

Video 1: The Sloss Center

Our group selected The Margaret Sloss Center for Women and Gender Equity at Iowa State University. The reason we chose the Sloss Center was to find a way to promote their new Resource Room expansion that they built that connects with The S.H.O.P (Students Helping Our Peers). The S.H.OP is a food pantry located on the west side of campus that is run by student volunteers. The video was also in hopes of bringing light to this resource, as students may not know it exists.

While the video promotes the Resource Room, our ending shows that there is more to the Sloss Center. The Sloss Center supports and collaborates with various organizations on campus, including the Center for LGBTQIA+ Student Success and the Office of Multicultural Student Affairs. Showcasing these types of events and programming is important as there can be hesitancy about what a Women's Center may be like and whether it is for only cisgender women. Historically, women's groups have been for white women by white women, leaving women of color and LGBTQIA+ members out of the conversation and out of these spaces.

Video 2: Hall Council

We chose to make a recruitment video for Hall Council because many students, especially first-year and transfer students, may not understand what this organization does. Hall Council is a student organization at Iowa State that exists in each residence hall. It consists of students that are elected by peers in their residence hall. If this video were to air as part of a recruitment campaign, we would also send out a flyer with a QR code and link for residents to apply for positions with descriptions of each available.

There are many benefits of joining Hall Council, and our video wants to inform students of those benefits. Hall Council provides students with leadership experience and a sense of law-making, community building, professional development, civic engagement, budgeting, and responsibility. Students who are interested in contributing to their communities in these ways may not be aware of this opportunity, so this video functions as a funny and lighthearted introduction to Hall Council.

The video we made can be a template format and be used to recruit for House Cabinet, IRHA, and NRHH, which are similar formats but at different areas of campus life. Future videos in this campaign could also introduce the Resident Assistant position, which is a paid job on campus and serves as a great team working experience for these students. Participating in Hall Council is a great pipeline to this paid position, so encouraging students to get involved early is important to us.