



Bullfrog Fest: Wellness Extravaganza



**University of
Louisiana at New
Orleans**



Spring 2021

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Karly Taylor, Amy Wyer

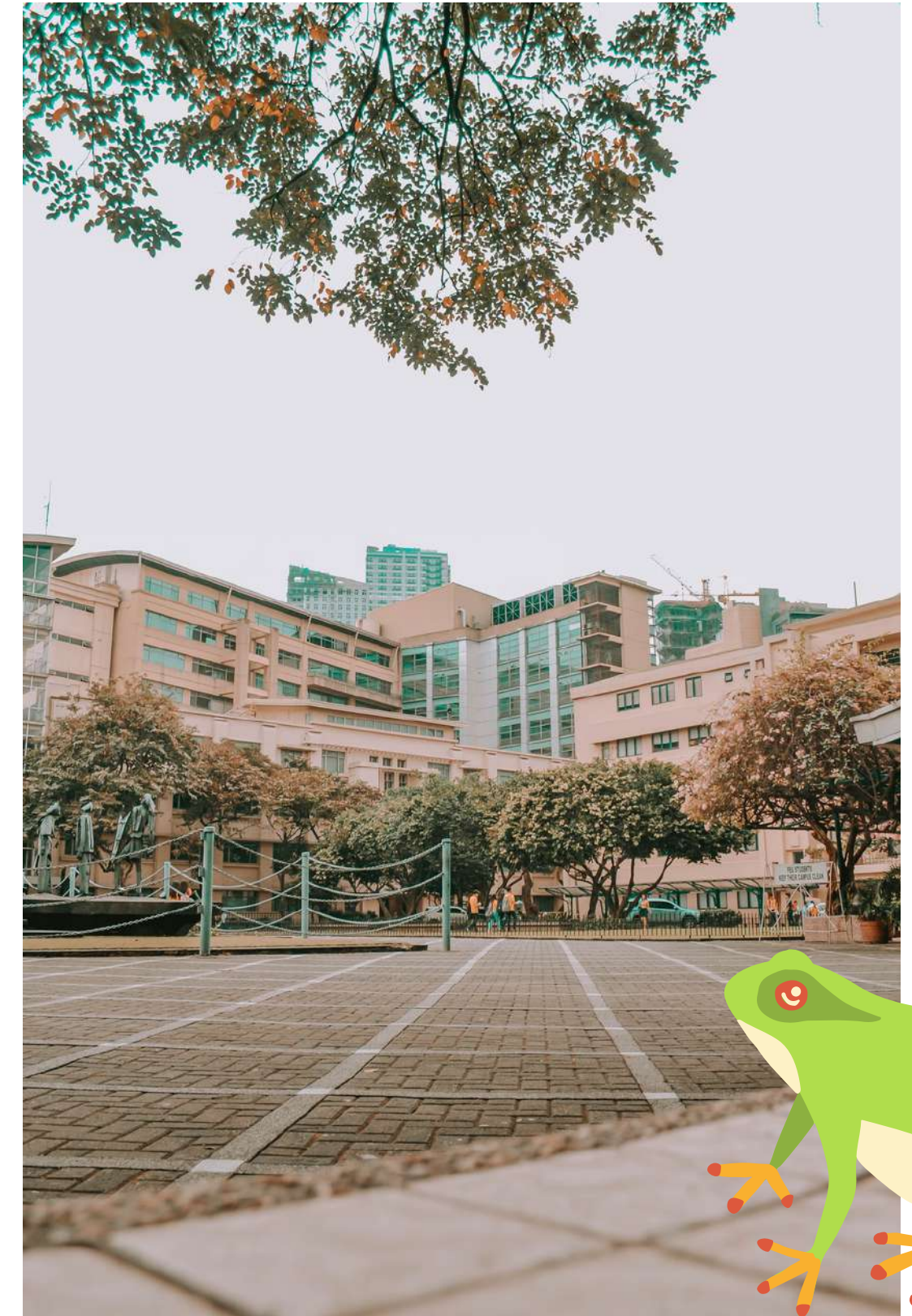
University of Louisiana New Orleans



We are a large, public, Research 1, flagship institution located in New Orleans, LA. We serve 36,000 students at our downtown location. Our students are predominantly undergraduate, predominantly White, and are traditional college age.

Our mission centers high quality and high-impact learning experiences through emphasis on excellence in teaching and in scholarship. We recognize that learning is a lifelong process, and provide both the challenge and the support for students to engage meaningfully, think critically, and challenge thoughtfully in all aspects of their lives. We pride ourselves in our inclusive campus environment for students where everyone can develop holistically.

