



The image shows the title card for the TV series "Stranger Things". The words "STRANGER" and "THINGS" are written in a red, glowing, serif font, separated by a horizontal line. The background is dark and textured, resembling a night sky or a forest at night.

# STRANGER — THINGS —

## Journey into the Upside Down of Residential Curriculum

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**UF** | Housing &  
Residence Education  
UNIVERSITY of FLORIDA

# Map into the Upside Down



- ***Chapter 1: The Metamorphosis***
  - Findings and Research
- ***Chapter 2: The Demogorgon***
  - 2015-2017 SpringSide-SpringWell Community Development Model
- ***Chapter 3: The Gate***
  - Transitional Residential Experience and Learning Model
- ***Chapter 4: The Upside Down***
  - Strategies for Implementing the Curriculum

# Learning Outcomes

- **Learning Outcome #1:** Educate attendees on the story of the development of the University of Florida's Residential Engagement and Learning Model (REaLM)
- **Learning Outcome #3:** Highlight processes, activities, and resources that can be utilized for educating staff members and stakeholders on how they can develop a mindset and inspire buy-in needed to implement a Residential Curriculum Model.
- **Learning Outcome #4:** Highlight how assessment and marketing is utilized in residential student programming in areas of Active Engagement, Passive Engagement, and Campus-Wide Signature Events.



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# STRANGER — THINGS —

## Chapter 1: The Metamorphosis

# Generation Z and Generation iY

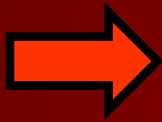


- Group that values and seeks out alone time to disconnect and decompress
- Multi-taskers who prefer short and concise messaging to meet their short attention span
- The residence hall community is now competing for smaller amounts of available time
- Fundamental shift in how residence hall environments, and specifically programming, have been designed to work

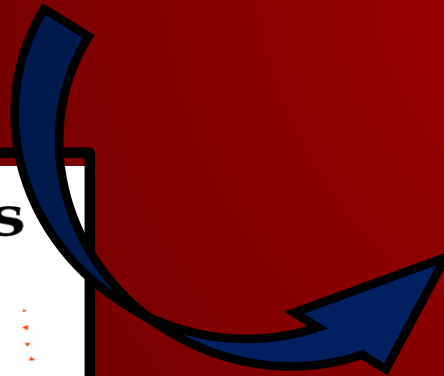
# Transformation of the RA Role



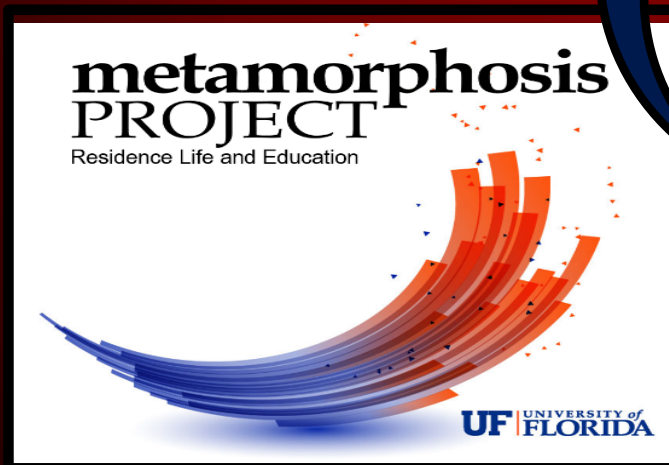
- Experts
- Checking that box
- Administrative duties VS relationship building



