



Gamma Fest

Studentaffairs.com

Case Study: University of
Tennessee

Meet the Committee

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Gamma University

Home of the Ray- Founded 1960

- Mid-size Public Institution in the Southeast U.S.
- 15,768 Students
- Primary Student Populations
 - Pell Grant Eligible
 - First-Generation College Student
- Chancellor- Dr. Larry Rey



Needs Assessment

Student Pulse Survey Fall 2020 Key Results

- Target Student Population: First-Time First Years
- Want Social Engagement
- Feeling Lonely/Disconnected
- Not Connected to Physical Campus





Supporting Research

Astin (1984)- Involvement Theory

Alexander Astin's (1984) Involvement Theory states that students develop when they engage with environment around them.

Involvement can be defined as the amount of energy given to a specific object (student activity).

Involvement has two components:

1. Quantitative: how much time devoted to an object
2. Qualitative: how dedicated and invested someone is to the object



By engaging with GammaFest, students are demonstrating their commitment to growing outside of the classroom.

Schlossberg's (1989) Transition Theory

Nancy Schlossberg's (1989) Transition Theory describes the internal and external processes of transitions. For students new to the collegiate community, transitioning can often be challenging.

A transition is "any event, or non-event, [which] results in changed relationships, routines, assumptions, and roles" (Goodman, Schlossberg, & Anderson, 2006, p. 33).

The type of transition (anticipated, unanticipated, and non-events); context (an individuals' relationship to the transition); and the impact (the degree to which a transition impacts daily life) all play a vital role in the transition according to Schlossberg.

There are 4 S's of Transition: situation, self, support, and strategies

By providing social support for students during their transitions, we aim to cultivate a caring and welcoming community.

Tinto's (1993) Model of Student Departure

Vincent Tinto's (1993) Retention Theory states that, to persist, students need integration into formal (academic performance) and informal (faculty/staff interactions) academic systems and formal (extracurricular activities) and informal (peer-group interactions) social systems.

Students may choose to leave an institution if they experience feelings of isolation, difficulty adjusting to a new environment, and an inability to integrate new information and knowledge with previous information and knowledge.

Since COVID-19 has created an isolating environment, engaging students virtually is critical to retention efforts.





Rendon's (1994) Validation Theory

- Laura Rendon's (1994) Validation Theory states that students, particularly historically marginalized students, must feel affirmed and supported in order to thrive academically and socially.
- Elements of Validation include:
 - Necessity of Institutional Outreach
 - All Institutional Interactions Should Validate Students
 - Validation is a Prerequisite for Learning
 - Validation Can Occur Inside and Outside of Class
 - Validation Must Happen Early and Consistently—Check in Often
- Ensuring that students have intentional interactions with university professionals early and often is crucial to student success. Our program will allow for those interactions among staff and students.



Program Proposal

GammaFest (G-Fest)

GammaFest (G-Fest) provides a virtual engagement festival, hosting five (5) game rooms for students to join. Each “room” hosts a different game. Virtual “rooms” are themed after campus locations. The following “rooms” will be included in this event:

1. **Let’s Get Trivial** at Ray Café
2. **Among Us** at RayRec
3. **What Do You Meme?** at Pacific Hall
4. **Scattergories** at Batoidea Library
5. **Pictionary** at the Coral Reef



Students participating in the game rooms will receive Gammacoins to exchange for prizes. The final room, **The Pod**, hosts the G-Fest check-/out process and prize room.

Features to Promote an Inclusive Space

While we trust our students will live up to the characteristics of being a Responsible Ray, we understand the virtual space allows for some to act in non-inclusive ways. The following actions will help promote an inclusive space:

- 1. Registration Required**
- 2. Use of Official GU Zoom Account**
- 3. Professional Staff “Hosts” in Every Virtual Room**
- 4. Answer Submission Process Moderated through Google Forms**
- 5. Official Zoom Backgrounds Provided**



Our Goal

Offer a virtual social engagement space for Gamma University (GU) students to play games and meet with fellow GU students.

Outcomes

1

Students who attend Gamma Fest will participate in at least two (2) of the virtual rooms.

Participation: Play through one (1) round

2

After attending Gamma Fest, students will have met two (2) people through students at Gamma University.

3

After attending Gamma Fest, 65% of students will be satisfied or highly satisfied with the social engagement experience offered during G-Fest.

