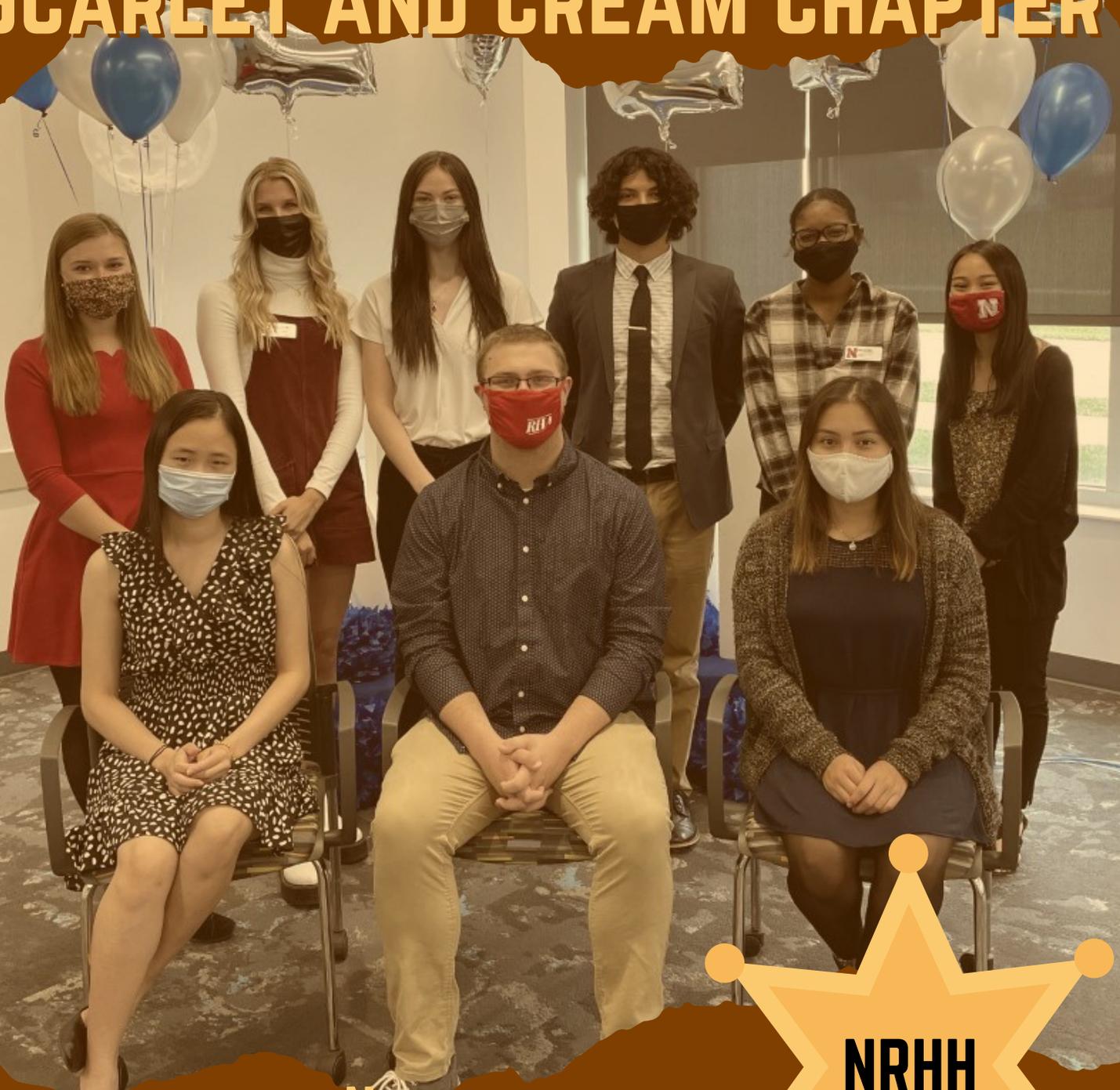


NRHH BUILDING BLOCK CHAPTER OF THE YEAR SCARLET AND CREAM CHAPTER



UNIVERSITY OF NEBRASKA-
LINCOLN

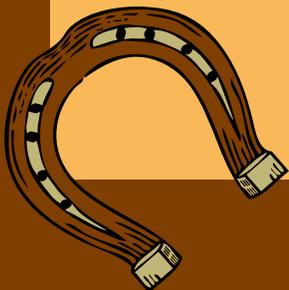
2022 MACURH REGIONAL BUSINESS
CONFERENCE: MOLLY MOO MYSTERY



TABLE OF CONTENTS



Welcome to the Show.....	2
Purpose and Goals.....	3
Structure.....	4
Recruitment.....	6
Programs and Initiatives.....	8
Awards Ceremony.....	8
Quarter Auction.....	9
For the Kids!.....	10
Fall Leadership Retreat.....	11
More Programs.....	12
Even More Programs!.....	13
OTMs.....	14
Challenges.....	15
Communication.....	16
Conferences.....	17
Regional Awards and Involvement.....	18
Letter from the Warden.....	19
Sources.....	20





WELCOME TO THE SHOW



Howdy, MACURH!

We are the Scarlet and Cream Chapter of the University of Nebraska-Lincoln. We were established out here back in 1989, and have since inducted over 150 members into our chapter.

A few years ago, we took a few steps backwards and didn't do much growing and developing as an organization. However, in the most recent years, we have been on the up-and-up! We have put copious amounts of effort into implementing better practices that will help us continue to grow our family of diamonds.

We have been paving the way for any diamond (or cowboy) to come after us. Without further ado, lets grab our hats and giddyup so we can show you how much our chapter has grown over the last year.

Yeehaw and Diamond Love,
The Diamonds of the Scarlet & Cream Chapter



PURPOSE AND GOALS

Right before each academic year the NRHH and RHA Executive Boards join together to go through a series of training sessions to prepare everyone for the semester, and year, ahead of them. This year we spent a lot of time thinking about what our purpose is as an organization, and how that is going to drive what we do through events and initiatives.

