

# Bruce Hall

FALL 2017 HAUNTED HOUSE



**BRUCE HALL  
BEST HALL**

BROUGHT TO YOU BY  
FALL 2017 BRUCE HALL  
ASSOCIATION

OCT. 25 FROM 7-11  
OCT. 26 FROM 7-11  
OCT. 27 FROM 10-12

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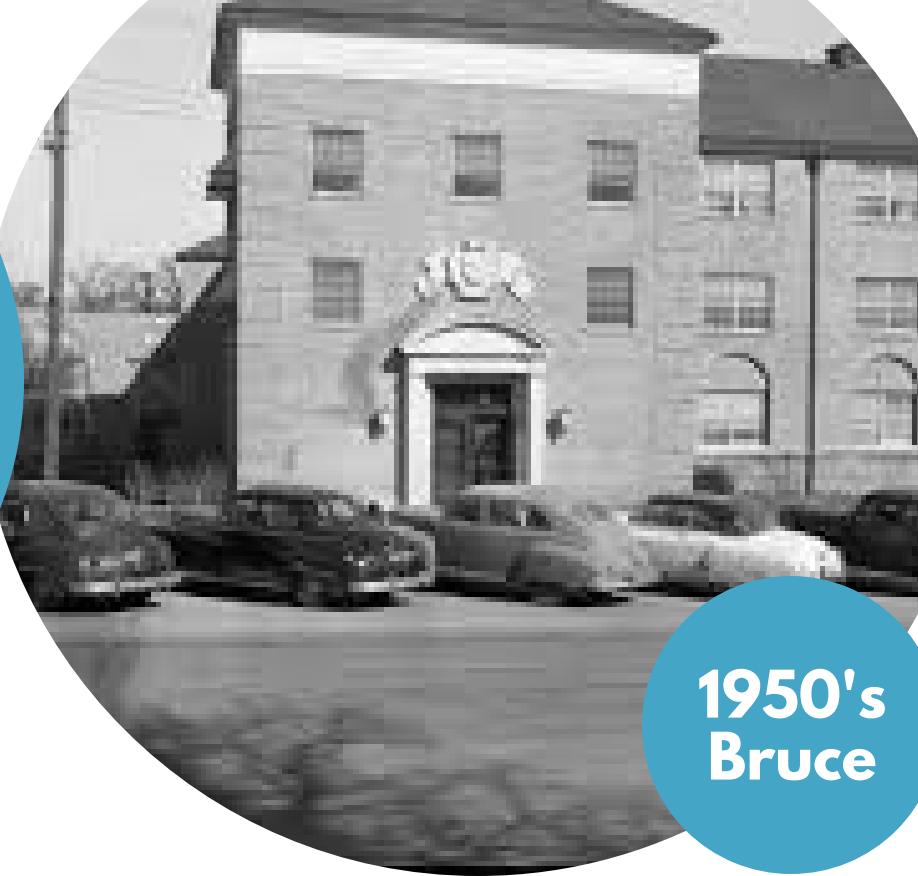
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## REFERENCES

# Introduction



1950's  
Bruce

## HISTORY

The Bruce hall haunted house is a tradition within the Bruce community, the house has been put on for over 30 years and each year the hall association gives the program a new and unique theme or twist. Bruce Hall is riddled with tales of ghosts and hauntings. So the Haunted House is a way for residents to explore Bruce's deep history.

Bruce Hall originated in 1948, it started as an all female hall. Now a co-ed hall, the students who live here are always buzzing with tales of Wanda, Boiler Bill, and reports of paranormal happenings.

Paranormal experts have scoped out Bruce Hall, listening for past life from the boiler room, to the attic, to where the elevator used to be long ago.

Whether the tales are based in truth or not is up for debate, but it is undeniable that the tales bring the residents together, whether asking to hear the stories of the past from their RA's, to asking to check out the Ouija board and having to take an oath to not summon Wanda, to helping with the Haunted House and working in the basement late into the night when the hall is asleep and the silence is almost eerie.

The House has brought residents together for over 30 years, and the traditions live on through the rich history and community the students create.