Who are we?



What is Bullfrog Fest?

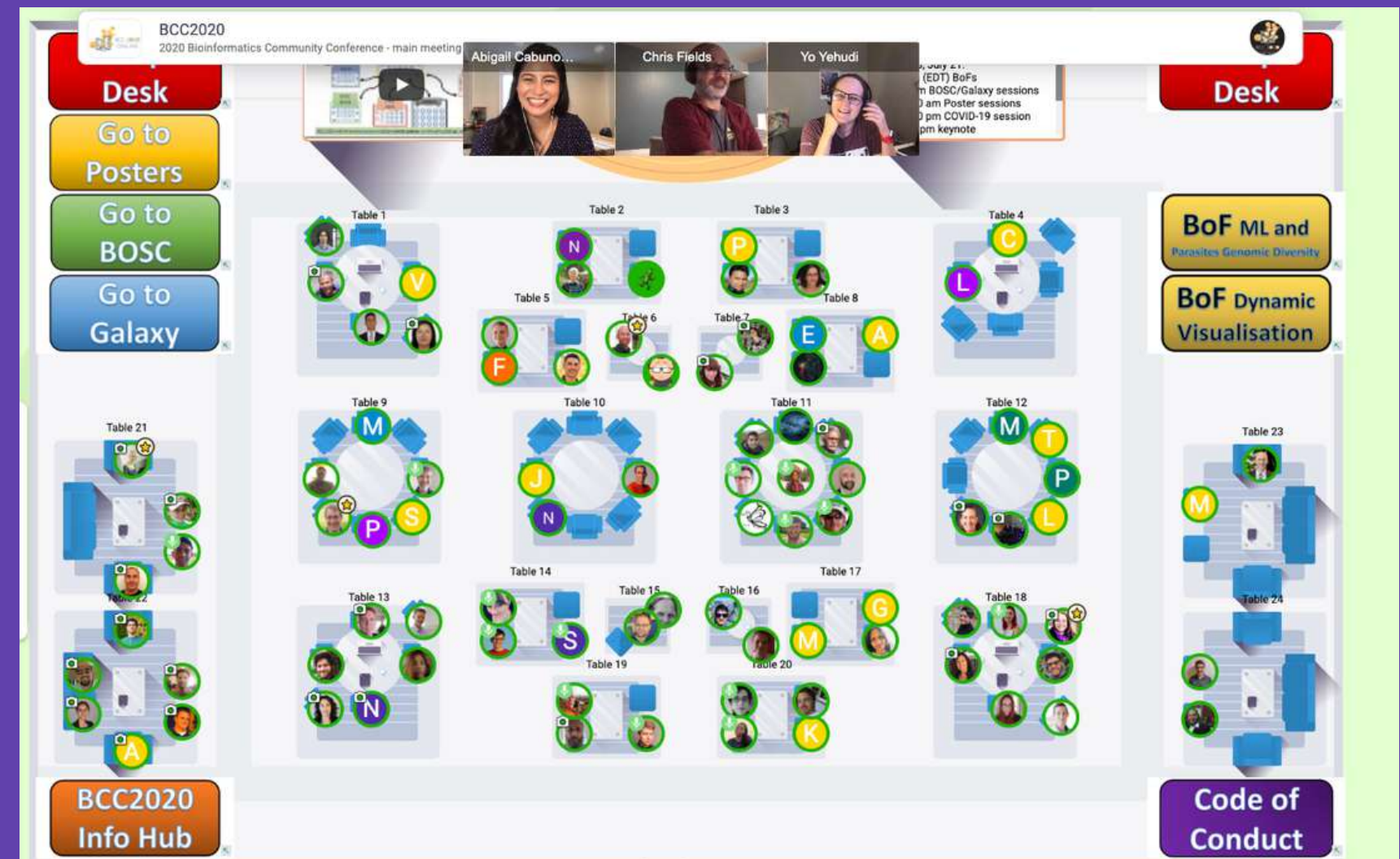
This semester has been untraditional... to say the least. ULNO is committed to providing a full campus experience, from the comfort of your home. Take a break this semester and join us for Bullfrog Fest, UNLO's Wellness Extravaganza!

The 9 dimensions of wellness will be explored through three events all weekend long! Bullfrog Fest is April 1st - 3rd, but we're not joking, you're going to love it!

