
Proposed to
Bean University Senior Council

VLOG ABOUT IT PROPOSAL

As proposed by
Bean University Activities Director

For more information, contact:
Sarah A. Dillow
Bean University Activities Director
activities@bean.edu

For event details, visit:
activities.bean.edu OR
beanvlogs.bean.edu

For the purpose of
Submission to the StudentAffairs.com Annual Case Study Competiton

BEAN UNIVERSITY OVERVIEW

WHO WE ARE

Bean University (BU) is a private, non-profit four-year institution. BU was established in 1884 by G.M.M. Bean, a Texas Historian and Fredericksburg Peach Farmer. Located in the great state of Texas, and situated in the beautiful Texas Hill Country, BU has played a significant role in the community since its founding. Fredericksburg and BU have grown together over the past 130+ years and our student population continues to add significant value to the community and economy of Fredericksburg. BU prides itself on providing rigorous academics, an engaging campus life, and robust extracurricular experiences to our students. As a residential college campus, the unique live-on experience provides academic support with faculty advisors, self-governance, and strong peer-to-peer relationships during a student's collegiate experience. Our mascot is the nine-banded armadillo, known as 'Dillo.

MISSION

As a leading liberal arts institution, Bean University focuses on teaching both the heart and the mind, supports and challenges life-long learning, and stresses the importance of making the world a better place. The institution fulfills its mission by providing transformative experiences that cultivate a respectful and diverse community of scholars and citizens.



Bean University was founded on the characteristics of: encouraging risk taking, providing diverse perspectives both in and out of the classroom, and critical reflection that leads to purposeful lives.

VALUES

Integrity- As an institution, in the classroom and around campus, we are guided by the commitment to honesty and doing the right thing. Our campus accepts nothing less than academic and personal integrity.

Diversity- We value the uniqueness of each student, and their own lived experiences that impact their lives on and off campus.

Justice- We promote fairness and equity in all facets of university life.

Community- Our communal success thrives on respecting each other in our community everyday. We live out this respect by cultivating lifelong relationships and support, and caring for one another.

BEAN UNIVERSITY OVERVIEW CONT.

RESIDENTIAL COLLEGE SYSTEM

Student life at Bean University differs from many other universities because of BU's tradition of residential colleges. Before matriculating, each BU student becomes a member of one of 10 residential colleges, referred to as Houses. These Houses have their own dining halls, public rooms, and residence halls on campus. BU has a two-year live-on requirement which leads all first-year students and about 76 percent of all undergraduates to reside at their associated Houses.

In addition to general new student orientation, there is a two-day House Orientation where students are introduced to their residential college and taught the traditions of their House. Each BU student is randomly assigned to one of the Houses and maintains membership in the same House throughout their undergraduate years, even if they decide to move off of campus. Each House contains a diverse student population complete with individuals of different backgrounds, academic interests and experiences, talents, and goals. Amenities and cost of living for each House are roughly equal across the board to minimize inequality between the Houses.



Bean University has followed a Residential College model since its inception in 1884, with the newest House arriving on campus in 1965. There is an established, but friendly, competition between the Houses which leads to high student turnout and engagement at competition-style events.

BU Houses are clustered into 4 Villages based on their campus location. North Village contains 3 Houses, South Village contains 3 Houses, East Village contains 2 Houses, and West Village contains 2 Houses. A faculty Magister, who is assigned to and lives within each Village, oversees and advises each House in that Village including each House's student government. Other faculty or staff members serve as residential associates to the individual Houses.

Program Overview:

Each House will take part in a campus-wide “vlog squad” competition- *Vlog About It*. Each House will identify a Vlog Squad containing four to five students (at least two first-year and two upperclass students) who will produce a YouTube vlog for each day of the week leading up to Bean University’s Homecoming. This program will work to engage students currently living in the Houses, including first-year students who have found it challenging to acclimate to life at Bean University during the COVID-19 pandemic. This event will acknowledge Gen Z behavioral patterns and engagement preferences, will incorporate multiple avenues of engagement for a diverse student population, and establish community between students and their residential colleges. There will also be opportunity for current students to connect with off-campus students, as a strong sense of community and loyalty to a student's House remains even after that student moves off campus.

