# LIVING IN THE WORLD OF 200M: A VIRTUAL PROGRAM

# PERFECT PLAYLIST

## THE TEAM MEMBERS

### **GET TO KNOW US**

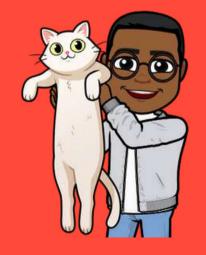








Host



## MARY WILCOX **Creative Director**

### HAROLD WILLIAMS

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HOW HAS THE RECENT · PANDEMIC. · AFFECTED COLLEGE STUDENTS? (DEN.NON, 2021)

Nearly **two-thirds** of U.S. colleges remain fully or primarily online.

Record levels of **depression** and **anxiety** have been recorded among college students.

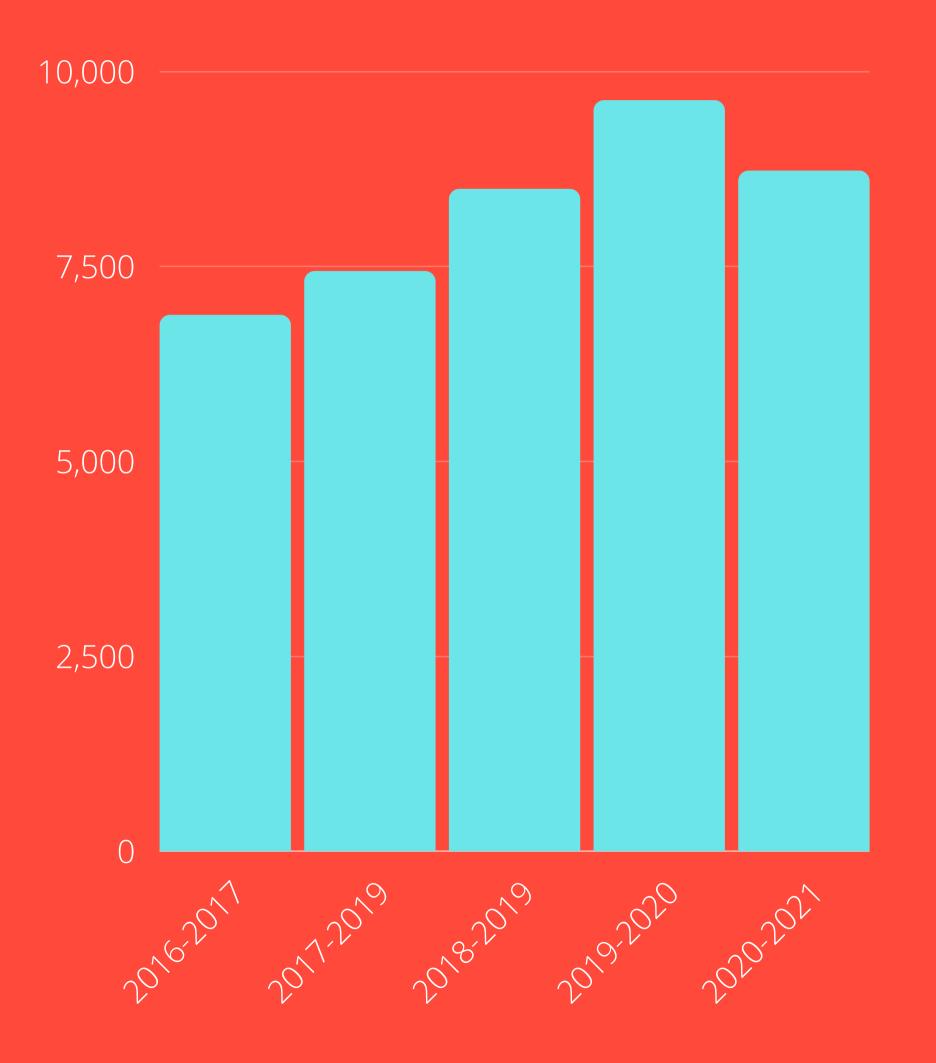
Undergraduate enrollment fell **2.5%** for Fall 2020.

Forty-two percent of students said staying motivated to do well once courses moved online was a major problem for them.

On campus, thousands of students have been punished for breaking COVID-19 social distancing rules.

