

# Picks Up, Miners!

Welcome to UTEP: A hybrid welcome week

The University of Texas at El Paso, Fall 2021





# Introduction & Goals



- “Picks up, Miners! Welcome to UTEP” is a hybrid welcome week conducted mostly online (social media and conferencing platforms) and with limited socially distanced events in person.
- A slate of events over five days is geared toward incoming freshmen but is inclusive of returning students.
- Goals:
  - Inform students of resources and services, tour of campus
  - Engage them with campus opportunities in a fun and social way
  - Renew a sense of optimism and school spirit
  - Teach them how to access services during the pandemic



# Day 1: Welcome 101



## Video

### DIGITAL MENTORS

- Pre-recorded videos from staff on how to navigate student dashboard, log in to classes, where to find food services, books and supplies.

### CAMPUS TOUR VIDEO

- Drone shots of full campus, and then a virtual tour of campus. Includes 3-D tour, where users can explore campus from their computers.



### Live campus tour on TikTok

Theatre students will conduct a live stream on TikTok giving a dramatic tour of campus. Clues will be given during the live stream to indicate five locations on campus where a paper mascot of Paydirt Pete is hiding. Students will email their guesses of the five locations to a staff member. The locations will be revealed the next day on pre-produced TikTok videos by the students. The winning student(s) will be notified with a prize.



# Day 2: Get Involved



## Tabling on campus

- Socially-distanced tabling event on Centennial Plaza, a large grassy circle in the center of campus
- Campus departments and services
- Student organizations
- All students must pre-register to attend and complete screening questionnaire to come to campus



## Social media intros

- Leaders from student organizations and various campus programs will post two-minute introductions to their groups, and it will be posted across all main social media platforms of UTEP, as well as on the organization's websites and social media pages.



## BB meet and greet

- A Blackboard Collaborate lobby will be open for a two-hour period for students to log in at their convenience for a meet and greet with student organizations, to ask questions about getting involved
- They will be redirected to proper breakout groups for information on their organizations of interest



# Day 3: Dig Deeper for Student Success



## Videos

- Find a campus job: Job Mine, Career Center
- Get support: Mental health services, daycare, writing center, food pantry, health clinic, campus police, CARE department
- Student success: International programs, study abroad, scholarships, financial aid



## Scavenger Hunt

- Online scavenger hunt: downloadable PDF or virtual checklist, take entries by survey, can be individuals or teams, winner gets prize
- Utilize social media to “hide” videos and images the students must find
- Some scavenger hunt items are finding out how to access services



## Live Trivia

- Live trivia event hosted on Blackboard Collaborate or Zoom
- Use breakout groups for smaller-group interactions with moderators to host the trivia games
- Utilize services like Jackbox Games to host the trivia questions
- Trivia relates to campus history, pop culture, various categories



# Day 4: Get Physical



## Yoga on the Lawn

- Socially distanced in-person yoga class that will live-streamed on Facebook and TikTok for those participating online
- Students must pre-register and complete screening for the on-campus event



## All About the Rec

- Various live-streamed presentations highlighting various aspects of the UTEP Student Recreation Center, along with information about how students can use the facilities during the pandemic
- Live-streamed fitness class schedule; Students choose their classes
- Video tour of facilities and information about all services available



# Day 5: Picks Up Party

## Miner Social

- Hybrid social, online version and in-person version that keeps safety protocols for social distancing and limits in-person participation
- Ice breaker activities online and in person meet and greet to encourage students to meet each other and feel part of a community
- Online games and breakout sessions
- Pre-registration and screening required for limited number of in-person attendees



## Live performances to showcase student talent

- All performances live-streamed online, Facebook and TikTok
- Cheer and Dance teams, Spirit Operations
- Poetry slam and dramatic readings, Creative Writing Department
- Orchestral and marching band performances



# Marketing & Social Media Campaign

## Before the event

- **Social Media Advice:** The committee will solicit social media posts from other departments, current students, faculty. These will review or recommend area restaurants or shops, attractions, or offer tips and tricks for freshmen, advice for all students (and information promoting events).
- **Swag Bag:** Offer a bag of UTEP swag (and information promoting events) to all incoming freshmen. Host a pick-up event over the weekend before welcome week, for students to drive through for their bag. Mail remaining bags to students who did not pick up, and have a designated pickup stop (Dean of Students office or Student Engagement and Leadership Center)





# Marketing & Social Media Campaign



- Promotional Tweets for welcome week starting mid-July, one month from the event
- Committee helps retweet on departmental Twitter accounts
- Promotional Tweets during the week to maintain interest for those on this platform



- Promotional posts one month out from the event and continued throughout welcome week
- Use livestream for fitness classes and the Picks Up Party performances and festivities
- Post photos and screenshots from week's events



- Will be used for the Campus Tour Challenge with live streaming
- TikTok reveals of the mascot hunt will be posted after the campus tour ends, and throughout the week, if possible, to continue promoting the week's events



- Promotional visual posts one month out
- Promotional Instagram Stories one month out to maximize visibility
- Use photos over graphics to utilize the platform as it is intended
- Post photos of events as they unfold



# Concluding thoughts

- The planning and execution committee for welcome week will be composed of members from across departments in student affairs, to ensure robust and accurate information is used in the programming, and to encourage as much cross promotion on campus as possible.
- The committee will be broken into subcommittees. The subcommittees will be designed to handle each social media campaign, promotional materials and distribution, and hosting events on each type of platform.
- It is our hope this event will invigorate the student body, and warmly welcome incoming freshmen.







# Thanks for your time!

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