

Campus Resource Scavenger Hunt

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KENNEY COLLEGE

Kenney College Overview

- Small Liberal Arts Institution about one hour away from Nashville, TN
 - Largest Program is Music Education
- Less than 2,000 students
 - On average - 78% live on campus, 22% commute to campus
 - During COVID - 54% live on campus, 15% commute to campus, 31% completely remote
- Demographics
 - *Female- 61%, Male- 36%, Transgender- .6%, Non-Binary- .4%, Prefer Not to Identify- 2%*
 - *Caucasian- 78%, African American- 7%, Hispanic- 3%, Asian/Pacific Islander- 3%, International Students- 5%, Multi-Racial- 2%, Not-Specified- 2%*

Historically a Predominantly White Institution (PWI); DEI initiatives have now become top priority at college



Campaign Plan/ Overview

- Campus wide social media scavenger hunt geared towards first year students
 - Kenney College Student Activities Instagram Account (@KCSAProud)
 - #KCProud
- 1 Kick Off Week + 4 Weeks for Hunt
 - Kick-Off Week (Sept 1st-4th, 2021)
 - Student Activities Welcome Video
 - DEI initiatives, events, opportunities, etc.
 - Following four weeks
 - Week 1: Campus Security, Health & Wellness, Admissions/Registration/Financial Aid
 - Week 2: Housing/Dining/Residence Life, Disability Services, Career Development
 - Week 3: Student Activities/Greek Life, Campus Spirituality, Community Service
 - Week 4: Veteran Services/Non-Traditional Students, Athletics
 - 2 days per department
- Prizes!!!
 - 1st Place - One Semester of Campus Housing
 - 2nd Place - One Semester of Free Meal Plan
 - 3rd Place - Extra \$200 in Flex Dollars and Campus Swag Bag



How to Win

1. Each department posts a video with their task for student engagement
 - a. Students use the hashtag - the department of the day creates a top 3 list of their favorite creative posts and submits the list to the Student Activities Board
 - i. Top three will be posted on every sunday of the month to @KCSAProud Instagram story and main page
2. List of compiled finalists will be created and posted via Instagram on Monday October 4th, 2021
 - a. Will be posted as a poll/voting tool and students will be able to vote for 24 hours via the @KCSAProud Instagram story
3. First, Second, and Third place winner will be announced via the @KCSAProud main Instagram page
 - a. Winners will be personally reached out to via KC Email and will be instructed how to claim their prize
4. All participants will be added in a campus-wide raffle per Entry for a surprise award!



Goals of the Program

1. Goal: Increase student engagement on campus through interdepartmental collaboration in hopes to make students more aware of the resources available to them
 - a. By doing this, the program focuses specifically on first-year students while also providing incentives and reinforcing information for returning students
2. Goal: Provide a space for students to explore one another's interests and use that exploration as a tool to connect with one another
 - a. As a result, students will hopefully spark conversations because of their experience with the program, thus making a stronger campus community



Introduction Week Part 1: (9/1/21)

- Introduction week will begin with a kick-off video by Student Activities, which will reiterate some of contest rules, timing, and prizes. Although marketing will be key to get people involved in the program, it is also important for Student Activities to initiate the program and act as the kick-off.



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fperformingbiz.com%2Fcollage-market-student-activities%2F&psig=AOvVaw2e8M5SmyU9NmAnB-Uoogvo&ust=1614019713120000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCJifsaTS-4CFQAAAAAdAAAAABAD>



Introduction Week Part 2: (9/2/21 - 9/4/21)

- **Diversity, Equity, and Inclusion**

- As a start, we believe that diversity and inclusion represent key aspects to the institution as a whole and must be incorporated in every part of campus life, its departments, as well as the institutional mission
- Therefore, the DEI department will begin the program by discussing the services they provide, where they are located, and the ways in which they function on campus
- For their scavenger activity, the DEI office may ask students to post a picture with the hashtag showing their authentic self. In essence, that can mean whatever the student would like and serves as a nice introduction into the program



<https://www.google.com/url?sa=i&url=https%3A%2F%2Fthewlett.org%2Fcommitting-diversity-equity-inclusion%2F&psig=AOvVaw0z3AYElruxl1fNIQ49eDMI&ust=1614018879317000&source=images&cd=vfe&ved=0CAIQjRxqFwoTCKjq9JFP--4CFQAAAAAdAAAAABAD>



Week One: 9/6/21 - 9/11/21

- **Campus Security and Police (Monday 9/6/21 and Tuesday 9/7/21)**
 - “Emergency/Survival Kit: Five things you would need to survive any emergency”
 - List important information about campus police
- **Health and Wellness (Wednesday 9/8/21 and Thursday 9/9/21)**
 - “Show how you practice self-care”
 - List different resources from center
- **Admissions/Registration/Financial Aid (Friday 9/10/21 and Saturday 9/11/21)**
 - “Create a post telling us why you chose Kenney College”
 - Resources from departments



