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2021 Virtual Case Study

Giving the Power Back to the Students: A Slides Showdown

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Learn by Doing

Central Pennbrook University is a public land-grant research university in Philadelphia, Pennsylvania and currently enrolls 17,850 students.

Central Pennbrook University's mission is to create new knowledge and understanding, and foster creativity and innovation, for the benefit of our communities, society, and the environment.

(Adapted from Penn State)

Areas of Concern: Another Virtual Semester at CPU

Stressed freshmen missing quintessential college experience because of pandemic

College is a major milestone for many U.S. teens, the first time they've been on their own

By LINDSEY TANNER, Associated Press
Published: October 25, 2020, 6:00am

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MENTAL HEALTH

Depression, Anxiety, Loneliness Are Peaking in College Students

Nationwide study, co-led by BU researcher Sarah Ketchen Lipson, reveals a majority of students say mental health has impacted their academic performance

Sore Eyes and Tired Minds: Students and Professors Struggle With 'Zoom Fatigue'

October 30, 2020 by River Harper — Leave a Comment

- Peer-to-Peer engagement continues to decrease
- Students are reporting feelings of isolation due to everything being online
- The pandemic severely limits our ability to host safe in-person programs
- Long lectures + Lack of Engaging Activities = Zoom FATIGUE

So How Can We Work to Meet Students Where They Are?

Virtual Student Engagement Committee

Proposed Virtual Program to Bolster Students' Social Engagement: ***Slides Showdown***

Meet the Virtual Student Engagement Committee

Mackenzie White

Director of
Student Transitions

Hailey Steuer

Director of
Residence Life

Sarah Urbanski

Director of
Student Activities

Slides Showdown | Program Outline

WHO · **WHAT** · **WHEN** · **WHERE** · **WHY**

WHO
Our target audience is first-year students, but all students are welcome!

WHAT
This will be a virtual PowerPoint Party - aka Slides Showdown. Students will work together to develop and present a presentation using Google Slides on a fun topic of choice from a pre-approved list of topics.

WHEN
This program will be held one weekday evening this semester from 8 - 9:30 pm. Students will have approximately 30 minutes to develop their slides while each group will have 5 minutes to present their slides to their peers.

WHERE
This program will be held on Zoom. Participants will be split into 5 breakout rooms with a max of 5 students per room. If we get a large number of registrants, additional Zoom sessions will be created.

WHY
Inspired by the popular Tik Tok trend, we want to provide a safe space for students to build relationships with each other and unleash their creativity by creating fun, unique presentations on topics they find interesting.

Slides Showdown | A SWOT Analysis

Strengths

This is already a popular TikTok trend so many students are probably familiar with the program's concept.

Students get to create fun content and present it to their peers.

Students get to meet and collaborate with peers that they would not otherwise interact with.

Students will gain skills in presentation development and public speaking

Weaknesses

It is difficult to collaborate on slides from a phone or tablet (depending on size). Thus, students would likely need access to a computer.

Letting students take over a Zoom as they are sharing their presentations may result in inappropriate behavior

Students will have to provided with a list of pre-approved topics to help ensure clean, appropriate presentations.

Slides Showdown

Opportunities

Opportunity for increased social media engagement, particularly with #PowerPointPals and Prize Drawings

Opportunity for students to develop friendships that will persist outside of the program.

Opportunity for students to unleash their creativity and develop teamwork skills

Students will get to suggest topics when they register.

Threats

Low participation because it is a virtual program

While topics will be moderated, presentation content may be inappropriate

Students may have issues with internet.

Slides Showdown | Learning Objectives

Engagement

Students will be able to build relationships with their peers by collaborating on a slides presentation on the topic of their choice

Essential Skills

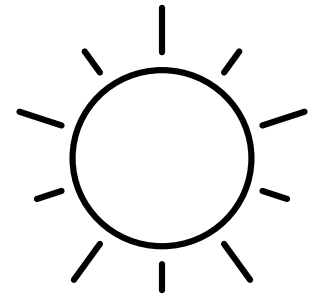Students will be able to practice public speaking skills by presenting their slides to their peers

Wellbeing & Success

Students will be able to further enhance their sense of belonging by engaging in conversations with their peers and building friendships
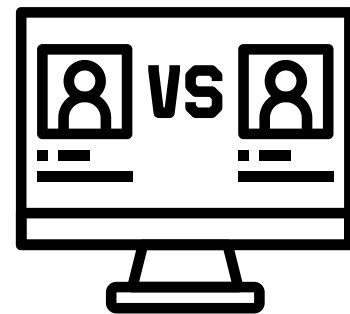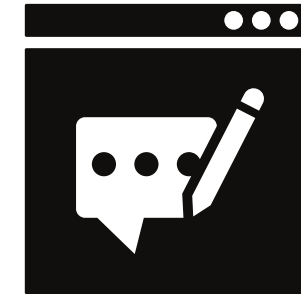
Slides Showdown | Program Components
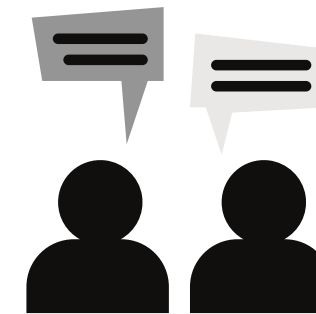
1.Welcome

