

## UNC Weeks of Welcome (WOW) 2021 Event Submission Process Manual

Thank you for considering submitting your WOW event(s). This year, WOW is August 12-29. WOW is a vital part of welcoming new and returning students to campus. This guide provides instructions for planning and submitting your event(s) for WOW 2021. It also includes links to resources on planning during the COVID-19 pandemic so your organization/office can follow Carolina's community standards.

-New Student & Family Programs (NSFP) and Tar Heel Beginnings (THB)

### Foreground Information: WOW and Heel Life

We work closely with Student Life and Leadership (SLL) to offer the WOW schedule exclusively on Heel Life. This partnership provides the most flexible and wide-reaching means of programming and sharing events with students. WOW has a dedicated category on Heel Life, making it easier for students to find WOW events and for us to advertise with a unique link/QR code.

The WOW schedule in full will not be shared in any other form. In the past, a printed WOW schedule was made prior to WOW. This online schedule provides the most flexibility in editing events during the COVID-19 pandemic and as plans to return to campus develop. The online schedule also allows greater opportunity to share and promote events from NSFP, THB, and event sponsors.

Please note the following preliminary requirements to submitting events on Heel Life.

First, your organization/office must have a dedicated Heel Life page.

- For student organizations: your page's presence is associated with your yearly renewal with SLL.
- For University departments/offices: if you do not already have a page (*you can use the Search function on the site to look up your office*), you may request to create a page with SLL (*email [studentlife@unc.edu](mailto:studentlife@unc.edu) for more information*).
  - Once approved, you will be able to build your page and submit events, described further in the process guide. For helpful tips on building out your page, visit the link below and scroll to the bottom of the web page for the University Department section: <https://carolinaunion.unc.edu/departments/student-life-leadership/student-organizations/resources-officers/heel-life>

Having events tied to pages creates continuity for student attendees. It also allows higher promotion and engagement opportunities between you and them.

## Part One: Pre-Planning and Support

When planning your event(s), reflect on how your office/organization's goals relate to welcoming new and returning students to Carolina's campus. What do you want to offer students that would promote a sense of belonging, learning a new skill or resource, or connecting them to other Tar Heels and you? Each organization and office can put forward a meaningful program that is inviting, inclusive, and engaging – no matter its resources.

NSFP and THB are presently planning the following events. Some of these programs are easily formable for many organizations/offices. We ask that if you want to plan one of these or a similar event based on the descriptions below, reach out to us at [thb@unc.edu](mailto:thb@unc.edu). We would love to partner with you and share space rather than compete with exact events – potentially at similar/same times.

### THB Programs for WOW 2021 (*Click a triangle to expand the section*)

#### *Find Your Way*

- Find Your Way is a guidance-type, long-term event that helps students navigate campus and its many resources. The opportunity is composed of two key events:
  - WOW Welcome Tents: Tent locations in the Pit and SASB Plaza staffed by NSFP student leaders. Students can inquire about directions, advice, UNC gear, WOW schedules, and other back-to-campus goings-on from experienced student leaders. These are staffed daily from start of move-in to usually the end of the first week of classes.
    - A virtual Zoom option is made available during abbreviated hours for remote/virtual students to also engage with our team.
  - Find Your Way Tours: Tours, departing from the WOW Welcome Tents, led by NSFP student leaders that are specifically tailored to tour participants' class schedules. Historically, the tour guides students to their class buildings, and recently Find Your Way tours have come to include student participants' interested sites, such as the Old Well or a library. Tours on average last between 20-30 minutes.
    - A virtual opportunity is being explored for Fall 2021, though no confirmation can be expressed at present.

#### *Kickoffs*

- Kickoffs are a meet-and-greet-type, short-term event. Kickoffs are events geared to help students meet one another through engaging activities, shared information through small presentations, and other opportunities such as conversation spaces. Kickoffs historically are held based on shared-population information, including Transfer, International, Out-of-State, and Carolina Away. THB found that student events held with population-specific titles were well attended. Kickoffs are held twice for each population to allow for increased access.
  - Virtual kickoffs are being planned for Fall 2021 in joint support with in-person kickoff events, as can be safely planned.

#### *Heel Hunt*

- Heel Hunt is an exploration-type, long-term event. A find-and-see game, Heel Hunt is a virtually-operated, in-person-activated exploration game for students to explore and learn about Carolina's campus, community, and opportunities. Students can participate both on-campus and remotely thanks to our virtual game platform (free to use for students); students can also join at any point in the event over the week. Students complete 'missions' involving

identifying campus landmarks, showing school spirit, or participating in an activity for points leading to prizes and honors. The game is played from start of move-in to the end of the weekend following the first week of classes.