In April of 2020, we created the Diamond Impact award that allows the executive board to recognize someone who not only embodies what it means to be a Diamond but someone who has impacted the exec board member in a positive way. That sparked our creativity in the fall to surround this idea of making an impact.

We decided that our mission in the Scarlet and Cream chapter is to help ignite passion within students in the residence halls to make an impact on their community. However that might look for each individual is up to them, but as a chapter we have aimed to create a space where student leaders are able to fulfill their own personal purpose.

One of our biggest goals this year was to be significantly more intentional with our programs. This serves as a win-win because this allows us to not only work with a budget that is tighter than previous years but also requires us to stick to who we are as a chapter and what our newfound purpose is. For the last two years, we have said that we want to do more service projects or put more emphasis on service, but we never did it. Because of that, a large goal of ours has been to do more in regards to service.

Another goal we had was to become much more productive with our work. This means being more on top of things like email correspondence, being more intentional with discussions and brainstorming sessions, and keeping better track of the timelines and housekeeping items.

As for recruitment, we wanted to make our process more efficient as well as more encompassing of the Scarlet and Cream chapter and our values.

Our goals and purpose have a lot of great overlap. Our goals were to put our purpose into action - and we did just that. We have stuck to programs, new and old, that showcase our values and mission. We stuck to some programs that may not have been the most successful because we knew that even if it only touched a few people, it would impact those people greatly.

Although we are a small organization that is part of a large institution, we have worked hard to give back to our UNL and Lincoln community this year. We have worked towards maximizing outreach to hall government members and other organizations to show them that big or small, it is possible to make an impact on those around you.



STRUCTURE

Member Expectations: All active members of the Scarlet and Cream Chapter are held to the same expectations. Regardless of their status as an on- or off-campus member. All members are expected to attend every chapter meeting (unless they have a class conflict) and as many events as they can. All members are expected to write at least one OTM a month; all of our members are highly active on campus, so even if they may not be able to attend local council events there is still someone or something they can recognize. The main difference in expectations for Active Members and Candidate Members is that they can not vote on OTMs each month until they have achieved their 15 point mark to be eligible for induction; all Active Members are expected to vote each month for our campus winners.

Chapter Meetings every Tuesday at 5:00 PM

Executive Board Meetings every week

Lets wrangle up the current cowboys of the Scarlet and Cream Chapter of NRHH!

Chapter Members:

Aliyah Kristie-Muniz

Xinyu Liu

Nathan Franz

Michael Hodge

Executive Board:

President - Cierra O'Shields

Vice President - Karli Workman

Treasurer - Edwin Bahena-Flores

New Member Coordinator - Ashlyn Torneten

OTM Coordinator - Bria Coleman

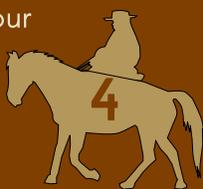
Marketing Coordinator - Emily Barajas

Advisor - Jacob W. Sherry



As a part of restructuring our chapter to find the most productive and effective way to run things, we made some adjustments to the executive board duties. Knowing the way we would host events and plan out our semester, we have the President overseeing the committees this year. Typically this job is reserved for the Vice President; however, because we are hosting our Shave for the Brave philanthropy (which also falls onto the shoulders of the VP) for the first time in over two years, we wanted to lighten the overall responsibilities of this role as best we could. The next change was made to the Treasurer role - this position is now responsible for taking all minutes during meetings. Last year we found that there was often miscommunication on who was supposed to be taking minutes, so we specifically designated a position to do this.

For a few years now we have found that our funding through OCM has not been as consistent as we need it to be. OCM is the only way our budget replenishes and without any consistent timeline of fundraising, we wouldn't have a good idea of what our budget will look like each semester. As a result of that, beginning in the Fall of 2021 we have working with the housing professional staff to develop an RFP to bring in more funding so our chapter can focus on more recognition and events. Having a close relationship with RHA, we often go to them with funding requests for our large events. This helps give us a better idea of what our funding will look like and how we can sustain on a low budget roll over from semester to semester.



STRUCTURE

As a unit, the Scarlet and Cream Chapter had to assess the structure of our organization and determine the improvements we needed to make as we began the 2021-2022 academic year. We found that our chapter involvement and buy-in were lower than we had hoped. The key factor in this was how we approached and set our membership expectations. Every year as a chapter we set expectations for ourselves, with a few thrown in based on what the executive team believes is important for us to manage. However, we found that we were setting these expectations, but not sticking to them and following through. To combat this, we have made sure to emphasize them a lot more throughout this year through friendly reminders during meetings or in the weekly emails. As Candidate Members roll in throughout the semester they are given a link to our expectations in their New Member Guide, so that they can be informed of them when they get to our meeting spaces. By doing this we have seen improvements in member communication, participation, and all around engagement.

Something we minorly adjusted going into this academic year was our executive board structure. From 2020-2021 to 2021-2022 we kept our main board positions of President, Vice President, Treasurer, New Member Coordinator, OTM Coordinator, and Marketing Coordinator; however, we added chair positions that would be filled by additional chapter members. This year we had a Leadership Retreat Chair and attempted to fill a St. Baldrick's Chair. These positions allow for a lot more involvement from non-executive board members in our chapter's event planning.



A problem we recognized after reflecting on last school year is that our executive board did a predominant amount of the planning for our chapter's events. The executive board would do most of the planning during our executive meetings, leaving little discussion for us to bring to our chapter. To combat this we started implementing working group time during our weekly chapter meetings, and we are bringing back committees. Working group time is something new we have brought to our meetings; this allows us to let people brainstorm and discuss in small groups. From small groups, we take all the ideas and try to make something happen. This has been especially helpful for our St. Baldrick's Shave for the Brave event. The utilization of our chapter committees is something we tried to work with last academic year, but due to both a relatively fresh executive team and a low involvement from our members, the committees didn't take off.

