

STUDENTAFFAIRS.COM
VIRTUAL CASE STUDY COMPETITION
2021

Jessica Gonzalez, Jacquelyn Henry, Kristen Nichols, & Amber Upton

Western Carolina University
Higher Education Student Affairs (HESA) program

FALL 2021

FIRST YEAR VIRTUAL ENGAGEMENT

PROGRAM SERIES

(FiVE)

The background features a dark blue field with a golden-yellow wave-like shape at the top and a lighter blue wave-like shape at the bottom. The text is centered in the dark blue area.

Mountain COLLEGE

UNIVERSITY OVERVIEW

Mission – Mountain College is a public regional institution whose mission is to create meaningful experiences for students, to challenge and develop them into reaching their individual educational goals. The institution focuses on providing opportunities for cultural humility in order to contribute to a more inclusive society that advocates for diversity, equity, and inclusion.

Size: 12,000 Students (10,500 Undergraduates)



COMMITTEE

- Admissions- Taylor Henry
- First Year Experience- Leslie Milner
- Residence Life- Amber Nichols
- Office of Diversity, Equity & Inclusion- Ruby Gonzalez
- Department of Campus Activities- Donte' Williams
- Advising Center- Summer Upton
- Marketing- Imani Davis



Making Ideas Happen

This committee has been carefully selected to bring the strengths of each of their respective departments to focus on intentional engagement.

Admissions, First Year Experience, and Residence life will ensure that we are reaching a wide range of students and allow us to target first-year students at the same time.

Partnering with the Office of Diversity Equity and Inclusion will allow us to navigate this program in a manner that is culturally conscious and inclusive of all persons.

Collaborating with the Department of Campus Activities will assure that our team is fully equipped to program thoughtfully as we pilot through virtual programming and anticipate any situation that may arise.

Joining forces with the Advising Center will make certain that we are providing students with the resources and skills necessary to succeed academically as well as maintain their social engagement.

Finally, a partnership with Marketing will allow us to disperse a quality promotional video and materials on the appropriate platforms to reach our targeted population.



