

## **Case Study Project Summary**

### **Stanley Art Museum**

For one of our videos, we chose to showcase the new Stanley Art Museum located on the University of Iowa's campus. This new attraction on the university's campus opened in fall 2022 and is home to world class works of art by artists such as Jackson Pollock and Joan Miro and displays visual art from cultures across the globe. The museum additionally offers a wide variety of ways for students and the greater community to get involved, from a student advisory board to guest speakers to fun, student-only events. The museum is free, a great place to study, has centuries of history and is located right in the heart of campus. Although the museum is readily available and accessible to all, not many students on campus have visited or engaged with the museum. Additionally, there are many students who do not know the museum exists. By pointing out the new building, sharing information about the museum, and offering up some of the variety of activities that go on there we hope to make the museum more attractive to students at the University of Iowa and encourage them to visit and get involved, or as they say, "see yourself at the Stanley" (University of Iowa, n.d.). We used a TikTok style video to capture the audience's attention because most students on campus are connected to social media and enjoy short, informative videos that engage them with new resources.

### **Fleet Services**

Fleet Services was chosen as a resource to cover due to the lack of student knowledge on the resource. This is by no means a glamorous resource with the main office being in the middle of a large parking lot located within a converted work trailer. The Dean of Students' request to increase participation in student activities lines up with the services offered by this department. As mentioned in the video, these vehicles are available to student organizations, and the costs can be covered via a proposal to Undergraduate or Graduate Student Government. Engagement

with our institution includes activities outside of the borders of the campus, with some of the most enriching experiences student leaders can receive being at conferences and conventions. Students are also able to speak with other student leaders at these opportunities and bring back ideas to help reinvigorate the campus from a peer-to-peer perspective. One of the biggest hurdles for organizations traveling on our campus is always the question of, "...how do we get there?" Increasing campus knowledge of this resource would allow student organizations to get past this mental hurdle.

We took a humorous and used car dealership style with this video due to how mundane the actual resource is. By making it entertaining, such as poking fun at the fact that there is a trash can that people often throw keys into thinking it is the after-hours drop-off, it would attract folks' attention and keep them interested. The video is as brief as it can be while covering the basics of the department without being overwhelmed with information. Even small resources such as this are key components towards enriching the student experience at The University of Iowa, which is why we chose to do a resource that doesn't get nearly as much love as the shiny Recreation Center next door.

### **References**

University of Iowa. (n.d.). *Stanely Museum of Art*. <https://stanleymuseum.uiowa.edu/>