Last year we had committees that would be centered around our chapter values of Service, Recognition, and Leadership. In a reevaluation of this process factoring in our size and organization priorities, we decided to pivot to 2 committees that we would determine as a chapter. Based on our chapter discussions we will divide our efforts between a Recruitment Committee and an Event Planning Committee. From there, the aim is that we can utilize both of these committees to increase our chapter size and to plan a variety of fundraising events leading up to our big St. Baldrick's Shave for the Brave event!

Something that had been previously written into our chapter's constitution was that members had to earn a certain number of points to receive their senior honor chords at the end of their time at UNL. Last year we didn't utilize this as we were trying to navigate a chapter with struggling engagement and retention. However, this year we have built ourselves a strong foundation of student leaders, allowing us to go back to tracking points for participation. Members can earn points by attending our chapter meetings, attending events, helping set up events, writing OTMs, writing bids, and running for executive board positions. Members must receive an average of 20 points a semester to receive their honor chords.



RECRUITMENT

Last Year:

- 1 New Candidate Members
- 5 Inducted Members
- 11 Total Active Members

This Year:

- 10 New Candidate Members
- 7 Inducted Members
- 15 Total Active Members

Recruitment has been our chapter's biggest obstacle for the last few years. We had gone through an extensive list of ideas to boost our membership numbers, but it still seemed that we were falling short of our goals. Last year we did make a big step in officially establishing candidate membership into our chapter's operations. However, there were still a lot of quirks and kinks we needed to figure out. After having the system implemented for a semester, we finally got a solid system this year for reviewing applicants. Last year we would just read the applications as a chapter and then go through a pro and con session followed by time to discuss. As we went into this academic year though we thought it would be better to add much more structure to our review process. We created a google form that gets sent to every member present at the meeting and they go through questions based on what is on our application. When everyone has submitted their forms, the President will average out all the scores and if the individual got an average score of 15 or better, they will be accepted into the organization. If they fall just short, this is when our New Member Coordinator will look at the application and see if the individual has held any leadership roles. Each role will add to their final point total. From this form, we have seen Candidate Member selection become much more effective and representative of our chapter's values.

Candidate Member Applicant Voting

After reviewing the applicant, please use this form to share how you feel about the candidate's responses.

In order for an applicant to be accepted they must receive an average of 15 points out of 20. If an individual is at 10-14 points, then we will consider any extra points from their Leadership Roles and OTMs written. They will be able to receive a maximum of 5 extra points.

uni.nrh@gmail.com (not shared) [Switch account](#)

* Required

Do you feel the candidate's "Why" for joining will translate to them upholding the NRHH Values as an active member? *

1 2 3 4 5

I Strongly Don't I Strongly Do

How well do you feel their understanding of Service aligns with NRHH Values? *

1 2 3 4 5

Not at All Very Well

From last year to this year, we have seen a drop in our total membership numbers due to folks who have graduated or left to study abroad. Although we may have lost some numbers, we still have seen our membership engagement increase dramatically from last year to next. Because of this we are excited and hopeful that we will be able to continue to bolster our retention efforts by keeping around a strong group of student leaders.



As we were reevaluating our membership selection process, we decided to make some small adjustments to our application that would be more reflective of our voting rubric. This not only helped us decide how to vote for the applicant but also to get a better idea of who the applicant is and what they stand for. Something else our New Member Coordinator wanted to fix from her experience as a candidate member is how complex it can be to come in as a new member. She decided that creating a New Member Guide that is personalized to our campus and our chapter is going to be a great way to help ease confusion for new members. This document contains abbreviations and terms, plus links to our expectations and other important websites we use regularly. We have found that this has helped new members adjust to our regular operations.



RECRUITMENT

Our recruitment initiatives look a bit different this year than they did last year. While we are still utilizing campus resources like our poster route in the residence halls and the digital signage across campus, the personal outreach we do has changed. Last year we did quite a few tabling events and found that those are simply not effective for us. Because of that, this year we shifted our focus away from more passive events and attempted an active recruitment event.

Our New Member Coordinator came up with the event *Appetizers and Applications*. As people were walking through our home base of Willa Cather Dining Complex, we would invite them in to apply for Candidate Membership and then get some appetizers. While we did get some interest from a few folks, we found that this event was still not pulling interest as we had hoped.

From there, we plan to move away from any major large-scale recruitment. We want to set our efforts towards more targeted recruitment. We will go to local council meetings and RA staff meetings where we will present ourselves with an elevator pitch that will demonstrate who we are and what our organization's purpose is. On top of that, we will show our recruitment video that was made in the spring, and hand out Application cards that were created by our New Member and Marketing Coordinators!

The recruitment video we made in the Spring of 2021 was an amazing tool we created to boost our recruitment efforts, but we didn't have a strong vision on how to use it. The video invites other student leaders to join our NRHH family. Not only that, but we also show that it is important to "Celebrate the US Across CampUS." We sent our video to have it play on the RHA Movie Channel for residents, but beyond that we weren't quite sure what to do. When we made the decision to go to local council and RA meetings, we felt it was a no brainer to play that for everyone in attendance. The video does a great job of demonstrating what we do and why we do it.



A system we started this year was application incentives. We designed both beanies and water bottles that students would get when they applied for candidate membership. However, we found fairly quickly that some folks would apply just for the free gift, and we would never hear from them again. Going into this year we still wanted to

utilize the incentive idea, but we needed to make an adjustment from the way things went last year. To do this we added a stipulation that the only way to receive the free gift, was to be accepted as a candidate member. Our aim here is that the individuals who submit applications really want to be a member of our chapter, and the incentives would just be a bonus.

Apply for Candidate Membership

Questions? Contact us at:
unl.nrhh@gmail.com

SERVICE. RECOGNITION. LEADERSHIP.

Learn more and apply at:
nrhh.unl.edu



AWARDS CEREMONY

In Spring of 2021, we created an awards ceremony alongside RHA. As a chapter we decided that there was a lack of recognition of people and programs throughout the year; we decided to change that. At the end of the night, we recognized over 50 individuals for the amazing work they did. Our Scarlet and Cream chapter created three new awards to add to our already existing list.