April 1st-3rd, 2021

All events will be hosted through the digital platform Remo. Remo allows for students:

- To interact with smaller groups while attending different events.
- To implement specific event customizations.
- To create a virtual conference space for social connection.





**What we want
to achieve**

**Why Bullfrog
Fest matters**



9 Dimensions of Wellness

The 9 dimensions of wellness are a framework that view health through a holistic lens.

Understanding Covid-19 has impacted every dimension of wellness, we have designed BullFrog Fest with each of these dimensions mind.

These dimensions are physical, emotional, intellectual, spiritual, environmental, occupational, financial, cultural, and social wellness.

Why it Matters

This year has been challenging, and our students deserve an opportunity to participate in traditional college events, even if it is through an non-traditional platform.

Bullfrog Fest is designed to imitate the social feeling of a music festival while also providing resources to our students. Wellness is essential to succeed, so this event will give students the tools to succeed during their time with us.



Learning Outcomes

By participating in Bullfrog Fest, students will be able to:

- Identify and define the 9 dimensions of wellness
- Engage with specific dimensions of wellness to gain a better understanding of the practical application through the activity
- Identify at least 3 campus or local resources
- Gain a sense of belonging to the *formal* social systems of the institution through an extracurricular experience
- Gain a sense of belonging to *informal* social systems of the institution by establishing an interpersonal connections with peers
- Have Fun!



Who are we?



Bullfrog Fest is a collaboration between many campus partners. The Bullfrog Fest 2021 Committee is comprised of four student affairs professionals committed to serving all Bullfrogs:

- **Lauren Hughes**, Student Activities and Involvement Representative
- **Elaine Rivera**, Multicultural and Diversity Affairs Representative
- **Karly Taylor**, Housing and Residence Life Representative and Accessibility Consultant
- **Amy Wyer**, Sorority and Fraternity Representative and Community Consultant



Schedule of Events

Environmental Wellness

- 1 PM - VIRTUAL COOK-A-LONG WITH BULLFROG DINING. LEARN QUICK, YUMMY RECIPES YOU CAN MAKE FROM YOUR ROOM
- 2 PM - HOPPING FORWARD: LEARNING FROM OUR PAST AND HOW TO MAKE OUR BULLFROG COMMUNITY MORE INCLUSIVE

Financial Wellness

- 3 PM - FROGGING YOUR FINANCES: FINANCIAL LITERACY AND FAFSA WORKSHOP WITH FINANCIAL AID
- 4 PM - FILLING THE POND: GOOD FINANCIAL PRACTICES IN YOUR 20s

Occupational Wellness

- 3 PM - RESUME WORKSHOP AND MOCK INTERVIEW WITH CAREER CENTER
- 4 PM - EXPLORING THE POND: HOW TO BUILD YOUR NETWORK
- 4 PM - 6PM - FINDING YOUR LILYPAD: CAREER ADVISOR WALK-IN SESSIONS

Intellectual Wellness

- 7 PM - HAPPY HOUR WITH BIC: BULLFROG INTERNATIONAL CENTER PRESENTS A LANGUAGE EXCHANGE WITH INTERNATIONAL STUDENTS OVER REFRESHMENTS (RECIPE CARDS PROVIDED)
- 8 PM - WIND DOWN WITH WELLNESS - MINDFULNESS ACTIVITIES

Thursday.
April 1, 2021



Friday.
April 2, 2021



Physical Wellness

- 11 AM - MORNING YOGA WITH RECSPORTS
- 12 PM- BEGINNERS ZUMBA WITH RECSPORTS
- 12 PM - BEGINNERS HIP-HOP FITNESS WITH RECSPORTS
- 1 PM - INTERMIDATE ZUMBA WITH RECSPORTS

Emotional Wellness

- 2 PM - MASTERING YOUR POND: HOW TO MANAGE YOUR EMOTIONS (WITH OUR COUNSELING CENTER)
- 3 PM - MEDITATION WITH BULLFROG HEALTH

Spiritual Wellness

- 3 PM - TAROT, PALM READINGS, AND CRYSTALS PROVIDED BY STUDENT GOVERNMENT
- 4 PM - FINDING YOUR LEAP: JUMPING INTO OUR WHY AND CORE VALUES
- 5:30 PM - SUNSET CANDLELIGHT YOGA PRESENTED BY OUR YOGA CLUB
 - (PICK UP YOUR OWN TEA-LIGHT CANDLES PRIOR TO THE EVENT AT DESIGNATED PICK UP LOCATION ACROSS CAMPUS)