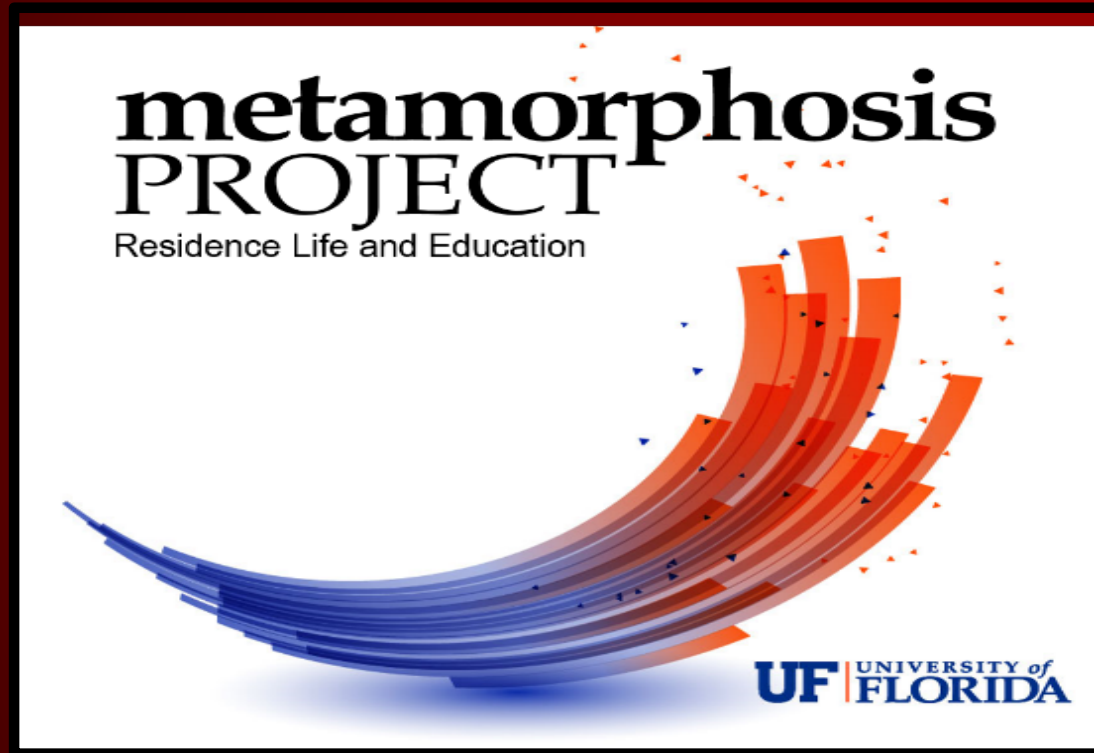
- Metamorphosis Project research
  - Satisfaction around building relationships with residents.
  - Least satisfied around administrative duties: developing programs and getting residents to attend programs.
  - A lot of intention, thought, and effort into planning four individual floor programs and marketing them → No Attendance.
  - Large-scale & collaborative events better attendance



- The research has led to changes...
- Student staff are needed in roles tailored more to their skill set
- Focus more on building floor involvement and helping students succeed



# What the Research Said...



- Information and Research Collected
  - Traditions & Experiences were Valuable to Students
  - Opportunity to Meet Other Students Outside their Area
- “Go out there and take advantage of the fact that nobody knows anybody else, especially the first few weeks, and know that everyone else is as comfortable or uncomfortable as you with introducing themselves to other people and trying to make new friends.”
  - Higher turnout → Less Burnout
  - Increase exposure to Campus Resources and Campus Experts
  - Leveraging UF pride and sense of belonging to help students connect to residence life
  - Consistent UF experience: RAs, residents, pro-staff
  - Fellow universities are beginning to implement



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## Chapter 2: The Demogorgon

# SpringSide-SpringWell Model '16

- Incorporated the topical areas from GatorWell into programming efforts: Rooted in the Health Triangle and Chickering's Theory of Identity Development
- **Purpose:** Residents at the Springs and Lakeside Residential Complexes to have a better understanding of how to sustain, or increase competencies in their physical, mental, and social health through methods that connect (or reconnect) them to the University of Florida
- Students will also be able to identify at least one health-related behavior they will change as a result of attending staff programs

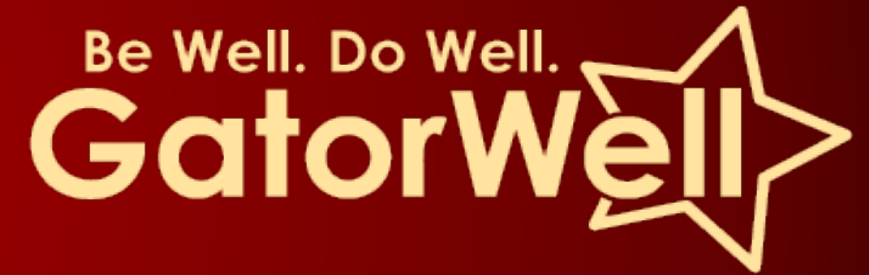




# SpringSide-SpringWell Model '16

Each month, RA staff connect their residents using four methods. Three of the four connections consist of GatorWell topics, and the fourth is a connection to the University of Florida.

