



RES HALL RENDEZVOUS

PROGRAM OF THE YEAR

PRESENTED BY:

Case Western
Reserve University

CAACURH
RLC 2021



NEUTRAL
HOST SITE

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>>> INTRO >>>

Res Hall Rendezvous was an event that allowed students to showcase their rooms to prospective residents. It was designed for all undergraduate students that had not graduated and would be returning to campus for the Fall of 2021. It would allow them to see the rooms they would potentially be living in the next year. This particular event had to be COVID friendly so instead of normal tours, there were virtual sessions. RHA was able to bring the tours to the students through video submissions of the different rooms and suites available. The event targeted new audiences, including incoming first-years (1,700 students) that have never visited campus before. The videos are also publicly available on CWRU's RHA website to any interested students, staff, or families.

RHA provided tours for students by students. They tried capture what the residential experience could look like in different residence halls. The goals of Res Hall Rendezvous include giving students a look at their housing options while also giving all current residents a chance to win awesome prizes through the passive video contest.

Alongside the video contest, there was a Zoom meeting held with breakout rooms for each of the halls where students gave live tours. Additionally, there was a breakout room that gave students the opportunity to talk to ResLife and University Housing staff.

Ultimately, this event was designed to educate students on CWRU residential options while exploring the residential community first hand, and it was a huge success creating resources for RHA, Housing, and ResLife to use for years to come.

+++GOALS+++

Create an engaging and informative program despite the limitations in place due to the COVID-19 pandemic.

Educate the residential students about the various styles of residence halls across campus.

Create lasting resources for students to review before selecting their housing for the next academic year.

Provide an opportunity for students to ask questions about the housing assignment and lottery process on campus.

