Virtual Case Study (VCS) 2021

"Sorted"

StudentAffairs.com

Western Illinois University

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Austin Quarles

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Meet Our Team!

Joplyn Raavel
She/Her
Green

Director of Student Activities

Austin Quarles
She/Her
Green

Housing Assignments Coordinator

Taylor Egerton
She/Her
Blue

Career Services Coordinator

Arianna Nutile
She/Her
Gold

Admissions Counselor

- 4 year Institution
- Public University
- Predominantly White Institution
- 1 year live on requirement

University Fast Facts

30,398   **Total Enrollment (Undergraduates)**

4,565   **First Year Students**

7,000   **Residential Population (Undergraduates)**

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Learning Outcomes

Learning Outcomes

1. Students who attend this program will be able to identify two areas of their experiences leading up to higher education attendance that inform their current "color"

2. Students who attend this program will be able to analyze how their "color" informs daily decision making

3. Students who attend this program will be able to understand how to locate the Discord room (virtual connection space)

Program Purpose

Program Purpose

Students to identify their placement/"color" in True Colors

Students to analyze experiences that inform their placement/ "color"

Create relationships with students based on a mutual understanding of differences and similarities of "colors" and previous experiences

Creating virtual space (Discord) to remain connected post-event

Promoting Social Connection

SORTED participants will be able to:

Identify where the Office of Student Activities is located (to pick up "color boxes")

Participants are encouraged to wear **"color box" materials** leading up to the virtual event to begin creating a colorful community, build excitement around the event, and allow students to recognize other participants on campus

Event is centered around a Zoom call for all participants to meet each other and find out their similarities and differences via their True Colors Test results
    Breakout rooms to facilitate deeper, small group discussions

Give participants access to a virtual space to continue their connections after the event via a Discord group, with specific channels for each assigned color

Theoretical Background

Theoretical Background

Attendees will be placed into two Zoom breakout rooms based upon their most prominent colors where they will be asked reflection questions based on **Baxter Magolda Self-Authorship Theory.**

Becoming the Author of One's Life- this phase is characterized by the ability to choose one's beliefs and stand up for them in the face of conflicting external viewpoints.

Zoom Breakout Room: Randomized

Who played sports?

Who is an XYZ year?

Who is involved in a student organization?

Who has a job?

Who is more of a homebody?

Who likes going out and being social?

Zoom Breakout Rooms: Sorted

Breakout Room #1: Blue

What influences your beliefs?
Have they changed since coming to college?

Do you feel confident in who you are becoming?
In what ways does your "color" help you understand who you are?

What kind of experiences do you think have influenced your "color" result?

Breakout Room #2: Gold

How would you describe your worth ethic?

Do you value structure or flexibility?

What has influenced your beliefs? Has it changed since coming to college?

Zoom Breakout Rooms: Sorted

Breakout Room #1: Green

Do you find yourself living in the moment or always looking towards the future?

Do you enjoy making decisions on the spot?

Do you seek connections with other people or do you enjoy spending time alone?

Breakout Room #2: Orange

Do you give more than you take in friendships/relationships?

Do you seek connections with other people or do you enjoy spending time alone?

How do you usually make decisions?

Program Details

Program Details

Participants will be asked via marketing outlets (flyers, emails, social media) to **complete the True Colors personality assessment prior to the program date**

Students will be asked via email to **pick up "color boxes"** at the Office of Student Activities prior to the event

Organizers **explain the four colors (orange, gold, green, blue)** and give examples of leadership qualities

Organizers will aid students as they **create accounts and locate the program's server** which will remain available to them after the program

Attendees will be **placed into two Zoom breakout rooms** based upon their most prominent colors where they will be asked reflection questions learning and relationship building