## SOCIAL NEEDS OF COLLEGE STUDENTS

- Without seeing classmates and professors face-to-face many students are lacking emotional connection
- Transitioning from high school to college requires students to experience a "secondary socialization" into their new student roles and environments, a process that can affect their capabilities to **adjust** (Gist-Mackey et al., 2017)
- A large degree of student success is attributed to the students' proximity to campus, as students living on campus, have more convenient access to peer socialization events, campus activities, and services



### SIZE OF THE FIRST-YEAR CLASS

Averagetown University has seen steady growth in the size of its firstyear class in between 2016-2020 due to strategic planning and admissions initiatives In the 2020-2021 academic year, the first-year student population was fell below average

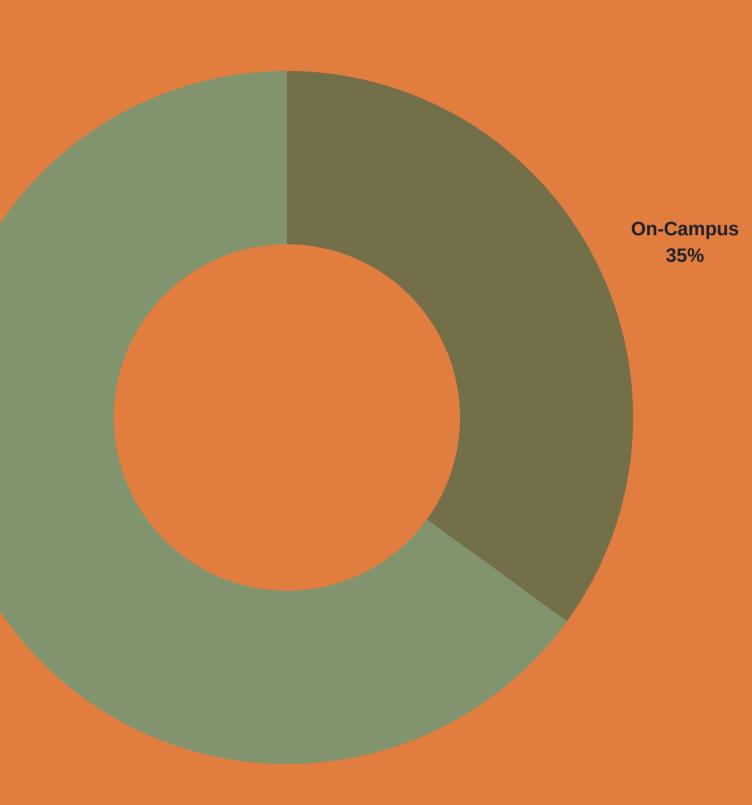


## UNIVERSITY DEMOGRAPHICS, 2020-2021

#### BREAKDOWN OF FIRST-YEAR STUDENTS BY ON-CAMPUS STATUS

65% of first-year students live offcampus. A majority of the new 2020-2021 students may have never interacted with the university's campus or students outside of class

Off-Campus 65%



## ALEXANDER ASTIN'S STUDENT INVOLVEMENT THEORY

#### HOW DOES INTERACTING WITH THE UNIVERSITY AND ATTENDING EVENTS BENEFIT STUDENTS?

Student involvement theory places the student at the center of student success and claims that external factors such as campus facilities and course content have less influence in determining a student's ability to succeed than **student involvement**. (Astin, 1984; Farrell et al., 2018)

When college students are involved in extracurricular activities, they **grow** as a person. This growth, in turn, has a positive influence on their **academic** and **personal development** as well as their **retention**.

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Benefits of College Connectedness

#### HIGHER LEVELS OF EMOTIONAL WELLBEING



#### DEVELOP PERSONAL IDENTITIES AND PERSPECTIVES

**(Farrell et al., 2018)** 

## Effects of Successful Engagement

#### **IMPROVED TIME-**MANAGEMENT

In a study of college student transitions due to COVID-19, students who were still engaged in university events and organizations report less anxiety related to time management (Stewart et al., 2020)

#### IMPROVED ACADEMIC PERFORMANCE

Increasing social support and engagement positively affects the success of first-generation college students (Gist-Mackey et al.)



#### HIGHER RETENTION RATES

Among many factors, student engagement is a non-cognitive factor that could lead to a student not transferring institutions or fully dropping out of college. (Sparkman et al., 2012)

# THE PROBLEM WITH VIRTUAL PROGRAMMING

#### HOW HAVE COLLEGES BEEN COMPENSATING FOR THE LACK OF IN-PERSON ENGAGEMENT OPPORTUNITIES?

Platforms like **Zoom, WebEx, Google Hangouts, and Discord** have allowed colleges to simulate interaction that would have been done **in-person.** 

However, many university administrators have struggled to make fun and engaging *virtual experiences* for students.