Instructions &
Ground Rules

2. Create

Each group gets 30 minutes
to create their slides

3. Share!

Each group takes center
stage for up to 5 minutes

4. PowerPoint Pals

A post-event social media
challenge will be announced

How It Works

1. Participants will join the Zoom and facilitators will provide instructions and ground rules.
2. Participants will be allowed to choose a breakout room, but each room will be limited to 5 participants.
3. Each group will be given a list of topics for their presentations to choose from. Topics are first come first serve, and they must message the Zoom host to claim a topic. Students may use a topic that is not on the list, but it must be approved by one of the facilitators.
4. Participants will be given 30 minutes from the time the breakout rooms are created to craft their presentations. Presentations may not contain more than 10 slides.
5. When groups finish, they will email a copy of their presentation to engagement@cpu.edu for facilitator review.
6. Facilitators will review the slides to ensure there is no inappropriate images or language.
7. If groups finish their presentations early, they should stay in their breakout rooms for the remainder of the 30 minute block. Groups will be provided a list of icebreaker questions to get conversation going should they wish to use them.

How It Works

8. At the close of the 30 minute period, participants will be brought back to the main room.

9. While some of the facilitators are reviewing presentations, the other facilitators will tell all participants about the PowerPoint Pals Challenge.

10. Groups will then be given the opportunity to present their slides to one another.

11. Facilitators will be charged with sharing each group's presentation and clicking through the slides to streamline the presentation process.

12. Presentations may last a maximum of 5 minutes. Any member of the group may present, or members may co-present their slides.

13. For the sake of time, members may be broken out into breakout rooms again for presentations so that no more than 5 presentations per Zoom room will occur.

14. Each participant will anonymously vote for the presentation that they thought was the funniest/best.

15. Winners will be selected through an anonymous poll - members may not vote for themselves. Each member of the winning team will receive a Steam code to one Jackbox TV game (Fibbage XL, Drawful 2, or Quiplash) that they can play with their friends! (Compatible with Windows/Mac/Linux; valued at $5.49 each)

Ground Rules for Students

- You will create your presentations on Google Slides because that is the easiest way to collaborate with your team. You can access Google Slides at slides.google.com through your cpu.edu email address.
- When you are finished with your presentation, you will share it with engagement@cpu.edu. You may also download a copy and email it to us at that address. Facilitators will be reviewing your presentations to ensure that they are clean so don't put anything on there that you wouldn't show a parent or guardian.
  - Your goal is to make it funny but play nice and keep it clean
  - Do not include content that is offensive or disrespectful to other people.
  - Presentations may not contain content related to sex & nudity, gory or violent images, references to drugs, alcohol, or smoking, or profanity.
- Facilitators will share your team's slides with the Zoom room and your team will have the opportunity to present your slides for up to 5 minutes.
- Let your personalities shine!
- BE CREATIVE and HAVE FUN!

Zoom Room Structure

30 minutes prior to the program, the event host will open the Zoom and create breakout rooms with a max of 5 participants per room. After participants receive instructions and guidelines, they will be sent to their breakout room to select a topic. At the end of the 30-minute design time limit, all participants will go back into the main room for each group's presentation. For the sake of time, members may be broken out into breakout rooms again for presentations so that no more than 5 presentations per Zoom room will occur.

Main Room	Topic #1 (Breakout Room #1)	Topic #2 (Breakout Room #2)	Topic #3 (Breakout Room #3)	Topic #4 (Breakout Room #4)	Topic #5 (Breakout Room #5)
3 Event Facilitators	Maximum of 5 Students	Maximum of 5 Students	Maximum of 5 Students	Maximum of 5 Students	Maximum of 5 Students

Drumroll Please... The 2021 Topic List!

