

2021 STUDENTAFFAIRS.COM CASE STUDY COMPETITION

ZOOM-AZING RACE: CAVAHASH UNIVERSITY

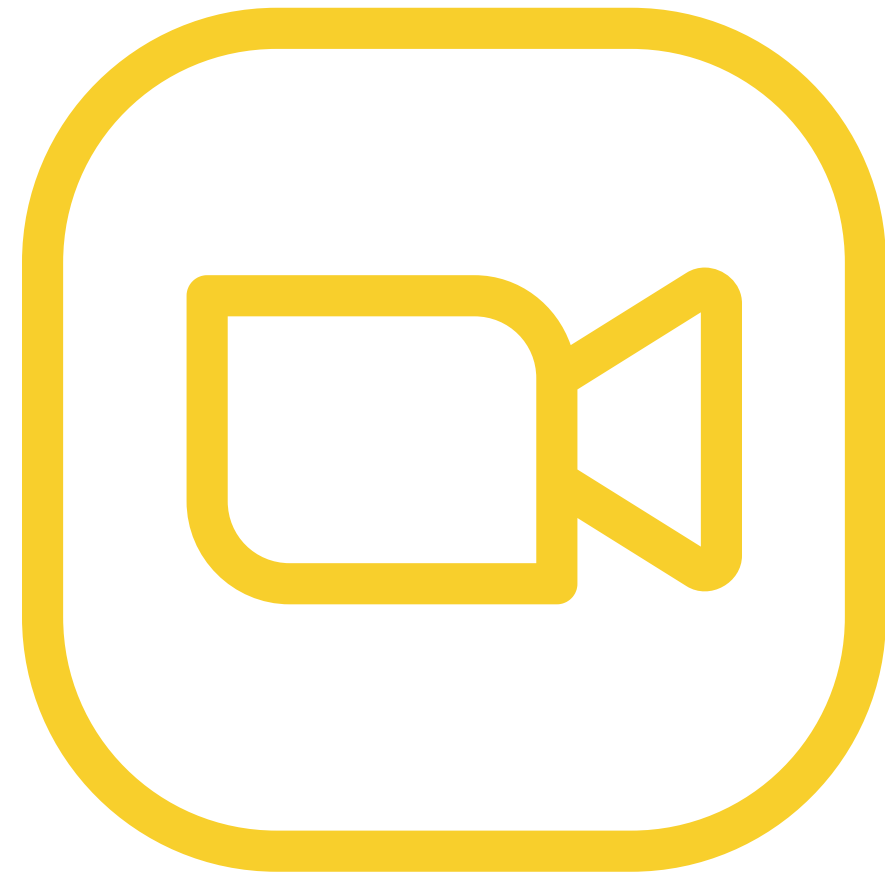
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University of Central Florida Students

Master of Art, Educational Leadership - Higher Education / Student Personnel



THE ZOOM-AZING
RACE
CAVAHASH



PRESENTATION OVERVIEW

CASE STUDY COMPETITION



- About the University
- Committee Members
- Program Goals
- Program Outline
- Program Components
- Marketing and Social Media Plan

CAVAHASH UNIVERSITY

MID-SIZED, PUBLIC INSTITUTION

15,438 UNDERGRADUATE ENROLLMENT

ALL FRESHMAN REQUIRED TO LIVE ON CAMPUS

5,178 STUDENTS LIVE IN ON-CAMPUS HOUSING | 3,657 FRESHMAN

IN STATE TUITION & FEES PER YEAR: \$9,300

OUT OF STATE TUITION & FEES PER YEAR: \$31,950

SOCIAL ENGAGEMENT COMMITTEE

WORKTEAM MEMBERS

Workteam members were carefully selected to include various areas of campus programming and resident life. The collective efforts and expertise of these individuals contributed to "ZOOM-azing Race"

SUZY SMITH

Assistant Director, Resident Life
Housing & Resident Life

JOHN DOE

Coordinator, Programming
Office of Student Involvement

LUCY LU

Coordinator, Outdoor Adventure
Recreation Services

NATHAN SMITH

Assistant Director, Community Engagement
Office of Student Involvement

ANONDA WILLIAMS

Resident Hall Adviser
Housing & Resident Life



PROGRAM GOALS:



Foster a sense of community within each resident hall floor & area

Provide fun opportunities for students to get to know their peers

Build a sense of involvement and inclusion within the university

THE RESEARCH

TINTO

The most important factor for student retention is the student experience. The more integrated a student is to academic and social communities, the more likely the student will persevere through college (Siedman, 2012).

ASTIN

Two predictive factors to student retention: environmental and personal. Residency (environmental factor) for those who lived on campus retained higher than those who lived off campus (Siedman, 2012).

SENSE OF BELONGING

Residential environments have a huge impact on belongingness and success. A first-generation students' sense of belonging can be improved through community building, programming, and curriculum (Garvey et al, 2020).