#### *Service Weekend*

- Service Weekend is an engagement-type, weekend event. The weekend following the first week of class, THB will offer several service opportunities for students to choose and participate in. We will be actively encouraging campus partners and student organizations to consider hosting a service event during the weekend as well to foster the spirit of service esteemed at Carolina. We are planning both passive and active service opportunities to increase student access. THB is currently planning the following service event partnerships:
  - NC Botanical Garden Volunteering: Working with the local botanical gardens to offer a cleaning, support venture for students to explore the local community and support area ventures.
  - Letter Writing: Hosting a letter/card-writing space for students to write letters/cards to one of a list of destinations in the local/RDU area.
  - Food/Goods Drive: Stationing receptacles for students/families to contribute food or other requested goods that go to support the Carolina Cupboard.
- The weekend will include in-person service events as well as some, as appropriate, virtual mirror events for Fall 2021.

#### *Heel Meets World*

- Heel Meets World is a learning-type, serial event. Heel Meets World is a series of events, talks, and opportunities for students to begin/gain lifelong skills, sometimes known as “adulting”. While there is overlap with student-specific skills beneficial to have in college, most of this program seeks to empower students to gain skills that will benefit them not only in college, but in the next adventure and journeys that lie beyond graduation. Heel Meets World will be hybridized between in-person and virtual opportunities for Fall 2021.

#### *Game Night*

- Game Night is an entertainment-type, ongoing event. Game Night is composed of two key events:
  - Game Night: During WOW, every other night is Game Night, where THB hosts virtual and in-person games for students to participate with. These range from video games to small in-person engagements.
  - Trivia Night: On alternating nights between Game Nights (as described above), THB hosts Trivia Night. Each Trivia Night, there are two hours of trivia games divided into two sets, with 2-3 games in each set. For example, from 8pm to 9pm, there are 3 different topic trivia games that students self-select into to play in groups; this repeats from 9pm to 10pm, where 2-3 new topics are played and again students self-select into to play in groups. At maximum, a student could play 2 games, one in each set, on a Trivia Night.
- For Fall 2021, in-person and virtual game nights will allow for increased access to students.

#### *Professor Meet and Greet*

- Professor Meet and Greet is an engagement-type, serial event. Professor Meet and Greet brings faculty from across campus to connect with students, new and returning, to Carolina to discuss

UNC's academic culture, expectations, and tips and tools to navigate the semester ahead. While we pride ourselves on our faculty representation of discipline, we acknowledge the not every major, program, or study field is represented at Professor Meet and Greet. As such, we specifically recruit and ask faculty to help students with the following areas through connection at Professor Meet and Greet:

- Academic Expectations
  - Classwork and Assignments
  - Communicating with Professors/Faculty
  - Finding a Major
  - Office Hours
  - Research at UNC
  - Among special topics that faculty self-identify as able to speak about (i.e., study abroad, areas of focus, etc.)
- Professor Meet and Greet will be operated hybridized between in-person and virtual opportunities for Fall 2021.

### Part One (continued)

So you've figured out which event(s) you can best plan. That's great! Whether you're partnering with us directly to sponsor a Trivia Game, joining us at a Kickoff, offering a new meaningful service opportunity for Service Weekend, or facilitating anything in between, we are so glad you're joining us for WOW, and students will be glad too!

If you want to participate as an event sponsor and/or partner in WOW but aren't sure what to do or how to get there, here's a list of options for reaching out for support from THB and NSFP!

- For quick and/or detailed questions:
  - Email [thb@unc.edu](mailto:thb@unc.edu)
- For a 1:1 consultation via Teams/Zoom Call:
  - Visit <https://go.unc.edu/bookthb> and book time on our calendar. Be sure to include your email and information before you submit!

## Part 2: Planning and Preparing Your Event Submission(s)

Our event submission process utilizes the event submission portal on Heel Life. Each office and active organization with a Heel Life page will be able to submit its event(s) through this tool, making the submission process streamlined and user-friendly! If your office/organization does not have a Heel Life page, you must make one before submitting an event. For information on how to make a Heel Life page, please see the foreground section at the beginning of this document.

Event submissions will be reviewed and accepted on a rolling basis, up to and through WOW 2021 (August 12-29). There is no rush to submit your event(s), but we do encourage submitting your event(s) timely as we hope to launch the WOW schedule in mid-July. This launch is purely to make the main schedule link public and does not constitute a deadline for event submissions. However, the sooner your event(s) is/are submitted and approved, the more chances there will be for incoming and returning students to find it and RSVP!

We review each event submission for criteria in alignment with this manual and related University guidance. If an issue arises with your event submission that could prevent its approval or addition to the WOW schedule, we will reach out to seek a solution with you.

