

University of Vermont  
Team Captain: Aidan Andrews  
Additional Team Members: Logan Melo, Kaia Palm-Leis, Grace Peterson

Advisor: Tracy Arámbula Turner

When deciding which involvement opportunities we should highlight, we chose to base our videos on important aspects of a college student's extracurricular experience: belonging and integrated learning. While these two concepts are not mutually exclusive, their sources vary from student to student. When considering belonging, we wanted to provide a variety of opportunities that could allow students to meet other students, make friends, and feel engaged on campus. We chose to highlight UVM Bored because it is the resource of all resources that get students involved at UVM and can cater to a variety of student needs, whether that's academic support, volunteer experiences, finding affinity, or making friends. The other involvement opportunity we chose to highlight is yet another resource that connects students to their community and find meaningful ways to apply coursework: the Career Center. We believe it's important for students to become involved with a Career Center proactively so that they can be prepared when involvement opportunities arise. This includes working on resumes, finding additional support online, and connecting with employers. The Career Center is another resource that can help students find meaning and get involved throughout their collegiate experience. More on each resource below:

#### UVM Bored:

UVM Bored is the perfect resource to help students find involvement opportunities that are the best fit for them. The platform is used to promote events happening both on and off campus across a wide array of interest areas including but not limited to academic, athletic, arts & film, and diversity & awareness. Additionally, they highlight events on social media platforms including Facebook, Twitter, Instagram, and TikTok. The goal of this video was to mirror the targeted ads that we all so often find on our social media feeds, mixed with a spin on the popular "Bama Rush" TikTok trend in order to promote this platform. We were inspired by our own UVM Bored student employees' creativity and ability to capitalize on current social media trends to promote involvement to UVM's student body.

#### Career Center:

The UVM Career Center provides a wide array of services to students. One of the services is a Blackboard page with multiple modules that allow students to learn about writing resumes, cover letters, CVs, and more with the option to submit documents for asynchronous feedback. Many students report finding this page helpful, but a lot of students are not aware of this resource. Another major service that the Career Center provides is a large job and internship fair every semester with over 70 employers. The last fair saw 802 students in attendance and many of them left with interviews lined up. Although the Career Center prides itself on being welcoming and supporting students, many students are intimidated by it because of the word "career". The final service we advertised in this video was drop-in hours which allows students to walk into the career center without an appointment and get career advice on the spot.

The goal of this video was to help demystify the word career and show that getting help from the career center is easy and accessible.