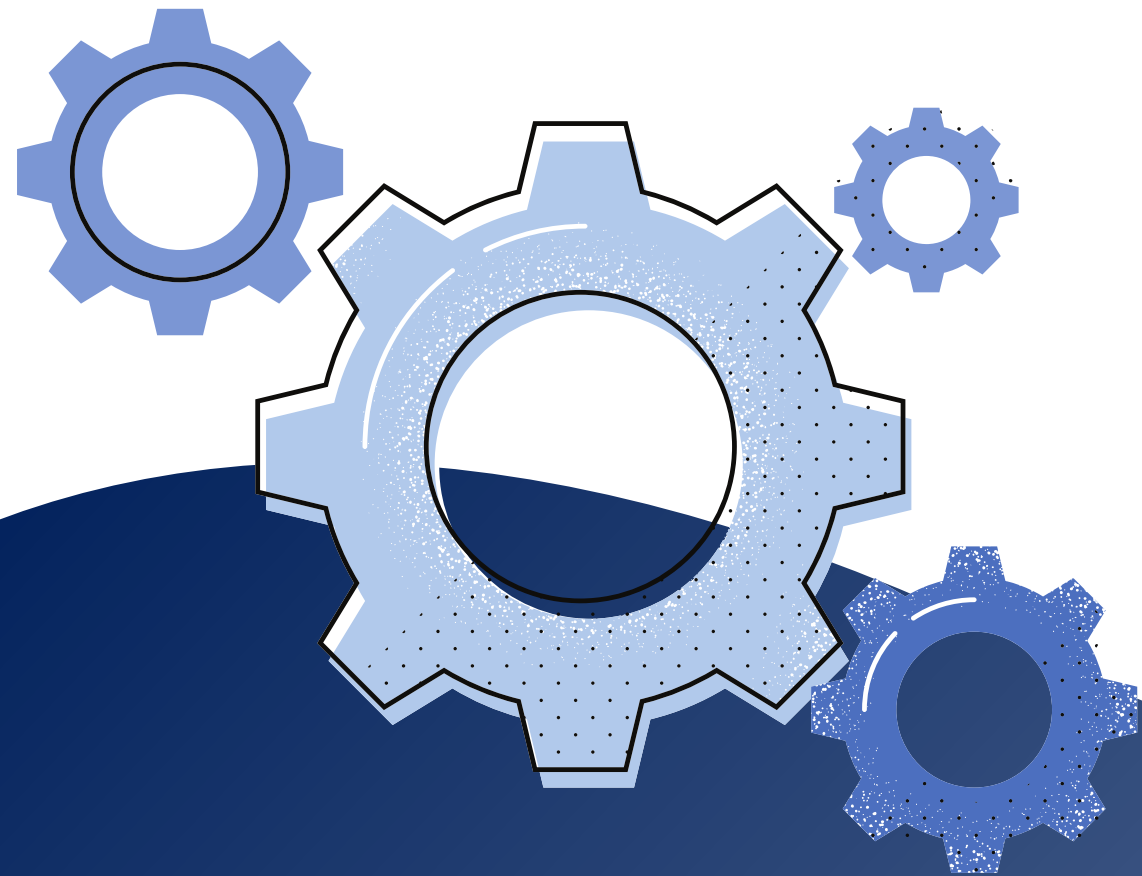


PROGRAM GOALS

The goal Mountain College hopes to achieve through this program is for students to get to know each other and their school through meaningful conversations and teamwork during a series of mini programs and activities. The students will make new connections with their peers by participating in quality social engagements during a five series-program.



PROGRAM OBJECTIVES



At the end of this program series, students will be able to:

- Identify a faculty/staff member as a point-of-contact at Mountain College.
- Utilize social media to connect with peers at Mountain College.
- Apply technology to create a visual for the final activity in the program series.
- Demonstrate critical thinking skills by making choices that lead to continuous personal growth and teamwork



PROGRAM IMPLEMENTATION

With the implementation of this initiative, students will have the opportunity to sign up for a 5-part program in which they will be divided into teams to participate in engaging, collaborative, team-building activities to earn points towards their overall team total! Students must submit their program application in August to be included in the program series. There will be a total of 8 teams, with an average number of 12 participants on each team. Each team will have a committee liaison to lead teams through group activities, keep attendance at programs, award points, etc. Individuals will work together through virtual activities to earn points towards their team's total score! At the end of the program series, there will be prizes for the top 3 teams!



