



Case Study

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WELCOME TO WITZIG UNIVERSITY!



3,200 undergraduate students



Premier liberal arts university




Hurlow, Minnesota




What is the Problem?

Due to the COVID-19 pandemic, our institutional community is physically and relationally more distanced. In order to promote community and the spirit of Witzig University, we are planning a four week series of holistic events in order to enhance student engagement and build relationships during this trying time.

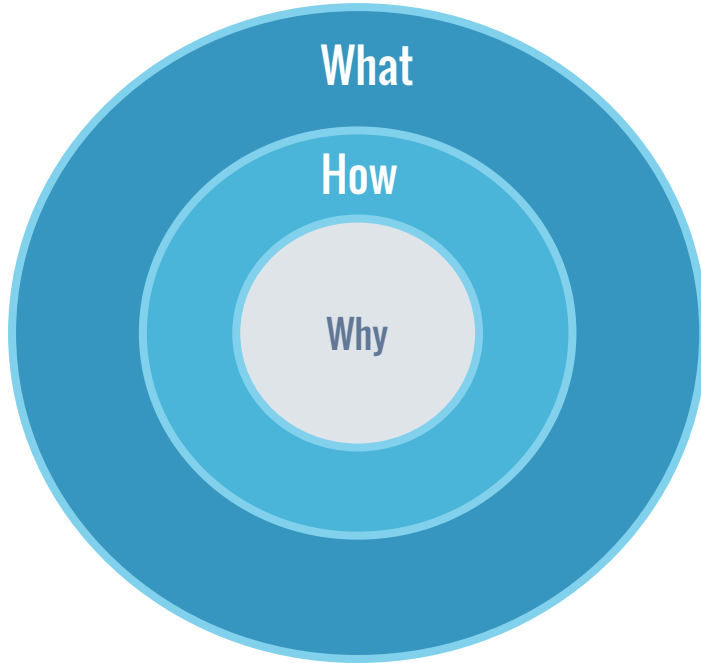




Possible Solutions

- Book Club
 - Trivia Night
 - Photo Scavenger Hunt
 - Virtual Coffeehouse & Watch party
 - Charity Miles/ Exercise Competition
 - 5 Minute Short Film Festival
 - Tik Tok Competition
 - Upperclassman Panel
 - Powerpoint Presentation Night
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The Purpose



Why: Promoting the **holistic development** and well-being of students

How: Increasing **student engagement** with a focus on **1st year** students

What: Thrive Thursdays


A four week programming event, focusing on different areas of **whole person development**, to provide space for students to **engage with one another**



Our Solution Is...

THRIVE THURSDAYS

Helping students thrive in
their mind, body, heart,
and soul.






Our Program

- Our program encourages involvement in a wide range of learning and personal development outcomes (ACPA's Student Learning Initiative)
- Our program highlights students' strengths and provide opportunities for learning within a range of different Gardner's multiple intelligences
- Our program is budget efficient. The costs include:
 - Prizes for Events (\$500)
 - Food for Trivia Night and Coffeehouse (\$120)
 - Advertising (\$30)
 - A/V Support (\$60)
 - TOTAL: **\$710**

"The critical role and responsibility of colleges and universities for fostering holistic student learning and personal development"

(Kuh, 2018)



ACPA. (2008). *The student learning imperative: Implications for Student Affairs*

Gardner, H. (1999). *Intelligence reframed: Multiple intelligences for the 21st century.*

Kuh, G. (2018). Whither holistic student development: It matters more today than ever. *Change: The Magazine of Higher Learning*

GUIDING STUDENT DEVELOPMENT THEORIES

Theory of Student Engagement (Astin, 1984)

Inputs + Environments = Outcomes. Schools influence outcomes by creating and changing the environment.

For student growth to take place, students need to actively engage environment.

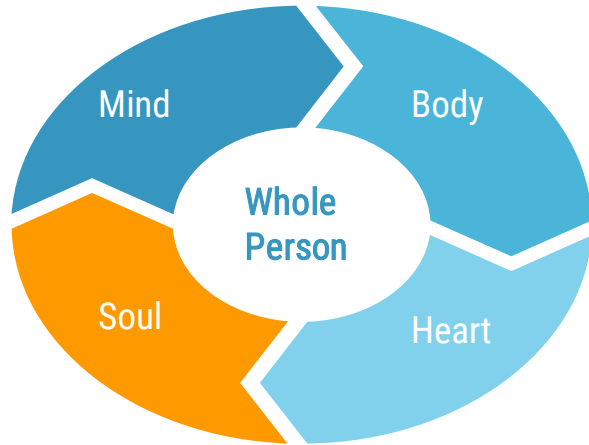
Impacts academics and retention

Theory of Experiential Learning (Kolb, 2014)

Concrete Experience
Reflective Observation
Abstract Conceptualization
Active Experimentation

7 Vectors of Student Development (Chickering, 1969)

Developing Confidence,
Managing Emotions,
Autonomy to Independence,
Mature Interpersonal Relationships,
Establish Identity,
Developing Integrity



Whole Person Development

Applying the six dimensions of wellness helps a person become aware of the interconnectedness of each dimension and how they contribute to healthy living