Houses can collect points by following the vlog guidelines, attending certain events, and having non-vlog squad members engage with the vlog content (See Appendix A for Point Rubric and Appendix B for the list of events). The House that collects the most points throughout the week will be crowned the Vlog Champion and will receive the honorary Bean Trophy (and bragging rights). The Bean Trophy will be displayed in their House trophy cabinet.

Goals:

The *Vlog About It* Program will meet the following goals:

- Student will be able to identify members of their House along with Bean University faculty and staff
 - Students will be able to identify campus resources and Bean University traditions
 - Using YouTube as the main platform will create accessible and safe opportunities for student engagement during the COVID-19 pandemic
 - The vlog format will increase the opportunity for parasocial interaction
 - Students will increase their satisfaction with parasocial interactions in the on-campus environment
 - Vlogging in the city of Fredericksburg will introduce students to the city and will promote engagement and community off of campus
-

What does the literature say?

As we are addressing the prevalent issues with the outbreak of the novel coronavirus, there is a clear lack of social engagement on campuses across the United States and many students and Student Affairs Practitioners are feeling the effects of burnout as there is no clear end in sight. While the appeal of social interaction in the physical world is alluring, encouraging any sustained physical interaction outside of pre-established House units is not advisable. Due to this limitation of social interaction, the utilization of Parasocial Interaction methods is the most optimal way to increase engagement and, ultimately, satisfaction among the students at Bean University.

It is important to note that parasocial interaction (PSI) is a situation - often achieved through an online or virtual format - which mimics the stimuli received in a physical, social interaction. PSI is often observed through the consumption of TV and other virtual media, listening to the radio, and watching the news and is now being discussed in the context of live-streaming on platforms such as YouTube and Twitch. According to Wulf et al. (2021) when individuals or groups create online content which address viewers personally and individually, the viewers are more likely to find increased satisfaction from this parasocial interaction and continue to seek similar interactions and content. Utilizing the findings of Wulf et al. to motivate our decisions, we are looking to create an online setting via the YouTube platform to allow our 'Dillos to find the PSI they are seeking elsewhere right here at home at Bean University.

When discussing the efficacy of a virtual blog (vlog) event, the Bean University Program Committee found many answers utilizing the Uses and Gratification Theory. Hilvert-Bruce et al. (2018) proposed the use of the Uses and Gratification Theory (UGT) to analyze the impact and effect of social media consumption; UGT relies on the assumption that individuals are inclined to seek out and consume media which fulfills their specific social needs. As we are living and operating in a pandemic, encouraging our students to create content which emulates the social interaction that many students and staff are missing will allow our campus community to interact with one another in a way they would be seeking exclusive to the presence of the *Vlog About It* event.

Throughout the duration of the event, it is important to gauge the frequency and quantity of which our students are interacting with the content produced by their respective Houses. The main indicators of social engagement, as outlined by Hilvert-Bruce et al. (2018), which will be utilized to measure the successfulness of this program are Emotional Connectedness (the amount of psychological attachment to material consumed) and Time Spent (duration of engagement/consumption). Encouraging Emotional Connectedness and Time Spent will increase the engagement of the students, thus building community and increasing satisfaction through PSI.

As we delve further into the content desired by our students, we must first ask ourselves what the students are lacking in their social lives. Our students are not seeing each other in person, having debates in the courtyards of campus, or even seeing one another while eating in the dining halls; nearly all of our students are devoid of any social interactions which fulfill the social needs of young adults attending higher education institutions. The size of stream - with small streams being less than 500 viewers and large streams being from 500-10,000 viewers - utilized by consumers is often a large indication of the desired social needs of the consumer; being drawn to a large stream often signifies a lower dependency on social needs whereas the opposite is true for the attractiveness of small streams (Hilvert-Bruce et al., 2018). Therefore, the Program Committee finds the appeal of small stream environments such as these vlogs to be the most likely to provide our students with the necessary PSI to build and sustain a community at Bean University.