Student will continue to have **access to the Discord server after the event to promote social engagement**
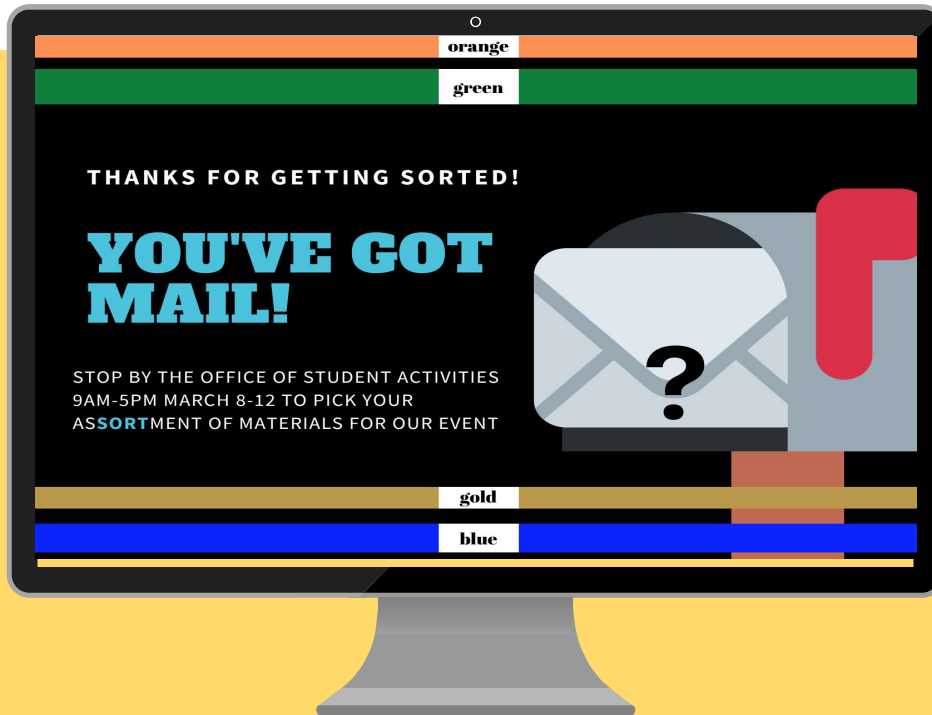
Marketing Materials

Overall Theme:
Vague and Mysterious
Tik Tok Trends as References
Geared for Gen Z

YOU'VE GOT MAIL

"Color boxes" will include:

- Bandana
- Rubber Bracelet
- Zoom Link
- Reminder Card

Social Media Flyers
& Promotional Video

Flyers & Video will be posted on:
- Instagram
- Twitter
- Facebook
- YouTube

https://youtu.be/1pSL1EZ4_Ws

Printed Flyers

Flyers will be posted here:
- University Union
- Residence Hall
- Multicultural Center

"Sorted" Invitation

Students will receive this invitation via:
- "Color Box"
- Via Email

Universal Design

Universal Design

Our committee follows the advice laid out by Scott, et.al. (2003), who explains the necessity of **anticipating** student needs

First-year students may be **attending their first virtual (college) event**

Begin the program by providing some **Zoom advice**

Marketing materials describe **technological requirements**

SORTED and it's marketing video will include **synchronous captioning**

Slides for this program are created with sight consideration in mind

Slide color and the corresponding text are in contrast of each other and **easy to read**

Organizers will include **plain-text descriptors in "color boxes"**

Thanks!

Does anyone have any questions?

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Credits

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SORTED PROGRAM OUTLINE

I. **PRE-PROGRAM**
   A. Marketing for this program is intentionally geared towards Generation Z students
      1. SORTED marketing video is a reference to a popular Tik Tok trend
      2. Marketing materials are intentionally vague and mysterious to build interest in the program
      3. Promotional Video: https://youtu.be/1pSL1EZ4_Ws
   B. Participants will be asked via marketing outlets (flyers, emails, social media) to complete the True Colors personality assessment prior to the program date
   C. Students will be asked via email to pick up "color boxes" at the Office of Student Activities prior to the event
      1. Color boxes will include a bandana, rubber bracelet, and a reminder of the program and Zoom link in the most prominent color of the students' assessment
      2. Students are encouraged to wear their gear around campus before and during the event