References

Garvey, J., Arambula Ballysingh, T., Bowley Dow, L., Howard, B., Ingram, A., & Carlson, M. (2020). Where I sleep: The relationship with residential environments and first-generation belongingness. *College Student Affairs Journal*, 38(1), 16-33.

Seidman, A. (2012). *College student retention: Formula for student success*. Lanham, MD: Rowman & Littlefield Publishing Group, Inc.



PROGRAM OVERVIEW

- Students will compete in "teams" with other individuals from their resident hall floor (10-25 students per team)
- If a resident hall floor has more than 25 students, the floor will be broken up into two separate teams
- Teams will compete against other teams from their residential community or area for the grand prize
- Separate Zoom call competitions will take place for all of the residential communities
- Each Zoom call competition will have 10-15 teams
- Teams will partake in "The ZOOM-azing Race: Cavahash"
- The event will consist of several "pit stops" or mini-challenges that participants must complete with their team in breakout rooms
- Resident Advisers will serve as judges for each of the competitions and award points
- Each judge may award up to 5 points per pit-stop
- It is up to the judges discretion if/how they would like to award points

THE ZOOM-AZING
RACE
CAVAHASH



PROGRAM OVERVIEW

THE ZOOM-AZING
RACE
CAVAHASH

Pit Stops

- Each team will compete in 6 pit stop challenges over the course of "The ZOOM-azing Race: Cavahash"
- Challenges are designed to test and enhance their creativity, communication, and team building efforts
- Teams will congregate in a Zoom breakout room to complete each challenge after it has been announced
- Teams will not have any prior knowledge of the pit stops prior to the event and thus will not have time to prepare
- Once time has elapsed, the team will then return to the main Zoom room where at least 1 team representative must present to the larger group
- Judges will then award points as they see fit
- Points are at the discretion of the judges and can be awarded for a variety of things including: creativity, uniqueness, laughability, etc.



PROGRAM OUTLINE



Introduction

Rules & Expectations

Pit Stops



Zoom Backdrop

Talent Show

Zoom Room Creation



Tik Tok Dance

Themed Rap or Jingle



Desert Island

Conclusion & Awards

THE ZOOM-AZING
RACE
CAVAHASH

RULES

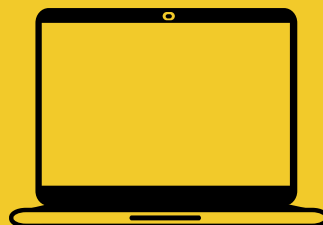
- Teams consist of students from the same resident hall floor
- Teams must actively involve all team members in discussion
- Teams will have 2-3 minutes to complete each challenge in their breakout room
- After rejoining the breakout room, teams will have a maximum of 30 seconds to present to the larger group
- Once a student has presented for the group, they are no longer allowed to present again (in any way, shape, or form) to the larger group; different group members must represent the team through the various following pit stop challenges
- Resident Advisers/Professional Staff/Judges will moderate discussion and breakout rooms for appropriate content
- No inappropriate language, slander, slurs, or otherwise inappropriate content will be shared or discussed
- Judges have say on all points awarded, no discussion or protesting of scores is allowed



PIT STOP #1

TEAM BACKDROP

- Teams will design or find a team backdrop
- All teams members will make this their Zoom backdrop for the remainder of the competition
- Backdrops can include but are not limited to: appropriate pictures from the internet, memes, team name, team colors, team flag, and more
- Backdrops CANNOT be one solid color and CANNOT be discriminatory or inappropriate in nature
- Backdrops will be shown off in the main Zoom room and 1 team representative must give a short overview of the backdrop and it's significance to the team



PIT STOP #2

TALENT SHOW

- Teams must figure out which team member they would like to represent them in a talent show
- All talent show acts must be no longer than 30 seconds in length
- Props may be used for this pit stop challenge
- Singing, dancing, playing a musical instrument, magic tricks, comedy skits, acting, and other impressive skills are all examples of potential talents
- A team representative or representative(s) must perform their talent LIVE for the main group



PIT STOP #3

ZOOM ROOM CREATION

- Using their bodies and positioning within their Zoom Squares, teams must create a picture, shape, short video or something else of significance to present to the larger group
- A screenshot or short video recording of the Zoom Room Creation will be sent to the Lead Judge via Zoom private message
- The Lead Judge will share their screen and show each groups Zoom Room Creation
- Each team must have a representative explain the Creation and it's significance in less than 30 seconds



PIT STOP #4

TIKTOK DANCE

- Each group will be required to demonstrate a popular TikTok dance or trend
- The team representative(s) must show this dance or trend LIVE when presenting in the larger Zoom Room
- The TikTok Dance or Trend must not take longer than 30 seconds to present
- Music and props can be used for this challenge



PIT STOP #5

THEMED RAP OR JINGLE

- Each team will have to create a rap or jingle to help "sell" an imaginary product that the judges will chose
- Examples of imaginary products include but are not limited to: an always cold pillow, instant knowledge, edible textbooks, etc.
- Raps or jingles must stay within the 30 second presentation time limit