It is important to address the prevalent concern of increased social media usage and consumption leading to a lack of social skills or being prevented due to severe cases of social anxiety. Through the lens of UGT, there is little evidence to support either of these claims will be true or impact the *Vlog About It* event and its proposed outcomes. In the research done by Hilvert-Bruce et al. (2018) there was no purported link between an individual's level of social anxiety and support and engagement in online/live-stream content. While other aspects of social engagement and needs increased the willingness and satisfaction of participation, social anxiety and lack of social support had no notable effect on participants; therefore, efforts to address social anxiety and lack of social support should be made adjacent to the *Vlog About It* Event yet are not necessary to see the success of the program. In actuality, Hilvert-Bruce et al. (2018) did note PSI was sought as a means to compensate for lack of social interaction; people with fewer social connections in the physical world are more likely to engage with online content and live-streams.

Timeline:

The timeline for the *Vlog About It* program is as follows:

- **January 19th-** The semester begins
- **January 22nd-** The committee makes the initial program announcement via social media and mass email to the student body (full social media plan can be found on pages 9-12)
- **February 1st through 28th-** Vlog Squads begin filming and editing their vlogs on 2/1 and will continue this process until the first publishing date on 2/28
- **February 5th-** Each Vlog Squad must designate a squad leader and the leader must submit the names and class years of the squad to the Activities Director via email at (activities@bean.edu)
- **February 28th through March 5th-** Videos will be published once a day Sunday – Friday prior to Homecoming (video guidelines can be found on page 7 and page 16)
- **March 6th-** Homecoming

Program Committee:

We have assembled a committee of faculty, staff, and student representatives to plan and execute the *Vlog About It* program. The committee includes:

- Activities Director (1)
- Faculty Magister from each Residential Village (4)
- First Year Experience Coordinator (1)
- Social Media Student Worker (1)
- Fredericksburg Chamber of Commerce Representative (1)

Partner Acknowledgement:

Academic Partners

Not only will our partners in the residential college communities provide encouragement and support, but our faculty will play a crucial role in student engagement. There will be faculty collaboration in Houses, and through participation in various events during the vlog event week.

Office of Institutional Technology (OIT)

OIT will be able to provide the technological framework and support for student participants. OIT will be able to assist in YouTube and technological support, as well as in providing technology and equipment to students. Each Vlog Squad will be provided vlogging equipment (camera, microphone, a SIM card, and access to editing software) through OIT. Vlog Squads will also have access to university computer labs with high quality editing software, in addition to the already free download of Adobe Suite available to all Bean University students.

City of Fredericksburg

Our city and home of Fredericksburg, Texas will serve to externally engage the community off campus. Local businesses and stakeholders will be invited to participate in the event through collaboration with the Chamber of Commerce representative on the committee. Promotion of the *Vlog About It* event will be encouraged on the social media channels of local businesses and other media outlets. Vlog Squads will work to incorporate the social media accounts of local businesses when completing the Mandatory Vlog Program Element in order to increase engagement with the community of the city.

Program Logistics:

Vlog Squads will consist of four to five students of the same House, with one student as the squad leader. A minimum of two first-year students and two upperclassmen will be on each squad. It is recommended that at least two of the squad members are currently living in their House on campus.

Squad leaders must notify the Activities Director of their squad members via email (activities@bean.edu) by February 5th at 5:00 p.m. Vlog entries must be original, independent, unpublished work created by the vloggers. Each squad must upload one vlog per day during the week of February 28th. Each vlog must be uploaded onto the squad's House YouTube channel by 10:00 a.m. CST. All House YouTube Channels have been created by the Activities Department in partnership with Google through our status as a Google Campus. Squads that upload their vlogs late will lose 30 points per late upload and will not be eligible to receive any points for the upload.