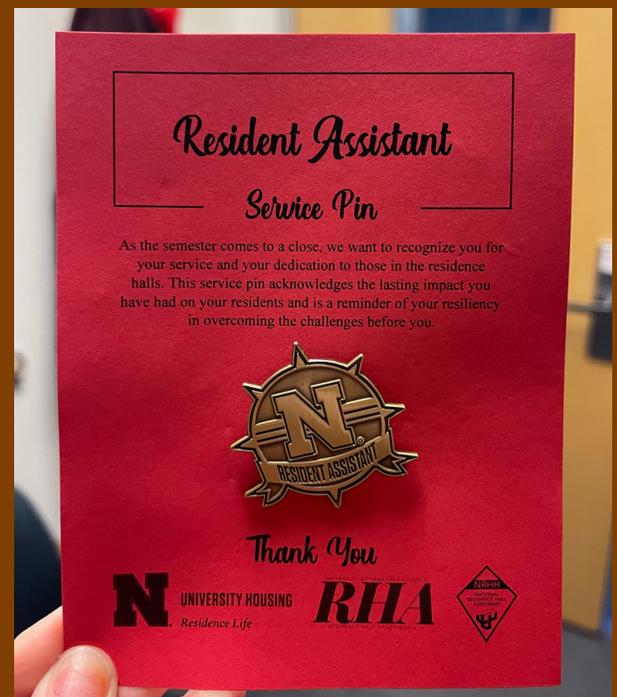
The first was the Outstanding Leadership Pin. This is an award that comes from NACURH. The

Outstanding Leadership Award is designed to recognize those who have demonstrated outstanding support and service to the residence hall students. When we were deciding the eight (8) recipients of this award we wanted to recognize folks outside of our NRHH bubble. We looked at housing staff, local council members, resident assistants, and resident directors.

The next addition is the Diamond Impact Award. The Diamond Impact Award is given to an individual who has not only embodied the NRHH values of service and recognition, but also for individuals who have gone on to support the people around them. The nature of this pin is similar to the Golden Cowbell of MACURH. If they choose to do so, each NRHH executive board member is allowed to hand out one Diamond Impact award at the end of their term. Without the support of certain people along the way, we may not have made it as far in our journey. These folks deserve recognition for being truly impactful.

The final new award that we established is the Scarlet and Cream Distinguished Service Award. The Scarlet and Cream Distinguished Service Award was established to recognize an individual for their leadership and dedication to the Scarlet and Cream Chapter of NRHH, as well as Residence Life and our campus as a whole. Here at the University of Nebraska-Lincoln, there are not too many individuals who stick around hall government during their entire college career. Because of that, those that stay for the long haul deserved to be recognized for their service and dedication to the Residential Experience at UNL.

Something else we did differently this year was our recognition of staff in Residential Experience. Due to a change from Academic Affairs, only honorary organizations or honor societies are allowed to have honor cords for graduation. Because of this change, we worked with RHA and the Housing department to create pins to honor Resident Assistants, Learning Community Mentors, and Desk Assistants who have dedicated at least two years of service.



THE QUARTER AUCTION

Every year the Scarlet and Cream Chapter hosts the Quarter Auction. This event is our first large event of the year, and it kicks off our fundraising efforts for our chapter's philanthropy event: Shave for the Brave. We will admit that the name Quarter Auction is a bit misleading; the event plays out to be more like a raffle than a traditional auction. Participants must buy paddles to submit bids; giving them a chance to win items like AirPods, a PlayStation, Husker Gear, and many things in between.

We made some adjustments this year based on last year's Quarter Auction. The first thing was what prizes we selected and how much it would cost to bid on an item. For example, when we hosted the event in October of 2020 we had the PlayStation 5 and the X-Box Series X as two of our prizes. To submit one bid (or entry) on either item would cost \$5.00. If you wanted to submit 5 bids, it would cost you \$25.00. After we reviewed how much interest there was in both of these items, we brought them back again for our 2021 Quarter Auction, but we raised the price per bid to \$7.50. By doing this we still had the same amount of interest in the items and fundraised a significantly larger amount than before.

Another change we made was how we went about our drawings. Last year we were forced to host all events virtually because of the COVID-19 pandemic. To still have the element of suspense and entertainment we used an online spinner that let us put the names of everyone that bid on the item. Once we had the names entered in we could "spin" the spinner to pick a winner! However, sometimes the websites would glitch and they would reset all the spinners and all the names we entered would get deleted. Going into this year this was one thing we knew we needed to change. To do the drawings this year we assigned every bid a number and put numbered chips in a cup to draw. Doing this still created that suspense and excitement element that we were looking for.

NRHH & RHA
QUARTER AUCTION
A PHILANTHROPIC EVENT SUPPORTING
THE ST. BALDRICK'S FOUNDATION

SUNDAY, OCTOBER 24, 2021 6-8PM
WILLA CATHER DINING CENTER (WCDC) - RED CLOUD

TOTAL PRIZES OVER \$4,000!!!

HOW IT WORKS:
• You must be present to bid on a prize for a chance to win
• Bidding will take place online during the event

For rules and more information, visit the NRHH website at:
nrhh.unl.edu/quarter-auction

The day after hosting the 2021 Quarter Auction we sat down as a chapter and reflected on how things went. We identified a few kinks in our number drawing process, realizing that there might have been some more effective ways to sort through numbers and assign them to individual bids. Because of this reflection, we know that next year we will implement these improvements and things will run much smoother.

Another thing we reflected on was the name of the event and the way it is branded. Having the word auction in the title, one might think that there is an actual auction that will take place. However, that is not the case. When we explain the way things work, attendees are often confused and have to ask several clarifying questions. Because of that, we have thrown around the idea of changing the name, getting rid of the "paddles", bringing back some smaller items like sweatshirts, and a wider variety of brands (more than just Apple electronics.) Although these will be things for next year's chapter to decide, we wanted to begin the train for growth as soon as we could.