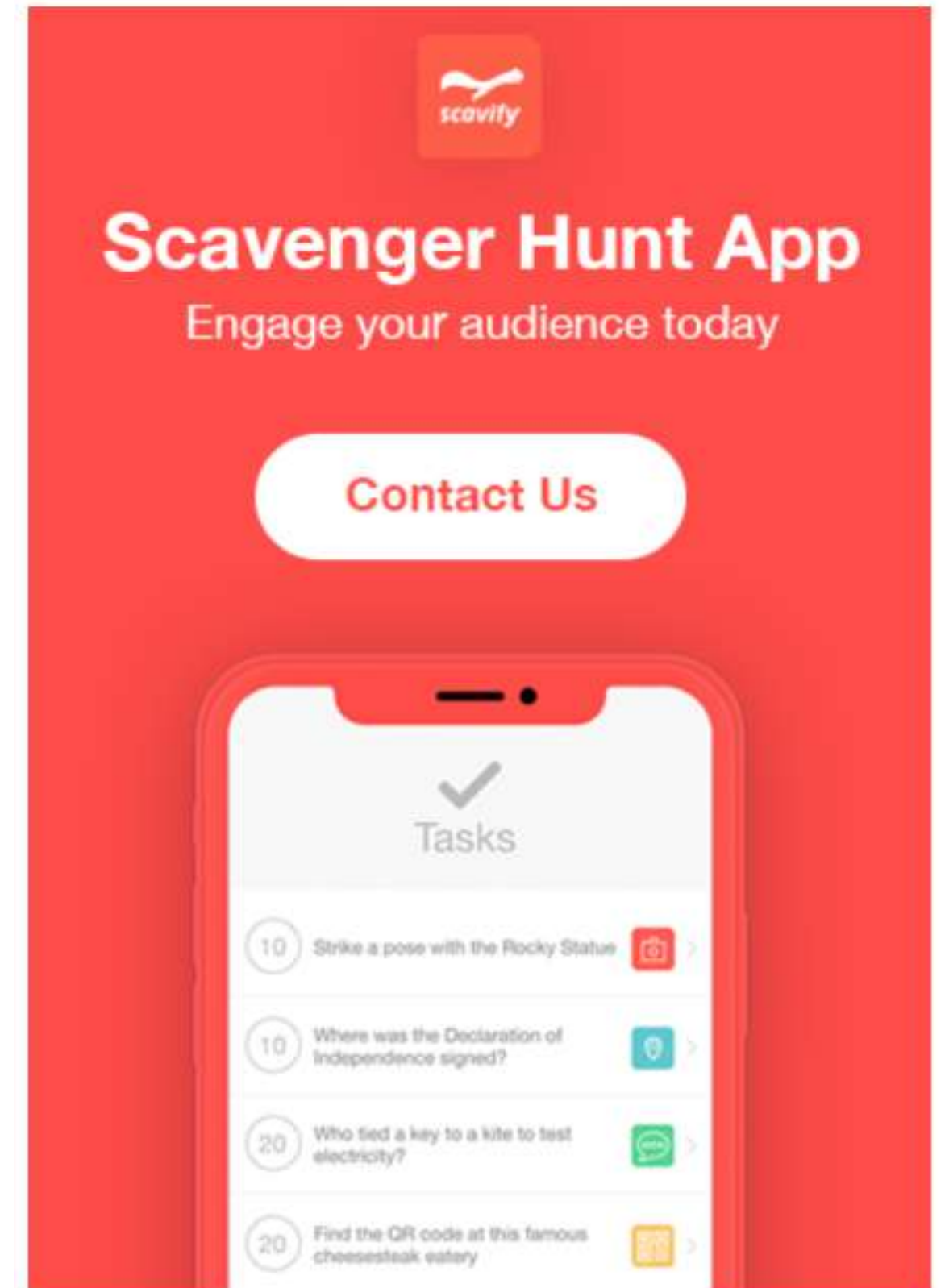
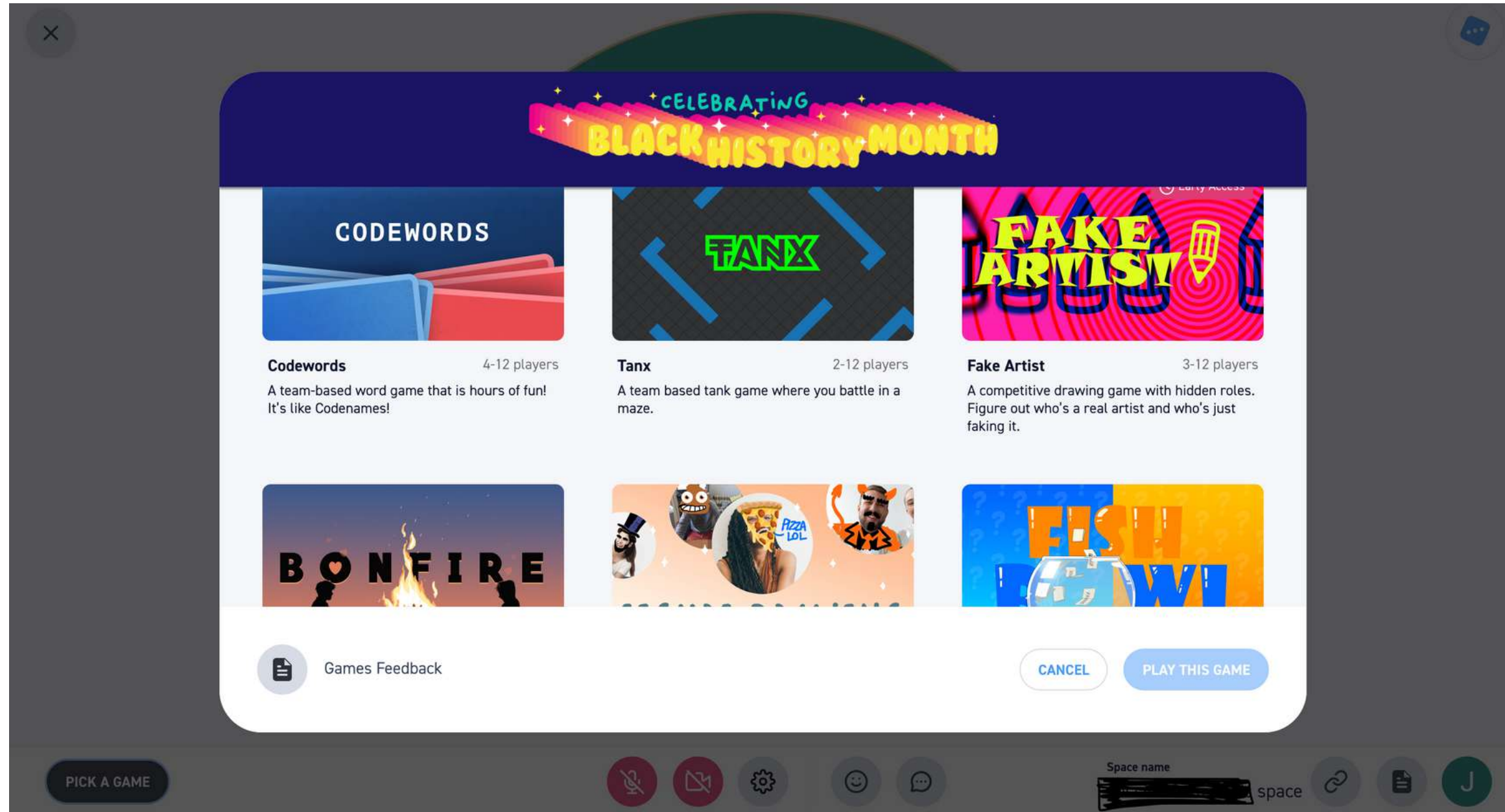
Program Series