Vlog Squads must follow the following guidelines when uploading their vlogs to YouTube:

- All vlogs must be posted to their respective House YouTube Channel by 10:00 a.m. CST
- Vloggers must complete release forms for content and communication on behalf of the university by February 5th at 5:00 p.m.
- Videos must be original content created by the named vlogger(s)
- Vlogs may not contain copyrighted material including images and soundtracks. This means no use of commercial copyrighted music or images
- Vlog participants are liable for any copyright infringements caused by their videos
- All guidelines and official rules will be posted on the official website, beanvlogs.bean.edu

In the spirit of Homecoming, Vlog Squad members must earn points for their House and gain content for their vlogs by participating in campus events that engage with the greater campus community outside of the residential colleges. Vlog Squad members must attend specific events that will occur during the week of *Vlog About It*. Each event has an assigned point value (found in Appendix A). Each squad can earn points through a variety of methods including gaining 100 unique views per video, attending the aforementioned mandatory events, and prompting engaging discussion in their YouTube channel's community tab and within the comments section of each vlog. The entire point breakdown and rubric can be found in Appendix A.

Due to the ongoing pandemic, videos must abide by CDC Social Distancing Guidelines as well as state & local health guidelines. Each member of the vlog squad must wear university branded and issued "Vlog Squad" face masks at all times while filming in public or in the presence of other students, faculty, staff, or community members.

In addition, all squads must follow university rules and regulations. If students violate these expectations, they will lose points, and may be subject to student conduct violation investigations.

Vlog Squads may utilize any existing House social media accounts to promote and increase engagement with their Vlog About It videos at the discretion of House Social Media Chairs.

The Activities Department maintains the right to change the rules of this contest if situations beyond Bean University's control occur between now and the conclusion of this contest. Any changes to the rules will be posted on the contest web site and will be communicated to students through social media and email.

Accountability Team:

A team of students will serve as the accountability arm of the program. In this sense, students will govern each other to ensure that each vlog squad receives the appropriate number of points. One student representative from each House (10 total) will be nominated by their House, in a manner chosen by the House. Accountability Members cannot be members of a Vlog Squad or be involved in any aspect of the production process.

Each Accountability Team member will evaluate the submissions of a House outside of their own using the rubric located in Appendix A. Any questions or concerns about the content being evaluated by one member of the Accountability Team should first be brought to a second member of the team and then approved by one of the Program Committee members if the question is still unanswered. Questions or concerns about the validity of the efficacy of the Accountability Team will be directly addressed by the Activity Director.

Non-Vlogger Engagement Guidelines:

Students who are not on a vlog squad can still participate and earn points their for House by engaging with the vlogs in the following ways:

- Commenting- Comments must be engaging such as asking follow up questions, providing on-campus resources, or linking information about student organizations. To gain points, each comment must have a minimum of 30 characters.
- Liking- the final tally of video likes will occur on Saturday, March 6th at 10 a.m. CST
- Sharing on social media-
 - Sharing original Vlog Squad videos
 - Sharing posts from Vlog Squad social media
 - Sharing original posts about the Vlog Squad event from the student activities social media accounts
 - Students should use the hashtag #BeanVlogs when sharing posts on social media

All non-vlogger participants must adhere to university values: Integrity, Diversity, Justice & Community. Comments or community submissions cannot include any offensive or hateful language or content, including but not limited to nudity, obscenity, alcohol or other drugs, or weapons or other content that would violate the university values. There will be no type of fabricating comments or replies permitted through any means including but not limited to AI and computer generated comments.

Social Media Plan:

Overview

Our Student Activities account & content is followed by, promoted by, shared by existing social media accounts in the Division of Student Affairs. We will create announcements across the Division of Student Affairs social media that our Student Activities social media accounts will be devoted to the *Vlog About It* challenge during the week leading up to Homecoming. With that, we do not necessarily need to create new social media accounts for this event, and can work to “takeover” the existing accounts Student Activities Instagram, Twitter, and Facebook accounts. These existing accounts have high levels of engagement and can all be found at @BeanInvolved. Vlog Squads can also partner with and interact with existing House and Residential College social media accounts to promote their vlogs. Residential college and House staff and students will be encouraged to follow, promote, and share content, if not already doing so.