## SUMMARY

Every year the Bruce Hall Association puts on a Haunted House in Bruce Hall, each year different councils put forward their own unique interpretation of the house, and each year it is spook-tacular!

This year, BHA began planning for Haunted House in September and through months of preparation and hard work, we pieced together a successful and engaging program. BHA puts on the Haunted House every year to uphold tradition within the hall, create community among the new freshmen residents, and, most years, collect food donations to benefit the UNT food pantry.

BHA does everything from coming up with the theme for each room of the house, to constructing the house itself, to managing resident volunteers, to running the house during the three night event, to take down. This program brings students together early in the year for the biggest event within Bruce, allowing residents to get to know each other and fostering a tight knit community right away. This program encourages creativity, teamwork, and is a platform for charitable causes.



# BRUCE HAUNTED HOUSE

## Introduction cont.

### EDUCATIONAL BENEFIT GOAL

The haunted house benefits the community by creating a space where residents can get to know each other early in the semester.

However, despite being a primarily social program, the haunted house provides educational benefits to the students due to the donation aspect of the house.

Each year Bruce accepts food pantry donations to go to the UNT food pantry, so in addition to being given the opportunity to be charitable, students are able to learn about the resources UNT provides. The food pantry at UNT is primarily a place that focuses on addressing food insecurities among our students, and the haunted house aids in spreading awareness of that resource.

### GOALS

The goal of the house is to provide a space toward the beginning of the year for residents to have a chance to get to know each other.

The construction of the house allows residents to meet new people, and the nights the house is open, all students are invited to attend the festivities.

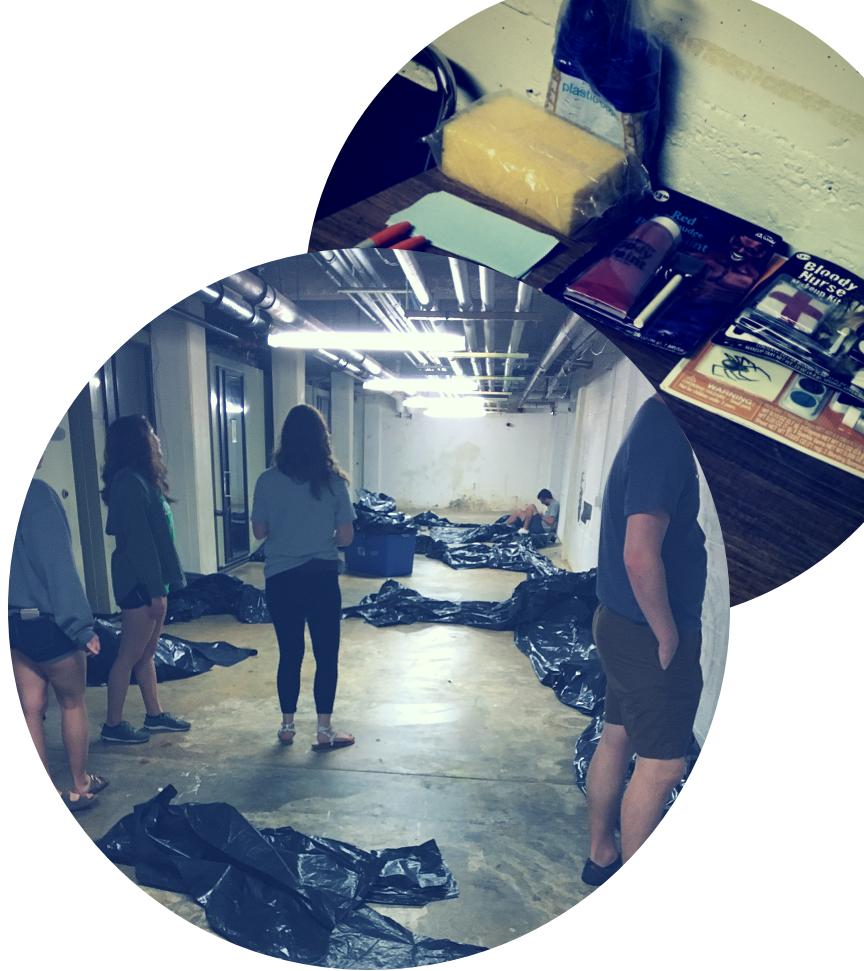
The house it meant to be a space for community building and celebrating the Haunted House tradition of Bruce. The program, in addition to this, addressed the need of collecting food for the UNT food pantry.