- **First program-** In the first program, students will get to know their team! Students will complete icebreakers, share contact info, create team name, and chose their team color and mascot! (Virtual- Zoom)
- **Second program-** Students will compete in games at Backyard.co!
- **Third program-** Students will complete a scavenger hunt!
- **Fourth program-** Students will complete an online escape room! Additionally students will work to create final team video/ presentation about their team and team members.
- **Fifth program-** Final event! Students will share their team video/ presentation. Committee members will announce winning teams and prizes!

BACKYARD.CO



SCAVIFY



ONLINE ESCAPE ROOM



☰

Welcome to Puzzle Break, America's original Escape Room.

**DOES YOUR TEAM HAVE WHAT IT TAKES TO
ESCAPE THE ROOM?**

*Escape today in Seattle, Washington, Long Island & Queens,
New York, Newton, Massachusetts, and Virtually!*



Queens, NY



Newton, MA

VIRTUAL ESCAPE EXPERIENCES

PROGRAM TIMELINE

Programs 1-4 will take place on a weekly basis, every Wednesday at 7 PM! To give teams additional time on their team video/presentation, the 5th program will take place two weeks after the 4th program. The proposed schedule for fall 2021 semester is:

Fall 2021 Program Series:

1. Wed. Sept. 1, 2021
2. Wed. Sept. 8, 2021
3. Wed. Sept. 15, 2021
4. Wed. Sept. 22, 2021
 - a. skips Wed. Sept. 29 as extra week to create team video/ presentation.
5. Wed. Oct. 6, 2021
 - a. Final event occurs the week before fall break



PROGRAM PUBLICITY

The video created to promote the program series will be published on Mountain College's main social media pages (Facebook, Instagram, Tik Tok, and Twitter) and will be shared by various departments across campus, including the campus partners that make up the program committee.

Flyers will be included in mailings to new and prospective students. The program will be advertised on main college social media as well as department social media accounts.

Applications for students to join the program series will be sent in the new student information packets mailed by Admissions prior to the start of the academic year.

Email reminders as well as social media posts will be shared throughout the summer and August to remind students of the application deadline.



PROGRAM VIDEO



EXAMPLE EMAIL & FLYER

**MOUNTAIN
COLLEGE
INVITES YOU**

Join a team of your peers, and participate in virtual games to win prizes and make new friends! Complete an application by **August 10, 2021** to join the fall semester event series.

For more information,
contact Leslie Milner at
lmiln@mtncoll.edu

**Be
Part
of
the
FIVE**

PROGRAM RATIONALIZATION

The committee believes a series of programs with the same students would be more effective in promoting team-building and integration into a peer group. The series would allow for more student involvement than a one-time event and the opportunity for deeper, more meaningful conversations and connections. With a committee liaison to each team, students will know they matter to the college as well as their peers, and that someone supports their collegiate journey.



LITERATURE

Our program planning was guided by the following student development theories:

- **Student Involvement Theory (Astin)**
- **Challenge and Support (Sanford)**
- **Mattering and Marginality (Schlossberg)**
- **Validation Theory (Rendon)**