Week Two: 9/13/21 - 9/18/21

- **Housing, Dining, and Residence Life (Monday 9/13/21 and Tuesday 9/14/21)**
 - “Snap a picture of a meal you enjoy”
 - Inform about meal plans and residence halls
- **Disability Services (Wednesday 9/15/21 and Thursday 9/16/21)**
 - “Show us your favorite no distraction zone”
 - Communicate the different services the office provides
- **Career Development (Friday 9/17/21 and Saturday 9/18/21)**
 - “Show us a childhood picture of what you wanted to be when you grew up”
 - Career Development services and opportunities



Week Three: 9/20/21 - 9/25/21

- **Student Activities/Greek Life (Monday 9/20/21 and Tuesday 9/21/21)**
 - “Something you are passionate about that aligns with an organization on campus”
 - Activities for the semester/Greek Life opportunities
- **Campus Spirituality (Wednesday 9/22/21 and Thursday 9/23/21)**
 - “How do you practice mindfulness?”
 - Inform of different safe spaces on campus related to faith organizations and practices
- **Community Service Outreach (Friday 9/24/21 and Saturday 9/25/21)**
 - “Create a post/share from your favorite place to volunteer at”
 - Different service initiatives to get involved in this semester



Week Four: 9/27/21 - 9/30/21

- **Veteran/Non-traditional Students (Monday 9/27/21 and Tuesday 9/28/21)**
 - “Take a picture with someone you are proud of”
 - Services for veterans and non-traditional students
- **Athletics (Wednesday 9/29/21 and Thursday 9/30/21)**
 - “Show us an image of you out in nature”
 - Inform us of the different teams on campus and recreational groups
- ***Bonus Points (Every Week)***
 - Collaboration with another KC student
 - Ex: Tik Tok collaboration, tag other students, etc.
 - More than one entry per activity
 - Extra creativity (up to department of the day’s discretion)



Desired Outcomes

- To promote social engagement on and off campus for members of the Kenney College community
- Inform members of the campus about the different departments and the various resources they provide
- Engage students in the inclusivity and diversity of all members on campus
- To provide avenues for students to interact with one another beyond the program itself and foster meaningful relationships because of mutual interests



Marketing Tools

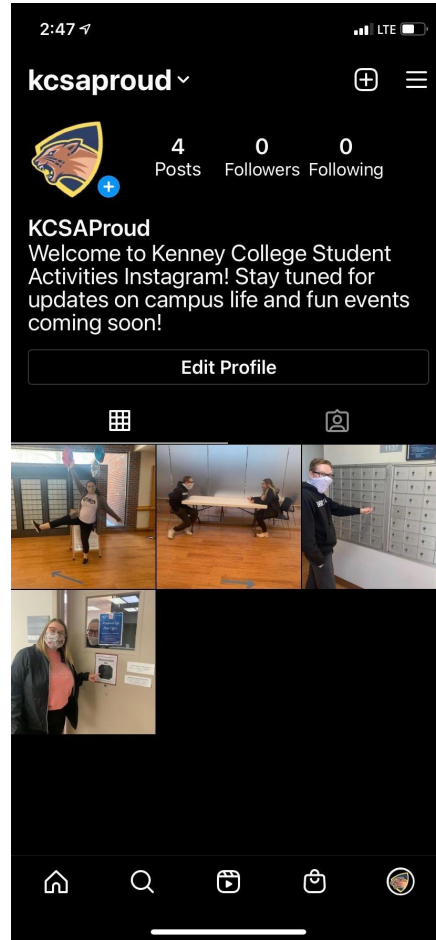


KENNEY COLLEGE

**JOIN US FOR A MONTH LONG
SOCIAL MEDIA SCAVENGER HUNT!**

FOLLOW **@KCSAProud** for the
directions and how to win in our
newest post!

DM OR TAG US USING **#KCPROUD**
TO ASK QUESTIONS ALONG THE
WAY!



#KCSAProud
@kcsaproud



(Promotional Video)



Reflection in the Council for the Advancement of Standards in Higher Education (CAS)

CAS: Campus Activities Programs (Part 2.2: Program Information and Services/ Implementing Campus Programs and Events)
Council for the Advancement of Standards in Higher Education. (2019). CAS professional standards for higher education (10th Ed.). Washington, DC: Author.

- “CAP fundamental functions must include:”
 - “Implementing campus programs and events that add vibrancy to the campus”
 - “Advising student organizations that implement programs or services”
- “CAP must provide opportunities and create an environment for students to participate in co-curricular and extracurricular activities and events that:”
 - “Connect students to each other and the campus community”
 - “Promote understanding, appreciation of, and interaction with people of one’s own cultures as well as other cultures”
 - “Allow students to identify and explore new interests and increase their self-understanding and self-efficacy”
- “CAP must identify and implement strategies for engaging students in activities and events, as possible through an online platform”
 - “CAP should emphasize overall connectivity to the campus environment and facilitate student engagement and involvement”
 - “CAP programs and events should be planned and implemented collaboratively by students, professional personnel, and faculty”



THANK YOU!

*This project is named after and
dedicated to our lovely advisor, Dr.
Kelley Kenney*