Objectives	Metrics
Raise Awareness of the <i>Vlog About It</i> Program	Number of Views Number of Shares
Increase Engagement with Students	Number of Likes Number of Shares Number of Comments
Conversion of Engagement on Social Media to Outside Media Sources	Number of Clicks to YouTube Vlogs Number of Clicks to <i>Vlog About It</i> Web Page
Further Longevity and Retention of Social Media Engagement on our Platforms	Sustained Engagement in Followers, Shares, Likes and Comments

Target Audience

Given our Residential college model, our target audience will be on-campus students, with a focus on the undergraduate, first-year students who primarily make up our Houses. Demographically, these students represent a variety of backgrounds but are overwhelmingly a part of Gen Z. In looking to engage with these students and their wide range of involvement with technology, the target audience of our social media will have an average level of activity on social media (students who are not already bloggers, intense gamers, etc.) This program and our associated social media engagement will still serve those living off-campus, particularly those who remain involved in their residential college Houses. This program will also engage staff and administrators across campus as vloggers collaborate with staff to accomplish tasks or interact with campus offices to gain points.

Components

We will be using our existing Student Activities social media accounts on Instagram, Twitter, and Facebook. All existing Student Activities social media accounts can be found at the handle @BeanInvolved across all platforms. Social media content will be created, coordinated and monitored by the committee, but will be led by the Director of Student Activities (recently dubbed the “queen of social media” by the Dean of Students) as well as the Social Media student worker. All social media content will be created to promote the vlog competition, and will equally feature all Houses and their content. To further build brand recognition and increased trust in the *Vlog About It* event, the social media team will:

- Use university designed and approved logos for profile photo across all platforms
 - Use and create high quality images across all social
 - Use consistent handles for all accounts, @BeanInvolved
 - Use consistent branding in headers, bios, and links to other social media
 - Create a specific media kit for the Vlog event
 - Employ the use of hashtags in our social media, and create the specific hashtag of #BeanVlogs for followers to easily connect with and identify content related to the event
 - Follow other social media accounts for the university and Division of Student Affairs
 - Follow social media accounts of students vloggers/Vlog Squads
 - Look for imposter accounts
 - Make sure our brand is protected and unique
 - Report other harmful imposters
 - Work to verify accounts involved and link to official website, beanvlogs.bean.edu
-

Content Plan

- Create a social media calendar
 - Determine how often we need social media posts to supplement vlogging efforts
 - Potential takeovers of social media accounts from the Vlog Squad
 - Daily posts that include a tallying up of total points for each day
 - Announcing winners via social media at end of event
 - Consider access and inclusion in content creation and calendar
 - The social media team will have an understanding of alternative text, inclusive captioning, and other accessibility and inclusion social media best practices
 - Provide official university social media training to squads/involved committee members
 - First Post - January 22
 - Across all platforms: Hype up and create intrigue surrounding *Vlog About It* Event, and remind students to check university Gmail for more details
 - Instagram: Image of text post of "Does your House have what it takes?"
 - Caption: You'll want to check your email for this. #BeanVlogs
 - Twitter: Tweet "Does your House have what it takes? You'll want to check your email for this. #BeanVlogs"
 - Facebook: Image of text post of "Does your House have what it takes?"
 - Caption: You'll want to check your email for this. #BeanVlogs
 - Second Post - January 25
 - Across All Platforms/Email: Promotional YouTube video of *Vlog About It* Event (see link)
 - Third Post - February 3
 - Across All Platforms: Last call to submit Vlog Squads before Feb 5 deadline
 - Instagram: Image of text post "Last Call for Vlog Squads"
 - Caption: "Has your House decided who will be repping YOU for *Vlog About It*? The Bean Trophy is waiting - may the best 'Dillos win! #BeanVlogs"
 - Instagram Story: Share post made earlier in the day, include fun stickers and sounds
 - Twitter: "Has your House decided who will be repping YOU for *Vlog About It*? The Bean Trophy is waiting - may the best 'Dillos win! #BeanVlogs" with gif of 'Dillo mascot
 - Facebook: Image of text post "Last Call for Vlog Squads", no caption
 - Fourth Post - Week of February 8
 - Across All Platforms: Each day introduce the Vlog Squads from one Village
 - Opportunity for takeovers on social media platforms from Vlog Squad members
 - Social Media Team will reach out to each Vlog Squad members for short introduction videos for all social media platforms
 - Instagram: IGTV/Stories/Reels of Vlog Squad intros, posts of each individual Vlog Squad
 - Twitter: Link to Vlog Squad intros on YouTube
 - Caption: "Your Houses have spoken. Give a 'Dillo Welcome to the ____ Village Vlog Squads. Check them out HERE!"
 - Facebook: Shared videos from YouTube of Vlog Squad intros
 - Caption: "Your Houses have spoken. Give a 'Dillo Welcome to the ____ Village Vlog Squads!"
-

