



## Innovation Grant Report on SWTJC Winter Social 2022

The SWTJC Financial Aid Department and the Recruitment and Engagement Department hosted the 2022 Winter Social at the Matthews Student Center on Wednesday, November 30, 2022 from 6:00-10:00pm. The event was considered a success by faculty, staff and students. The attendance count from the event was 61 students, 14 staff members, 2 faculty members and 1 member of administration.

We feel that this inaugural event was a positive event for Southwest Texas Junior College with all who attended having a good time and enjoying fellowship of others. The students were able to have fun dancing, eating and hanging out together as well as win door prizes. We received donations of door prizes and were able to give out 24 door prizes throughout the evening. We hope that this event will become an annual event and have placed it on the calendar for next year.

The Innovation Grant of \$500 was used for food, supplies and decorations. We ended up using \$487.31 for the event. The cafeteria at the Matthews Student Center was decorated in a Christmas theme and included a photo booth. Staff served the attendees Frito pie, hot Cheetos with cheese, nachos, sandwiches with chips, cokes, waters and a hot cocoa bar.

Although the Financial Aid Department started the planning for this event, we had great participation in planning and assisting at the event by staff from these departments: Student Activities, Student Recruitment and Engagement, Title V, Full STEaM Ahead, IT, Print Center, Maintenance, Business Office, Success Coaches, Public Information, Nursing, and Administration.

There was outreach to students through a variety of media to include Facebook and Instagram posts as well as 3,330 emails sent to students, faculty and staff. 150 Flyers were also distributed to all dorm rooms and 25 flyers posted to campus bulletin boards. Staff gave out invitation cards to those students attending the Thanksgiving luncheon on campus and announcements about the Winter Social were made at the event inviting all students.