



## 1. Increasing Student Attendance

- How might we redesign event promotion, so students immediately see the value of attending?
- How might we create new incentives or peer-to-peer invitations that boost turnout?
- How might we make wellness events feel essential and integrated into campus life rather than optional extras?

## 2. Expanding Social Media Reach

- How might we create content that resonates with different student groups and reflects NIU's diversity?
- How might we empower students to generate authentic, shareable content that spreads organically?
- How might we connect digital campaigns to physical campus spaces to build awareness?

## 3. Building Faculty/Staff Awareness

- How might we design tools or campaigns that help faculty/staff easily share wellness resources with students?
- How might we integrate NIU Wellness messaging into existing faculty/staff communication channels?
- How might we encourage faculty/staff to model and normalize wellness participation themselves?

## 4. Promoting Togetherall Engagement

- How might we explain Togetherall in simple, relatable terms that make students want to try it?
- How might we embed Togetherall into existing student touchpoints (syllabi, Huskie Hub, orientation)?
- How might we design campaigns that show peer stories and reduce stigma around online mental health platforms?

## 5. Empowering Peer Educators

- How might we give the Wellness Crew greater visibility and recognition across campus?
- How might we equip peer educators with creative tools to design engaging events and content?
- How might we expand their reach through collaborations, pop-ups, or co-branded initiatives with other student groups?



## Event Lifecycle Lens

Teams can also choose to view the priority challenges through the **event lifecycle lens**:

### Pre-Event: Awareness & Access

- **Event Details Clarity:** How might we describe events so students understand what will happen, who it's for, and why it matters?
- **Sign-up Ease:** How might we make registration quick, simple, and mobile-friendly?
- **Visibility & Reach:** How might we advertise events in ways that cut through digital noise and reach students where they are?
- **Collaboration:** How might we partner with other student orgs and departments to expand reach and relevance?

### During Event: Experience & Stigma

- **Stigma of Attending:** How might we normalize attending wellness events and reduce perceived judgment?
- **Environment for Well-being:** How might the setup (layout, activities, hosts) make events feel welcoming, inclusive, and comfortable?

### Post-Event: Feedback & Follow-Up

- **Survey Fatigue:** How might we collect meaningful feedback without overwhelming participants?
- **Transparency of Data Use:** How might we show students how their input leads to real change?
- **Anonymity & Trust:** How might we reassure students their responses are anonymous and safe?
- **Closing the Loop:** How might we visibly demonstrate that student suggestions are acted upon?