- 1) Active Exposure: Planned activities by staff for their residents
  - Hosting a program for their floor (not co-sponsored) utilizing one of the nine GatorWell Topics
- 2) Passive Exposure: Information to residents over the course of the month with tips/resources about the topic
- 3) Bulletin Boards: Utilizing educational information on a GatorWell Topic
- 4) Community and Connection: Academics, Care, Opportunities, & UF, are the four connection areas for residents. Once per semester, RAs will provide information on ways for residents to connect



- During the Fall semester, we saw great progress with the partnership between GatorWell and the staff
  - Spring semester → Total Opposite
- RA staff enjoyed the GatorWell topics and found them to be useful for their residents
- Resident turnout= ☹
- Larger turnouts to non-educational programs
  - Pointed directly to the desire to have more “community” events focused on social activity
- The SpringSide SpringWell model, while beneficial to staff and residents, was reported to have “run its course”

# The Demogorgon Shows Its Face



**So with all of this... We had one question we were asking ourselves.**



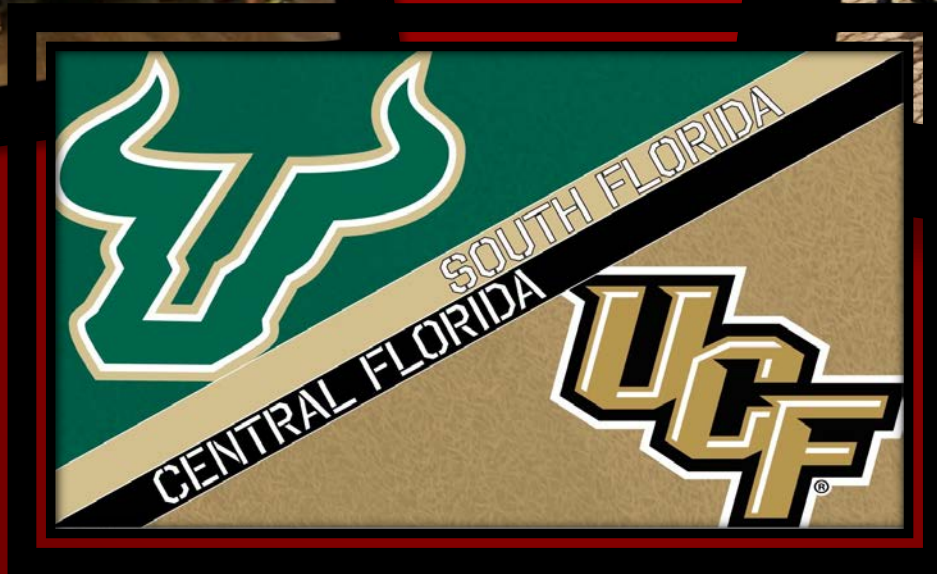
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## Chapter 3: The Gate



# Field Trip?!





# Connecting the Dots

- University of Florida Mission Statement
- UF's Division of Student Affairs
  - Mission, Vision, & Values (Previous)
- UF's Department of Housing & Residence Education
  - Mission & Guiding Principles
- GatorWell Health Promotions
  - Vision Statement, Mission Statement, and Strategic Plan
- UCF's Residential Curriculum Model
  - Residential Priority of Global Citizenship & Pillars of Student Learning
- USF's Residential Curriculum Model
  - Educational Priority of Global Citizenship & 4 Outcomes of the Curriculum



 Positive Engagement

 Academic Excellence &  
Perseverance

 Wellness

 Diverse Citizenry

 Interpersonal Skills &  
Self-Discovery

# The “Florida Five” Focus Areas



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# The “Florida Five” Focus Areas

