Thank you for considering submitting your WOW event(s). This year, WOW is August 11-28. 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 2022.

-New Student & Family Programs (NSFP) and the WOW Board

**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. This online schedule provides the most flexibility in editing events and plans as we approach August. The online schedule also allows greater opportunity to share and promote events from NSFP, WOW Board, and program 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 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](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 program(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.

Concerning when to host your event(s), we have some advice and information for you to consider:

- With continuation of Housing Move-in Appointments, Floor Meetings, New Student Convocation, and FallFest occurring on Sunday, August 15, we will not be accepting events onto the WOW schedule that occur between 1-10pm ET on Sunday, August 15.
- We strongly encourage events to occur throughout the WOW period (August 11-28). The WOW Board intentionally programs predominantly on the first week to allow organizations a chance to settle before leading week 2 of WOW events with other organizations, groups, and teams.

NSFP and WOW Board 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 uncwow@unc.edu. We would love to partner with you and share space rather than compete with exact events – potentially at similar/same times.

WOW Programs for WOW 2022 (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.
  - 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.

Kickoffs
- Kickoffs are a meet-and-greet-type event. Kickoffs are events geared to help students meet one another through engaging activities, shared information from current students, and other opportunities such as games and refreshment spaces. Kickoffs historically are held based on shared-population information, including Transfer, International, Out-of-State, and First-Year. The WOW Board found that student events held with population-specific titles were well attended.

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. Events include “Professor Meet and Greet”, “Things I Wish I Knew Before Carolina”, and more.

WOW Social Programs

- WOW Social Programs are six unique events geared to help students connect to each other and Carolina through intentional themes and interests. The WOW Board has a schedule of social programs using the following events, which we drew inspiration from Heel Life’s themes list:
  - **Arts and Music Theme**: WOW Sip n’ Vision – A Night at the Museum
    - An immersive exploration of Ackland Art Museum after-hours, exclusive to UNC students. Create your own art while exploring this campus treasure, and the treasures found within.
  - **Athletics Theme**: WOW Exploring Athletics
    - Join us for a night of games with new friends, where we’ll be playing on the ground and in the air with the help of Rams Head Climbing. Bring a team or join one on-site!
  - **Community Theme**: WOW Movie and Foodie Night
    - What better way to relax with friends than a free show and free food? Join us for a special screening (TBA) this WOW, with special refreshments, surprises, and a night with some of your new friends.
  - **Cultural Theme**: WOW Tar Heel Travels
    - Carolina brings us together from all over, so join us in celebrating and learning with student organizations and centers about the many cultures present at UNC in the student body.
  - **Service Theme**: TBA
  - **Wellness Theme**: WOW Wellness Workshops
    - We want your WOW to be fun and you to be well. We’ve got DIY wellness kits and special items to help you find a wellness path to start your semester off on a good pace. We’re all in this together!

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 or indirectly, 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 the WOW Board and NSFP!

- For quick and/or detailed questions:
  - Email uncwow@unc.edu
- For a 1:1 consultation via Zoom Call:
  - Visit [https://go.unc.edu/bookWOW](https://go.unc.edu/bookWOW) 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 2022 (August 11-28). There is no rush to submit your event(s), but we do encourage submitting your event(s) timely as we launch the WOW schedule in early summer to share with new students and families at New Student & Family Orientation. 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 likely incoming and returning students are to find it and RSVP!

We partner with SLL to 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
- Creating a New Event in your Organization

For WOW 2022, 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 “Weeks of Welcome (WOW)” and other relevant tags in 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 “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 the WOW Board.
Part 3: Promoting Your Event(s) and Program(s)
Throughout the summer, NSFP and the WOW Board will be building the WOW schedule from event submissions and sharing the schedule, starting with new students and families at New Student & Family Orientation in early June. 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 the WOW Board on Instagram @unc_wow to view our summer posts for WOW.

To recap this manual, here are some key takeaways:

- The WOW 2022 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)
- The WOW Board 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 2022 (August 11-28) with a main schedule launch in early June. (View Part 2)
- The WOW Board is happy to provide support!
  - You can book a virtual consultation with us by visiting https://go.unc.edu/bookWOW
  - You can email us questions at uncwow@unc.edu