Throughout the duration of the program Bruce Hall collected over 150 canned or non-perishable food items to donate.

# Planning

## COMMITTEE

- BHA Members: Bri Tamasi, Johnathan Morales, Kassie Gough, Kaylee Gough, and Rebekah Welch
- BHA Advisor and Assistant Community Director: Jesus Olvio
- Hired Grad Assistant: Curtis Kimberlin
- Community Hall Director: Natalie Borg
- The Bruce Hall RLA Staff
- Bruce Hall Housing Interns
- Student Volunteers



## Student Involvement

### HOUSING INTERNS AND VOLUNTEERS

We had a total of 110 volunteers from across campus, not just Bruce Hall Residents. These students assisted in the construction of the haunted house, as make-up artists, as actors in various rooms, controlling sound and lighting effects, as tour guides for attendees, and as lobby/line attendants.

The 5 executives of BHA worked on the overall planning and execution of the haunted house as well as running the event throughout the 3 days it ran.

Additionally, we had the help of our Assistant Community Director and Community Director for the purchasing of items needed.



# Planning Cont.

## MONTHLY DESCRIPTION/IMPLEMENTATION

### SEPTEMBER

The Bruce Hall Association began planning for the Haunted House in September of 2017 in order to implement the program in October. Throughout the month of September BHA planned and gathered materials and volunteers for the construction of the Haunted House.

We scheduled two informational meetings in order to present the commitment and level of involvement required to put on the house. The meetings outlined the 5 rooms, how many actors we would need, how many tour guides we would need, people to maintain the lobby and the line the night of, people to read the rules of the house before students entered, builders to create the house, and makeup artists.

Residents of Bruce Hall came to the informational meetings and signed up for roles to help throughout the process. After recruiting all of these members through sign up sheets, groupme's were created to keep in contact with all of the members.

### OCTOBER

On the first of October the basement practice rooms closed and BHA began to tarp the basement in order to section off "rooms" for the house to be divided into. After this it was all about scheduling times to build and construct each room. Each BHA member had a room to themselves to create their own theme.

### OCTOBER CONT.

This year we had a cannibal kitchen, a clown room, a two part zombie experience, a serial killer hotel room, and we completed the house with a Texas Chainsaw Massacre room.

BHA members worked with their individual teams of resident volunteers and housing interns to create the haunted house experience. Lights were set up, spooky things were draped, hooks were hung, fake body parts were hung, tombstones were placed, and a sound system in the middle of it all for creepy background noise.

The day before the house began all the actors had learned their parts and roles and RLA staff from other halls as well as community and assistant community directors and a full dress rehearsal/run through was had. The actors arrived and had their makeup done and the staff walked through and provided feedback for the house and the actors to create the best experience for the coming nights.

On the Wednesday of the haunted house, volunteers met in the lobby to set up. Waiting lines were taped off, tables were set up to swipe students in, a tent was set up outside complete with string lights and a rules reader, the doors were propped open, a donation station for canned goods was established as well as a fast lane for those who donated, a movie projector was set up along with music, and a volunteer read tarot cards if those waiting in line chose to participate. As all of this was being set up, actors were down in the basement laundry room getting makeup done and preparing for the fun night ahead!