1. Why Crocs™ are the Superior Shoe
2. Freshman Year as Told By [TV/Movie Character]
3. Why Do Dogs Bark When They See a Stranger?
4. Top 5 Food Combinations
5. Top 5 Worst Food Combinations
6. Most Relatable Meme
7. Pets are the Winners of the Pandemic
8. Which Actors Would Play Us in a Movie?
9. The Superior Sandwich is ...
10. Products That We Refuse to Buy the Cheap Version Of

11. Which Came First, the Chicken or the Egg?
12. Why You Would Invest Your Cash in Us
13. Why [Animal] Make the Best Pets
14. Top 5 [TV Show] Episodes
15. Top 5 Spongebob Songs
16. The Superior Fast Food Restaurant Is...
17. Majors that Animal Crossing Characters Would Have is They were in College
18. Majors that [TV Show/Movie] Characters Would Have If They Were in College
19. Happy Puppies Make Humans Happy
20. Suggest Your Own Topic! (Must Be Approved by Facilitators)

Student Impact

Central Pennbrook University recognizes that many students have struggled with feelings of loneliness and isolation with the majority of classes being held online and the restrictions on in-person programs that the pandemic has posed on our campus. The Virtual Student Engagement Committee is committed to providing engaging opportunities that promote social engagement in a way that keeps the student and the community healthy.

- **Engagement**
  - Research conducted on Astin's Theory of Student Involvement show us that students that engage in extracurricular activities are less likely to drop out of college. As students have less opportunities to attend events in person and make those environmental connections to feel involved, how we can create them in a virtual setting becomes a primary focus. (Astin, 1999)
- **Essential Skills**
  - Critical Thinking, Teamwork, Communication, Time Management
- **Wellbeing and Success**
  - Strayhorn's Sense of Belonging is shown to take on greater significance in a student's experience in certain contexts. A required virtual environment in a time of uncertainty while transitioning into an unfamiliar experience can impact the first year student in a different kind of way. Through this program, we give students a chance to meet, relate, and find that sense of belonging they need. (Strayhorn, 2012)

PowerPoint Pals: A Post Event Social Engagement Strategy

We want students to take their new friendships outside of our Zoom event to build long term, meaningful relationships. Our event has a time limit, but we want to break that limit by encouraging students to keep their conversations going past this event. Enter: The PowerPoint Pals Challenge.

How it Works
- Students who make a connection during "PowerPoint Pals" will be challenged to get together virtually on their own time.
- Students should take a photo of their virtual hangout and post a photo on their social media, tagging student activities and using the hashtag #PowerPointPals.
- Any students that puts up a #PowerPointPals post will be entered to win a gift card to one of our dining locations on campus. We will host a weekly drawing.
- Student Activities will post a weekly set of get to know you questions for students to chat about with their PowerPoint Pals, should they wish to use them. These are meant to spark conversation, but there is no requirement that they must be used.
- Success of this program will be measured based on social media engagement of students with the #PowerPointPals hashtag.

Program Assessment

Assessment is an important piece of what we do as student affairs professionals when conducting programming. Through assessment, we are able to measure the quality of our work and development of our students in what we give our students (Barham & Scott, 2006). Evaluating our program can be done in multiple ways that allow us to gain insight from students and get a feel for what we can do differently in the future for not only the event, but the office as well.

Assessment Strategies
- Social Media Engagement Numbers
- Attendance Numbers
- Post-Event Survey
  - How did you hear about this event?
  - 1-4 Likert scale questions (Strongly Disagree, Disagree, Agree, Strongly Agree)
  - Would you attend this event again?
  - What, if anything, would you change?
- PowerPoint Pals Engagement

Preparing for the Program

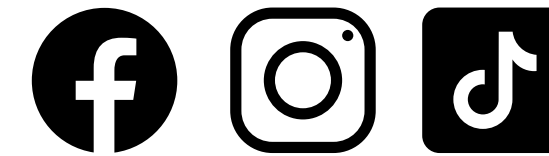- **1 Month Prior to the Program**
  - Develop a promotional graphic and promotional plan.
  - Create a registration form
    - bit.ly/SlidesShowdown2021
  - Develop a list of topics for students to choose from.
  - Develop instructions and ground rules for student participants with regard to creating and sharing presentations.
- **3 Weeks Prior to the Program**
  - Open registration form and close it 24 hours before the program.
  - Create a Facebook event on the Office of Engagement Facebook page and start sharing graphics on all of our office and union social media channels.
  - Start posting the graphic on our Student Activities and Union Activities Board weekly Listservs
  - Share the graphic and caption with other offices such as Residence Life and Student Transitions so they can share it with their social media followers.
  - Create and post a promotional video and/or TikTok.

Social Media Strategy

Prior to Event
- Facebook
  - Create and share an event for the program 3 weeks prior to event
- Instagram
  - Program promotional graphic post put out 3 weeks prior to event.
  - Story promotional graphic and reposts of other social network promotions done 3 times per week leading up to event.
- TikTok
  - Promotional video posted 3 weeks prior to event.
- On Campus
  - Event posters will be printed and posted in the Student Center and in Residence Halls.

During Event
- Post live videos and fun photos on various social media platforms.

Post Event
- PowerPoint Pals Challenge initiative. #PowerPointPals
- Winners will be featured on various social media platforms.

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