Winter Break

Combining Thanksgiving and Christmas Break

What is our project?

- Our project entails the combination of Thanksgiving and Christmas Break. We believe this idea would positively benefit students at Walla Walla University.



Our Demands

- Combining Thanksgiving and Christmas break to create "Winter break"
  - This would last from the beginning of thanksgiving break to after new years (the end of Christmas break)
  - About six weeks long
- Start school three weeks earlier to make up for class time lost.
- Fall quarter finals before the 6 week-long winter break



<u>Who Benefits?</u>

- International students
- Students who fly to go home
- Students who drive long distances to go home
- Parents who pay for their kids to return home

Pros and Cons

- Pros
  - Longer winter break
  - Lower traveling costs
    - Two flights verses four
  - Students who live far away will have higher chances of returning home to enjoy their break
  - More family time
  - Mental Health benefits
  - Better weather for Jump Start
  - Students will be around campus for fall athletics (soccer, volleyball, cross-country, and golf)
  - Better mental focus on school
    - Stay in the school rhythm before finals

- Cons
  - Shortened summer break
  - Students will be gone for the Christmas concert
  - Lack of air conditioning in run-down dorms and apartments
  - Only one break during fall quarter
  - Curriculum schedule would have to be rearranged to accommodate

Who is our target?

- For this project, our target is Pam Cress
  - We chose her because if she chose to support us, she holds power in positions that could get this proposal through to the presidential cabinet
  - Cress is the influential target that helped us gather info on our project as well as informed us that she is person to talk to about an issue like "Winter Break"
    - Claire will go more in depth about this later in the presentation
- Other targets that we need the support of include students and parents
  - This is because students are the focus of this proposal, and we believe their voices deserve to be heard.

The origins of combining Thanksgiving and Christmas breaks at WWU

Worked during Covid
November 25 -
January 4



Reoccurring Arguments from proposals

Pro's

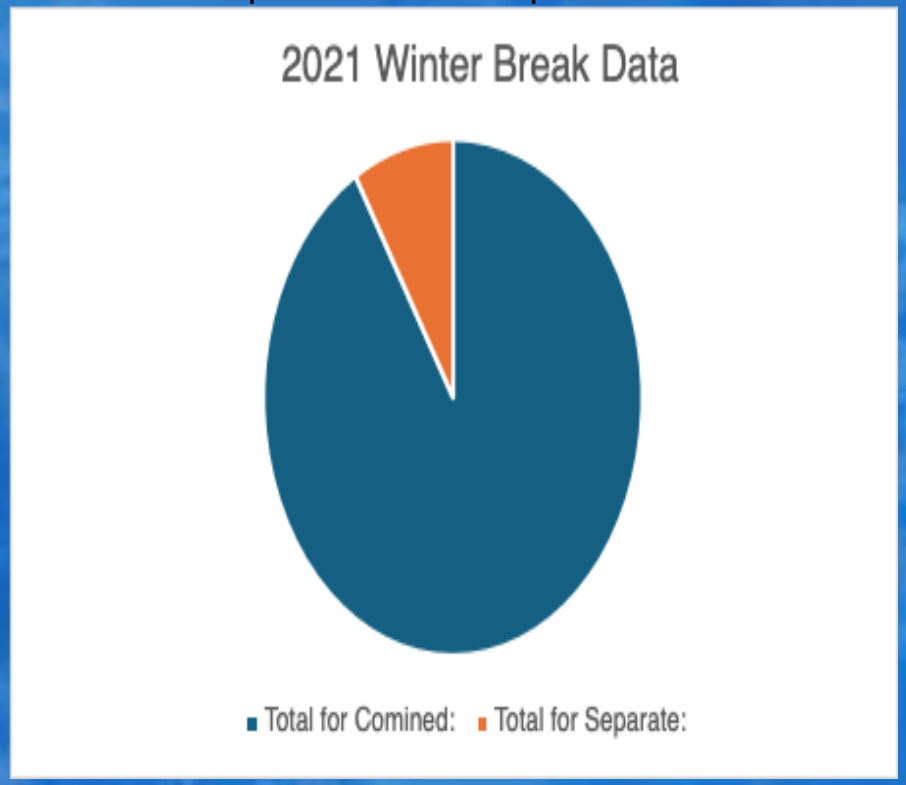
- Longer winter break
- Nicer weather for jumpstart
- Early registration