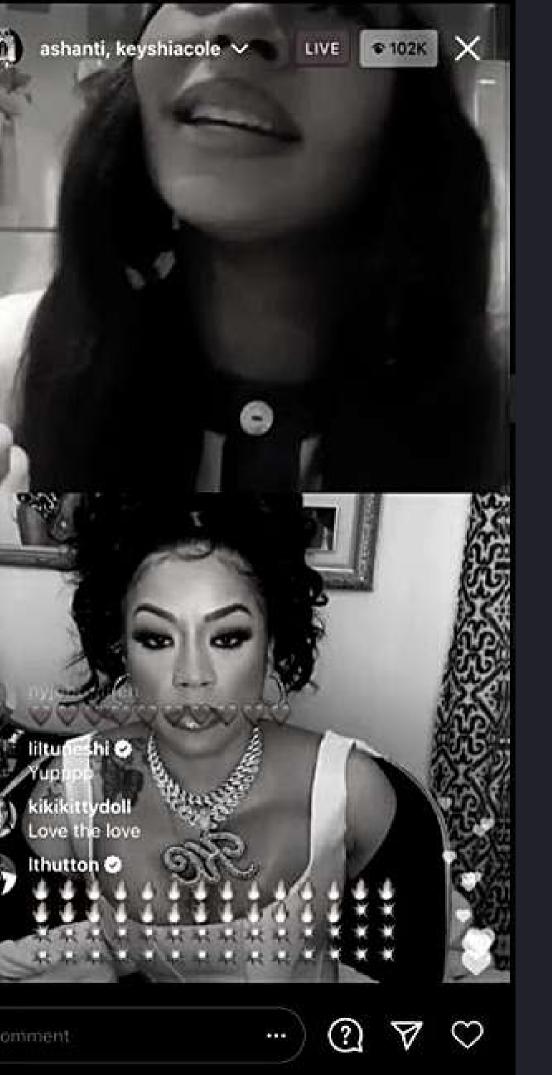
# PERFECT PLAYLIST

PERFECT PLAYLIST IS A VIRTUAL COMPETITION GAME THAT ANYONE CAN PLAY. THE GAME ENCOURAGES STUDENTS TO EXPRESS THEMSELVES VIA THEIR FAVORITE SONGS WHILE ENAGING AND CONNECTING WITH OTHERS.

What's Needed to play?

- ZOOM, GOOGLE MEETS OR TEAMS
- KAHOOT FOR VOTING
- STREAMING MUSIC PLATFORM OF . CONTESTANTS CHOICE (APPLE, SPOTIFY, OR YOUTUBE)





## VERZUZ COMPETITIONS

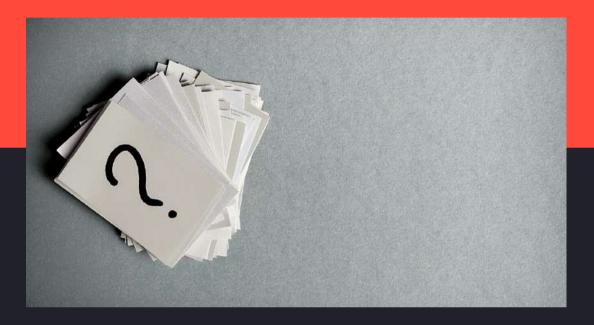
- Music Competition on Instagram and Apple Music • Artists face off and play their songs back to back for
- their fans
- Generates millions of viewers and impressions online • No fan interactions other than the chats

#### Using this concept we will:

- Create a way for students to do their own Verzuz
- Maintain the excitement of the competition
- Give the campus community a chance to watch and participate
- Use music to establish connections while affirming identity
- Create an event that all students and staff can attend



#### (Griffith 2020)





#### STEP 1

- Contestants submit bios and are chosen by the host
- contestants given a random scenario

#### STEP 2

• Each Contestant picks a song that fits and plays it for the audience (using youtube, apple music Spotify etc...)

#### STEP 3

- A link is sent out via Kahoot to the audience to vote on the best choice
- All students and staff can watch and participate as a voter.









#### **SCENARIO 1:**

"Best song to listen to while hanging drywall at mcdonalds"

**SCENARIO 2:** 

"What song plays during the montage video of your childhood at your highschool graduation party?"

"What song would you flash mob to as a way to impress a first date?"

#### **SCENARIO 3:**







- First two rounds can be any genre or decade
- if a tiebreaker is needed, one is selected
- Top contestants move to the next round
- Last round: contestants must select a song from a surprise genre or decade

## Social Media Promotion



#### INSTAGRAM BIO

For each week's contestants, we will gather a 'bio' and picture from the contestants to share with their peers on social. The goal is to allow students, faculty, and staff to better know each other.



#### INSTAGRAM GIVEAWAY

A giveaway will be posted on social each week to gain interaction and promote the event. Small, but mighty prizes will be offered. Contestants will have to interact with the post and be present at the event to be eligible to win.



We will use Facebook and Twitter to highlight our event and streamline our Instagram bio/giveaway on these alternative platforms.

