

A dark blue poster for a 'Mardi Gras Murder Mystery Meet & Greet' event. The title is written in a large, pink, cursive font. Below it, the tagline 'Only the bravest will remain...' is in a smaller, white, sans-serif font. The poster is decorated with various Mardi Gras-themed illustrations: a purple snake with yellow and green patterns in the top left; a large purple and yellow feather in the top right; a purple masquerade mask with yellow eyes and green and yellow feathers in the bottom left; and a white bottle of 'Mystery' perfume with a purple cap and yellow patterns in the bottom right. White stars and pink dots are scattered throughout the background.

*Mardi Gras
Murder Mystery
Meet & Greet*

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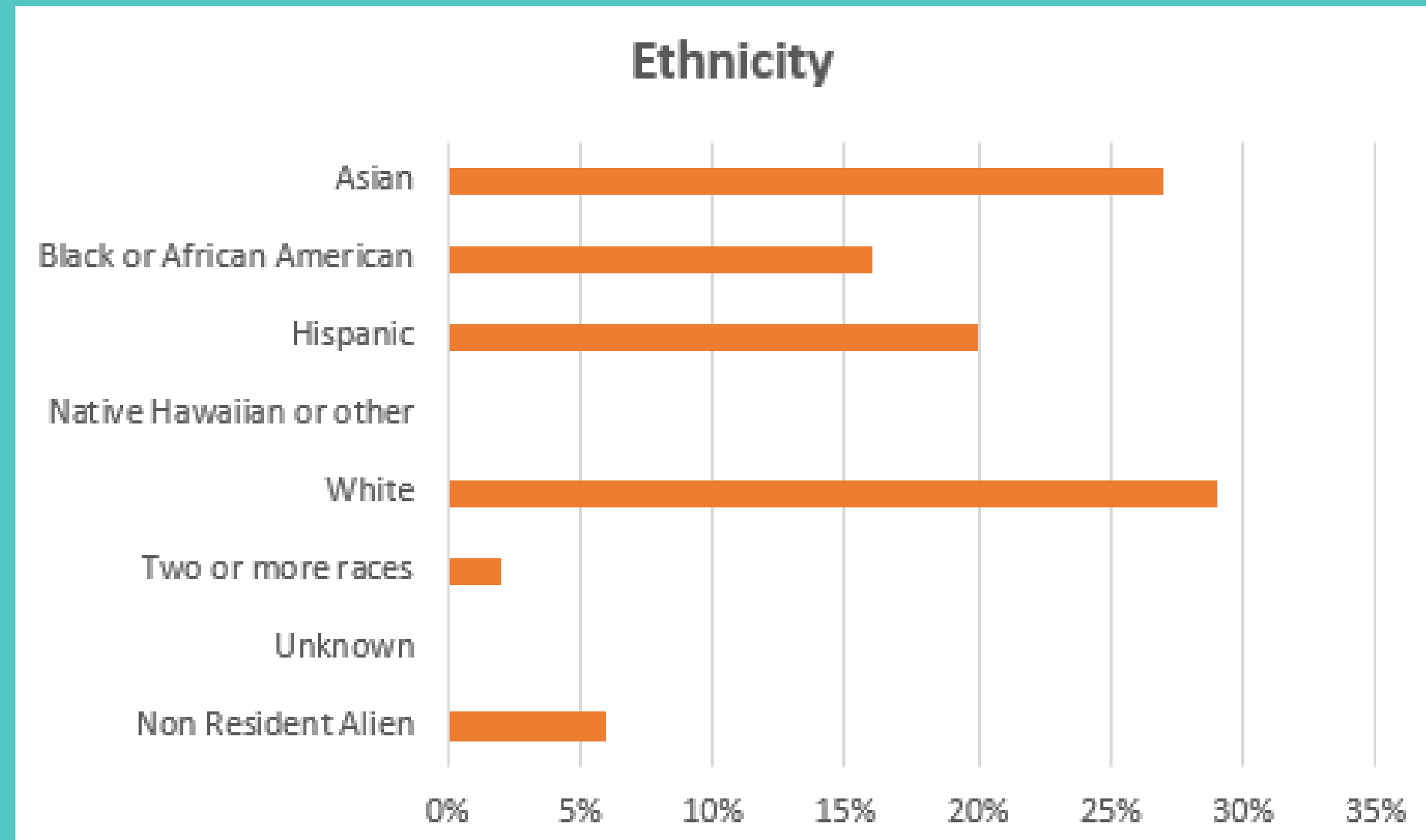
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BUBBA GUMP
UNIVERSITY