Con's

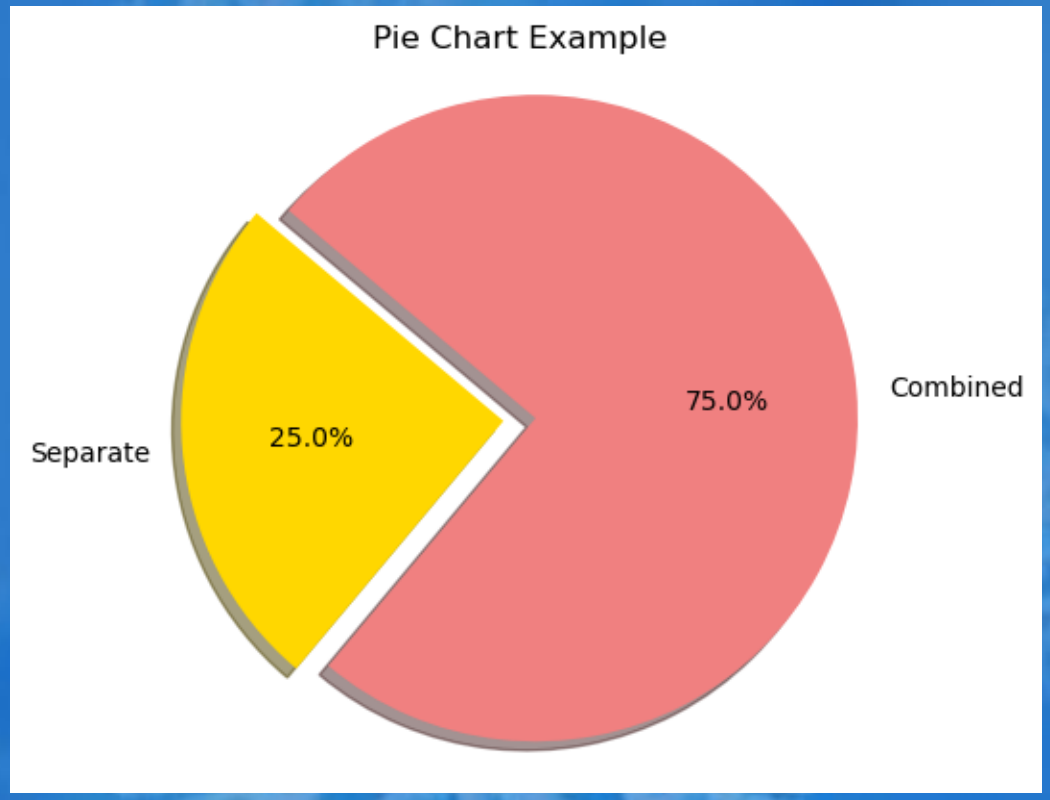
- No AC in dorms
- Shortened summer break
- Limited break between terms
- To hot for jumpstart activities
- Service dpt. works on labor day
- Academic calendar was set until 2033

Surveys on whether to combine Thanksgiving Break and Christmas Break into one Winter Break

In 2021, 91% of respondents approved combining both breaks, while 9% preferred separate breaks.