## PERFECT PLAYLIST SUBMISSIONS NOW OPEN

forms.google.com/PerfectPlaylist

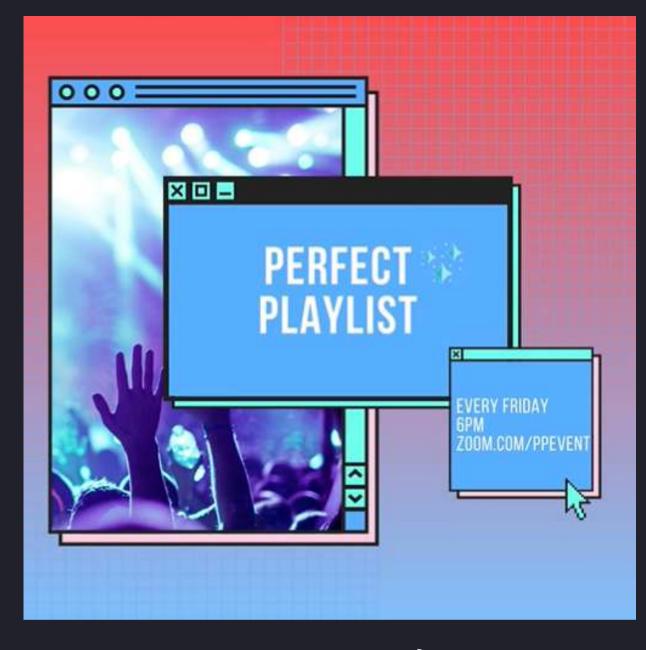


## Instagram Story

Think your taste in music is superior?



Every Friday at 6pm zoom.com/PerfectPlaylist



## Event Promotion

WEEKLY SCHEDUL

 $\bullet$ 

EACH WEEK WILL FOCUS ON A DIFFERENT **POPULATION OF** · STUDENTS

Any student will have the chance to enter to be a contestant

To compete, a student has to be from an area that is within a 30-mile radius from the campus

To compete, a student has to be live in a university contracted residence hall

To compete, a student has to be from an area that is not in the same state as the campus

In this round, selected faculty members will face-off against each other

Winners will face-off until one is victorious

#### WEEK 1: GENERAL PLAYERS

#### WEEK 2: LOCAL STUDENTS

#### WEEK 3: ON-CAMPUS STUDENTS

#### WEEK 4: OUT-OF-STATE

#### WEEK 5: FACULTY

#### PLAYOFF ROUND:



3

### FEEL MORE CONNECTED TO CAMPUS

campus

### FEEL MORE COMFORTABLE **ENGAGING WITH FACULTY**

Including faculty in the fun, students are able to engage with faculty in a non-academic space. This experience will remove any culture of faculty members being elusive and scary. By doing this, student will likely feel more comfortable reaching out to their own faculty if they have questions or concerns **BOND WITH THEIR PEERS** 

By attending this event, participating in the live-chat and engaging with their peers during the discussion portion, students will build connections with other students at the university

## PROGRAM OUTCOMES As a result of attending this program, students

will...



By attending this event, students are engaging with

the university, its administrators, and its faculty--

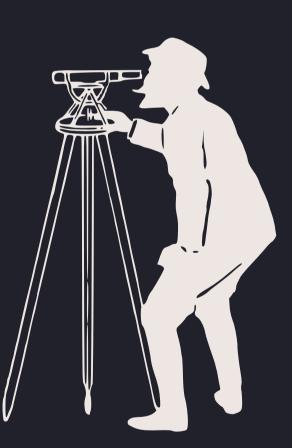
ultimately causing them to feel identity within the

# ASSESSMENT

- Student attendance will be tracked through Zoom
- In order to maintain a culture of assessment and accountability towards reaching our program outcomes, assessment Surveys will be sent out to students 1 day after the event

#### **Assessment Goals**

- The assessment survey sent out to students will consist of 5 questions
  - Each program outcome will be measured in one of the assessment questions
- The questions will be structured to gather a mixture of quantitative and qualitative data
- The assessment data will be used to shape future virtual programming



## ASSESSMEN QUESTIONS

#### Perfect Playlist Program Assessment

\* Required

On a scale of 1 to 4, with 1 being "Strongly Disagree" and 4 being "Strongly Agree", rate how much you agree with the following statements

As a result of this event, I feel more connected to the campus \*

 1
 2
 3
 4

 Strongly Disagree
 O
 O
 O
 Strongly Agree

As a result of this event, I feel comfortable approaching my professors \*

	1	2	3	4	
Strongly Disagree	0	0	0	0	Strongly Agree

As a result of this event, I feel more connected to my peers *						
	1	2	3	4		
Strongly Disagree	0	0	0	0	Strongly Agree	
How did you learn about this event? *						
Instagram						
O Email						
O Word of Mouth						
O Other:						
General Feedback						
Your answer						
Submit						

1			
5			



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