About our University

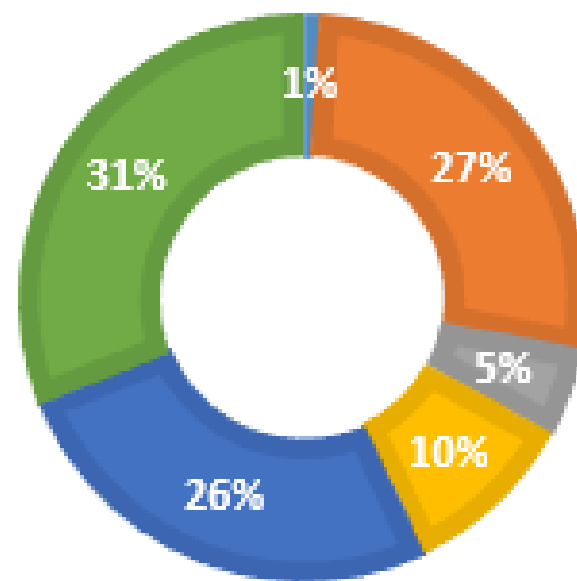
All Students: 19,746 with 43% Men 57% Women



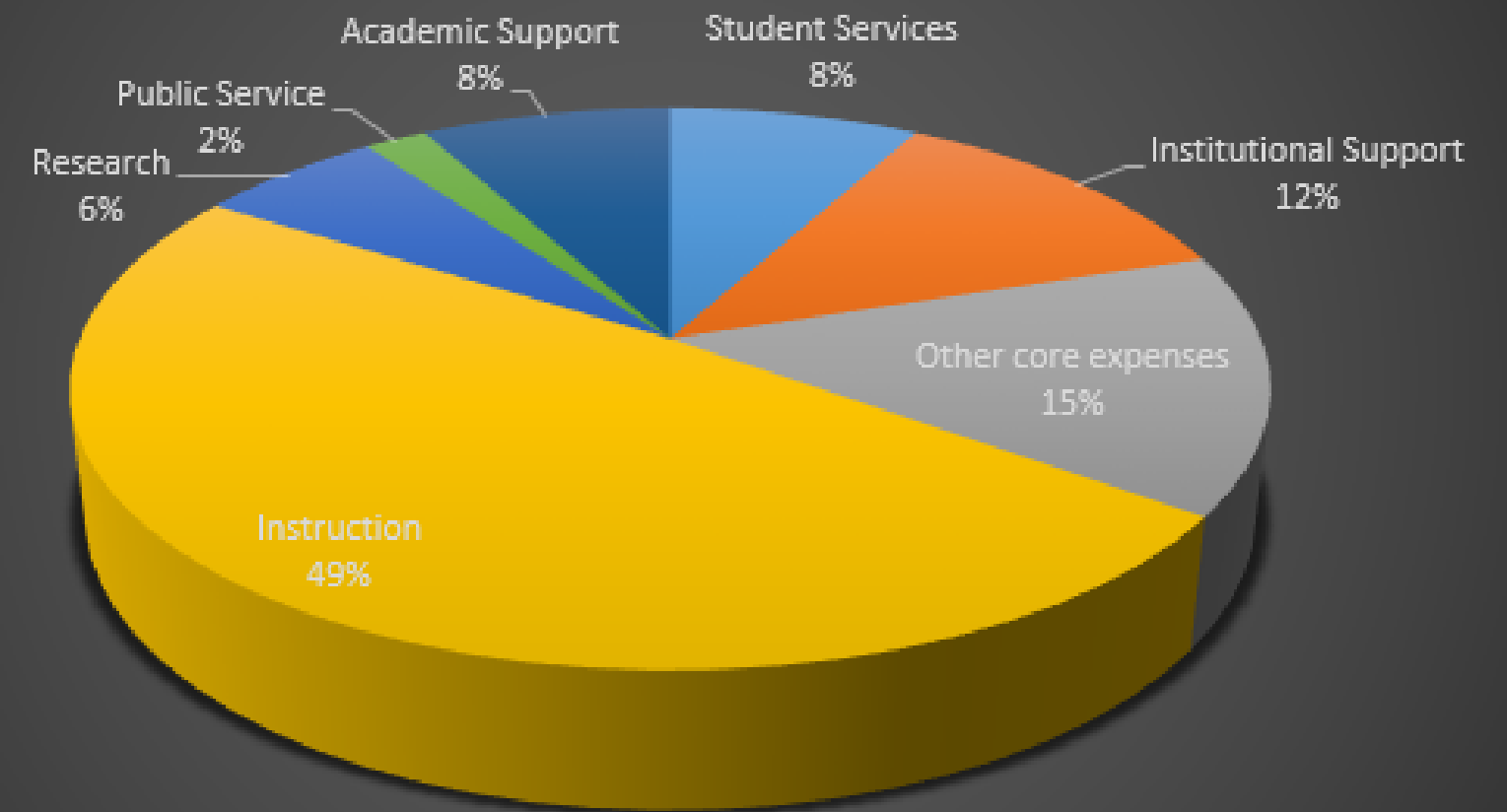
Finance

FINANCE

Local appropriations Govt grants/contracts Private Gifts
Other core revenues Tuition and Fees State appropriations



Percent Distribution

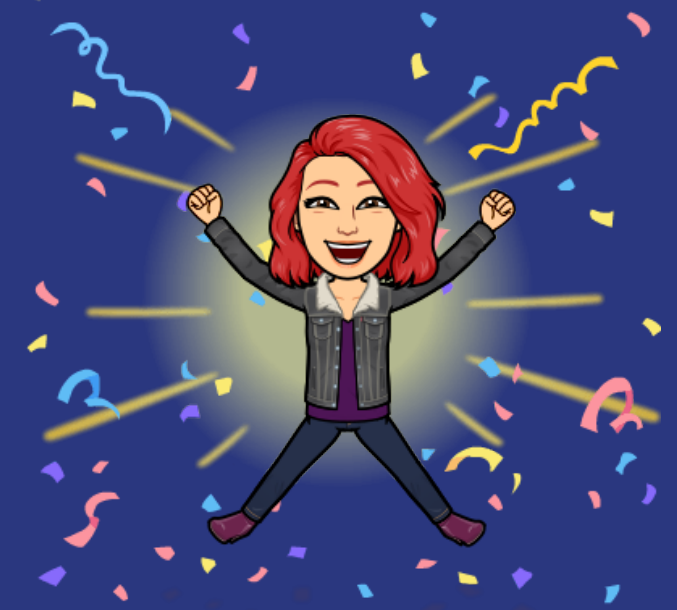


Our Committee



Mental Health Resource Center Director: Peighton Hile

First Year Student Advisor: Beth Tomlinson



Director of Student Marketing: Connor Myers



Director of Campus Programming: JB Reyes





Helpful Student Affairs Theories

Student Development Theories

- **Mattering and Marginality**
 - Students want to feel that connection, that support; essentially they want to feel like they matter and that their needs are being met.
 - If they do not, then that's when we get that lack of engagement, the disconnection.
- **Transition Theory**
 - The situations that affect students:
 - COVID-19 Transition
 - First-year student Transition
 - How do these transitions affect them?
 - What support do they need?
 - What strategies can we collaborate on to support them?
- **Challenge and Support Theory**
 - Finding the ideal balance of recognizing what students are going through and what support do they need from it.
 - If the challenge to engage is difficult and there is a lack of support from us, there will be lower engagement.
 - If we show too much support to engage, we are not giving the students space to grow and explore their own ways to engage.
 - We need to meet in the middle for our students to great a healthy growth and support system.





