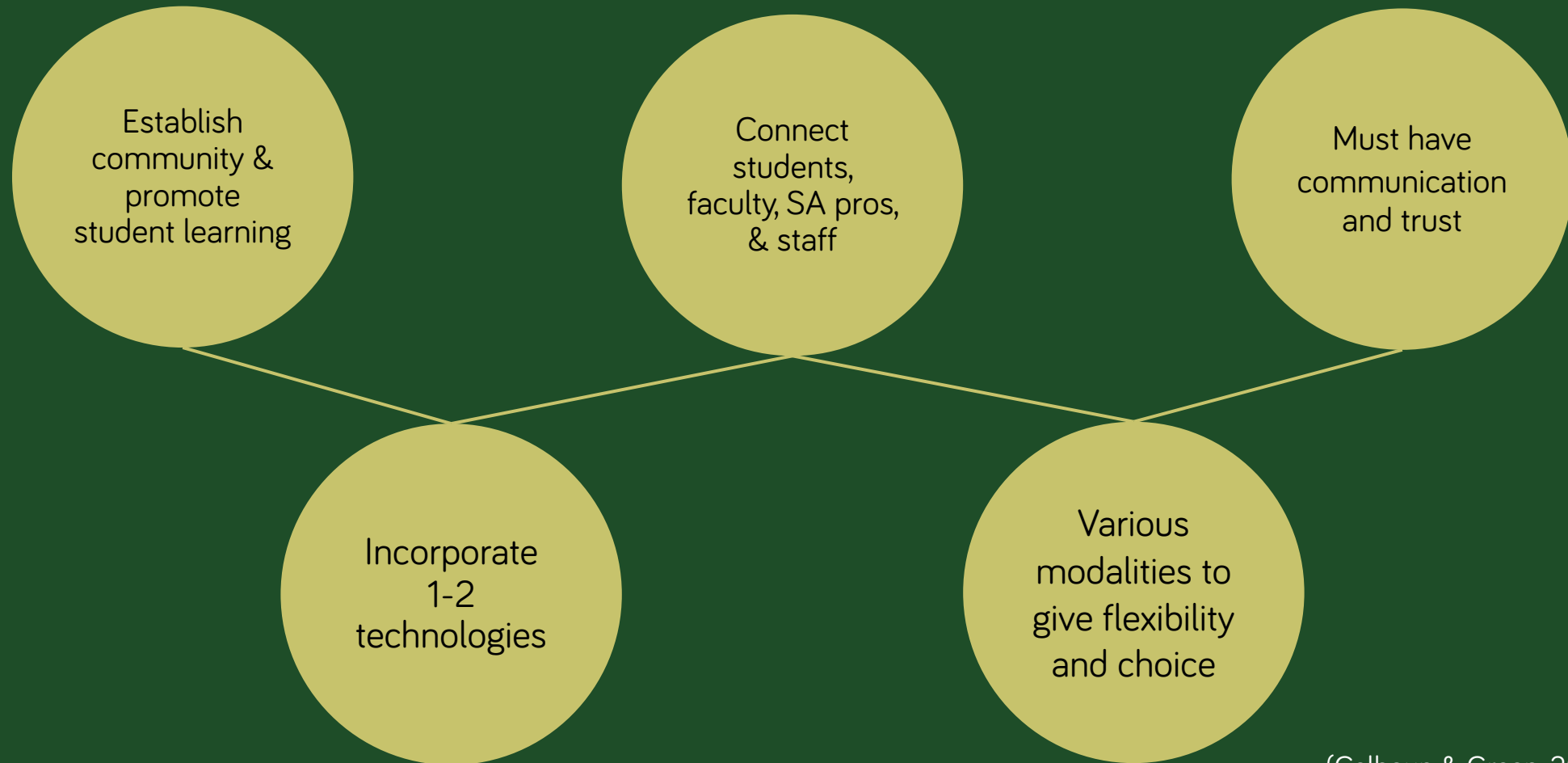
Over half of first year students are utilizing social media to connect with campus (Gross & Meriwether, 2016)

Digital engagement and social media marketing is necessary to demonstrate value with our program and connect students to the institution

Most students are already in tune with social media and digital technology (Gross & Meriwether, 2016)

Students and institutions use social media and other digital platforms to build relationships (Gross & Meriwether, 2016)

Online Learning Communities



(Calhoun & Green, 2015)

In a time where students feel disconnected, establishing cohorts to foster relationship building can create a sense of belonging with the campus community

Zoom fatigue

- Lack of eye contact between participants hinders the connection that participants perceive between each other (Lee, 2020)
- The inability to read non-verbal cues and communication, requiring more cognitive and emotional effort in communication (Lee, 2020)
- Increased tiredness, anxiety, and worry from the overuse of virtual platforms (Reinach Wolf, 2020)
- Lack of separate spaces from school, work, and at-home life (Reinach Wolf, 2020)



The University must engage students through interactive platforms outside of Zoom.