## **POSITIVE ENGAGEMENT**

*Goal: To develop a sense of connection to the university and residential community, belonging, and a well-developed support system that helps individuals cope effectively with life through the creation of satisfying relationships by providing opportunities for leadership that will help students contribute and succeed in the world*

## **ACADEMIC EXCELLENCE & PERSEVERANCE**

*Goal: To enhance knowledge and future utilization of campus faculty, partners, and resources to help inherit academic success*

## **WELLNESS**

*Goal: To promote and advocate for personal wellness*

## **DIVERSE CITIZENRY**

*Goal: To foster multi-cultural skills and perspectives that promote the inclusion of others and helping others identify what their part is in an emerging world community and how their actions contribute to the community’s values and practices*

## **INTERPERSONAL SKILLS & SELF-DISCOVERY**

*Goal: To institute interpersonal skills that promote a pleasant and stimulating environment that supports an individual’s well-being*



# REALM RETREATS & BI-WEEKLY MEETINGS



# MEETINGS WITH GATORWELL AND REC SPORTS

- GatorWell now exists under the RecSports umbrella
- Live in Motion LLC now meets bi-weekly
- Discuss our focus areas for the month and our curriculum that will be discussed during Community Conversations
  - Created a Curriculum/Timeline for Live in Motion for 2018-2019





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## Chapter 4: The Upside Down