In 2025 75% approved combining both breaks, and 25% wanted separate breaks



TARGET ANALYSIS:

PAMELA CRESS

- **Vice President for academic administration**
  (509) 527-2431 | pam.cress@wallawalla.edu

Power and Influence

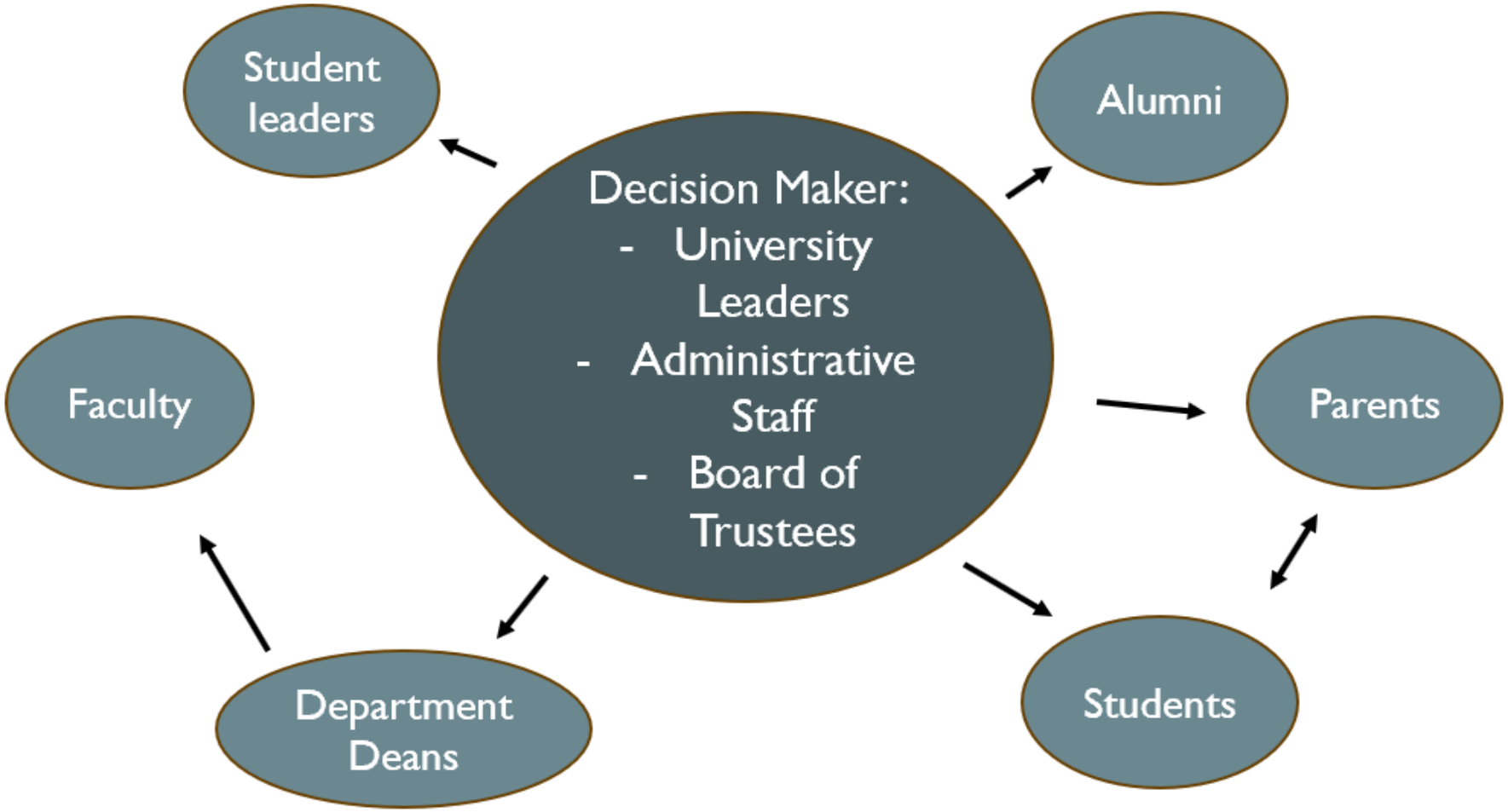
- She is the person that we would have to get on our side to get this policy through, and then if she is in agreeance, she will suggest it to the presidential cabinet to possibly get it passed.