II. **INTRODUCTION**
   A. Organizers introduce themselves
      1. Name, pronouns, position, TrueColor result
   B. Organizers Introduce learning outcomes and purpose of program
      1. Students who attend this program will be able to identify two areas of their experiences leading up to higher education attendance that inform their current "color"
      2. Students who attend this program will be able to analyze how their "color" informs daily decision making
      3. Students who attend this program will be able to understand how to locate the Discord room (virtual connection space)
      4. Program purpose - the purpose of this program is for:
         a) students to identify their placement/"color" in True Colors
         b) students to analyze experiences that inform their placement/ "color"
         c) create relationships with students based on a mutual understanding of differences and similarities of "colors" and previous experiences
         d) creating a space to remain connected post-event
   C. Zoom Advice Section
      1. Organizers explain that participants are automatically muted to lessen the possibility of distractions but may unmute themselves when speaking
      2. Students are shown how to change their name in Zoom
   D. TrueColors Explanation
      1. Organizers explain the four colors (orange, gold, green, blue) and give examples of leadership qualities
   E. Discord explanation
      1. Organizers will aid students as they create accounts and locate the program's server which will remain available to them after the program

III. **BREAKOUT ROOMS**

    A. Attendees will be placed into two Zoom breakout rooms based upon their most prominent colors where they will be asked reflection questions learning and relationship building

    B. Reflection Questions

        1. Breakout Room #1-Randomized

            a) Who played sports?

            b) Who is an XYZ year?

            c) Who is involved in a student organization?

            d) Who has a job?

            e) Who is more of a home-body?

            f) Who likes going out and being social?

        2. Breakout Room #2-Sorted into color rooms

            a) Blue Questions

                (1) How do you express yourself?

                (2) Share an experience when you had to be adaptable

                (3) Do you feel it is important to form close relationships with others? Why or why not?

                (4) What influences your beliefs? Have they changed since coming to college?

                (5) Do you feel confident in who you are becoming? In what ways does your "color" help you understand who you are?

                (6) What kind of experiences do you think have influenced your "color" result?

                (7) How does your "color" play a role in your everyday life/decision making?

            b) Gold Questions

                (1) Do you enjoy staying organized? How do you stay organized?

                (2) How would you describe your worth ethic?

                (3) Do you value structure or flexibility?

                (4) What has influenced your beliefs? Has it changed since coming to college?

                (5) Do you feel confident in who you are becoming? In what ways does your "color" help you understand who you are?

                (6) What kind of experiences do you think have influenced your "color" result?

                (7) How does your "color" play a role in your everyday life/decision making?

            c) Green Questions

                (1) Do you find yourself living in the moment or always looking towards the future?

                (2) Do you enjoy making decisions on the spot?

                (3) Do you seek connections with other people or do you enjoy spending time alone?

        (4) What has influenced your beliefs? Has it changed since coming to college?

        (5) Do you feel confident in who you are becoming? In what ways does your "color" help you understand who you are?

        (6) What kind of experiences do you think have influenced your "color" result?

        (7) How does your "color" play a role in your everyday life/decision making?

    d) Orange Questions

        (1) Do you give more than you take in friendships/relationships?

        (2) Do you seek connections with other people or do you enjoy spending time alone?

        (3) How do you usually make decisions?

        (4) What has influenced your beliefs? Has it changed since coming to college?

        (5) Do you feel confident in who you are becoming? In what ways does your "color" help you understand who you are?

        (6) What kind of experiences do you think have influenced your "color" result?

        (7) How does your "color" play a role in your everyday life/decision making?

IV.   POST-EVENT

    A. After the program, participants will be asked to participate in a short survey that both measures their satisfaction with the overall program and their ability to articulate learning outcomes 1 and 2, with learning outcome 3 being observed by attendance in the server

    B. Student will continue to have access to the Discord server after the event to promote social engagement

REFERENCES

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