Signature Events



Passive Media



Community  
Conversations

# Implementation of New Strategies



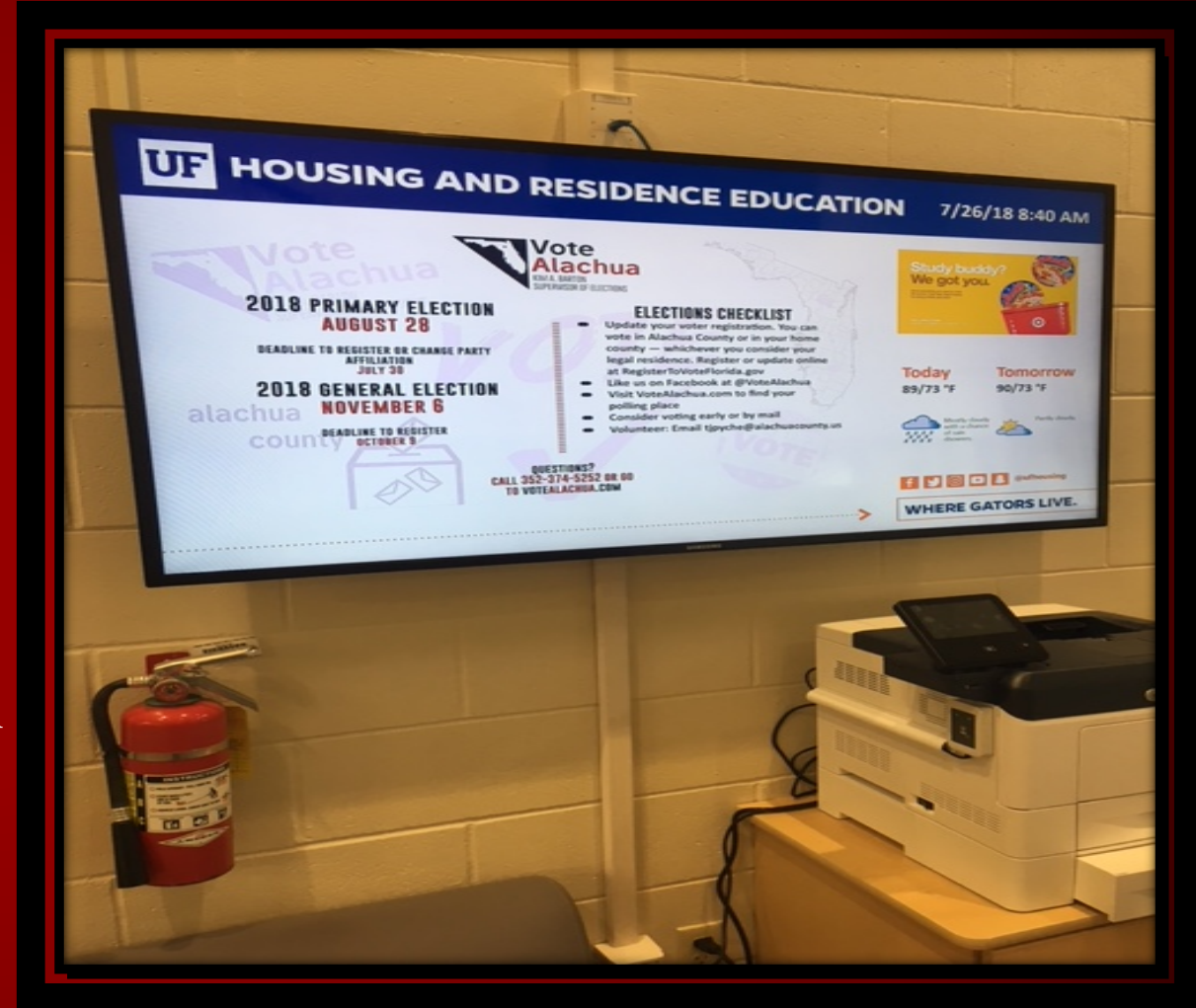


# Passive Media

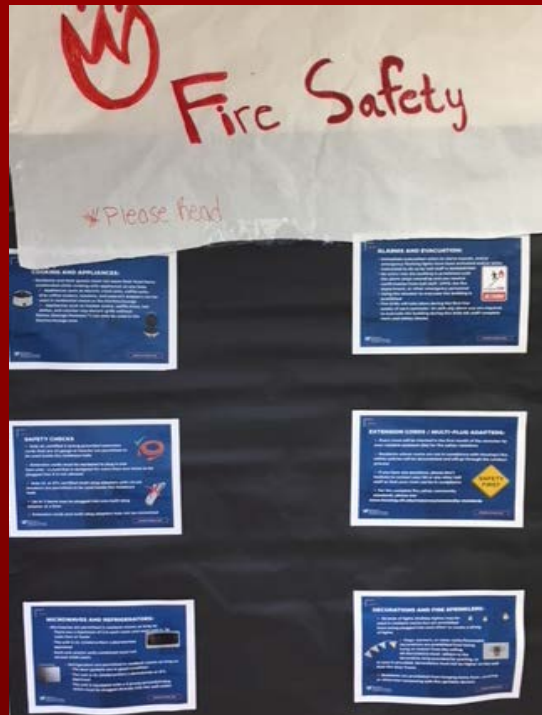
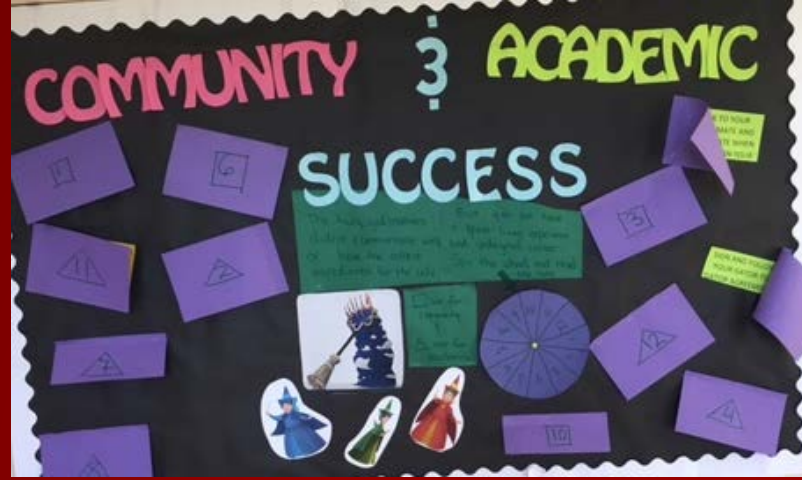
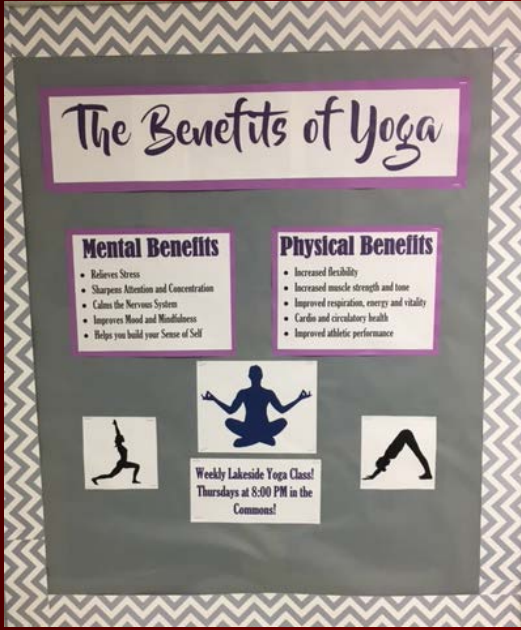
## Passive Activities/ Involvement

