



UNIVERSITY OF GEORGIA

Student Affairs

Sample Student Affairs Experiential Learning Intake Form (Internship Category)
Contact Erin Ciarimboli (ebciar@uga.edu) with any questions.

Name of Program/Experience

University Housing Vlogger

Indicate your departmental affiliation with UGA Student Affairs.

University Housing

Program/Experience Manager

Hairy Dawg

Program/Experience Manager Email

hairy.dawg@uga.edu

Program/Experience Website

<https://www.youtube.com/playlist?list=PLeMpNYZIMH5ZhoQO2uffbMnOOddVQWiaK>

When does the program/experience occur? (e.g., Fall and Spring Semesters, Spring Break, January-December)

Fall, spring and summer semesters

Is program/experience participation limited to a certain number of students?

Yes

Minimum number of students: 1 Maximum number of students: 4

Is this program/experience limited to certain category/ies of students (e.g., from specific majors, specific class years)?

No

What is the approximate total time commitment for students involved in the activity? *Note: Most Experiential Learning activities require engagement equivalent to a one-credit hour course, or approximately 45 hours, though exceptions can be made for intensive activities.*

120 hours

Please describe the various components of this time commitment (e.g., 8 hours of pre-event training; hour-long, bi-weekly meetings).

2 hours of training training/orientation, average 2 hours per month feedback and planning meetings, average 12 hours per month creating deliverables

Provide a 2-3 sentence description of the program/experience.

University Housing currently employs three student workers who video blog or “vlog” on behalf of University Housing. These “vloggers” are responsible for creating and posting content on University Housing’s YouTube channel. The vlogger position allows these students to express their creativity through a professional and structured platform. The students in this position apply their academic knowledge, practical skills and creativity to a real-world position working for University Housing’s marketing department.

What are the learning outcomes or goals for students participating in the program/experience?

- Understand the role of social media in creating a sense of community and disseminating information
- Apply basic interpersonal and intrapersonal skills and to the creation of social media content
- Understand and interpret data in order to maximize interaction with content
- Acquire and improve video production skills
- Produce creative content in individual and team-based professional environment

Do you currently assess the program/experience for participant learning or feedback? No

Mentorship: Who mentors or supervises participants? How is feedback shared with students (e.g., group meetings, one-on-one meetings, etc.)? How often is this feedback shared? How is the student involved in the feedback process?

The vloggers directly report to the marketing graduate resident for University Housing. She provides feedback, guidance and advising for the students. The feedback on vlog projects is typically provided electronically through email or other forms of communication. In addition to feedback, the graduate resident meets with the vloggers as a team once a month and has one-on-one meeting with each vlogger on an as-needed basis. The vloggers are also required to complete a proprietary social media Street Team training module that provided them with professional training on the brand of University Housing and how to properly and professionally use marketing tools as a representative and spokesperson on behalf of the department.

Challenge:

How are students challenged to push their boundaries or develop new skills by participating in this program/experience? Are students interacting with individuals outside the usual classroom or student work environment? How are they learning new skills that are translatable to real world situations?

The video content that the vloggers create help promote University Housing’s brand and disseminate information to current and future residents. They are encouraged to use channel analytics and feedback to continually improve the viewer experience and to tailor content based on data. Additionally, they are encouraged to continually improve their video production skills based on constructive feedback provided by their supervisor.

Ownership: How do students work independently, or alternatively, understand their individual contribution to the whole? Do students create a project or outcome as a result of participation? How do students develop ownership of their role or position?

Each vlog is entirely the student's individual work. The vloggers demonstrate ownership of the vlogs and are encouraged to use their creativity to produce unique videos. After producing a vlog entry, the students submit their work to the marketing graduate assistant for feedback. The marketing graduate assistant as well as the senior public relations coordinator provide constructive feedback to the vloggers, who are then expected to make suggested edits to their work and submit a second draft (if needed). Both the marketing graduate assistant and the senior public relations coordinator encourage the vloggers to use their own style and creativity throughout the editing process. University Housing hopes that this vlogger position provides a professional experience that the students can use on their resumes in addition to producing videos they can use in future portfolios.

Self or Social Awareness: How is reflection incorporated into the program/experience? Do students keep a blog or journal or perhaps engage in group reflection? Is there a project or presentation created over the course of the experience?

If extensive edits or revisions are needed for a specific video, the marketing graduate assistant arranges a one-on-one meeting with the vlogger. This meeting allows for time to have a discussion about suggested edits and feedback. This time is also a learning opportunity for the student to better understand what University Housing expects from their work. Because each vlogger is expected to produce numerous videos throughout the semester, it gives the vloggers opportunities to grow creatively and use the feedback for future vlogs.