Stance on our campaign:

- Does not see the policy change going through
- Wishes the issue would stop being brought up every four years
- Provided us with previous campaign proposals that did not get passed
- Suggested potentially advocating for a semester system



Walla Walla University Power Map



Recruitment Plan

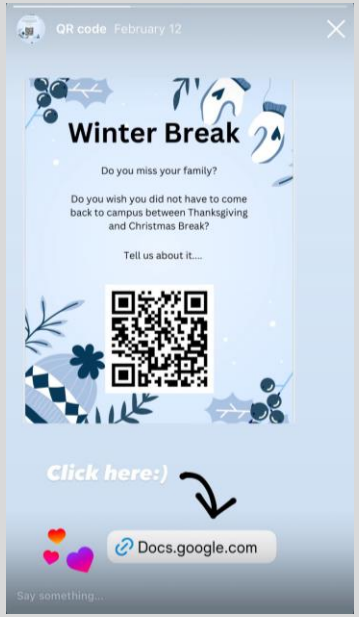
- Define Campaign Goals
- Identify Key Roles
- Sourcing Strategy
- Engagement Materials
- Implementation of Recruitment

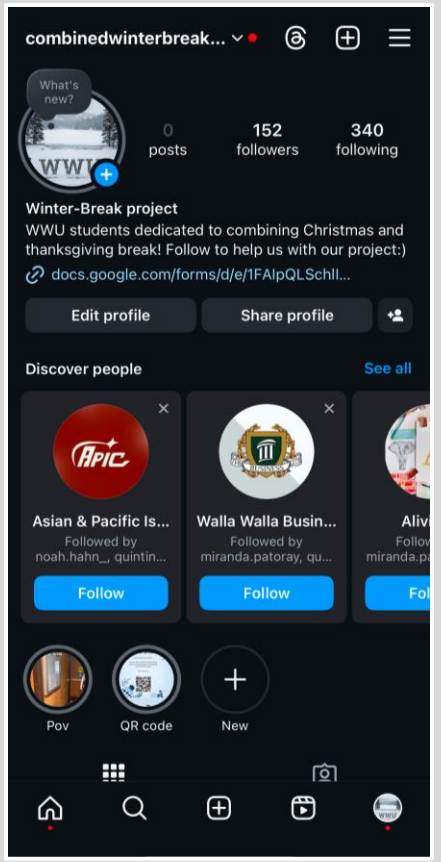
COMMUNITY OUTREACH

Our group used methods like, social media, flyers, google forms, videos, and verbal as well as in-person outreach to let the community know about our project.

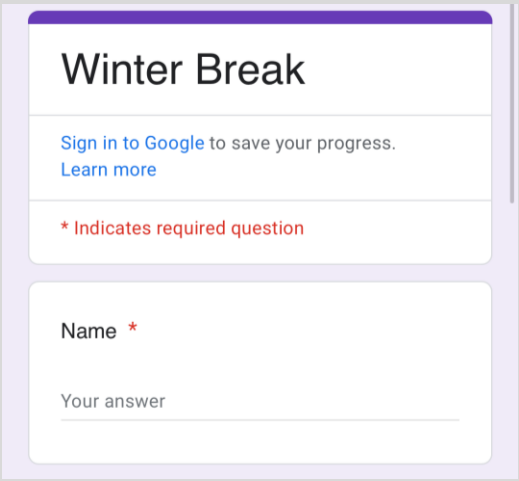
- 144 responses on the google form
- 152 followers on the Instagram account (@combinedwinterbreak__sowk266)











VIDEOS

We used Tik Tok, another social media platform, to film videos regarding our project.