PIT STOP #6

DESERT ISLAND

- Each team will be given a list of 4 random, household objects
- Teams will be read the following prompt: "You are stranded on a desert island with your team. You must signal for help using only the 4 objects that you have been provided"
- Teams must rank the objects based on their usefulness in the scenario and also give their rationale for their rankings and what each object could be used for
- Teams will be given **5 MINUTES** instead of the normal 2-3 minutes to complete this final pit stop and will have **1 MINUTE** to present the rationale and rankings for this pit stop
- Examples of Random Objects
 - Rope, stapler, kitchen chair, tennis racquet
 - Flashlight, Chex Mix, car tire, paddle
 - Extension cord, water bottle, hammer, dish soap
 - Book, frying pan, log, contact solution
 - Hole punch, bookshelf, ten unmatched socks, lighter



AWARDS

- Prizes will be awarded to the Top 3 teams in each of the Residential Community/Area Zoom Competitions
- **1st Place Prize**
 - Virtual Pizza Party in the form of a \$10.00 Door Dash Voucher & a ZOOM-azing Race: Cavash T-shirt
- **2nd Place Prize**
 - ZOOM-azing Race: Cavahash T-shirt
- **3rd Place Prize**
 - "Swag Bag" with water bottle & computer sticker



PROMOTING SOCIAL INTERACTION

ZOOM-azing Race: Cavash gives students the opportunity to interact with and get to know the people that live on the same floor as them

The event forces students out of their shells by asking them to create and present things such as TikTok dances, talent shows, jingles, and problem solving

This interaction allows them to better get to know their peers, personalities and find commonalities within the group

Likewise, in the larger group, students are constantly being exposed (via the 30 second presentations) to other individuals who live in their residential community or area

SOCIAL MEDIA & MARKETING PLAN

ZOOM-AZING RACE HIDDEN INVITATIONS

- Zoom-azing Race Invitations
 - Invitation:
 - We will hide 200-300 Zoom-azing race invitations (as seen to the right hand side) throughout campus
 - Focusing on first year and residential areas
 - The Invitation will say:
 - “Grab your friends and join the race”
 - Date
 - Time
 - TikTok and Instagram Account



SOCIAL MEDIA & MARKETING PLAN

OUTREACH

- We will distribute enough invitations to each first year experience professor to have them give one per student
 - We will encourage them to offer the event as an assignment/extra credit
- Contact Housing and Residence Life to ensure aspects of the event can fit into the Residential Curriculum at Cavahash
 - Partnership to include Resident Assistants leading their floor in creating a team and encouraging participation
- Social Media
 - TikTok
 - TikTok account solely dedicated to the event
 - Post a new tik tok every other day with whatever is currently trending
 - Examples being Tik Toks used in promotional video
 - Instagram
 - Use the office/departments Instagram, posting 2 weeks before, 10 days before, 1 week, 3 days, 2 days, 1 day
 - Post on Instagram story on off days and the four days leading up to the event
 - Add a link on social media accounts to a webpage with different zoom backgrounds for the event

SOCIAL MEDIA & MARKETING PLAN

TABLING & REMINDERS

- Social Engagement Committee to table the four days leading up to the event
 - Different space on campus each of the four days, focusing on residential/first year student areas
 - Raffle - If you post a picture with the staff at the table (6 ft away) you will be entered to win a pair of airpod pros or a free textbook
 - Have swag at the tables to give out to students that register
 - Bandanas/beads/etc
 - A-Frame with QR Code to sign up
 - From QR Code sign up use contact information
 - Email Reminder:
 - Morning before
 - Text Reminder:
 - Night before event
 - Morning of event

SOCIAL MEDIA & MARKETING PLAN

PROMOTIONAL VIDEO(S) AND BACKGROUND

- Targeting our audience
 - Instead of making one long 2-3 minute promotional video, we created a compilation of videos that we will utilize for marketing
 - Gen Z prefers fresh takes on advertising which include raw, high energy, engaging videos (Muliadi, 2020)
 - The current generation of college students seek instant gratification - Most will tune out if a video is longer than 30 seconds
- Main "Zoom-azing Race: Cavahash" Video (1st video in our compilation)
 - This video will be played on screens in more academic/professional areas on campus
 - Offices and hallways of classroom buildings
 - Health Services building
 - Shared on official university social media, etc
- Looped TikToks
 - These different videos will be played in more student centered areas on campus
 - Recreation Center/Gym
 - Student Union
 - Restaurants/Dining locations

Reference

Muliadi, B. (2020, Jul 7). What The Rise Of TikTok Says About Generation Z. *Forbes*.

ZOOM-AZING RACE: CAVASH

**GRAB YOUR FRIENDS &
JOIN THE RACE!**

T H E Z O O M - A Z I N G
R A C E
C A V A H A S H