*1 Bulletin Board per month and 1 Creative Information Delivery or etc. per month*

These are hands-off activities that range from the sharing of an engaging video via social media that covers a particular learning topic to an interactive newsletter. Newsletters can even be electronic including links to a video and shares more detailed information about resources discussed.



# Passive Media





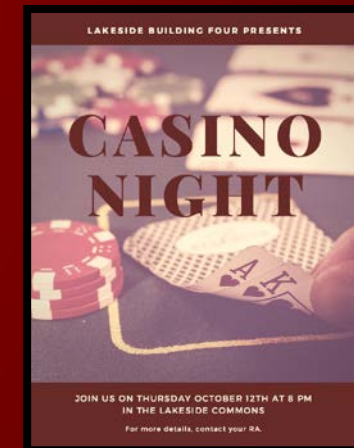
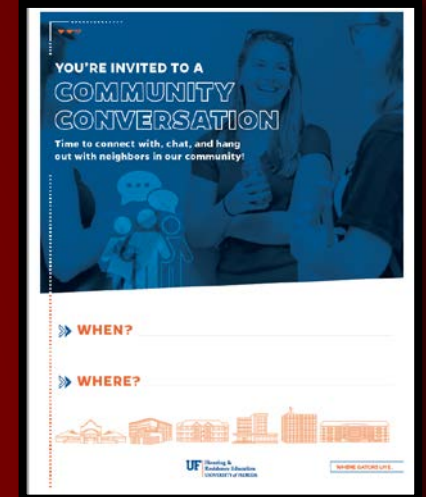
# Community Conversations

## Community Conversations

*1 per month*

These are detailed lesson plans that are provided to an RA to serve as a framework for a conversation with food (sometimes) provided.

They contain a balance of community development, an engaging activity, learning, and reflection. They are roughly 30-60 minutes long. They are INFORMAL. These have taken over for programming requirements.