Cultural Wellness

COMMUNITY MARKET AVAILABLE ON REMO. EVENTS INCLUDE:

- 10 AM - 12 PM - CULTURAL ORGANIZATION VIRTUAL TABLING
- 11 AM - VIRTUAL TABLES WITH LOCAL RESTAURANTS AND VENDORS TO SHARE THEIR ART/SERVICES. COUPONS AVAILABLE TO STUDENTS
- 12 PM - SPOKEN WORD PRESENTATION
- 1 PM - CULTURAL ORG SHOWCASE
- 2 PM - GAME TIME MEET-N-GREET WITH CULTURAL ORGANIZATIONS (DIFFERENT VIRTUAL GAMES WILL BE AVAILABLE AT EACH TABLE)

Social Wellness

- 3 PM - LOCAL BAND IGUANAS PERFORMING VIRTUALLY VIA LIVE STREAM
- 5 PM - TAJ MAHAL AND THE PHANTOM BLUES JAZZ BAND PERFORMING VIRTUALLY VIA LIVE STREAM
- 7PM - HEADLINER-JASON DERULO VIRTUAL LIVE STREAM CONCERT
- 9:30 PM - MEET-N-GREET WITH JASON DERULO FOR SOCIAL MEDIA ENGAGEMENT WINNERS AND BULLFROG FEST AMBASSADORS

Saturday.
April 3, 2021



Social Media Campaign

Prior to the Event

- Outreach to Student Orgs & Campus partners - provide social media packet
- Plug event to various Newsletters of different departments
- Interactive posts (polls, Ask Me Anything (AMA))
- Send out zoom backgrounds, templates for IG posts, etc.
- Release list of events for each dimension gradually

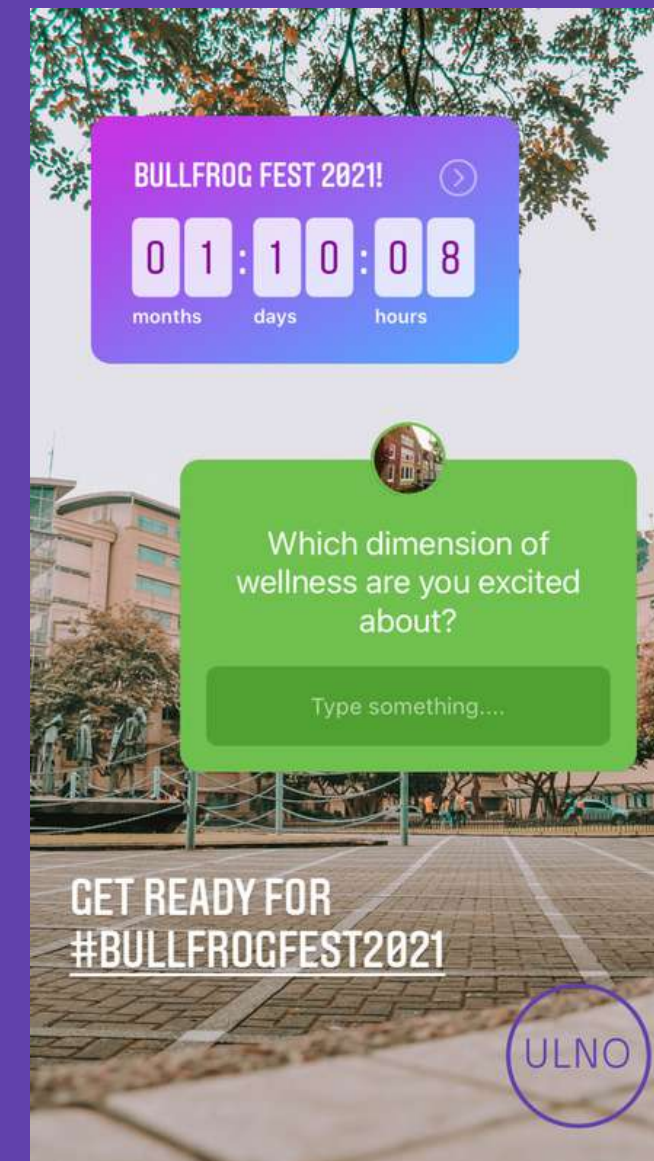
Bullfrog Fest Ambassadors

- Volunteer Opportunity for Students
- Create videos of #WhyWellnessMatters
 - Share videos on IG as reels
- Instagram Takeovers to Answer Questions about event
- Post Behind the Scenes of Planning Process