Marketing Plan

- Email Campaign to First-Year Students
- Flyers in Residence Halls
- Social Media Engagement
 - TikTok – Create & Share Video
 - Instagram – Posts & Giveaway
 - Twitter – Engage with Chancellor Ray
- Tiny Link for Website: tiny.gu.edu/gfest
- Zoom Backgrounds for Each “Room”
 - Based on Physical Campus Location



Photo of a room in Coral Ray.Lounge

Social Media Marketing



Instagram

- 4 Weeks prior to event, begin engagement through posts/stories
 - 'Meet the G-Fest Team' series
 - Prize giveaway - "Tag a friend you're bringing to Gamma Fest!"
 - Polls in Stories
 - Create G-Fest Info Highlight
 - Create GeoTag for Gamma Fest
- 2 Weeks prior, run targeted ads
 - 17-25 year olds
 - Geographic location within 2 miles of Gamma University
- 1 week prior
 - Begin countdown!
 - Video walkthrough instructions on registration
 - Infographics on Gamma Fest and featured games

TikTok

- 4 weeks prior, publish initial TikTok
 - Send tiktok link to student leaders, student organizations, campus offices etc
 - Build momentum to gain followership
- 2 weeks prior, publish series of on-trend videos to reference Gamma Fest
 - Link registration in bio
 - Feature available prizes
- Repost to newsletters, instagram, and twitter accounts