FOR THE KIDS!

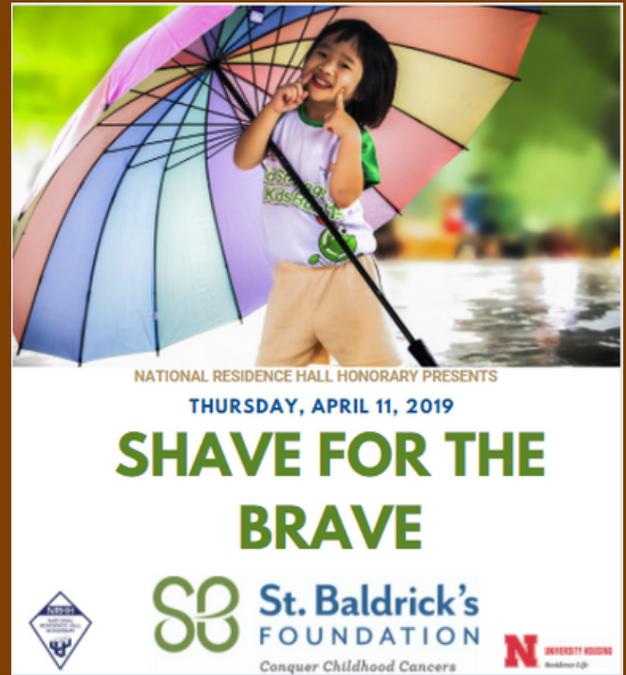
The Scarlet and Cream Chapter of NRHH has had a relationship with St. Baldrick's for over a decade. St. Baldrick's is a not-for-profit organization with the aim of raising funds to help find cures for children with cancer.

Every year, we would host a Shave for the Brave event in the spring. All fundraising and philanthropic events we do during the year are building us up to this event. Unfortunately, the last time we hosted this event was three years ago. We made an attempt to host the event last year, but due to our difficulties with staying on top of communication and being ahead of deadlines, we could not bring our own Shave event to campus.

This year, however, we began working on the event in early to mid-November. This has given us plenty of time to begin planning out how we want to do community outreach to both the University and the Lincoln area, as well as how we want to create different fundraising opportunities. With correspondence between Karli, our VP, and our St. Baldrick's representative, we have been able to create a strong timeline of what we need to do and where we need to be. Last year this was not something we were able to do because we didn't stay on top of important deadlines as we should have.

The way this event works is people or groups join the event online and set a goal for how much money they would like to fundraise for the cause. It is very common that if folks reach their goals, they will shave their heads. Hence the name, Shave for the Brave! During the actual event itself, this is where shavees will get their heads shaved!

This year we have set our overall event goal to \$12,000, setting a goal for NRHH to be \$4,000 as an organization. Following our Quarter Auction in October, we are already sitting at roughly \$2,700 of donations!



FALL LEADERSHIP RETREAT

In the fall of 2021, for the first time ever the Scarlet and Cream chapter hosted a Leadership Retreat. The focus of this event was to help newly elected Local Council representatives prepare for the roles they are headed into.

Similar to what the NRHH Executive Team does before the semester begins, these individuals went through sessions relating to their Why, their Purpose, what they hope to accomplish, as well as brainstorming events and programs they think would be cool to host in their halls.

There were a couple of events hosted like this last year, but due to the restrictions of COVID 19, none of them could be done in person. However, this year we had a lot more leeway with campus restrictions, so we not only held this event in person but included a highly interactive portion as well.



NRHH 2021 LEADERSHIP RETREAT
GROWING SUCCESSFUL LEADERSHIP

JOIN NATIONAL RESIDENCE HALL
HONORARY FOR THEIR LEADERSHIP RETREAT
AND GET TO EXPERIENCE A ROPES COURSE
OPEN TO ALL STUDENTS
LUNCH WILL BE PROVIDED

RSVP BY 9/6
@GO.JNL.EDU/NRHH
LEADERSHIPRETREAT



SEPTEMBER 12TH AT 8 AM IN WILLA
CATHER DINING CENTER - RED CLOUD
ROOM



The participants were broken up into two groups to minimize the number of individuals in the same space at the same time. While one group was in the training sessions, the other group was at a Low Ropes, High Ropes course not too far away from campus. At the Low Ropes, High Ropes course the local council folks were engaging in fun teambuilders surrounding strengthening trust and communication. Although we did run into some inclement weather, we were still able to adjust and create a worthwhile opportunity for these leaders.



This scale and caliber of an event is something we have not done before, so it was truly wonderful to see these new student leaders become more prepared and ready to be impactful in their roles.



MORE PROGRAMS?!

Outside of our big events throughout the year, we also host several smaller events that make a smaller scale impact. Covering all of our values, while getting a little creative, we found ourselves with several highly successful events and even a couple that weren't so great.

SERVICE

This year we hosted roughly 5 to 6 different service programs. Two of which have already been discussed in great detail. To kick off the academic year, we engaged in a service project at the Lincoln Children's Zoo. This service project entailed us helping with lawn work to beautify the grounds and make the children's experience a little better. This is the first time we have ever done a service project. Last year we talked about wanting to do one, but didn't know what to do, and never really followed up with the idea. However this year we collaborated with Student Leadership, Involvement, and Community Engagement (yes, the acronym is SLICE) to find a service project that we could do when we were back for training. Doing the service event was nice to have a change of pace from our normal routine and it was fulfilling giving back to the Lincoln community.



Another new service project we did this year was making dog toys! This is another program we had always talked about doing last year, but never actually did it. This year our President was digging through the NRHH and RHA storage locker, and found some old, questionable t-shirts... so we decided to turn them into dog toys! After everything was said and done, we had made over 50 dog toys in a little under 1 hour! We brought these toys to the Humane Society in Lincoln, and they sent us some photos of them with the cats!