Social Engagement

What is it?

- A person's degree of participation in a community or society

Why is this important?

- To build a sense of belonging
- Foster peer to peer connections
- Provide opportunities for students
- To feel cared, supported, and accepted by staff and peers

What do we need to change?

- Our approach to engagement due to COVID-19

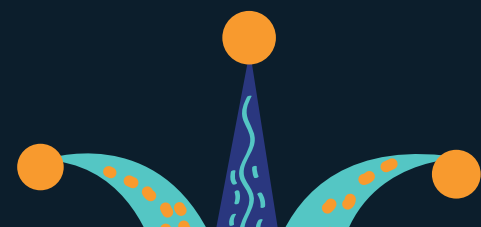
How do we figure it out?

- By assessing our students needs
- Figuring out what is important to them
- Understanding what they desire

What is the impact of Covid-19, mandated lockdowns, and social distancing?

- More reported cases of loneliness
 - Loneliness can lead to:
 - Stress
 - Depression
 - Anxiety
 - Suicide
 - Exacerbated pre-existing mental health conditions
 - And more...

Strong Social Engagement Goal

- Enhancing social support can help:
 - Combat negative psychological and mental effects of home quarantine, social distancing and lockdowns.
- 

Introducing Our Program

Mardi Gras Murder Mystery Meet & Greet

We are hosting a virtual Mardi Gras themed Murder Mystery party with a back-ended Meet and Greet. Faculty and Student Leaders will facilitate the Murder Mystery activities and allow time after the event for getting to know students who attend.

Due to the timing of our event and the location of our university, we felt a Mardi Gras theme was the perfect way to get the students on our campus involved.

As an incentive for attendance to this program, we would like to award prizes to our winners of the Murder Mystery party. This prize would include university swag and a gift certificate for the student to take friends out to eat (as a way to instill social engagement for our students).



Social Media Plan

2 Months Before

- Send out the promotional video through Campus Channel
 - Internal Marketing Newsletters
 - On the Organization Hub
 - Through Programing's Social Medias

1 Month Before

- Send out the first advertisement through out social media
 - Programing's social media
 - Reaching out to campus student organizations to share it out.
- Develop a Hashtag for the event to create buzz

2 Weeks Before

- Send out the second advertisement to gain some variety
- Post that Participant will randomly be selected to receive university swag

1 Week Before

- Alternate between the first and second advertisements
 - Add that there will be an extra prize for those who can solve the case
- Get the Ticket Flier up in the Residence Halls

Week of the Program

- Continue alternating the ads
- Have other student organizations post the event again