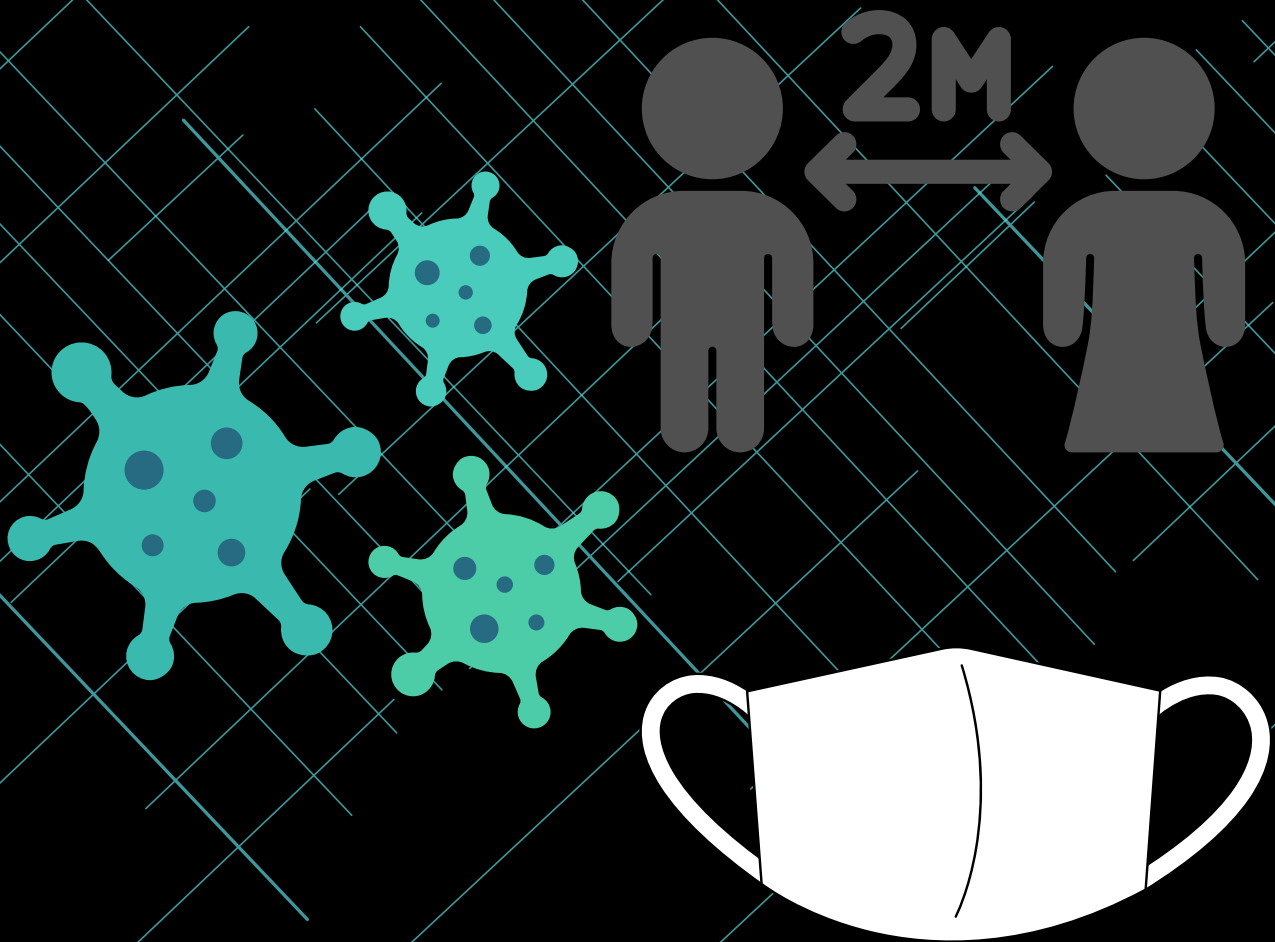
~~~ THE OG VERSION ~~~

Typically, Res Hall Rendezvous (RHR) is a traditional two-day program hosted every spring before the Office of University Housing opens the lottery for the fall. This was the 9th annual RHR.

Every year, RHA works with the Offices of University Housing and Residence Life to provide one lucky attendee first choice in housing before the standard lottery process opens. Additionally, members of Housing and Residence Life are present to answer any questions about the selection process on both days.

RHA uses campus shuttles to transport first-year students to the South Residential Village which is home to all second-year residence halls. Then we have building tours given of various halls by residents and RHA Executive Board members. The next day, second-year residents are shuttled to the North Residential Village to tour various upper-class housing options.

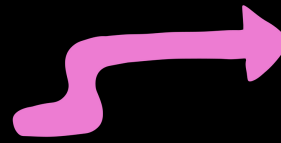
The event would have
played out like it normally does
but...



Health and safety restrictions
didn't allow for the tradition to
continue as it did before.

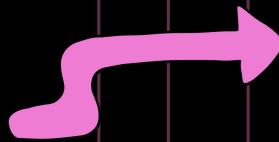
<> ADAPTING THE PROGRAM <>

First thought: Find old videos that had been made in the past to share with residents.



Those did not exist.

Programming with intentionality: How can we meet the needs of students that lived both on and off campus without actually being able to tour the Residence Halls?



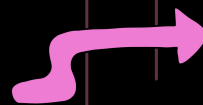
zoom

Utilizing Zoom as a way for a large group gathering & also breakout rooms for a more personalized tour experience.



Make the video aspect a competition to encourage participation and creativity.

Have residents create and provide access to video resources that could be used for years.



(((THE TIMELINE)))

FALL 2020 - COVID rules change programming

NOV. 16th, 2020 - RHR is introduced to programming committee.

FEB. 1st, 2021 - First GB of the semester, Programming Committee meets and discusses RHR. Brainstormed video contest idea.

FEB. 8th, 2021 - Program design finalized - video contest & Zoom Town Hall with live tours. Program date set for Feb. 28th.

FEB. 15th, 2021 - RHA Cribs presented to GB.

FEB. 17th, 2021 - RHA Cribs submission opens & RHR marketing begins.

FEB. 19th, 2021 - Rescheduled to March 7th to accommodate Housing selection schedule.

FEB. 22nd, 2021 - RHA President reached out to the Undergraduate Student Government (USG) for help marketing to all undergraduate students, regardless of residency status.

FEB. 22nd, 2021 - Council competition started and sent to council presidents.

FEB. 22nd, 2021 - Marketing shared the new date (March 7th) and emailed all residents.

FEB. 28th, 2021 - Early video submission due date. Extended to be March 15th at 11:59pm.

MAR. 1st, 2021 - USG email sent out. Secured Housing/ResLife officials for Town Hall.

MAR. 1st-6th, 2021 - Final social media and marketing pushes.

MAR. 7th, 2021 - RHR Town Hall Sessions held! First choice housing winners determined.

MAR. 15th, 2021 - RHA Cribs submission closes officially.

MAR. 16th-23rd, 2021 - Videos reviewed for policy violations. Raffle/video winners determined and prizes distributed. Gift cards distributed to all volunteers.

MAR. 24th, 2021 - RHA Cribs videos released on rha.case.edu. Linked on case.edu/housing.

APR. 9th, 2021 - Housing lottery begins for rising second-year and upper-class students.

MAY 20th, 2021 - RHA Cribs videos emailed to all incoming first-year students

JUN. 3rd, 2021 - Housing selection opens for first-year students.

^.^ LENDING A HAND ^.^