Anthology (Heel Life's service-provider) offers several articles on how to manage your organization's Heel Life page and submit your event(s). We recommend exploring the [featured articles](#) that Student Life and Leadership has compiled. We have also curated a selection of helpful articles below for quick reference relevant to event submissions:

- Events and Event Management Guide
  - <https://engagesupport.campuslabs.com/hc/en-us/articles/115001594463-Events-Walkthrough>
- Creating a New Event in your Organization
  - <https://engagesupport.campuslabs.com/hc/en-us/articles/204033924>

For WOW 2021, we recommend the following settings when submitting your event(s) to create continuity throughout the WOW schedule:

- For "Show to": select "The Public"
  - Our WOW links/codes send students directly to a category filter. If they log-in before reaching the page (due to events being private), they will be redirected to the main Heel Life event calendar, which is different than the WOW schedule.
- If applicable/relevant, click "Allow attendance ... to be shown on the Co-Curricular Transcript"
- Be sure to select relevant Event Categories and Perks. Students can filter search for these!
- For "Who can RSVP": select "Anyone"
- For "Post Event Feedback": while we don't require you to collect assessment data to participate in WOW, this is a great way to get feedback on your event. RSVPs (and even emails you upload later) can be sent a survey immediately after the event! All answers are collected anonymously.
  - For more information, email or book time with THB (*information found at end of Part 1*).
- For "Event Cover Photo": we encourage you to upload a photo/graphic that will attract students. Visit the events page on Heel Life for ideas!

Again, if you need any support in the submission process, please reach out to NSFP or THB.

### Part 3: Planning and COVID-19

As we excitedly prepare for return to campus in fall, we are still operating with safety in mind regarding COVID-19 and relevant guidance. We want to direct you to resources on Carolina's COVID-19 guidelines to help you plan your WOW event(s). Please regularly check these resources throughout the summer. Administration will continuously provide updates in the links below as more information on the future of the pandemic emerges. We hope that in providing these resources, you feel confident offering participating in WOW 2021.

The [COVID-19 Student Organization Management Guide](#) addresses current guidelines, modifications and recommendations as we operate under the COVID-19 situation. This site is frequently updated with new information of COVID-19 guidelines.

#### Per Heel Life and Student Life & Leadership regarding In-Person Events:

“For events taking place after July 12, 2021, the Plan for Meeting Community Standards at University Affiliates’ Events is not required. However, as conditions related to COVID may change, groups planning events should monitor the community standards and information related to events and gatherings found at <https://carolinatogether.unc.edu>. Contact [studentlife@unc.edu](mailto:studentlife@unc.edu) if you have questions. Thank you.”

Additionally, for accessibility, THB encourages campus partners to hold parallel events – virtual and in-person versions of their event(s). Though we can offer in-person events, there will still be remote students experiencing Carolina virtually this fall. We also want to offer virtual events for those who feel uncomfortable attending in-person events. Holding parallel events is not a requirement.

For additional information on factoring COVID-19 into your planning or Carolina community standards, please visit the [Carolina COVID-19 Community Standards](#).

#### Part 4: Promoting Your Event(s) and Program(s)

Throughout the summer, NSFP and THB will be building the WOW schedule from event submissions and sharing hints of the schedule, leading up to a full schedule launch in mid-July. Event sponsors are welcome to change their event details during this time as well as promote their event(s) on social media and other communication platforms.

You can use News articles in Heel Life to create posts that showcase your event(s). Here is a [how-to guide on using the News tool](#).

You can follow THB on Instagram @thb\_unc to view our summer posts for WOW.

To recap this manual, here are some key takeaways:

- The WOW 2021 schedule will be exclusively listed on Heel Life. Organizations and offices that want to submit an event(s) require a Heel Life page to do so. (*View “Foreground Information” section*)
- THB welcomes partnering with organizations and offices to facilitate events and programs rather than competing for space and attention. We encourage specific partnerships for events we are presently offering. (*View Part 1*)
- View the listed hyperlinks to resources that can help you plan, submit, and market your event(s). (*View Parts 2 & 3*)
- Event submissions will be reviewed and accepted on a rolling basis, up to and through WOW 2021 (August 12-29) with a main schedule launch in mid-July. (*View Part 2*)
- When planning your event(s), be mindful of developing guidance on COVID-19 and return to campus. Please visit and review the Carolina Together website, COVID-19 Student Organization Management Guide page, and Carolina COVID-19 Community standards. (*View Part 3*)
- THB is happy to provide support!
  - You can book a virtual consultation with us by visiting <https://go.unc.edu/bookthb>
  - You can email us questions at [thb@unc.edu](mailto:thb@unc.edu)