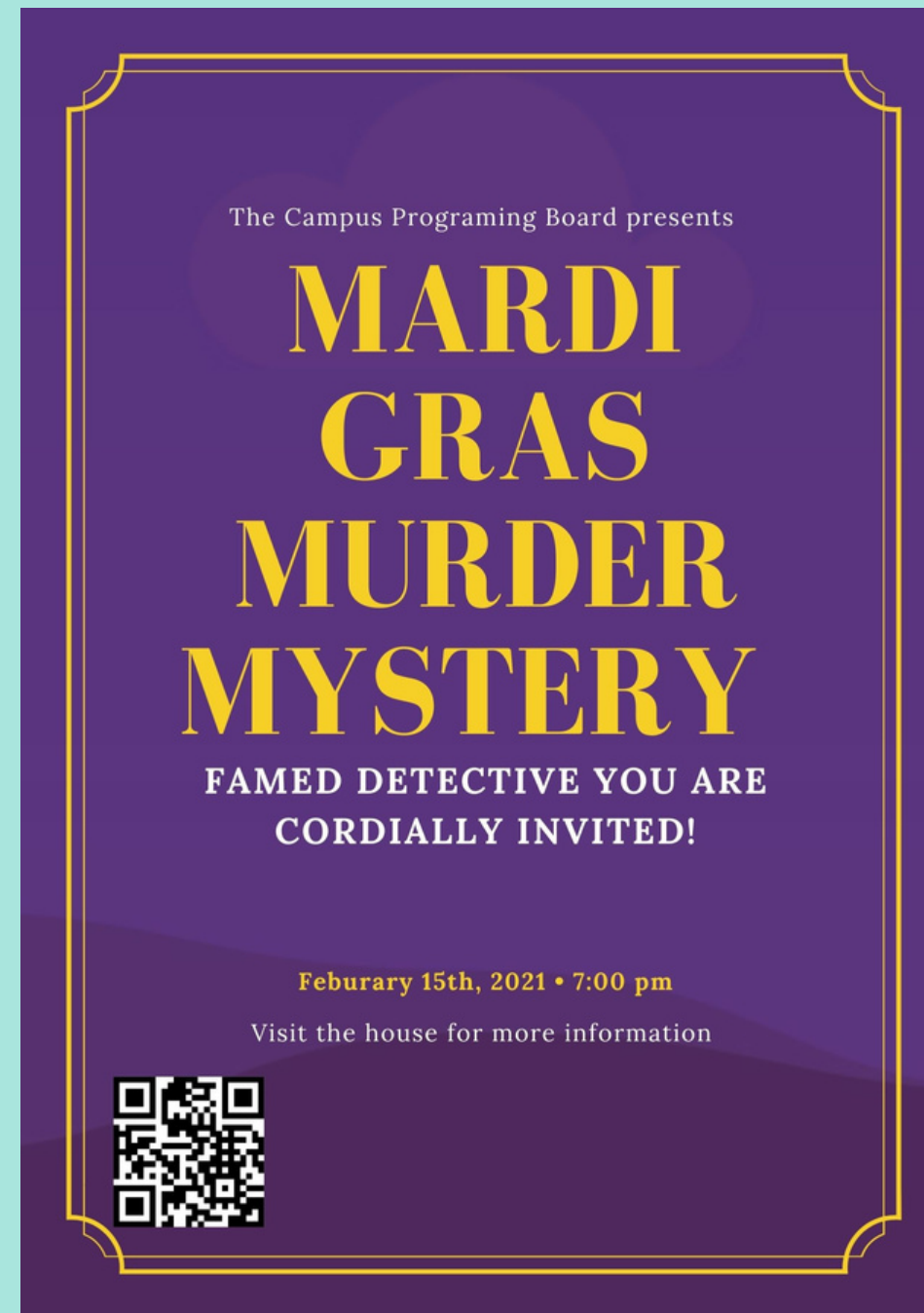
Week After

- Thank those who attended
- Provide a list of those that won the event and how every one can pick up their prize

Our Social Media Advertisement



Social Media Ad 1



Ticket Poster/Handout

Social Media Ad 2





Program Goals



- Students will be make connections with peers across campus.

Goal will be met through students having to interact with eachother to determine the Murderer of Murder Mystery party.

- Students will be able to identify faculty and other student leaders on campus.

Goal will be met through faculty and student leaders serving as facilitators for Murder Mystery party and leading meet and greet after the event.

- This initiative will gain significant traction of students.

Goal will be met through the use of prize incentive for students who show up and win the Murder Mystery party.

- Students will understand more about the importance of social engagement on thier campus.

Goal will be met through reflection and discussions during the Meet and Greet with faculty after the Murder Mystery party has taken place.

*Upon completion of this program we will assess student attendance and program goals to determine whether or not this program should be developed into a monthly/yearly tradition.