This would no longer be an over-and-done event, but rather the creation of new resources that would be used for years to come, so many parties were interested in its success. The event received the support of several student organizations, university offices, and hundreds of residents.

UNIVERSITY OFFICES

Division of Student Affairs
Office of University Housing
Office of Residence Life
First-Year Experience
Second-Year Experience
Upperclass Experience

STUDENT VOLUNTEERS

Residence Hall Association
National Residence Hall Honorary
Undergraduate Student Government
Our Wonderful Residents!

\$\$\$ THE BUDGET \$\$\$

With a relatively dormant budget, an online setting, and crowd-sourced content, the primary costs of the event were the super cool prizes!

CWRU Blanket ... \$39.98 ... x3
Grubhub Gift Card ... \$15 ... x12

Nintendo Switch ... \$299 ... x1
Beats Pill ... \$109.99 ... x3
CWRU Sweatshirt ... \$60 ... x1
32-inch TV ... \$120 ... x1
Brita Filter ... \$19.99 ... x1
Kuerig ... \$79.95 ... x1
K-kups ... \$25.90 ... x1
JBL Flip 5 ... \$129.98 ... x1

Dunkin' Gift Card ... \$5 ... x60

Prizes meant for individuals who created the best videos and for the community council which had the most resident video submissions.

Grand raffle prizes for attendees of the live RHR Town Hall event.

Gift cards handed out to all individual residents who participated in RHA CRIBS by submitting a video tour.

Top raffle winner also received first choice housing!

< -- MARKETING -- >

Below: Res Hall Rendezvous flyer posted on RHA's Instagram



RHA utilized
email,
social media,
and
PHYSICAL FLYERS
to advertise to the
residential
community.
They constructed
logos and used
them on all
platforms.



RHA also reached out to the Undergraduate
Student Government and the Office of
University Housing to reach the students
that resided off campus and the incoming
first-year and transfer students.

/// MAY THE BEST ///

COUNCIL WIN

When the deadline was approaching, the passive portion of the event was made into a competition among RHA Community Councils to see who could show the most *residential pride*!

Community councils were *encouraged to encourage* roommates, friends, and residents to be creative, show off their decor, and help out future residents by submitting videos of their halls.

The Community Council with the most points won GrubHub gift cards for every member!

SCORING

1 pt for each council member submission

2 pts for each non council member submission

3 pts for an *especially* good video



--- DAY OF ---

to do list:

- ☐ 12:30 pm- Training session with volunteers
- ☐ 1:00 pm- First tour/info session to begin
- ☐ 1:25 pm- Second tour/info session
- ☐ 1:50 pm- Third tour/info session
- ☐ 2:15 pm- Fourth and final tour/info sessions
- ☐ 2:35 pm- Debrief session with volunteers

Current and prospective residents were invited to join a live Zoom call to ask questions from our virtual tour guide volunteers.

Breakout rooms were split into residential communities that attendees could visit on their own initiative. Or, they could join a call with Housing and Residence Life university officials.

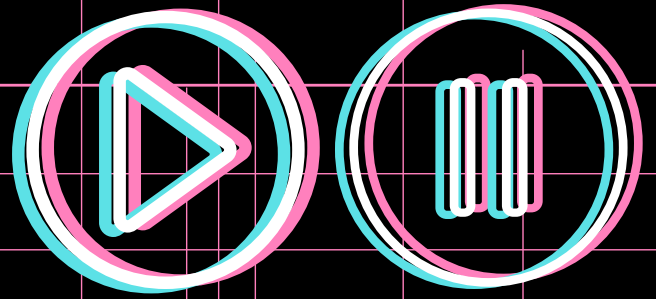


Right:

The Breakout Rooms created during the town hall event. Each room had a volunteer leading tours through that building.

Breakout Rooms - In Progress		✕
▼ Hazel		Join
▼ STJ		Join
▼ Village		Join
▼ PMAs		Join
▼ Carlton Rd (Top of the Hill)		Join
▼ Howe/Tippit		Join
▼ Alumni/Staley		Join
▼ Clarke		Join
▼ Sustainability		Join
▼ Housing & ResLife Info Session		Join

CRIBS



As part of the passive component of the event, residents across campus were asked to create and submit video tours of their CRIBS!

