

# Escape Room Academy



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# Team Introduction

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01

# Introduction





## College Fast Facts



- **Name:** Bear Mountain College
- **Institution Type:** Small Private Liberal Arts
- **Population:** 2,000 Students (~500/class)
- **Location:** Southwestern Colorado
- **Mascot:** The Bears



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## Goals for the Program

- **Primary Goal:**
  - Foster connections between first-year students in a safe, virtual environment.
- **Secondary Goal:**
  - Promote connections between first-year students and peer mentors.
  - Expose students to select campus locations through virtual images and video clips.

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## Proposed Program: Escape Room Academy



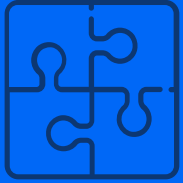
- Engage students in a series of virtual institution-specific escape rooms to promote meaningful connections between first-year students in a natural way.



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02

# Program Overview





## What is an Escape Room?

- A team-building game designed to promote critical thinking.
- Players are “locked” in a room and must solve a series of puzzles using ciphers, clues, and other tools in sixty minutes to “escape.”
- Each room has a premise surrounding the need to “escape.”
  - For example, students are locked in the Multi-Cultural Center after hours, but the director has hidden a key somewhere in the building. Can you crack the code to find the key before time runs out?

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## Why Escape Room Academy?

- First-year students complete tasks while building community with their randomly assigned team members.
- The collaborative nature of escape rooms promotes teamwork while fostering relationships.
- With the growing popularity of escape rooms, there is potential for a high student turn out.



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## Why Escape Room Academy?

- First-year students can feel anxious about making connections and may resist efforts that are advertised as unstructured social events.
  - Students may view the Escape Room Academy as an exciting activity first and foremost.
    - The connections will present as a natural byproduct of the activity and thus removing socialization pressures.
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## How will students participate in Escape Room Academy?

- Despite the escape rooms being set in campus buildings, this program will be done entirely online.
  - Students will register ahead of time and be randomly assigned a team with 4 - 5 other students.
- Directly before the escape room begins, students will be emailed a video explaining the premise of the room.
  - Once the video is over, students will join their zoom room with their team.

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## Who will facilitate Escape Room Academy?

- Staff in the designated building (ex. Student Union) will identify the information they hope to convey to students through the escape room.
- Our committee will integrate this information into the design of the room and the premise surrounding the escape.
- The building's staff will then create an introductory video to explain the premise.
- A trained peer mentor will be assigned to each team and facilitate the clues and puzzles throughout the escape room.

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## What will Escape Room Academy be about?

- We will offer a series of three escape rooms throughout the semester.
  - Each room will be set in a different campus building including the Student Union, the Multi-Cultural Center, and the Student Health Center.
- The students will team up to “escape” the building through educational puzzles.

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# Promotion Strategy



# Social Media Strategy

- Escape Room Academy will be promoted through:
  - **Twitter:** Short tagline creating student interest.
  - **Instagram:** A picture showing what the escape room could look like & promotional ciphers.
  - **Facebook:** Full event details and reminders.
  - **Student-wide emails:** Full details with Zoom link.
- **Funnel Marketing:** Market Potential -> Suspects -> Prospects -> Customers
  - After each phase, the marketing will become more targeted to those students who have shown interest in the program.

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# Unique Marketing Strategies

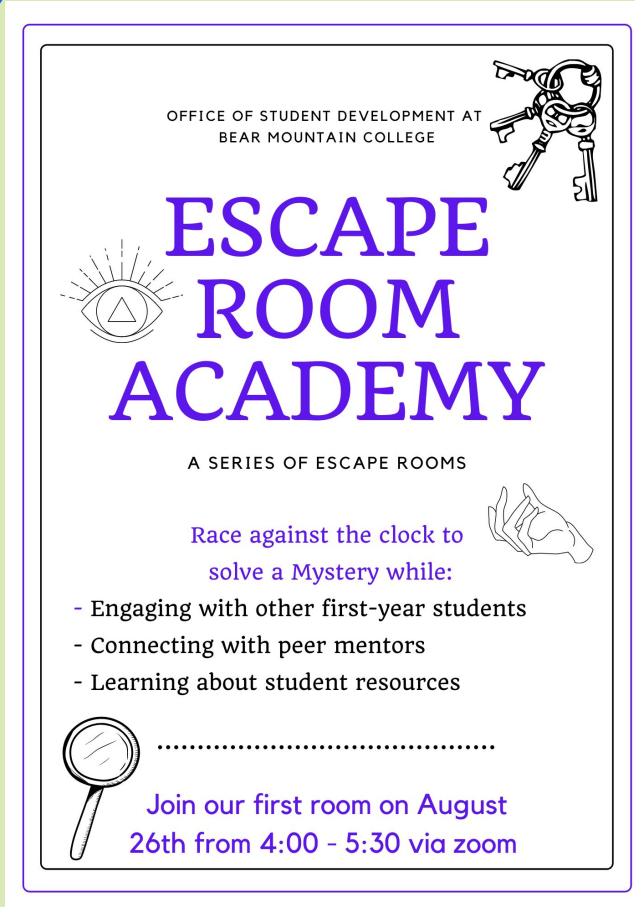
- In order to gain student interest, we will promote these events through Escape Room style ciphers and riddles.
  - Students who solve these puzzles in advance of the event will be awarded an additional 60 seconds to escape their room.
    - This will be applied per team member, so if a team of five all solve the puzzle ahead of time their team would receive a total of five extra minutes.
- Example riddle, “If finding a key is what you seek, a little knowledge about February should give you a peek.”
  - This informs the students that they’re searching for a key.
  - February is Black History Month, so this would let the students know that they should search in the African American Cultural Center.

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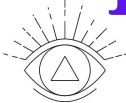



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# Promotional Flyer Example:




OFFICE OF STUDENT DEVELOPMENT AT  
BEAR MOUNTAIN COLLEGE




# ESCAPE ROOM ACADEMY

A SERIES OF ESCAPE ROOMS

Race against the clock to  
solve a Mystery while:



- Engaging with other first-year students
- Connecting with peer mentors
- Learning about student resources



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Join our first room on August  
26th from 4:00 - 5:30 via zoom

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# Sources


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# Thanks

Do you have any questions?

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