# Cont. Planning



## BUDGET

Line Item Budget and Funding

Sources 189.89

Construction Supplies: \$45.40

Makeup: \$68.20

Food: \$389.42

Decorations: \$55.70

Costumes: \$20.59

T-Shirts: \$576.14

**Total Amount: \$1155.45**

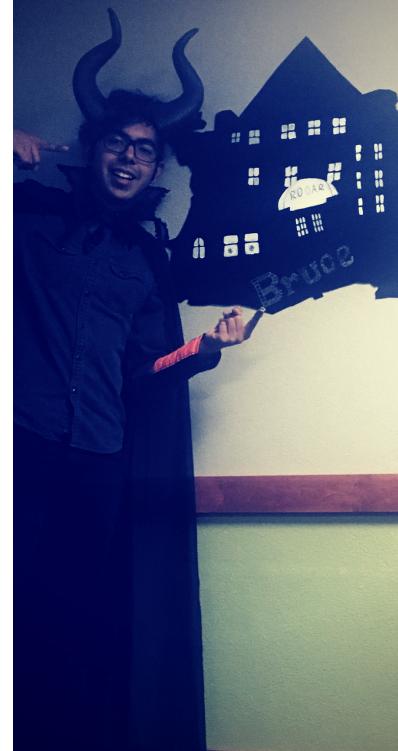
## SUPPLIES USED

- The makeup and costumes we bought were used on our actors within the Haunted house.
- This pizza was bought to feed our volunteers during the half-hour break we had each night.
- The t-shirts were given to the volunteers to be identified during the event, and were given out as prizes to other residents.
- The construction supplies and decorations were used to setup the various rooms in the haunted house and to keep everything intact during the course of the event.

# Planning Cont.

## CAMPUS/COMMUNITY RESOURCES

- From RHA we borrowed a card swiper to track attendees, a projector to be used for entertaining attendees waiting in line, and an outdoor tent
- Here at Bruce we already had a lot of props, costumes, and construction supplies that had been left over from previous years.
- From the RLA staff, we used a laptop to track our swipe count.
- T-shirts were provided for our volunteers and were purchased at Printing and Distribution Solutions at UNT.



## Marketing Strategy

Initially we created and distributed flyers for volunteers. This included a sign-up sheet at our front desk and two informational meetings.

Once October came around we placed event posters across the campus and in residence halls as flyers.

Event flyers displayed the date and time info of October 25th & 26th from 7-11pm and October 27th from 10pm-12am. Additionally, we requested for students to bring non-perishable foods to be donated to the UNT food pantry in exchange to enter a fast lane and skip the line.

During the week leading up to Haunted House we also paid for a Snapchat GeoFilter featuring our Bruce Haunted House logo for students to use and advertise for us.

# Advertising

## INFORMATIONAL MEETING AND PROGRAM

### PROGRAM AD



### VOLUNTEER SHIRTS



### GEOFILTER



### INFO. MEETING AD



# Evaluation

## STUDENT/COMMUNITY IMPACT

### FEEDBACK

Bruce Hall Haunted House was evaluated through Intern Feedback, a Bruce Hall Association debrief, and in the program planner.

#### Intern Feedback

Bruce Hall interns who helped out were asked about the successes and what could have been improved for the next Bruce Hall Haunted House.

#### BHA Debrief

The Bruce Hall Association took time at the meeting following the program to debrief on successes and what could be improved for the next Bruce Hall Haunted House.

#### Program Planner

After every program BHA is required to evaluate how the program went in the program planner on UNT's housing intranet.

- STUDENTS

- The students were impacted by the program in that they received a quality experience and had positive feedback.
- They were exposed to a program put on by the Bruce community and were exposed to the sense of shared collaboration.
- All attendees received a free and fun experience that helped boost the spirit of the season.

- Students were given an opportunity to learn about the UNT food pantry

- COMMUNITY

- The students were left with the experience of being a part of a collaborative effort.
- The community and our understanding of our hall mates became stronger.
- The campus was exposed to a successful, student-run event



BRUCE  
HAUNTED  
HOUSE

# Evaluation Cont.

## CHALLENGES

### CHALLENGES

- The first day's attendance was fairly slow, however, that was a Wednesday night and the following Thursday and Friday were very successful
- We had a little bit of trouble with actor and techies commitment. Several times we were forced to find people to cover for them an hour before we opened.
- We could have advertised a bit earlier. Had advertisement gone up earlier we believe that our attendance could have been far greater than it was.

