

The Social Cooking Hour (+30)

A Virtual Programing Proposal by:

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SOCIAL
COOKING
HOUR (+30)



(Fictional) Institution Demographic:



Mid-Size | 4-Year



R2 | Private



Faith Based

SOCIAL
COOKING
HOUR (+30)

Program Proposal:

Social Cooking Hour (+30):

would be a virtual cooking engagement on Instagram Live (IG Live) hosted in collaboration with Campus Dining Services.

The program is anticipated to last an hour, plus 30minutes (for participant sharing).

The Social Cooking Hour as proposed would be a pilot program. Should the program receive significant turnout, however, it could serve fruitful to host the engagement routinely (i.e. weekly, biweekly, monthly, etc.)

Further Considerations:

There can be an optional concurrent Zoom event for students who wish to make their dish on camera with other students. This would be optional as the Instagram Live will be the main event and focus. Students can participate without joining zoom and will be able to share their progress on the Instagram Live.

IG Live: Utilizing the Institution's Social Media Platform

**minimizes Zoom fatigue & exposes students to new ways
of engaging with the institution**

Campus Dining Services Instagram account will “go live” to start the program. Students will be invited to go live as they finish their dish or would like to add to the discussion.



Student Engagement:

Grocery list will be made available when student RSVP online

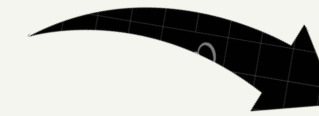
First 50 students to sign up will receive free ingredient kit.

Limiting the number of kits mailed out also helps stabilize the event's budget.



Goal is to provide incentive to join, while minimizing effect of food insecurity

Necessary to collaborate with institutional food vendors. Existing contracts need to be examined and honored, if applicable. Packaging can feature branding from both organizations to imply joint venture. University providing programming, vendor receiving good PR.



Also has effect of reducing student anxiety about figuring out what dish to cook

Include suggested vegetarian alternative dish to maximize student participation.

Aligning with Institutional Values:

Holistic development of the mind, body, and spirit. The university aims to educate the whole person, and that includes assisting students in living healthy and enriching lives.



Addressing food insecurity/nutrition:

Dietician/Nutritionist from Campus Fitness Services can co-host the event

- This person would have expertise in subject matter
- During lulls in the cooking process, they can provide info snippets on nutrition, food insecurity, resources the university has to address food insecurity (pantry, etc.)
- Assist chef with preparing dish



Promoting Social Interaction:

Students will virtually prepare a real meal together that they are able to share with their family, roommates, or members of their household.

Throughout the cooking demonstration, students on the optional Zoom will be encouraged to help each other with cooking tips, comparing techniques, ask questions, and share stories as they come up.

The goal is that by providing an active activity to complete rather than have students sitting in front of their computers, there will be opportunities for casual conversation

Attention will be directed at the Chef and also the food they are preparing themselves, taking pressure off the students and facilitating chitchat about classes, food, and other topics

At the end of the cooking demonstration, students will be encouraged to “Go live” on Instagram to share their dish with viewers and compare with the dish the chef created

This will allow for student participation in the Instagram Live event

Students may have deviated from original recipe and added their own ingredients or techniques. Student participation is crucial in ensuring that they see each other as valid sources of knowledge and that the chef is not the only expert. This will bring diverse conversation to the event.

How to publicize campaign and promote via social media:

We will publicize this program through the university's social media sites.

- Specifically, the promotional video (please see attached) will be shown once weekly for 2 months before the program date on the Instagram stories for the following accounts: **Campus dining, University Housing, Student Body Government, and First Year Experience**
- The video will also be “bookmarked” in the highlights section on these accounts so students can return and view contact information if they have questions about registering for the event
- The program will also be advertised under the “student engagement” section of the university’s weekly updates email blast
- Campus leaders in the following areas will be informed of the event in order to encourage students to attend: **Campus ministry groups, volunteer and service organizations, Greek life organizations**



Rationalization and Connection to Student Affairs:

As higher education professionals, we aim to create spaces and experiences that lead students towards their own sense of self so that they can live authentic lives.

Self-authorship

Baxter Magolda recommends for students and educators to work together to develop self-authorship through meaningful reflections

Self-authorship is a critical component of a student's development in their postsecondary education.

Experience

The college experience facilitates this development through talks and panels, student led organizations, and in the casual encounters associated with being a college student.

The Impact of COVID-19

These types of events largely missing from the college experience due to the pandemic. When events are conducted, they may not translate well in the virtual space without intention and proper planning

Student Development

The focus on social interaction for this event hopes to contribute to student development through self-authorship. Students will be exposed to new faces and foods, and in turn, ways of thinking.

Get Social With Us !

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Thank you for reading our proposal. We hope you found the contents inside sufficient for your consideration.

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