SURVEY RESPONSES

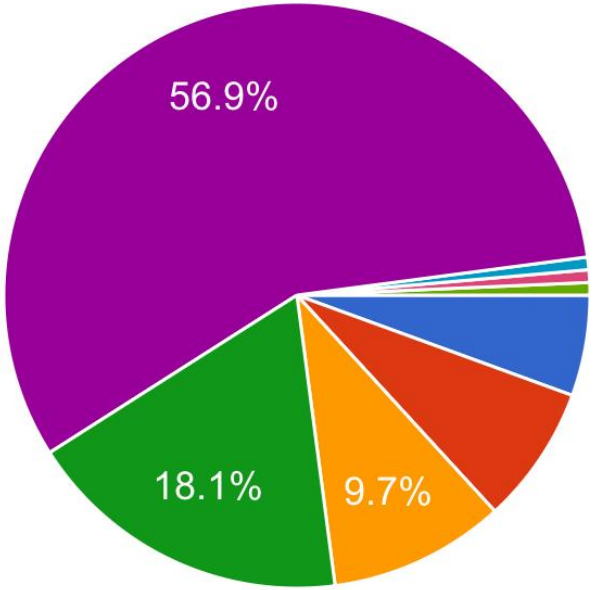
In our google form we received a lot of feedback from WWU students that supported our ideas on combining the two breaks into one.



More on our survey

How would you feel about combining Thanksgiving and Christmas break?

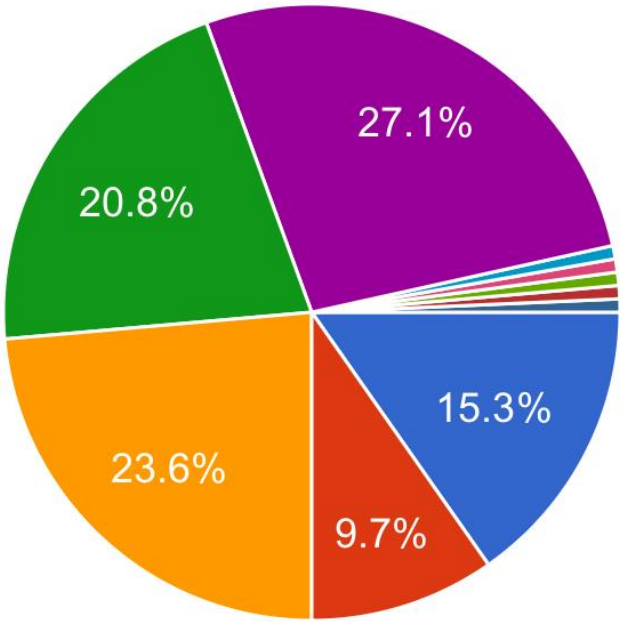
144 responses



- Very Bad
- Bad
- Indifferent
- Good
- Very Good
- perfect
- Extremely good, just the fact that money going towards seeing my family after…
- I wouldn't be against it, but as a college athlete on the women's basketball tea…

How do you feel about starting school three weeks earlier in September?

