

## OBJECTIVES

- Get Students excited about using the Student Union as a place to host activities as well as just hang out.
- Improve the Student Union by envisioning new ways for it to be used by students as an activity hub as well as a general hangout location.
- Prove that the Student Body is ready to be respectful and responsible owners of a greatly improved Student Union

## BACKGROUND

The Student Union has fallen into gross disrepair. The equipment is damaged, the facilities are drab, and it is merely an empty shadow of the beautiful student hangout it could be. This has been because of a vicious cycle of disrespect and loss-of-respect between the facility and the Student Body as the room descends into an increasingly dilapidated state. However, this cycle can be stopped and the Student Union can be restored and improved if Students can be inspired to find a place for it in their daily life on campus.

## RESOURCES

This campaign will heavily rely on student participation, with emphasis on communication channels (emails, flyers, social media websites, etc.). Events to garner enthusiasm about the project will be hosted in the Student Union. Finally, in order for there to be permanent improvement to the facilities, monetary funds will be required to secure new equipment for the Student Union.

## PROJECT PLAN

1. Inspire students to find their vision for the Student Union: Use a social advertising campaign that asks students to write a short summary of their vision and to take ownership of it. Students may submit visions individually, but visions that are particularly popular will become goals of the project, so teamwork and campaigning is encouraged.
2. Encourage students to make the Student Union part of their lives by hosting events every week or so to get students excited about using it. These events can be times when students help to envision a concrete arrangement/use of the room space, or to help clean it up and maintain it. These can also coincide with new equipment purchases and serve as celebrations of progress. These can also be used to show student responsibility by serving as volunteer sessions where students come in and help improve the facility.
3. Improve the equipment and facilities through the purchase of new items to reinvigorate the Student Union! These purchases should be proportional to student involvement to spread the message that dedication results in progress.
4. Attribution: Take down names of the major team players—students that volunteered to help out, students that were particularly outspoken and excited about the project—and publicly attribute them via a poster in the Student Union.
5. Precedent: Posters and guidelines will be created and placed in the Student Union to demonstrate advisable ways to use equipment (and the walls), and documentation will be composed to help future leaders maintain and improve the Student Union.