Based on Kuh's (2018) analysis of various researchers focused on the whole student, whole person development includes: intellectual, emotional, social, ethical, physical, and spiritual

Kuh, G. (2018). Whither holistic student development: It matters more today than ever. *Change: The Magazine of Higher Learning* National Wellness Institute
<https://nationalwellness.org/resources/six-dimensions-of-wellness/>



Program Development Committee

- 2 Hall Directors
- Director of Student Activities
- First Year Experience Coordinator
- Director of Counseling Center
- 2 Liberal Arts Profs
- 4 Students (1 from each class)

“Student affairs professionals attempt to make ‘seamless’ what are often perceived by students to be disjointed, unconnected experiences by bridging organizational boundaries and forging collaborative partnerships with faculty and others to enhance student learning” (ACPA’s Student Learning Initiative)

THRIVE WEEK 1: MIND TRIVIA NIGHT

What?

Campus-wide trivia night that engages whole person development through the exercise of the mind, as well as a variety of trivia categories. Prizes will be given to the top teams.

Who?

Participants will be split up into teams of 4-5 students. Students online will be sent into breakout rooms to encourage online interaction.

How?

Students on campus will gather (social distanced) in person. We will use two communication platforms (one for breakout rooms, the other for trivia). Students will receive popcorn on their way out.

THRIVE WEEK 2: BODY CHARITY MILES COMPETITION

What?

Campus-wide competition through the Charity Miles app. Charity Miles tracks your walks, runs, or bike rides. Companies then donate to students' charity of choice per mile.

Who?

Classes will compete as teams to win a group prize based on the class' average miles.

In addition to team prizes, the individuals with the top total distance will also win prizes.

When?

The competition and instructions will be announced and begin on the 2nd Thursday and ends 2 weeks later on the 4th Thursday. Updates will be given every day via social media.

THRIVE WEEK 3: CAMPUS CONNECTIONS

What?

All-campus virtual meeting to establish new relationships.

Students can chat or play virtual games.

Intended to create starting point for these meetings to continue.

Who?

Students will take a personality/interests survey, and will be placed in groups based on shared interests.

Students may request to be with those they already know.

When?

The campus survey will be released at Week 2's Charity Miles event.

Results will be analyzed by team throughout the week.

Virtual hangout will take place on the 3rd Thursday of the month.

THRIVE WEEK 4: COFFEE HOUSE PERFORMANCES

What?

Campus-wide coffee house style performances.

Students will sign up to perform live in the auditorium or present virtually via pre-recorded videos.

Students will receive coffee and desserts on the way out.

Who?

Anyone who wants to share art, music, poetry, or spoken word is welcome to perform. Everyone is welcome to watch this event via livestream.

When?

The performances and instructions will be announced on the previous Thursday. The performances will take place on the 4th and final THRIVE Thursday.

Advertising Plan

Social Media

- Promotional video shared on Social Media (Instagram, TikTok, Facebook)
- Updates via Social Media and Student-Wide Emails

Other Promotion

- Potentially partner with First Year Experience / “Gen. Ed.” professors to give extra credit for participation
- Repost Raffle
 - Students who repost social media posts entered into a raffle
- Flyers on campus + Running spot in Announcements email

Potential Issues & Solutions

Lack of Student Involvement

Incentives through Prizes

Incentives through Extra Credit

Variety of Advertising Methods

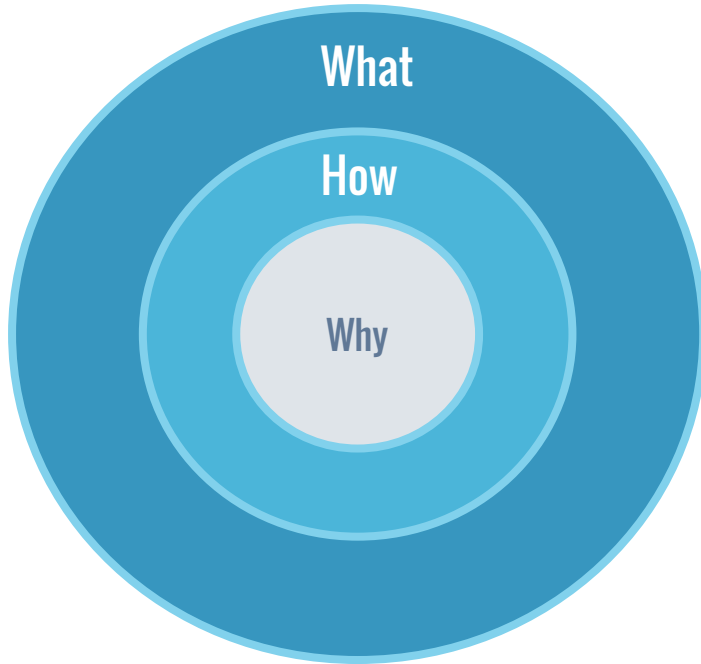
Team-orientated Activities

Zoom Fatigue

Providing option for safe in-person gatherings

The Charity Miles event encourages offline participation

Back to the Purpose




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“The best part of life is not just surviving, but thriving with passion and compassion and humor and style and generosity and kindness.”

-Maya Angelou





Thank You!