

UNC WOW (Weeks of Welcome) Program Submission Manual

Thank you for considering submitting your UNC WOW event(s). **This year, UNC WOW is August 15-September 7.** UNC 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 UNC WOW 2025.

-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 UNC WOW schedule exclusively on Heel Life. This partnership provides the most flexible and wide-reaching means of programming and sharing events with students. UNC 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 UNC 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 for the UNC WOW 2025 Schedule:

- UNC WOW 2025 events may only be submitted by registered student organizations and University departments/offices.
- Events submitted as part of UNC WOW 2025 should have some element of supporting new incoming students in their transition to Carolina.
 - For example, if your organization is having special open meetings for new members, that would be in line with offering new students engagement opportunities.
- As the UNC WOW Schedule is offered exclusively through Heel Life, participating organization/office must have a dedicated Heel Life page.
 - For registered 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>

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. Think about the following:

- 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?
- What event(s) has your office/organization offered before that students attended and enjoyed? Can they be re-utilized?
- What are common questions your office/organization gets from new students? How can an event help resolve those questions and/or help students find answers?

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, Transfer Student Kickoff, New Student Convocation, and FallFest occurring on Sunday, August 18, we will not be accepting events onto the UNC WOW schedule that occur between 1-10pm ET on Sunday, August 17.
- We strongly encourage events to occur throughout the UNC WOW period (August 15-September 7). The WOW Board and NSFP intentionally programs predominantly on the first week to allow organizations a chance to settle before leading week 2 and 3 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 2025

Kickoffs

- Kickoffs are a meet-and-greet-and-friend 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 that help you make friends at Carolina. Kickoffs historically are held based on shared-population information or experiences, including Transfer, Out-of-State and International, and Culture. These events occur early in the WOW schedule to help students make early connections going into the school year.

Common Pods: Launch

- Common Pods: Launch is a two-phase program led by the WOW Board to help students better move to and, well, *launch* their Carolina adventure. Over the summer, part one is a video podcast series written, hosted, and produced by students on the WOW Board divided into key topics, or 'pods', for new students and their interests: **Admission to Move-in; Academic Thriving; Campus Involvement; and Personal Wellbeing**. Part 2 is that during WOW, there is an in-person program for each 'pod'. We've included a sneak preview of those events and their related 'pod' below.

- Academic Thriving – Professor Meet and Greet
 - This is a great opportunity for incoming students to speak with professors from many varying departments at UNC! Students will be able to rotate and converse with different types of professors before classes start to learn about academic opportunities and getting ready for college classes at UNC.
- Admission to Move-in – Admissions to Move-in Dye-logues
 - One of our biggest events ever, held at various first-year housing communities, Admissions to Move-in Dye-logues will allow students to meet peer leaders in their communities, exercise their tie-dyeing skills, and learn about opportunities to continue thriving in their first-year on campus.
- Campus Involvement – Hall-in-One
 - Getting involved is easy at Carolina, and we're here to make it even easier in a way you may not expect. It's never too early to think about professional development, career services, and academic exploration. We've got a full event planned to help students connect to offices, services, and organizations that can help advance their professional involvement at Carolina.
- Personal Wellbeing – Tar Heel Tranquility
 - Work hard, care well. This multi-activity event gives attendees the opportunity to craft, chat, and connect with organizations and offices centered around student wellbeing. If you're looking for a chill program or to learn more about how students can thrive at UNC, we've got you covered at Tar Heel Tranquility.

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:
 - 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.
 - WOW x Rec After Dark
 - 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!
 - WOW Dive-in Movie
 - We want your WOW to be fun and you as well. We've got a dive in movie with food to help you start your semester off on a good note. We're all in this together!
 - WOW Escape Rooms
 - What better way to better your current friendships or make new friends than with mildly competitive games? Join us for a special Escape Room experience this WOW, with refreshments, surprises, and a night with friends.
 - WOW Fly the Carolina Skies

- Take some time to unwind with high flying adventures at the Outdoor Education Center! We've got special activities that'll let you take flight on activities like the Giant Swing, Crate Stacking, and Zipline.
- WOW Field Day
 - Get moving or relax with refreshments in this nostalgia-filled Field Day experience on Hooker Fields. Many games, activities, and prizes await!
- Chapelchella Concert
 - To celebrate the end of first week of classes, we're hosting a special concert featuring local talent and variety of genres. Come celebrate with friends and enjoy the show!

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 UNC WOW, and students will be glad too!

If you want to participate as an event sponsor and/or partner in UNC 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

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 UNC WOW 2025 (August 15-September 7). **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
 - <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 UNC WOW 2025, 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 "UNC WOW (Weeks of Welcome)" 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 and TikTok @unc_wow to view our summer posts for WOW.

To recap this manual, here are some key takeaways:

- The WOW 2025 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 UNC WOW 2025 (August 15-September 7) with a main schedule launch in early June. (*View Part 2*)
- The WOW Board is happy to provide support!
 - You can email us questions at uncwow@unc.edu