Finally, during November we created our NRHM! During this month we did a month-long free rice competition. We did a free rice competition between residence halls last year, and we can confidently say that this year was much more successful than the last. We donated almost 1,000,000 grains of rice in just a few weeks! Knowing that there wouldn't be an official National Residence Hall Month, we wanted to do our best to recreate that here on campus. We did that by planning an event each week that is related to Service, Recognition, Leadership, and Advocacy.



Free Rice Competition

927,290



EVEN MORE PROGRAMS?!

RECOGNITION



Something that our President brought to our campus from a Diamond Chat, was the Lollipop Moment Recognition Event. The purpose of this event is to write a letter or card to someone that has been truly impactful on you, even when they didn't know it. We have hosted this event twice this year, both times not being all too successful. However, from this, we have talked about what we can do to keep the recognition train going. Our biggest downfall both times we hosted this has been location. We set up shop in a dining hall during busy hours, but the downfall to this is that people will just walk by us because it is dinner time and they are hungry. We plan to host this event again but in a space where more people are walking leisurely with a little more free time.

LEADERSHIP

Another new program we did this year was a Bob Ross Painting Night. We did this with the idea that if residents can have something that makes their room feel like home, then they will be more confident and comfortable in reaching the people around them. That is why we decided to do an event that might be a little unconventional for us. This was one of the most successful events we have hosted in the last two years! We did realize however that Mr. Bob Ross does paint a little fast... so be ready to put him in slow motion or to pause him frequently!

Having such a close relationship with RHA, and also having an NRHH Liaison that attends all RHA Council Meetings, we have brought back our developmental sessions. These sessions will range across anything from NRHH History to Parli Pro to the Importance of Recognition. These are something we did one-time last year, but this year we have created a comprehensive list of subjects and dates that these will fall on!



OTMs

From last year to this year, we have had an overall increase in OTM submissions. This includes submissions from members of our chapter that are not on the executive board, as well as students outside of our chapter all together! We believe that there might be a few reasons for this increase. Since the year had started we have been trying to make all of our chapter members comfortable with what an OTM is and how to approach writing one. We have even had time in our chapter meetings to write OTMs, giving our members a chance to ask any questions they might have in real-time. Coupled with this we have also been much more firm in our expectation that all members should write at least one OTM a month.



LAST YEAR: 42
SUBMISSIONS
THIS YEAR: 70
SUBMISSIONS

Last year we made two infographics called OTM Writing 101 and OTM Tips and Tricks. These resources were designed to help individuals figure out how to start the OTM writing process and how to write a quality OTM respectively. However, we made these resources but didn't know what to do with them. This year we finally got them placed on our website, alongside a few other resources we made. Our OTM Coordinator worked with our Marketing Coordinator to create a video that walks through how to submit on OTM!

Something else we did that was inspired to us from RBC 2021 was utilizing a google form to help folks outside of NRHH recognize someone for something great. So far we have only shared this resource with our campus' RHA General Body. Our aim is to share this with local councils and the resident assistant staffs when we stop in and visit their meetings. The form contains all the same questions the OTM submission will have and the individual will give us as much information as they choose. From there, someone within our chapter will write an OTM on behalf of the individual.

Last year we had a total of 6 Regional winning OTMs, and this year we had 9! For us, regardless of our OTMs winning at the regional level, just getting individuals and programs from our campus seen at the regional and/or NACURH levels is beyond amazing!

At the beginning of this year, we started talking about creating an OTM Writers Award. However, we haven't quite figured out all the logistics to it yet. The general idea would be that someone would receive points for every quality OTM submission, and then a tiered points system for every different level their OTMs win at (i.e. Campus, Regional, NACURH.) The intention of this initiative is that we could recognize the folks who are taking their time to recognize others. Our aim here is that starting next semester we can put this initiative into action.



CHALLENGES

Last year we found fairly quickly that member retention was one of our biggest, if not our biggest, challenge as an organization. We had several members from the year before tell us that they were unable to attend our chapter meetings due to classes, but that they would still like to be involved. However, not long into the semester, we knew that those members weren't going to be as engaged as we had hoped. From then on we faced the same difficulties throughout the entire semester. There were a few candidate members that we were hopeful would be highly active, but unfortunately, they were not. Going into this year we knew we had to step our game up to improve membership buy-in right off the bat. With that in mind, we did what we could to work more engaging activities into our chapter meetings. One of the most recent activities we did was a secret diamond decorating. This was inspired by a Diamond Chat activity from Spring 2021. Every member of the chapter had to fill out a brief google form with some basic information about them. From there, we randomly assigned everyone another member in the chapter to decorate a diamond for. This helped us get to know one another a little better and take a break from all the business we normally do.

The next thing we did in hopes of bettering member retention was improving our Diamond Duo system. Diamond Duos assign an already inducted member to a candidate member; the active member will serve as a mentor and friend to the candidate member. The big change we made was assigning the Duos as the applicants were accepted into the chapter instead of waiting for the end of the semester to do so. We believe that by having someone the candidate member can connect with right away, they would be better connected to our chapter. As an executive board we have tried to put emphasis on communicating with your mentee as soon as possible.



Our chapter struggled greatly in getting the ball rolling on great event or initiative ideas we had. We would spend a lot of time talking about them, but never actually getting to a point where we were making definite decisions. For example, we had an event that we had on the table on two different occasions called Nurturing Success-ulent. We talked about this event for weeks at a time, but never ended up hosting it; there was not enough proactivity to bring the event to life. This year we have changed that. We are being much more direct and intentional in our event planning. This has helped us not only bring events to life, but it has also helped keep us from working right up until deadlines for the event.