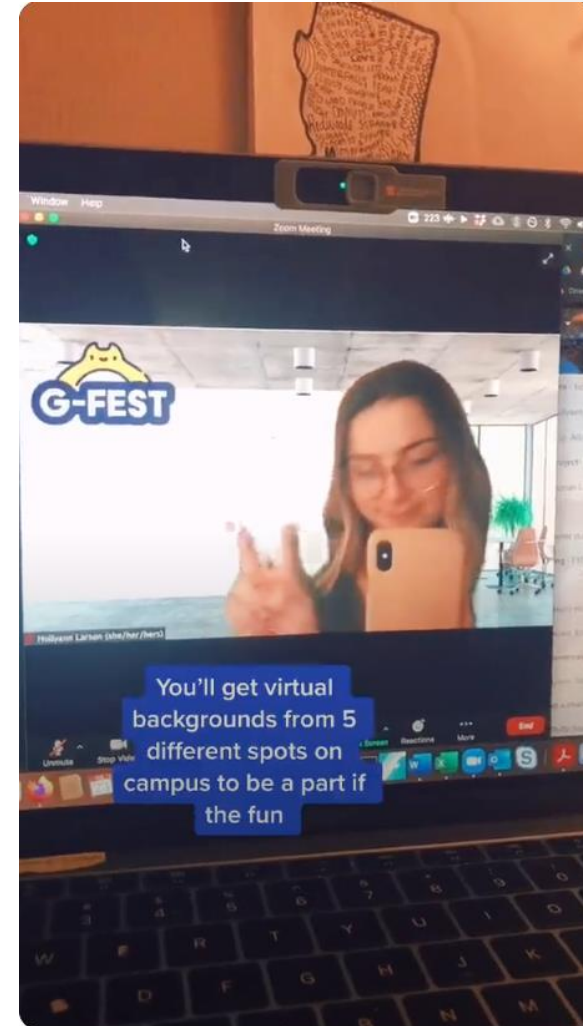


Advertising



Flyer/Instagram Story

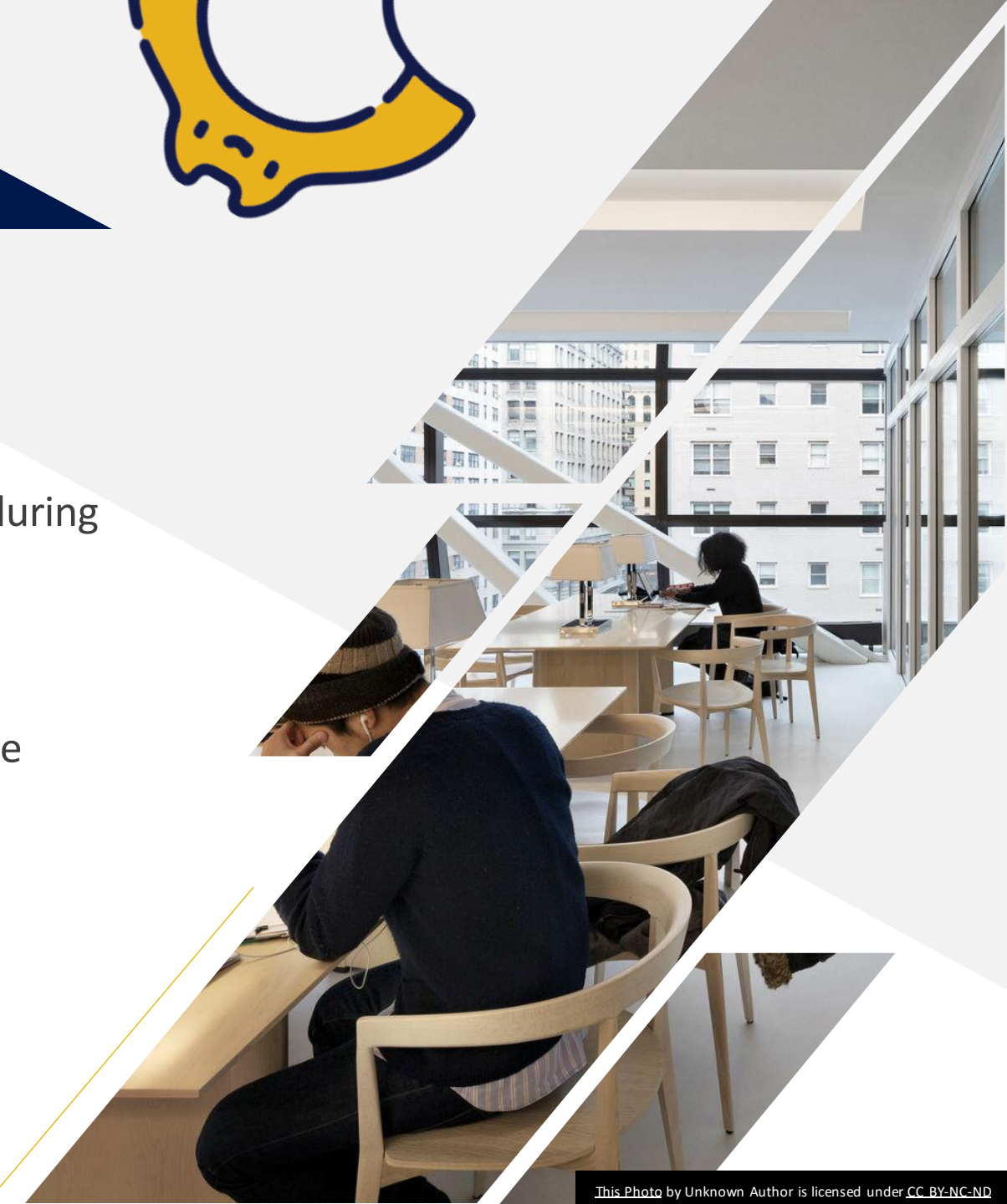
TikTok



Required Resources

GammaFest 2021

- 5-6 Professional or Graduate Staff will be needed to moderate zoom rooms and provide logistical support during the event.
- 1-2 Student Desk Workers will be needed the next day to handout physical prizes to participants.
- Spotify Playlist to play in **The Pod** when participants are arriving and leaving.
- Event Registration Form (Ray Connection App)
- Post-Event assessment Survey
- Virtual Background for all participants to utilize



GammaFest Prizes

Students will receive Gammacoins by participating in the events hosted in each Zoom room. Student will exchange Gammacoins for Physical or virtual prize.

Participation in Each Room = 2 Gammacoins

Winning an Event = 3-4 Gammacoins

- **Physical Prizes** to be picked up (all Gamma University Merchandise donated): Gamma U Airpod cases (4); Sweatshirts* (8); T-shirts* (15); Gamma U Laptop Case (2); Gamma Ray Stickers (20); Gamma Ray Mug (5)
- **Virtual Prizes:** \$15 Netflix Giftcard (4); \$10 Starbucks Giftcard (6); \$10 Uber Eats Gift Card (6); \$5 Dunkin Donuts Gift card (10)



Prize Breakdown

Prize	Gammacoin Price
Gamma U Airpod Case	24
Gamma U Laptop Case	24
Sweatshirt	20
T-Shirt	14
Gamma Ray Mug	8
Gamma Ray Sticker	4



VIRTUAL PRIZES

Prize	Gammacoin Price
\$20 Netflix Gift Card	20
\$10 Starbucks Gift Card	14
\$10 Uber Eats Gift Card	14
\$5 Dunkin Donuts Gift Card	6

PHYSICAL PRIZES

Estimated Budget

Item	Cost Per Item	Quantity	Total
Netflix Giftcard	15	4	60
Starbucks Giftcard	10	6	60
Uber Eats Giftcard	10	6	60
Dunkin Donuts Giftcard	5	10	50
Student Desk Worker	\$9.25/Hour	4 Hours	37
Marketing Materials	N/A	N/A	75
Total			\$372