-
- Additional Posts During Filming Leading up to *Vlog About It* Event
 - Rules and Explanation of Events
 - For both vloggers and non-vlogger students
 - Schedule of Mandatory Vlog Program Events
 - Final Announcement Post - February 27
 - Across All Platforms: Last push before event begins to encourage students to subscribe to House YouTube channels and understand how they can earn points for their Houses
 - Instagram: Image of Sue Sylvester from Glee meme (a popular meme among Twitter and Instagram) formatted to say "I am going to create a HOUSE YOUTUBE CHANNEL that is so LIKED AND SUBSCRIBED"
 - Caption: "Vlog About It videos drop tomorrow at 10 a.m. CST! Every point counts, so be sure to like and subscribe to your House YouTube channel ASAP. #BeanVlogs"
 - Twitter: Following similar structure to Instagram utilizing a different popular meme relevant to the time
 - Caption: "Vlog About It videos drop tomorrow at 10a.m. CST! Have you already liked and subscribed to your House YouTube channel? Your House needs you! #BeanVlogs"
 - Facebook: Following similar structure to Instagram utilizing a different popular meme relevant to the time
 - Caption: "Vlog About It videos drop tomorrow at 10a.m. CST! Do your 'Dillo Duty to give your House the best change of winning by making sure to like and subscribe to your House YouTube channel before the contest begins. #BeanVlogs"
 - Additional Post and Content Guidelines for Vlog About It Week
 - Encouraging Bean University students to subscribe to House YouTube channels
 - Use #BeanVlogs
 - At least one post per day
 - Daily updates on House scores via Instagram Stories, which will be saved to a Highlight
 - Reminders of how to earn points
 - General Guidelines
 - Use Twitter for primarily text posts, links
 - Use Instagram for visuals and stories
 - Polls, Questions, Q&As, Instagram Live, Reels, IGTV
 - Save all stories and shared post content to *Vlog About It* Instagram Highlight
 - Use Facebook for visuals, stories, and links
 - Utilize Pop Culture elements and memes which are trending among Gen Z
 - The individual running the social medias will be responsible for assessing popular culture and trends to identify relevant memes and content specific to the time in which the *Vlog About It* event is occurring
 - Other Media
 - One university-wide email will be sent out to publicize the event and one university-wide email will include the promotional YouTube video
 - A specific website will be made for the Vlog squad event to keep content all in one place locally, at beanvlogs.bean.edu
-

Risks Assessment:

Using the PREFF (physical, reputational, emotional, financial, and facilities) model of risk assessment, our staff will feel confident in planning and facilitating these events for the *Vlog About It* competition. Our committee will also be prepared to support the students across campus who will be involved in this event. Below the varying risks will be presented:

- **Physical-**
 - Students possibly not following COVID-19 protocols to accomplish vlogging events
 - Vlogging around campus can present physical risk if individuals pay more attention to vlogging than their surroundings
 - Depending on the location of various events, traveling could present elements of risk
 - **Reputational-**
 - Students not abiding by Vlog guidelines and expectations
 - Free speech/hate speech issues
 - **Emotional-**
 - Privacy of vloggers and other students on campus
 - Potential for cyberbullying or cyberstalking
 - Residential College culture and competition could create opportunities for potential hazing incidents
 - **Financial-**
 - Resources that need to be allocated for prizes, merch for Vlog Squads/houses, and promotional materials
 - Technology purchases
 - **Facilities-**
 - Technological support and troubleshooting could lead to more expenses correlated to the event
 - Bandwidth and WiFi issues could occur if more users are using campus WiFi than usual
-

References:

Alexander, J. (2019, July 30). David Dobrik helped redefine YouTube culture four years ago, and people are celebrating. The Verge. <https://www.theverge.com/2019/7/30/20747357/david-dobrik-four-year-anniversary-youtube-vine-vlog-squad>.

Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *HUMAN COMMUNICATION RESEARCH*, 1, 21.

Dibble, J. L., Hartmann, T., & Rosaen, S. F. (2016). Parasocial Interaction and Parasocial Relationship: Conceptual Clarification and a Critical Assessment of Measures. *HUMAN COMMUNICATION RESEARCH*, 1, 21.

Hilvert-Bruce, Z., Neill, J. T., Sjöblom, M., & Hamari, J. (2018). Social motivations of live-streaming viewer engagement on Twitch. *Computers in Human Behavior*, 84, 58–67. <https://doi.org/10.1016/j.chb.2018.02.013>

History & Mission. History | St. Edward's University in Austin, Texas. <https://www.stedwards.edu/about-st-edwards-university/history-mission>.

Redmond, P., Heffernan, A., Abawi, L., Brown, A., & Henderson, R. (2018). An Online Engagement Framework for Higher Education. *Online Learning*, 22(1). <https://doi.org/10.24059/olj.v22i1.1175>

Residential Colleges. The Office of the Dean of Undergraduates | Rice University. <https://dou.rice.edu/residential-colleges>.

Vision, Mission and Values. Vision, Mission and Values – About. <https://www.furman.edu/about/mission-vision-values/>.

Wulf, T., Schneider, F. M., & Queck, J. (2021). Exploring viewers' experiences of parasocial interaction with videogame streamers on Twitch. *Cyberpsychology, Behavior, and Social Network*, 00(00). <https://doi.org/10.31235/osf.io/cfds9>

Appendix A:

Event		Points	Points Recieved
<i>Uploaded Content (Vlogs)</i>			
Interview with Faculty Member or House Magister		15	
	Not uploaded by 10 a.m.	-30	
DEIA Workshop		15	
	Not uploaded by 10 a.m.	-30	
Alumni Network Event		15	
	Not uploaded by 10 a.m.	-30	
Coffee House Event		15	
	Not uploaded by 10 a.m.	-30	
Visit to a Fredericksburg Business		15	
	Not uploaded by 10 a.m.	-30	
<i>Views</i>			
Unique Views	(each 100 views)	1	
Comments (30 character minimum)	(point per comment)	1	
Likes	(point per like)	1	

Appendix A:

Event		Points	Points Recieved
<i>Views Continued</i>			
Residential College Affiliates Engagement (Off-Campus Students)	shoutouts, community tab engagement, etc.	10	
Prompted discussion in the Community tab	(1 per video)	10	
Channel Subscriptions	(point per subscriber)	10	
<i>Penalties for Violations</i>			
Violating Program Rules	(point deduction per violation)	-50	
Violating Student Code of Conduct & Institutional Rules	will result in disqualification	N/A	

*Tallying of points will occur on Saturday, March 7th at 10 a.m. by the Accountability Team

Appendix B: Mandatory Vlog Program Elements

In the spirit of Homecoming, Vlog Squad members must earn points for their House and create content for their vlogs by participating in campus events that engage with the greater campus community outside of the residential colleges. Vlog Squad members must attend specific campus events that will occur during the week of *Vlog About It* that have an assigned point value (see Appendix A). This is to ensure that vlog content is dynamic and engaging, as well as fits the mission of the institution and the goals of the *Vlog About It* program. Having mandatory programming will ensure that all Vlog Squads are able to create content around shared experiences for the campus, but offer their own unique personal and House perspectives. The additional point earning events are as follows:

