HAVE SOME FUN
The Challenge

TO CONNECT STUDENTS TO A COMMUNITY AT UBC

The foundation of an exceptional student experience is a student’s sense of belonging, yet only 57% of UBC undergraduate students report feeling like they belong.¹

Social belonging is a fundamental human need that also has positive outcomes for students’ academic success and wellbeing; particularly students who may be more likely to experience social isolation.²

This campaign is focused on helping students find a place to start, build relationships with their peers, and contribute to sustaining and growing a vibrant campus community.

¹ UBC Undergraduate Experience Survey 2013.
The Big Idea

HAVE SOME FUN
DO SOMETHING

UBC is a big place, so chances are that there’s something here you’d be interested in aside from going to class. It doesn’t need to be a big commitment either! It’s up to you to make the most of your time here.

But where do you start? Participate in a Reading Week project, go to a Thunderbirds game, grab a coffee with classmates, check out the Arts Cultural District, and get to know the people and places that set this campus apart. Grab a friend and go – who knows what you’ll find.

MEET PEOPLE & MAKE FRIENDS

School is way better when you have friends to share it with. By doing simple things like joining a club, participating in rec sports, or just saying hi to the person next to you in class, you’ll find that making friends is easier than you think.

Not sure where to start? Focus on shared experiences first – new friends will follow. It’s the people that make this place so special, so go find yours.

GIVE BACK

There is no shortage of ways to get involved at UBC. From being an Orientation Leader to hosting a show on CiTR, the range of opportunities are as diverse and unique as the students on this campus. It’s not just about giving either – every experience you have builds valuable skills that will come in handy when you’re ready to take on whatever comes next.

Also, getting involved in a community at UBC isn’t necessarily a distraction from your studies. Feeling connected to others on campus will improve your academics and help you build your network.

So find a way to give back – you’ll notice yourself change, you’ll see the impact of your work, and you’ll make this campus a better place.
Drive student leader recruitment

The majority of student leader recruitment across campus programming occurs during the campaign period. By coordinating efforts and creating a central place and campaign dedicated to presenting opportunities, we are lowering the barrier to student engagement.

Programs highlighted in the campaign include:
- Orientations (Imagine UBC, Jump Start)
- Peer Programs
- Residence Life
- Student Leadership Conference Planning Committee
- UBC Recreation
- Collegia Community Assistants

Key metric
Number of applications to Peer Programs and Orientations roles.

Drive Reading Week recruitment

Reading Week is not just a break from classes. It’s also an opportunity to get out into the community, have fun, and gain valuable experience.

This is the first year that Reading Week placements with the Centre for Community Engaged Learning will be integrated into the Have Some Fun campaign. This addition will bookend the campaign with a strong call-to-action at the beginning of the campaign period to complement the student leader recruitment call-to-action at the end.

Key metric
Number of applications to Reading Week Placements

Generate social proof

UBC is a place where being an active member of the campus community is expected. This isn’t enforced by the institution, but is instead encouraged socially by all members of the UBC community and the relationships we have with one another.

By creating a social space where the diversity of engagement with campus communities can be demonstrated, we’re generating social proof that active and collaborative participation is fundamental to the UBC experience.

Key metric
Number of social shares using #UBCfun

Represent breadth and depth of opportunities

The diversity of opportunities to get involved at UBC is enormous. By thinking bigger about what we portray as “involvement”, we’ll be able to encourage broader and more diverse student engagement.

Presenting a diversity of commitment options is important too. Joining a Rec league or going to a campus event are low barrier, but effective ways to build campus community.

Student services isn’t the content owner of every opportunity at UBC, so we’ll also work with campus partners to hand over relevant sections of students.ubc.ca. We’ll start by working with the Faculty of Arts to build Arts Cultural District content for students.

Key metric
Referrals from students.ubc.ca/fun to different opportunities

Reframe friends, fun and involvement

Doing things that connect you to a campus community isn’t a distraction from academics or a waste of time. Research shows that academic success, wellbeing, and general satisfaction increase the more a student is involved in campus programs and activities.

Key metric
Pageviews of thought pieces

Grow reach and credibility

This is the third annual Have Some Fun campaign, and expanding the reach and credibility of the theme and channels continues to be an important goal. We want Have Some Fun to be the first place a student goes when they’re looking to find their community at UBC.

Key metric
Students.ubc.ca/fun landing page views, @UBCfun follower increase
Strategies

**DIGITAL WALL**

The digital inspiration wall features curated notes of inspiration and allows students to click on notes to share them. Some notes also feature links to relevant students.ubc.ca articles (e.g., Peer Program recruitment page). Students can submit their own notes of inspiration from the digital wall.

**THOUGHT PIECES**

We often employ shortform student-generated social content in communicating our key messages. There are many reasons for this, including ease of understanding, authenticity, peer-to-peer learning, and relatability.

Sometimes, though, there’s a need to dive a bit deeper. Why is it important to be connected to a community on campus? How can making time for fun improve your academics? Is getting involved really going to help you land a job when you graduate? Where do you start?

By producing three thought pieces of longer form content by topic experts, tied to the three primary campaign messages, the campaign will attempt to show students why a fun campus community is so important.

**BROADCAST COMMUNICATION**

General campaign awareness is often difficult on a campus the size of UBC. By intentionally targeting places where students spend time, coordinating recruitment efforts among different programs, and investing in higher quality production values and higher profile placements, students will notice that something’s going on, and be interested in learning more.
Tactics

All tactical channels will direct students to the students.ubc.ca/fun landing page and/or the #UBCfun hashtag.

Student-driven booths and street teams

Orientations, Peer Programs, and Reading Week senior student leaders will work together on a coordinatedboothing and street team project that runs the duration of the campaign. They’ll be at libraries, the SUB, the bus loops, residence commonsblocks, and academic buildings on campus, and will be equipped with campaign materials to ensure campaign consistency.

Student staff will assist in coordination between programs.

Interior transit advertising

Transit advertising is an effective and efficient way for us to reach commuter students. We’ll run a 4 week campaign on 8000 series articulated busses that run to UBC.

Distributed posters

By producing campaign posters for spaces related to programs that are part of the campaign, we’ll be able to link different spaces and student groups to the Have Some Fun campaign. (ex. the Wellness Centre, home of the Wellness Peers; the Chapman Learning Commons, home of the Peer Academic Coaches; CiTR, home of student volunteers). We’ll also place posters in residence and across campus.

UBCfyi email & blog

The UBCfyi email and blog will be the primary distribution channel of campaign thought pieces, as well as link to the #UBCfun social campaign.

Socially-integrated digital signage

Similar to the posters, these will be customized for different areas of campus, and feature subtle motion effects, simple animation, and our high quality photography.

Large format installation

The Centre for Student Involvement and Careers will be home to a large format custom wall graphic featuring campaign imagery and messaging.

UBCfun twitter

Our primary twitter account will be especially active during the campaign, engaging with social shares and promoting campaign messages.

IAMUBC tumblr

The IAMUBC Tumblr will have curated content contributed through #UBCfun social shares

UBCfyi instagram

Original content will be created for instagram, utilizing the same motion, animation, and photography strategies employed in digital signage.

UBCfun stickers

A simple and effective swag item to give away at booths and in campaign-related spaces.

This Week at UBC videos

The Do Something message will be emphasized on this channel.

UBCaplaceofmind facebook page

Campaign messages and content will be shared to the broader university community via this Facebook page.