Student Development in Digital Spaces

Need to explore student developmental theories within digital environments (Brown, 2016)

Users are managing their online identities and how they present themselves (Brown, 2016)

Necessary to account for generational differences across users (Brown, 2016)

The platform must be simple-to-use and allow users to present themselves authentically

Shared Decision Making

Shared decision making that stems from the concept of shared governance (Rhoades, 2020)

Involving student leaders in the committee to help with the process of planning and executing the program

Contributes to a more meaningful program for all current students

Thus, our program will...



Be engaging



Focus on
student learning/
development



Connect students
with the campus
community



Promote
community building



Center wellbeing

Proposal

Quokka 'bout It!

A 6-week program focusing on the creation of cohorts for all first-year students, both traditional & nontraditional with engaging curriculum focused on the 8 dimensions of wellness.

- **Short term program outcomes**

- First-year students will be able to make connections with other students in their major, intentionally talk about their wellbeing, and learn about at least one resource offered by the institution after attending the program.

- **Long term program outcomes**

- Participation in the program will allow first-year students to build relationships with other students, faculty, and staff while feeling connected to the campus community.
- The program aims to prioritize and promote the importance of wellbeing.

How It Works – Cohorts, Sections, & Roles

Cohort & Sections

- First-year students will be placed into **cohorts** of ≈ 30 students each by their respective colleges. *Students may choose to opt out of the programming aspect but will be included in cohort communication. Returning students may also opt in.*
- Cohorts will belong to a larger **section** that will meet weekly via [Remo](#) to engage in curriculum & community building.
- Students will be notified of their cohort via a Canvas Group that also notifies them of their sections.

Roles

- Each cohort will be led by 3 returning student volunteers serving as **Near Peer Mentors (NPM)**
 - NPMs will be responsible for fostering community within their cohort, engaging students individually every week to check in on them (approximately 10 students/NPM), and facilitating small group discussion during the weekly section meetings.
- Each section will be led by 2-3 faculty/staff volunteers serving as **Wellness Facilitators**
 - Wellness Facilitators are responsible for facilitating weekly curriculum while implementing contemporary and field-related examples that emphasize why wellness is important. They are also responsible for supporting NPMs in their section.