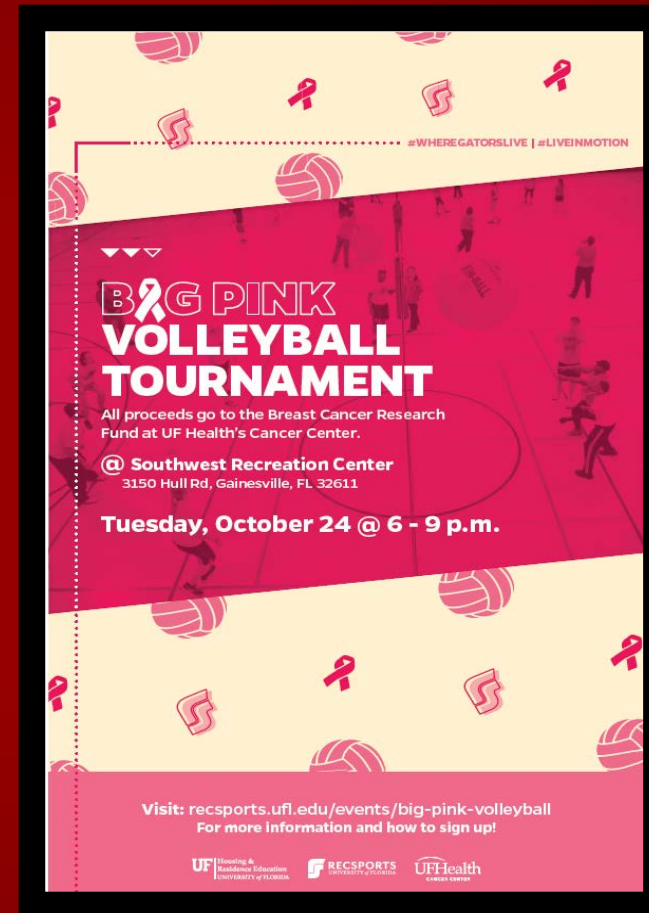
# Community Conversations





# Signature Events

Campus Wide events that introduce or further expands upon the Florida Five Educational Priorities throughout the academic year. These are premiere co-curricular activities or engagements that help create transformational collegiate experiences for students at the University of Florida. They serve as avenues of partnerships with faculty on the university campus; with the expectation that students will be able to connect their classroom experiences with those experiences beyond the classroom.



# The Project Management Team

- **2 Coordinators (SLE, RLE, and/or Desk Operations):** Serve as the Chairs
- **1 ADH, 1 Associate Director (SLE or SSH) or OCCS Liaison**
- **2 GHDs:** One West Campus, One East Campus
- **1 Returning Senior RA:** 4 Semesters of Work Completed
- **3<sup>rd</sup> Year Returning RAs:** RAs selected by Area Coordinator based upon preference
- **Campus Expert: Faculty Member or Campus Professional Staff Member**
- **Assessment Liaison:** Main Housing Office Rep, SPHE Cohort, or REALM Team Representative
- **Marketing Specialist:** South & Riker, REALM Team Representative
- **Day of Event RAs:** *New RAs sign up during training to assist at the event of their choosing (Canvas)*      -Mini-Orientation to Train 2 Weeks Out from Event



# Marketing Performance

Due Date	Responsible Party	Task	Turned in to:
2 Weeks Out	Housing Marketing	Art cut to size for residence hall posters, social media headers (Twitter, Instagram, and Facebook), social media posts content (square format), digital signage & Snapchat filter *Optional, but encouraged	N/A
2 Weeks Out	Florida Five Sig. Event Group	Decision made to spend \$100.00 for enhanced reach on social media and/or \$25.00 on Snapchat/ Geofilter	Housing Marketing/ Erin Ferraro
2 Weeks Out	Florida Five Sig. Event Group	Drafts of #WhereGatorsLive blog post and presser/ story submitted to news	Housing Marketing/ Erin Ferraro
1-2 Weeks Out	Housing Marketing	Blog post, presser/ story published utilizing #WhereGatorsLive and Facebook Live, in Alligator and Gainesville Sun	N/A
2 Weeks Out	Housing Marketing	Posters, digital signage, and social media headers published on main housing channels	N/A
2 Weeks Out	Florida Five Sig. Event Group	Art/ Advertisement shared with ACs through AC List-SRV	N/A