These videos are listed on CWRU RHA's website, available for all current and prospective students to view and learn more about their future potential residence halls.

Participation prizes were awarded for submitting a video. Special prizes were awarded to the community council with the most uniquely entertaining and informative submissions.

Left: RHA Crib tours from all different types of residence halls.



THE NUMBERS

The Res Hall Rendezvous Town Hall had

25+

volunteers giving live tours to residential students

Residents all across campus submitted

46

video tours to RHA CRIBS

The live Town Hall Zoom event had

200+

attendees spread among 10 breakout rooms

\$1200

in prizes from RHA

RHA CRIBS videos emailed to all

1690

incoming Class of 2025 students!

))) LASTING IMPACT ((((

The videos recorded for the passive portion of the program created a new resource for the Housing office. Now there is footage of the housing options for all years (including first years) so they can reference the recordings in the future. This provides a reference for years to come so that incoming students know what their future home will look like.

Housing and Undergraduate Admissions have both emailed the videos out to students.

^ ^ ^ TESTIMONIALS ^ ^ ^

"After I had committed to Case Western, I was very grateful for the 360° tour of the residential halls...they helped me feel comfortable before moving in...the 360° video tour showed me each style of residence hall that are available to first year students. I was also able to see the inside of the bedroom in a variety of buildings. These videos were especially helpful when my mom and I planned out the design of my room and what I should bring with me to campus"

- Annika Minotti, First Year Student

"I thoroughly enjoyed volunteering with Res Hall Rendezvous. To be able to show off my room over Zoom and be able to help out others who may want to possibly live in the same spaces was rewarding. I understand that this event does not look like it normally does, but it went off without a hitch and established a cool video contest component that could be expanded for years to come."

- Mayura Umapathy, Upperclass Community Council President

ResHall Rendezvous is no easy task--in a regular year, it involves coordination of professional staff and busses, volunteer residents as guides, and an exec team in constant communication. Now throw a pandemic into it where students cannot enter residence halls outside of their own? Chaos! And yet, in that chaos, the RHA Exec Board found new ways to engage and give life to this program in a virtual format. The Exec Board also thought with ingenuity on how to involve our residents throughout the process and get to tour rooms live via Zoom. The accessibility of a virtual format allowed residents to see potential rooms for the next year and get the real low-down on the intricacies of our residence halls. Bob Richards says, "Ingenuity, plus courage, plus work, equals miracles," and RHA did just that--a miracle.

-Alejandro Martinez, RHA Advisor '20-'21

"This program was so incredibly unique. I wish I could put into words how impressed I am with Josh, the VP of Programming, Patrick, the VP of Marketing, and their entire Programming Committee for putting this together. They took a large traditional program, and converted it entirely into a virtual format. Because of their ingenuity, RHA now has a resource that can be used to support residents at Case Western Reserve University for years to come."

- Cameron Tong, RHA's Executive President

{{ LOOKING BACK }}