Another big challenge we faced over the years is a lack of a presence on campus. From the perspective of most students here, we were just another part of RHA. While we do have a very close relationship with our campus' RHA, we needed to have our own autonomy at UNL. To create our own autonomy and showcase who we are to the campus we have done a couple things this year that we had not been able to in the past. The first one is attending club fairs. This year we attended both of the club fairs UNL offered, whereas last year we didn't attend any. This gave us the chance to establish ourselves and our brand on campus. The other new thing we did this year was decorate a golf cart for the homecoming parade! By doing this we got to drive through campus with all the other organizations and show off to both UNL students and Lincoln community members (even Miss. Nebraska!)



COMMUNICATION

Last year our communication methods with our chapter were through both GroupMe and Slack. This ended up being difficult for us because the executive team would utilize one of these for communication with one another, but our group chat with all chapter members was on Slack. This was difficult because we had to bounce back and forth to communicate and sometimes messages would get lost or overlooked. This year, Residential Experience asked all hall government operations to transition to using Microsoft Teams full time. We followed this request and made sure both to have our executive board chat and our chapter chat on the same program. This has made communication a lot easier with not needing to navigate between two different applications.

For all important business items such as sending out agendas, minutes, google forms, or when2meets, we correspond through emails. This is something we have done both this year and last year, but this year we have become more organized and timely with sending these out. The first improvement here comes from the addition of a listserv! When the President went to send out an email, they would have to type in every chapter member's email and hope she didn't forget a name. Having the listserv makes sending emails a lot more manageable and we can easily update it with the additions of new members!

The second improvement to our email correspondence is timeliness. This year, the President is staying on top of creating agendas for each week and getting them sent 48 hours ahead of time. Previously, the agendas would only go out a few hours before the chapter meetings, and members stated that they would like to get the agenda sooner to have a better idea of what to expect.

The third major improvement to our email communication is that organization piece. Last year, minutes would either not get emailed out at all, or they would be almost a week later. This practice was not beneficial for our chapter members that would miss the meetings. The other element of this improvement is making sure things that are supposed to get emailed out, actually get emailed out. There were sometimes google forms that would need to get sent out so our chapter could vote on something, or a document that folks needed to see ahead of time. We are making sure that right after our chapter meetings that emails are sent containing minutes and any other important links.

As far as how we communicate with members in the UNL and Lincoln community, there was a Hall Government newsletter that would get sent out once a month with important information on events or dates between Residential Experience, NRHH, and RHA. Within our NRHH chapter, we have talked about trying to improve this and create our own NRHH newsletter of sorts so that we can get more targeted outreach to our UNL folks.



CONFERENCES



For a long time, our NRHH chapter was not active in both MACURH and NACURH, let alone in conferences. Last year we had some interest from members regarding conferences, but not a lot. For the NACURH Annual Conference in 2020, we only had our President attend as the boardroom representative, and then an alternate boardroom representative for one afternoon. For the 2020 Regional Leadership Conference, we were in the same boat. We had a boardroom representative and one other delegate who attended part of the conference. However, this year we have made a major improvement in our chapter representation at conferences. At the 2021 NACURH Annual Conference we had 5 total members attend; 1 for boardroom, and 4 regular delegates. That is a 250% increase in attendance!

Following NACURH 2021, our Vice President, Karli Workman, had a lot of takeaways. One of them was the Explore More session that gave us some incredible ideas for Philanthropy. With our big Shave for the Brave philanthropy event coming up in the Spring of 2022, we have made plans to use some of these ideas to do fundraising for the cause!

This year we have learned the best way to show all the wonderful impacts that attending these conferences can have. Following RBC 2021 we brought a ton of amazing updates about all award winners and great ideas from the conference. This conference is where we got a lot of ideas about recruitment, OTMs, and programming. While there were not any programs or ideas that we directly took from other institutions, it did spark some inspiration. One of those ideas was implementing fun activities into our chapter meetings. There was a lot of discussion about how different chapters operate, and it helped us realize that we needed to spruce things up a lot more. At RLC 2021, NRHH represented 5 of the 19 delegates UNL had. While that might seem like a small fraction of the whole group, those 5 individuals made up half of our chapter at the time of the conference. RLC sparked a lot of ideas for us. One big one is inspired by the Final Punch event presented by Pitt State! With our largest philanthropic event of the year approaching in the Spring, we needed some inventive and engaging methods for getting engagement and donations.

Our OTM Coordinator, Bria Coleman, found a session about OTMs that was very beneficial for her. At the time of RLC 2021, she was still learning her ropes and trying to understand the system even better. The educational session she attended helped her approach presenting OTMs on our campus and how to show people the true purpose of the program. Karli, our VP, attended the session titled How to be a Mindful Leader. There were a lot of notes from this educational session that we have translated into our practices. Some of the big highlights are a reflection on our mistakes to help us get better and grow as a group and individuals.

Educational sessions are something that we have historically only submitted because it was a requirement, not because we were passionate about a certain topic and really wanted to share about it. However, this most recent RLC we submitted a passive educational session about our prized Quarter Auction! We have made several improvements over the last few years, a lot of which occurred before our most recent hosting of this event.



REGIONAL INVOLVEMENT

Outside of conferences, our chapter has progressively become more and more involved in the region. Last year our NRHH Representative and President, Cierra O'Shields, was the chair of the NRHH Values Committee and a member of the Legislation & Development Committee. Our Treasurer, Edwin Bahena-Flores, was on the Advocacy Committee. Cierra was also at every Diamond Chat representing our Scarlet and Cream chapter to advocate for us and share our story. This year, Cierra is active in committees again serving as the Chair for the Legislation & Development Committee and a part of the Regional OTM Committee. Michael Hodge, one of our newest chapter members, is also a part of the Legislation & Development committee. Within this space, we have the ability to advocate for improvements of MACURH and what we think our chapter or institution might need. We also have two individuals who have completed the MACURH Standards Program.

Michael and Cierra, NCC and NRHH President respectively, are also highly active in regional chats again this year. The involvement in these Diamond Chats (or formally known as such) has created multiple activities for our chapter to engage in. The Lollipop Moment recognition event we have is inspired by a Diamond Chat activity. As is the Diamond Decorating Activity we did in the fall of 2021.