- Interview with Faculty Member and/or House Magister
 - One major resource for each House is the live-in Bean University faculty member that works in conjunction with the Magister and the House governing body. Each Vlog Squad must film an interview with their faculty advisor (minimum of 5 minutes) during the month of February. The interview may take place virtually. Vlog Squads can format this interview in any manner they wish, but the content of the interview should work to introduce the staff member both as a person and a professional, and especially as a resource to the students. We encourage students to focus their questions on the institutional mission, the academic area of their faculty member, civic engagement, and/or campus resources.
 - Alumni Networking Events
 - Bean University is very proud of our strong alumni network- we are 'Dillos for life! With that, Vlog Squads must connect with an alum from their House and film an interview with this individual. The interview may take place virtually. Vlog Squads can format this interview in any manner they wish, but should keep in mind what their audience is interested in, such as what industry does this alum work, what were they involved in at BU, what advice do they have for current students in their House, and what are their favorite memories of their House?
 - Diversity, Equity, Inclusion, and Access (DEIA) Workshop event
 - Vlog Squads will be provided with a list of virtual and in-person DEIA workshops and events that will be held during the month of February. Each squad must attend one of these events- while the entire event does not need to be filmed, squads should aim for a 5 minute summary of DEIA content in their vlog as well as reflections and takeaways. (Note: It may not be appropriate to film while attending a workshop. If a squad elects to attend an event where filming is not permitted, they should create a vlog with a rundown of the event and include their reflection of said event.)
-

- Community Events in Fredericksburg
 - Bean University adds significant value to our surrounding community and our students contribute greatly to the economy and culture of Fredericksburg. Because of this, Bean University has partnered with the Fredericksburg Chamber of Commerce to promote the interests of local Fredericksburg businesses, especially those most impacted by COVID-19. Our Chamber of Commerce representative will provide each Vlog Squad with a list of local businesses who have agreed to participate in this program. Each squad must pick at least one establishment off of this list and include a vlog about them. Squads can format this interaction in any manner they wish, but they are encouraged to view this part of the vlog as a way to introduce new students to the Fredericksburg area!
- Coffee House Talent Show Event
 - Bean University has an annual tradition of hosting a Talent Competition, called the Roasted Bean, in the week prior to Homecoming. Typically this event is held in our on-campus coffee house, the Bean's Bean, but with COVID-19 and social distancing guidelines we have made the decision to move this event online. Despite the new virtual format, we are eager to showcase the talents of our students and to do so, each Vlog Squad must include content from the Roasted Bean in their vlog. Squads can format this requirement in any manner they wish. Vlog Squads may decide to interview a House member who is performing, talk about their experiences attending or performing in prior Roasted Beans, or vlog their team members watching the show and their reactions.

Appendix C: Terminology

Affiliates

Off-Campus Students. Term used to connect off-campus students to their past live-on affiliation with their own residential college.

Blog

A type of website that follows a similar structure of a journal or diary where authors publish content on a daily or weekly basis.

Components of Online Engagement

- Time Spent- measures the amount of time users are spending with specific content online
- Emotional Connectedness- how users physiologically attach to online content

Both will provide valuable insight into measuring how students are interacting with vlogs and other content.

'Dillo OR 'Dillos

The name of the Bean University mascot, a nine-banded armadillo. Bean University also refers to its students, faculty, staff, administrators, and alumni as 'Dillos.

Houses

Individual Residential spaces on campus where students and professional staff (Magistrates and Student Affairs staff) reside and build community as part of the residential college system.

Magister/Magistrates

A faculty member for each Village. This faculty member oversees and advises each House within their Village, including each House's student government and residential advisors (RAs)

Non-Vlogger

Student, Alumnae, campus community, & local community that are not affiliated with the production of the vlogs.

OIT

Office of Information Technology

Online Engagement

A term used to describe how online users seek out media and other online content to satisfy their needs and feel valued, in communication with others in the online environment.

Engagement in the online space is measured by social interaction through comments, likes, subscriptions, shares, and other forms of connection and communication.

Parasocial Interaction (PSI)

A situation - often achieved through an online or virtual format - which mimics the stimuli received in a physical, social interaction. PSI is often observed through the consumption of TV, and other virtual media, listening to the radio, watching the news and is now being discussed in the context of live streaming on platforms such as YouTube and Twitch.

Vlog

A video blog where a user or users upload video content to a form of social media, in this case, YouTube.

Vlog Squad

A term made popular by YouTuber, David Dobrik, and is used to describe a collective squad of vloggers.