# Assessment Planning Overview

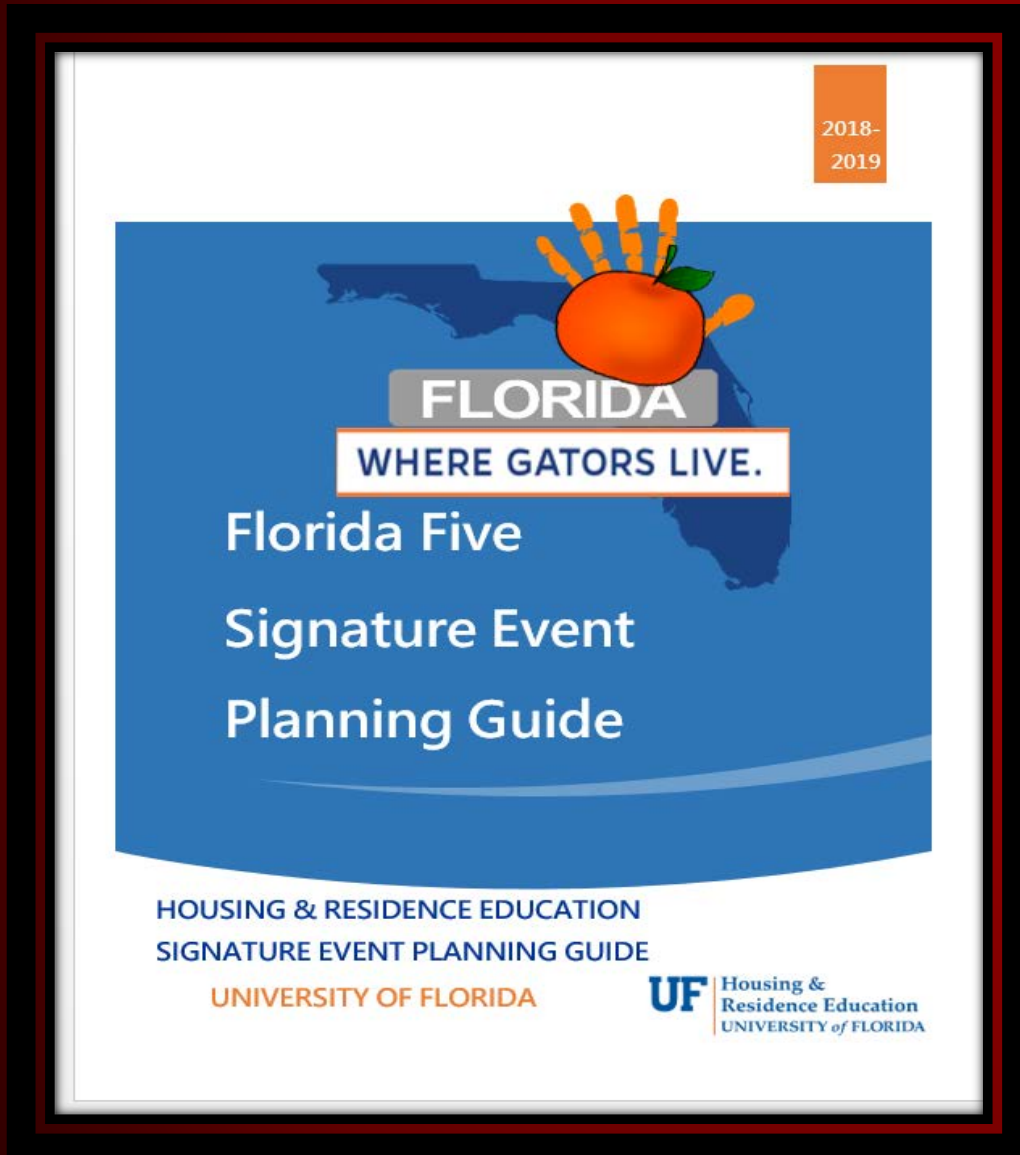
*The planning team completes a two part assessment...*

1<sup>st</sup>: On-site and/or directly after the event to measure student's overall impression of the event

2<sup>nd</sup>: Measure learning from event attendance (2-3 days after event)

[https://ufl.qualtrics.com/jfe/form/SV\\_3guo06eP6I7UQ73](https://ufl.qualtrics.com/jfe/form/SV_3guo06eP6I7UQ73)

# Assessment Planning Overview



<b>Signature Event Title:</b>	
Learning Outcome/Objective:	
Facilitator of Assessment:	
Date/Time:	
Florida Five Educational Priority:	
<b>Assessment Plan</b>	
<b>Quantitative Examples</b>	<b>Qualitative Examples</b>
1)	1)
2)	2)

FLORIDA  
WHERE GATORS LIVE.



# Signature Events





# Battle of the Halls

<https://www.facebook.com/UFHousing/videos/10155274727301330/?t=0>



>> July 11

**COMPETE. DOMINATE. WIN!**

WEST EAST

Housing & RecSports  
presents

**BATTLE OF THE HALLS**

UF

UF Housing & Residence Education  
UNIVERSITY of FLORIDA

RECSPORTS  
UNIVERSITY of FLORIDA

#UFHOUSING | #WHEREGATORSLIVE | #LIVEINMOTION

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# THE FINAL PRODUCT...

- The Florida Five has new names.

- Intentional Wellness
- Community Belonging
- Global Engagement
- Academic Achievement
- Inter/Intra-personal



- Still having abundance of meetings to finalize ideas heading into next year.



# QUESTIONS?



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