

Project Summary

Perspective is critical to captivate an audience, specifically for the promoter. The department promoting its resources and events must consider the demographic it serves. They ultimately must analyze the products and help through the lens of the Institution's mission and the interest and needs of the intended audience. Wanting to remain faithful to The University of Texas at El Paso (UTEP), our team utilized the uniqueness and inclusivity of our geographic region residing on the US/Mexico border. Serving a student body that is 84% Hispanic and UTEP being America's leading Hispanic-serving Institution, we wanted to incorporate the Spanish language into the videos of the university departments (*About UTEP*, n.d.). Including Spanish and English captions allowed our team to meet our students where they were, with many students being bilingual and some only speaking Spanish or English. We wanted to ensure the students become aware of the resources available while voiding potential language barriers for Spanish-speaking students. Furthermore, with nearly half of the undergraduate population identifying as First-Generation, we wanted to promote the University Career Center and the Student Recreation Center as inclusive, friendly, and safe areas (*At a Glance*, n.d.).

The first department promoted was the University Career Center. We wanted to market the department as a place of increasing vertical social mobility helping students enhance their professionalism through their current interests and strengths. The video showcases many resources offered by the University Career Center with further instructions on where to access current information and upcoming events. Promoting the department's social media presence, the initial actor, playing the role of a student, becomes inspired by a testimony of a UTEP Alumni and their journey from being a student to becoming a working professional. To encourage all UTEP students, the student in the video undergoes a "career make-over," promoting how

beneficial it is to utilize the help from the career center to enhance one's professional experience. Despite socioeconomic status, primary language, or professional background, all students are welcome to start their journey to become working professionals in their desired fields.

Understanding that not all students have the same routine, and many non-traditional and traditional students work outside their studies, we wanted to promote the importance of health and wellness. To complement the demands for flexibility and personal efforts needed by students, the Student Recreation Center is a department that provides members of the UTEP community with rigorous academic and work schedules, resources, and opportunities that can better their health, wellness, and mindfulness. Our team created a video that showcased to students the sense of community and belonging established by the department and how its hours of operation are ideal and accessible for all students. With students investing in their health and wellness, they are encouraged to engage more with their campus through activities while cultivating a balance between academics, work, and health.

Through both promotional videos, we highlighted the importance of student engagement, and the rewards students gain by utilizing available resources. Furthermore, we addressed our Institution's current demographic and UTEP's work toward inclusivity and access to high-quality experiences.

References

About UTEP. (n.d.). <https://www.utep.edu/about/?utep-home>

At a Glance. (n.d.). <https://www.utep.edu/initiatives/at-a-glance/>

Recreational Sports Department. (n.d.). <https://www.utep.edu/student-affairs/rsd/>

University Career Center - Services available online. (n.d.). <https://www.utep.edu/student-affairs/careers/>