At the end of any successful event, it is important to take a look back and look at the positives, negatives, and identify ways you can improve going forward.

Positives:

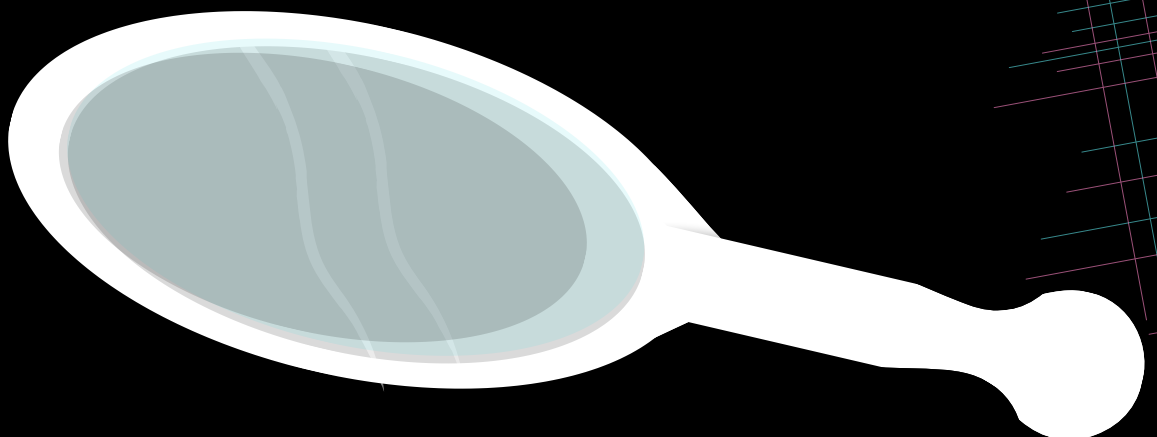
- Created a new video resource for Housing
- Gave live tours before housing selection opens
- Introduced many new residents to what RHA does
- Connected students with Housing and ResLife officials
- Successfully adapted a traditional program to a virtual format

Negatives:

- Hard to track attendance on Campus Groups
- Did not have video submissions from every residence hall
- Hard to accommodate volunteers who needed to leave
- Didn't always get to tour common areas

Suggestions Going Forward:

- Have tour guides play the video tours and talk over or pause
 - Incorporate common areas into video tours
 - Create multiple shifts for volunteers
- Specifically target residence halls without video submissions by reaching out to members of RHA, NRHH, or even RA's who live in those buildings.



@@@ ADAPTABILITY @@@

This program is a great way to
introduce residents to the halls!

If your school does a housing lottery and/or has many different
styles of residence halls:
this program would work well for you!

It will give students an opportunity to make better informed
housing decisions, as well as get residents more involved in the
housing process.

Whether the health and safety limitations continue to persist or
not, both the video submission competition and live video tours
can be done.

These programs can be put on at little to no cost, if the prizes and
incentives were not included.

All sorts of groups that impact the residential experience can get
involved: student government, admissions offices, University
Housing, and more!

%% LETTER OF SUPPORT %%



Wednesday, October 13, 2021

University Housing
10900 Euclid Avenue
Cleveland, Ohio 44106-7061
Visitors and Deliveries
24 Thwing Center
Phone 216.368.3780
housing@case.edu
case.edu/housing

To Whom It May Concern:

I am pleased to lend my support to Case Western Reserve University Residence Hall Association's CAACURH Program of the Year bid for their program, Res Hall Rendezvous. Res Hall Rendezvous has been a longstanding event over the past eight years, designed to assist students with the room selection process by touring residence halls, engaging with students who live in these halls, and meeting with university staff to ask questions about the process. Due to the pandemic and the university's covid restrictions, RHA had to reimagine how to turn a successful in-person event into a virtual event that would be educational, beneficial, and easily accessible to students.

I was very impressed by the group's ingenuity and creativity. After going through many different ideas, they decided to do not only "live" tours via zoom but also held an RHA Cribs contest for students to submit a video tour of their room. They also kept some of the features of the original program as part of the new virtual event. Housing and Residence Life Staff were accessible in a breakout room via zoom to answer questions and review information on the room selection website as well as discuss the residence life program for either second-year residence or upper-class residential communities. Incentives were included, continuing the long-standing raffle of "first selection in the room lottery process" as well as raffles for additional prizes.

RHA made it a point to engage the current residents in the process and in the end had more students volunteering for live video tours of their room and submitting videos for the RHA Cribs contest. Due to the success of the RHA Cribs videos, University Housing included links to these videos on our website for incoming students to view. RHA recognized that the incoming class of 2025 did not have an opportunity to visit campus or see a residence hall room in person. This was a positive by-product of an event originally designed for returning students.