144 responses

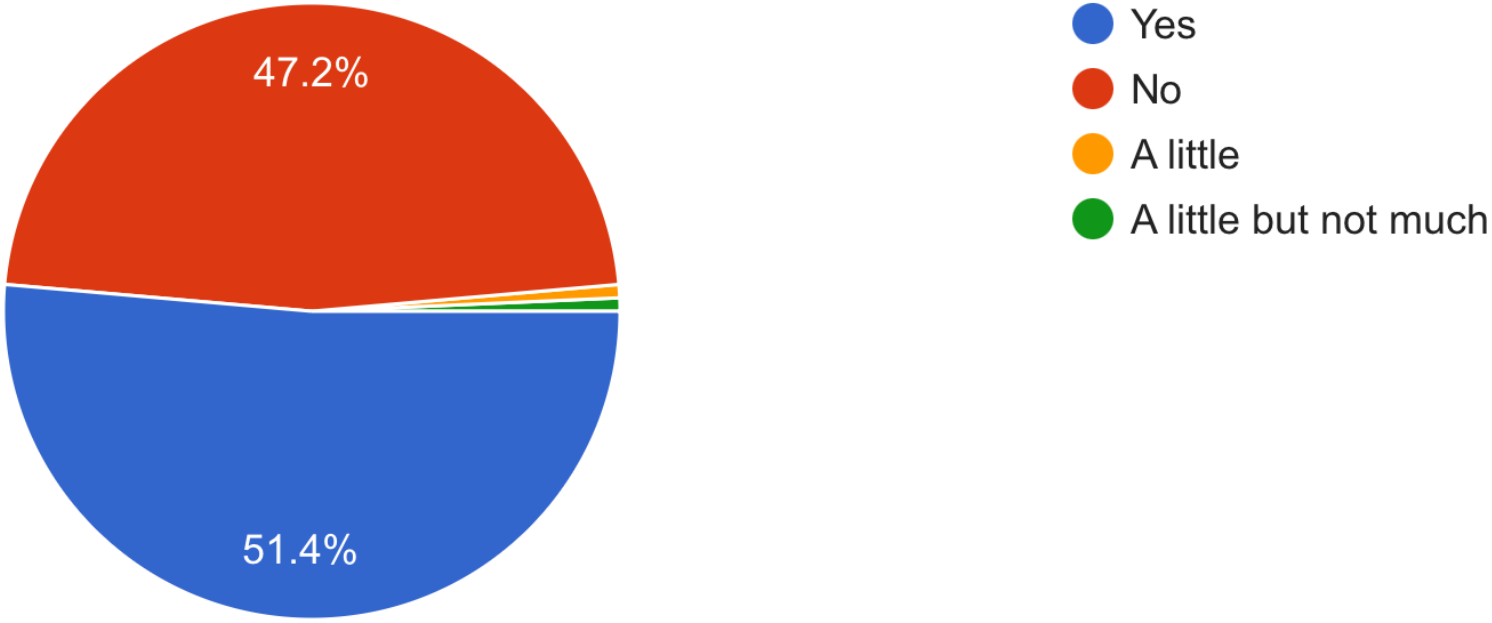


- Very Bad
- Bad
- Indifferent
- Good
- Very Good
- perfect
- I’m getting married on September 7 so…
- Eh, somewhere in the middle but not i…

1/2

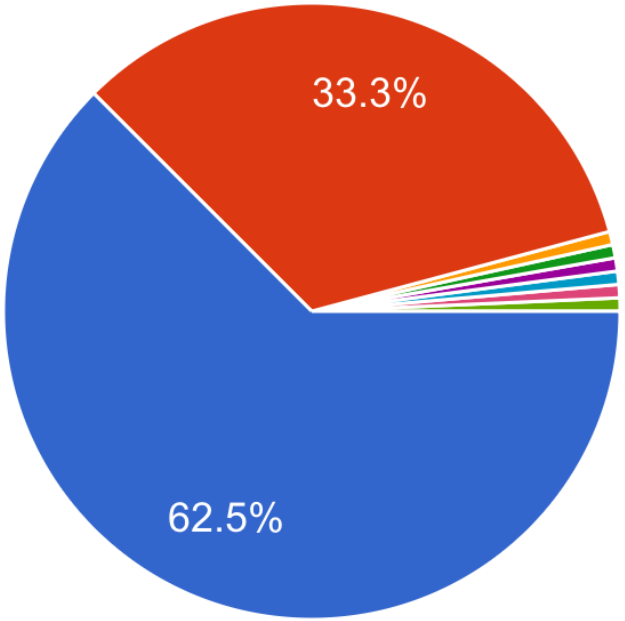
Do you spend time studying over Thanksgiving break?

144 responses



Do you feel overwhelmed by the financial burden of travel costs during the holidays?

144 responses



Group Dynamics



- Strengths
- Leadership
- Facilitator
- Consensus

Timeline

- Interviewed students
- Met with Darren Wilkins
- Communication with Pam Cress and Jodi Wagner
- Organized thoughts and demands.
- Created survey
- Created and hung flier
- Campaigned at meals in cafeteria
- Made Instagram account
- Meeting with Pam Cress
- Meetings with other faculty

Campaign Overview

- Target Response
- Demand Progress
- Next Steps?

Thank You for Listening!