Arts & Sciences

750 First-Years

5 Sections

25 Cohorts

Student Volunteers: 75

Faculty/Staff Volunteers: 15

Education

650 First-Years

4 Sections

21 Cohorts

Student Volunteers: 63

Faculty/Staff Volunteers: 12

Business

800 First-Years

5 Sections

26 Cohorts

Student Volunteers: 78

Faculty/Staff Volunteers: 15

Health & Applied Sciences

700 First-Years

5 Sections

23 Cohorts

Student Volunteers: 69

Faculty/Staff Volunteers: 15

Hospitality

600 First-Years

4 Sections

20 Cohorts

Student Volunteers: 60

Faculty/Staff Volunteers: 12

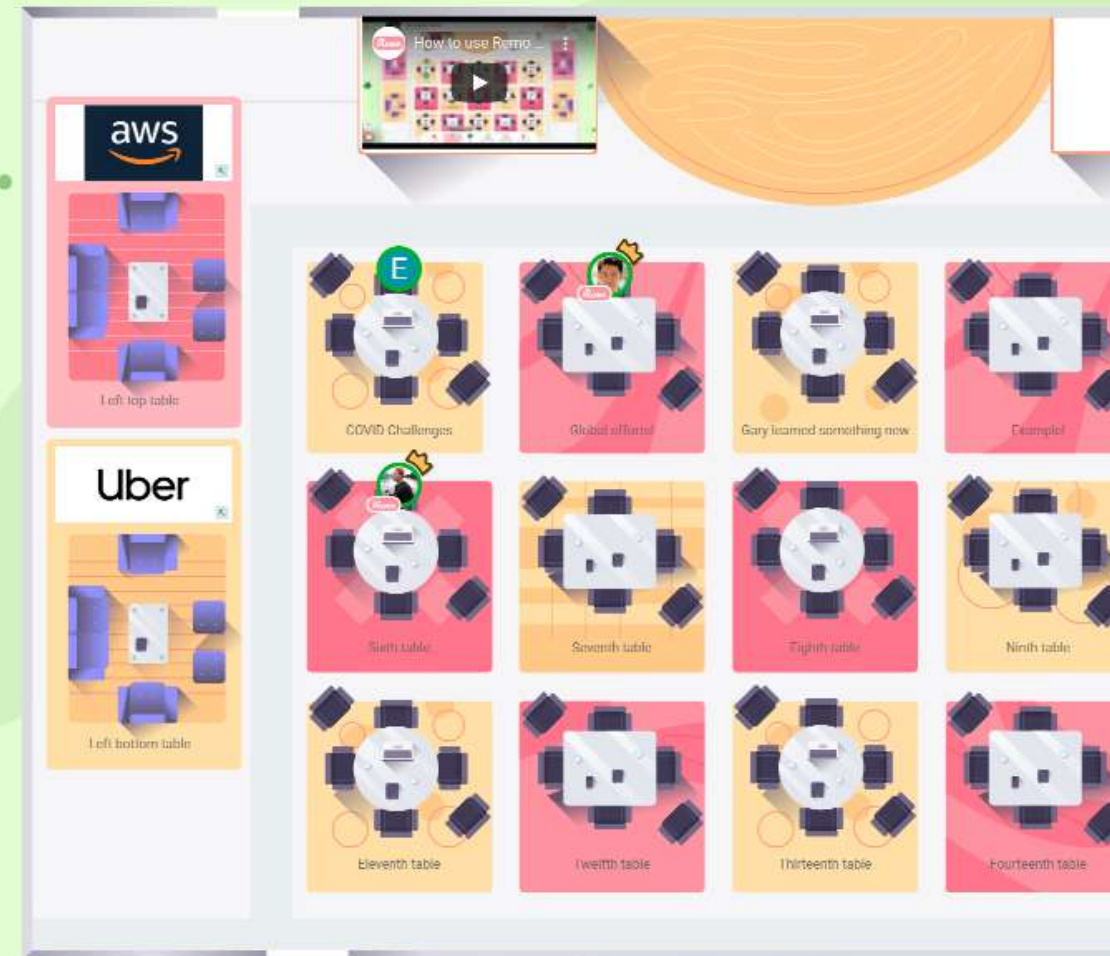
How It Works – Remo *Humanizing the Online Experience*

Remo – Video Tutorial

- Remo allows us to maximize engagement by providing us with a live, virtual networking space that focuses on real-time face to face interaction.
- Remo has 2 modes:
 - Conversation mode - Guests can move freely around the floor and chat with other guests.
 - Presentation mode - Allows for the host to present to everyone in attendance.
- Remo provides us with opportunities for sponsorship.
- Guests may chat with those at their table as a group and individuals at the event.
- Content can be pre-uploaded to our event.
- Tables have access to whiteboard where guests can collaborate and problem solve.

Prior to section meetings, students & volunteers will need to create a Remo account with their RU Gmail account.

- Once they create an account, they will add their information, photo, and links to connect on Facebook & LinkedIn to their “business cards.”



How It Works – Programming & Incentives

Programming

In this 6-Week program, we will be guiding students on an intentional journey of engaging in campus resources and reflecting on their own physical, emotional, financial, intellectual, spiritual, social, environmental, and occupational wellness.

Platforms: [Remo](#) & [Canvas](#)

- Sections will meet once per week via Remo, an interactive video networking web application.
- Supplemental materials can be found in modules on Canvas along with cohort rosters.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Welcome Session & Overview of Purpose & 8 Dimensions of Wellness	Social Wellness & Financial Wellness	Intellectual Wellness & Occupational Wellness	Emotional Wellness & Spiritual Wellness	Environmental Wellness & Physical Wellness	Closing Session, Recap of the 8 Dimensions of Wellness & Awarding of Wellness Certificates

Lesson Plan (Section Meeting) Structure: Time length: 1 Hour | Each college will meet on their own day of the week, each section a different hour. Content will be pre-uploaded to Remo for all meeting times.