I fully support CWRU Residence Hall Association's Program of the Year Bid. These amazing and dedicated student leaders did not let covid restrictions deter their ability to adapt a meaningful program into a reimagined event inclusive to all students. Please do not hesitate to contact me if I can be of further assistance.

Sincerely,

Loretta M. Sexton

Loretta M. Sexton
Associate Director of University Housing
RHA Advisory Board

%% LETTER OF SUPPORT %%



Residence Hall Association - Case Western Reserve University

Hey CAACURH,

We write to you today in support of Case Western Reserve University's Program of the Year bid for Res Hall Rendezvous 2020. This program is a staple of our spring lineup, and we are so excited to share all the hard work we put into it with you all.

When the pandemic hit, we knew programming was going to be more difficult than ever before, but how do we make sure that our traditions carry on? How do we provide a resource to students that always has assisted with housing selection in the spring?

When the final idea was first introduced, we thought it was never going to work nor be as successful as years past. Little did we know that this event would have over 40 video tours of campus housing options submitted, roughly 260 attendees the day of, and nearly 30 volunteers providing live tours of their residence halls over Zoom.

Not only was the event itself successful, but we never could have realized the impact the RHA Cribs video contest would have on the campus community. These videos are linked in emails from University Housing to all residents of CWRU before our housing selection opens, and they are sent out to all incoming first-year students before their selection opens in the summer. The Class of 2025 would not have had the opportunity to go into residence halls prior to moving in as all campus tours cut out the Residence Life portion in order to protect current students. By having these videos available to the public, we gave them that chance.

The 2020-2021 RHA Executive Board had to be innovative. In doing so, they created a program that adapted a tradition to a virtual format, promoted safety during a pandemic, educated residents on on-campus housing options, and established a resource that RHA can build upon for years to come. The 2021-2022 Board already has so many ideas on how to add to the video contest and work with offices on campus such as University Housing, First-Year Experience and Family Programs, and Undergraduate Admissions to further educate both existing residents and new first-years as they start their journey at CWRU.

We highly support CWRU's bid for Res Hall Rendezvous as Program of the Year and appreciate your consideration of our work.

All the best,

The 20-21 Executive Board of the Residence Hall Association

Cameron Tong, Anna Giubileo, Patrick Koh, Josh Nagler, Kail Break, Christian Lee, Jared Heller, Francis O'Brien

The 21-22 Executive Board of the Residence Hall Association

Cameron Tong, Jaydah Robertson, Junsun Yoo, Noah Chavez, Dallas Cutlip, Ixchel Robles, Jared Heller, Johana Guci

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<https://Zoom.us>

Screenshots from videos available

<https://community.case.edu/rha/res-hall-tours/>

All other photos and logos were taken, created,
or obtained by the bid team with permission
from the CWRU Residence Hall Association.