### DEVELOPMENT CHALLENGES

Challenges faced while developing the Haunted House included:  
BHA, RA, and Volunteer Commitment during setup  
Our forms of communication i.e. group chats were not very responsive  
Our photo op at the end of their tour from the house was not inviting enough  
Planning work hours with volunteers  
Knowing time volunteers had for HH (communication!)  
Schedule when BHA works  
BHA attending info meetings  
Saving on budget



# Evaluation Cont.

## CHALLENGES

### FUTURE HANDLING

- These challenges were addressed at the end of the program at our following meeting. We debriefed and came to these final conclusions.
- We would make it a point to make sure and stress commitment to future Volunteers, RA's, and even BHA members next year
- We would try and find another form of communication, possibly through email, and text
- We would have more volunteers at the end of the house to make the photo op more inviting. We would make more filters and more props to take pictures with.
- We would make a schedule to give to everyone to make sure they knew the exact times they were supposed to be there.
- We would again push commitment and make times for meetings when everyone can attend.
- We could have saved so much had we budgeted better. We spent too much on things, such as dinner for our volunteers
- In addition we wrote all of these concerns and how to better handle them in the future in an extensive and detailed 34 page haunted house manual that will be given to next year's association.



# Evaluation Cont.

## SUCCESS

The Bruce Hall Haunted House went better than we ever could have imagined. Our attendance was 1,009 which was far more than any of the other Bruce Hall Haunted Houses' in the past!

### Advertising

We advertised all over campus. Every Residence Halls got several posters, snapchat filters, we hung posters in several classroom and in popular places around campus, and put yard signs outside along sidewalks.

### Hype

The energy was high the entire program. People were even having fun while waiting in line. We had music playing, a movie projected onto the wall, and dance battles.

### Quality of the House

The Haunted House rooms were beyond expectations. Every room had a unique and scary twist. After every group finished they praised us for how scary it was. We had many people come back because they enjoyed it so much.

### Geofilter

The Snapchat Geofilter was a great success. Everyone used it to put on their story and some even made it to the UNT story.

# Recommendation Letter



To whom it may concern,

It is my honor and pleasure to recommend the Bruce Hall Association and their program Bruce Haunted House for program of the year for the 2017-2018 academic year. The Bruce Hall Association worked extremely hard to put on a program that not only helped build community but also helped gather donations that were later donated to the Dean of Students Food Pantry program. This year I had the pleasure to serve as the advisor for Bruce Hall Association. The amount of hours that went into planning, managing, advertising, and executing the program can be seen in the success of the program.

Bruce Hall is a residence hall that is primarily composed of first-year students. Bruce Hall is among one of oldest resident halls and has a lot of history and traditions. Bruce Hall attracts future residents because Wanda, our resident ghost. Bruce Haunted House has occurred annually for over 30 years because residents have assisted in putting such a large scale program together. Bruce Haunted House has provided a safe space for residents to experience Halloween in a safe environment while also providing a space where people who are Bruce residents can meet one another and create or expand their networks. This program has also allowed many residents to show case their skills like art, makeup, acting, and storytelling.

This year Bruce Haunted House was bigger than it has been years before. This year Bruce hall was open for three. Bruce Hall Association also engaged residents by getting them involved via social media. The social media coordinator created small actives to get residents engaged in hopes of winning a Brue Haunted House shirt. Bruce Hall Association really wanted to create an experience that residents would enjoy. Participants toured the house in groups no larger than 6 participants with a tour guide. The tour guide was tasked in keeping the tours on time and making sure that everyone involved in haunted house was safe!

Inclusion and community are very important values to Brue Hall Association and the University of North Texas. We made sure that our haunted house was as accessible as it could be for all our residents to participants. For example, Bruce Hall Association made accommodations for a resident who had a service dogs but wanted to experience the haunted house. Bruce Hall Association recognizes that many people might be triggered by closed spaces or jump scares so we provided alternative activities participants could engage with. Bruce Hall Association offered a pumpkin decoration contest, played Halloween movies, as well as Halloween music.

Bruce Haunted House had over 1,000 students go through the experience. Bruce Hall Association had over 55 volunteers that played a vital role in having such a successful program. Bruce Hall Association was able to donate over 150 non-perishable food items to the Dean of student's food Pantry. Bruce Haunted House also assisted in creating a sense of community for Bruce residents. Planning a program of such scale requires many moving parts from actors, tour guides, and marketing materials.

Sincerely,

Jesus Olvio

Assistant Community Director at Bruce Hall of The University of North Texas

# References

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