Students will join the Remo Session and update their “business cards” to ensure it has current information and ways to connect like LinkedIn, Twitter, Instagram.

Facilitators will welcome students and begin following the planned curriculum, beginning with a 5-10 minute video provided in the Remo space.

Wellness Facilitators will bring in contemporary and field-related examples to emphasize the importance of the wellness dimensions mentioned. Will introduce action items students can take regarding the highlighted wellness dimension.

Students begin having small-group discussions at separate tables in Remo. NPMs will check in on their groups to ensure conversations are productive.
(Plan for min. 30 minutes)

Incentives

Each student who completes *Quokka 'bout It!* will receive a Wellness Certificate that showcases their knowledge on the 8 dimensions of wellness and will be invited to a Meet & Greet with our school mascot, Quin the Quokka.

Effectiveness of *Quokka 'bout It!*

- Mental Health Embedded as a High-Impact Practice:
 - 8 Dimensions of Wellness will center mental health and having a holistic relationship with wellness as students think on their experience within our institution from their first semester onward.
- Cohort model: Provides multiple layers to tie vulnerability and community-building together in one model.
 - Affinity Spaces: Students can seek affinity based on identity if they opt-in, allowing institutional accountability, student safety, and D.E.I. to blend together towards the benefit of students who hold one or more marginalized identities.
- Remo will lessen Zoom fatigue, provide new, direct means for engagement during the pandemic, where students can feel they are "sitting at the same table" together.

Volunteer Recruitment

Individuals may volunteer by registering and attending a 30-minute Info session.

Info sessions will be offered consecutively from 10:00 AM – 3:00 PM over the course of three days. We will be utilizing the Remo platform and showcasing what programming will look like.

Staff & Faculty

- Utilize academic faculty, college staff, and university listservs.
- Our committee will have liaisons attend department meetings within each college to further buy-in.

Students

- Tap into on-campus student supervisors and campus advising networks to reach students.
- We will offer to sign off on 12-15 volunteer hours for students needing community service.
- Student volunteers will also receive the Wellness Certificate for completing the program as a Near Peer Mentor.

Marketing Plan

Utilize Campus CoLab to design both physical and digital marketing materials, as well as post advertisements on campus web portals.

Create a *Quokka 'bout It!* Street Team of current student ambassadors that will hype students up about the program on their own social media accounts & University social media accounts.

Step 1

Step 2

Campus Mailing Center can distribute physical marketing materials one month before the series begins.

Have the Street Team complete outreach to student organizations on campus to create more intentional buy-in for the program.

Digital marketing materials will be shared for "Save the Dates" to all email listservs.

Step 3

Step 4

Our main social media page and campus partner social media pages will push out reminders with digital marketing materials the week before the series starts. Includes spotlighting student volunteers on Instagram and Facebook Live.

GO TIME

Marketing Samples

Sample Instagram Post



Sample Facebook Post/Banner



Budget

Expenses		Totals
Remo License	\$	4,500.00
Graphic Design Costs	\$	900.00
Printing Costs	\$	400.00
Mailing/Shipping Costs	\$	250.00
Marketing Total (Physical)	\$	1,550.00
Video Editing and Design	\$	300.00
Web Advertisements (Three Weeks Before)	\$	135.00
Graphic Designs for Digital Pamphlets	\$	700.00
Marketing Total (Digital Advertisements, Graphics)	\$	835.00
TOTAL	\$	6,885.00

Committee Tasks

- Colette: Establishing and co-creating marketing protocols internally and with campus partners. Training student volunteers for social media highlights. Navigating distribution of physical and digital marketing.
- Diane: Recruiting and staffing. Oversee program coordination and logistics.
- Lela: Curriculum development. Partner with diversity office and first-generation initiatives to ensure best practices for diversity, equity, and inclusion.
- Bri: Ensure the full cooperation of academic affairs and the 5 major colleges. Collaborating with the Wellness Facilitators on bringing in contemporary examples to support the importance of wellness.

Limitations

- Due to the pandemic, our program is limited to the virtual realm which does not help us move away from screens. However, with this new web-based application, we can increase engagement as students will be able to move from table to table.
- There is no way we will get all first-year students to complete this program, especially those with busy work schedules. Hopefully by offering multiple times that students can attend, we can mitigate scheduling conflicts.

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