REGIONAL AWARDS

For RBC 2021, our chapter submitted two award bids: NRHH President of the Year and NRHH Outstanding Member of the Year. We also collaborated with some RHA folks to submit for the First Year Experience Award. For RBC 2022, as a chapter we are submitting 2 bids: NRHH President of the Year and this one, the NRHH Building Block Chapter of the Year. We also had NRHH Members work on the Mabel Strong Advisor of the Year Award and the First Year Experience Award.

When we decided we were going to get back into writing award bids, we saw a positive shift in motivation from all members. Being recognized for putting in hard work and dedication is a big driving factor for individuals.

REGIONAL AWARDS RECEIVED BY INDIVIDUALS IN OUR CHAPTER!

Golden Cowbell x3

Outstanding Service Pin x2

Molly Initiative Pin

3 Year Service Award

4 Year Service Award x2





MACURH

MIDWEST AFFILIATE OF COLLEGE AND UNIVERSITY RESIDENCE HALLS

Nathan Franz
Regional Director

Mack Shields
AD - NRHH

Al Davis
CO - RHA Development

Brittany Bridges
CO - NCCs

Bailee Tucker
CO - Recognition and Service

Allie Wisker
Regional Advisor

Tyler Priest
Regional NRHH Advisor

To NACURH,

I am proud to provide this letter on behalf of the Midwest Affiliate to support University of Nebraska-Lincoln's Scarlet and Cream Chapter for the NRHH Building Block Chapter of the Year.

The Scarlet and Cream Chapter took a step back at the beginning of the year and assessed their chapter structure. The addition of chair positions allowed members to take on more responsibility and help establish buy-in on planning chapter events. Despite the loss of members, the Scarlet and Cream chapter's engagement has skyrocketed. By the end of the year, more members were involved in planning impactful events. This restructure and new engagement also helped them tackle one of their big challenges: retention.

The Scarlet and Cream Chapter's dedication to recognition and service were still prioritized as they worked through challenges many chapters face. Their traditional Quarter Auction, which raised \$2,700 for St. Baldricks. They also created dog toys for animal shelters, volunteered at the Lincoln Zoo, and ran a FreeRice competition during National Residence Hall Week. Within the realm of recognition, they've refocused OTM efforts, worked with the Residential Life to establish awards for dedicated students, and held a Lollipop Moment event on their campus.

The Scarlet and Cream Chapter was able to do all of this while showing an immense dedication to MACURH and NACURH with an increase in conference attendance and participation. Taking knowledge from conferences, they utilized it to help support chapter growth.

With all of this in mind, it is without a doubt that the Midwest Affiliate believes that the Scarlet and Cream Chapter is deserving of NACURH's NRHH Building Block Chapter of the Year.

Respectfully submitted,

Mack Shields, Associate Director for NRHH.
On Behalf of the MACURH Regional Board of Directors



February 2, 2022

Dear MACURH,

It is with great pleasure that I write this letter of support for the UNL Scarlet & Cream Chapter of NRHH for the MACURH NRHH Building Block Chapter of the Year Award. This past year our chapter has worked incredibly hard to reestablish itself following a year a strict COVID regulations and limited virtual engagement. After spending time during training re-evaluating its purpose and values the organization outlined new expectations and goals to help move the chapter forward.

Since the beginning of the semester with only seven active members, the chapter has gone on to induct 4 new members in the fall from their candidate membership process, up from 0 for the previous fall. They increased the number of membership recruitment events held from one in past years to three, increasing engagement in campus recruitment fairs and hosting fun events this past spring. The chapter also transitioned their virtual Quarter Auction service event to an in-person event raising over \$2,700 for St. Baldricks, an increase of \$400 from the previous year.

As far as recognition goes, the chapter increased efforts for training, has given multiple presentations and created numerous new resources to try and increase OTM submissions. In comparison, they have doubled the number of OTM submissions for the fall semester from last year and had 5 regional OTM winners. The chapter also hosted Leadership Retreat for the first time, oriented at helping to train and build community between all hall government members and officers. This event took lots of planning to get approval from the institution and included several training sessions presented by NRHH and RHA members in partnership, as well as transporting attendees to our campus' off-campus low and high ropes courses for team development activities. The chapter has maintained all other events they hosted from the past semester while increasing their campus engagement and participating in events like Homecoming and decorating a float for the parade.

As we started off the spring semester, we were hit with new event compliance and moved back to virtual meetings. The chapter members still persevered and participated in the campus' spring recruitment fair while assisting with four award bid submissions to MACURH. And they continue to look towards the future through coordinating efforts to plan a St. Baldrick's Shave for the Brave, a one time traditional event that was canceled the past two years. This event takes an enormous amount of planning and coordination to engage with the community and the students have already established committees, submitted reservations, and taken steps to work on contracts for this event in hopes they will once again be able to host this traditional event. And they have worked towards this having lost most institutional knowledge of the event due to turnover and the impacts of COVID-19 on approval of campus events.

As their advisor, I know I am bias, but I really do believe this chapter has worked exceptionally hard this year and is more than deserving of the NRHH Building Block Chapter of the Year Award. I wish you all the best of luck in your selection of this award and thank you for your consideration UNL's Scarlet & Cream Chapter for this esteemed award..

Sincerely,

Jacob W. Sherry
Assistant Director – Assessment & Leadership
University Housing - Residence Life, University of Nebraska–Lincoln
jwsherry@unl.edu | 402-472-7064

SOURCES

NRHH Chapter Fall 2021 [Title]: Jacob Sherry's iPhone

Two NRHH Members [3]: Jacob Sherry's iPhone

Fall 2021 Chapter Induction [4]: Jacob Sherry's iPhone

2021-2022 Chapter Officers [5]: Jacob Sherry's iPhone

UNL Shave for the Brave Poster [10]: St. Baldrick's Foundation

Free Rice Competition Total [12]: Freerice.com

Creation of Bid [all pages]: canva.com