ULNO

Bullfrog Fest Remo Background

Bullfrog Fest
*Wellness
Extravaganza*



Social Media Campaign

During Bullfrog Fest

- Usage of hashtags - way to track engagement and re-share on our pages
- *Special Raffle*
 - 5 out of the 9 dimensions = entry into a raffle to meet the artist
 - Students can show how many dimensions they have checked off using #BullfrogFestRaffle
- Creation of Snapchat Filter, Instagram stickers, and other promotional materials to be used
- Encourage students to post their own #WhyWellnessMatters videos
- Release Infographic with guiding questions to help students decide which events to choose each day!



#BullfrogFest2021

#HoppinToWellness

#BFF21

#WhyWellnessMatters

#BullfrogFestRaffle

#JasonDeruloMeet&Greet



Costs & Budget

Anticipated Costs:

- Headliner: \$50,000
- Remo: \$6,000 (for entire event)
- Local Bands: \$1,200
- Tarot & Palm Reader: \$1,200
- Closed Captioning (Otter.AI)

Financial Considerations

- Student Fees can be used for this event; many in-person events have been cancelled so there is room in the budget
- Marketing and smaller events can come from in-house within the department



Program Assessment

Short-Term Assessment:

- Pre and Post survey to gauge knowledge around the 9 dimensions of wellness and campus/community resources
- QR Code at the end of each event to evaluate satisfaction

Long-Term Assessment:

- Focus groups of students who participated for feedback
- Implementation of student seats on planning committee





Anticipated Challenges

- Zoom Fatigue
 - We recognize our students are spending a lot of time in a virtual space currently, and the event is purposely designed to be a buffet style, where students can take a break when needed
- Attendance
 - We want to make sure our advertising reaches every student.
- Large Scale Events
 - With any large scale event, we will need all hands on deck from the Division and volunteers to facilitate each facet of the event.
- Technology Issues
 - Understandably, occasionally things go wrong with technology! We will have IT on call and run tests prior to the event through the platform.

Other Considerations

- **Closed Captioning** - We want this event to be accessible for every BullFrog
- **Planning Timeline** - The semester is already underway, so the next step will be to take this plan and start booking.
- **Recording Sessions** - Sessions can be archived, so students can view them at a later time, unless otherwise contracted.
- **Classes** - Professors are highly encouraged to cancel classes and move exams, especially since students are not given a spring break
- **New Digital Platform** - We want to be mindful that Remo is new for many individuals!
 - Provide trainings and info packets for all stakeholders
 - IT and Risk Management Team will be ready during the event in the case of any "Zoom Bombing"



Connection to Theory



Chickering's Seven Vectors of Identity Dev.

Chickering's Third Vector is known as the stage of identity development in which students are moving through autonomy towards independence. During a nontraditional semester such as this, it is essential to provide students with resources and skills to assist in their move towards independence from their parents. We wanted to provide a fun, festival style event that would help our students connect with on-campus and local resources that assist in their development as an individual.

Astin's Theory of Involvement

We utilized Astin's Theory of Involvement by using the students' virtual environment to help them get involved and integrated into the community. By providing students with fun, engaging, and educational programming, we are helping students get involved and connect with the institution, ultimately influencing their success.

Connection to Theory



Tinto's Theory of Student Departure

Tinto's Theory of Student Departure emphasizes the importance of a student being integrated into formal and informal academic and social systems. This event helps to develop academic formal systems through advisor sessions and informational workshops, while also providing opportunities to develop their social network within the institution and throughout the community. This event will hopefully encourage students to stay at our institution to further develop these connections or will understand how to utilize these connections for their success.

Schlossberg's Mattering and Marginality

Schlossberg describes the importance of the student experience through the Mattering and Marginality Theory. Mattering and Marginality displays how a student's connection to their institution and involvement directly influences their sense of belonging and community development. These events are meant to highlight our organizations and students across campus, while also providing each of our students time to relax and tap into their various areas of wellness. Our students want to connect with others, which has been increasingly lacking in the world of virtual meetings. We must create opportunities for organic social connection, even through a virtual format. Bullfrog Fest will inspire our students to get involved and, as a result, feel connected to ULNO.

Bullfrog Fest 2021

Questions?



ME
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK YOU
THANK **YOU**
THANK YOU
THANK YOU
STAY 6 FEET AWAY

We Can't Wait to See You
BullFrog Nation!