

Promoting Interculturalism on Campus with the INTER-Club Zumba Event

Ashley Oh, Cassandra Santos, Shao Rahman, Tommy Nixon, Tyler Chong

University of British Columbia

KIN 465

November 18, 2014

Disclaimer: "UBC SEEDS provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student project/report and is not an official document of UBC. Furthermore readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or the SEEDS Coordinator about the current status of the subject matter of a project/report".

a place of mind



Promoting Interculturalism on Campus with the INTER-Club Zumba Event

University of British Columbia

KIN 465

November 18th, 2014

Ashley Oh, Cassandra Santos, Shao Rahman, Tommy Nixon, Tyler Chong

INTER-Club Zumba

Purpose & Event Summary

We would like to build interculturalism on campus by targeting the social barriers around clubs. The roots of interculturalism start with the students on campus. Interculturalism can be defined as the general appreciation of another group's differences. In the case of our SEEDS project, the differences are shown as students identify themselves with a specific student club. Whether the genre is dance, athletics or entertainment, the student clubs can be interpreted as distinctive sub-cultures. We spoke with AMS sustainability and the Student Administrative Commission to gain more insight on the current social structure of UBC clubs. With the appearance of more new clubs each year, there has been a growing disconnect between other clubs which leads to a segregation of sub-cultures. As reported by the AMS sustainability, there is room for improvement of the relationships between the UBC dance groups (AMS Sustainability, 2014). It was common for them to book rooms for events that are away from each other (AMS Sustainability, 2014). A friendly rivalry can be a positive motivator at certain extents. However, the intra-competition within the UBC AMS club system is starting to have a negative impression on the school itself. We would like to break down the social barriers around different clubs and see a more developed UBC student community.

The ultimate objective of our event is to celebrate the diversity among the various varsity groups. As stated by our AMS Sustainability client, we also have the objective of using this event to promote the new interactive common lounge spaces in the new Student Union Building. The Zumba class will serve as a meet-and-greet informal gathering to welcome all the new club residents of the new SUB in the Winter Term of 2015. Every office is shared by two clubs and

each floor houses eight to ten different student clubs. Since each floor is united by a common lounge area, we would like to establish a sense community and cultural safety. With our project's direction, clubs will need to be placed on floors with other clubs that have no common association in genre. The goal is to promote cultural diversity by allowing different groups to co-exist together in a shared environment. As the physical proximity and presence of the groups is simply an integration of the different club cultures, there must be an effort build further interculturalism that is beneath the surface. At the end of the event, we hope to have floor mates become friends with each other and have the chance to learn about one another's clubs. To initiate the steps to build long term inclusion with the clubs, we are proposing this two part event.

History of Zumba

Zumba is a fitness program that involves dance and aerobics. Being a cardio-aerobic dance program originating from Latin-American culture, it has been modernized as a mode of exercise for all. Classes combine various dance styles of salsa and merengue and can be performed to African beats, jazz, pop, and hip hop music. It was invented in the mid 1990's by Beto Perez in Colombia (Zumba Costa Blanca, 2009). Beto Perez was an aerobics class instructor, who one day forgot to bring his aerobics music to class, and instead used a CD he had in his car of salsa and merengue music (Zumba Costa Blanca, 2009). That class was very successful and all of the participants had a great time. It later expanded to the US in 2001, and has been a growing fitness program for people across the world (Zumba Costa Blanca, 2009). Some of the benefits Zumba include: increase in cardiovascular fitness, reduction in stress, and promoting social relationships (Huffington Post, 2014). Zumba is the perfect way to bring clubs together in a fun and healthy environment.

Logistics of the Event

Part 1: Zumba Classes

The open classes will tentatively be hosted by a UBC Dance Club instructor to further the involvement of student clubs. The class will be a basic beginners Zumba class that is 1 hour long with 30 – 50 participants. It is open to all AMS Club members and to the general student population. Participants do not require any dance experience, and remixes of Top 40 songs and other genres will be played to accommodate everyone's taste in music. Each floor will have their own specified dance event, on separate dates, from other floors. The event dates will correspond to the week that the clubs move into that floor. In terms of timing, the event will be held on a weekday in the evening so it will not conflict with classes and students will already be on campus. The common lounge will be rearranged and adjusted to form a dance floor 3m by 10m in dimension. As mentioned earlier, the classes are open to all club members of that floor and are completely free. There will also be time after the event for participants to socialize. In terms of the delivery, we want to partner with the various UBC dance clubs and provide them an opportunity to teach the Zumba. This will foster the relations between clubs even further. An alternative would be to hire a Zumba instructor in the local West Point Grey community.

Potential Source of Instructors

- UBC Dance Club <http://www.ubcdanceclub.com/>
- Unlimited Dance <http://unlimitedubc.blogspot.ca/>
- UBC Ballet Club – Zumba Instructor Lauren Chimko – lauren.chimko@gmail.com
- Independent Zumba Instructor <http://mariaanduanet.zumba.com/colour>

Part 2: Flag Art

With the hopes of building a sense of ownership and community with each floor and common lounge, the clubs of each floor are going to create a flag. The goal is to create shared identity with the corresponding groups of each floor. The flags will represent each floor and can be hung in the respective common lounge area. After the Zumba class, art materials will be provided to create a flag on large canvas. The floor mates have the freedom to create any type of flag design. We can suggest putting something unique that symbolizes each club and another symbol that relates to all clubs. Example of the type of art, there can be hand prints with paint or even pictures of the various clubs. At the end of this activity, there will be time to socialize and have refreshments.

Data Collection

Throughout the whole the entirety of the project, we were in direct contact with a representative from AMS Sustainability, Chiyi Tam, and UBC SEEDS Coordinator, Liska Richer. Through communication by emails and in-person meetings, we were able to discuss the logistics of the event and form a concrete proposal. We also recruited potential dance instructors and event stake holders by phone and email. As the event is quite far in the future and in a proposal stage, a few organizations stated their interest in the event, but did not take any additional steps to secure a sponsorship or a provision of services. The UBC REC, Ballet Club, UBC Dance Club are willing to support our event. Adding, we also contacted the Clubs Administrator of the Student Administrative Commission, Kathleen Simpson, and she believed it was a prime opportunity to build relations amongst clubs. We can see that her goal is to make the new SUB more accommodating for all clubs. In terms of event feasibility, we spoke to a few UBCAMS clubs through our internal connections. One of our group members was the president

of the UBC Korean Christian Club and another was an executive member of the UBC Weightlifting Club. We also had a group member that knew the Vice-President of the Ballet Club and some executives of the UBC Dance Club. As we could not interview all clubs, we thought that input from these clubs would be a sufficient sample of data for our purposes. We also were able to give a definition of interculturalism and gather their opinions on it. All groups thought the event was feasible and believed that building community is a need as all clubs will be in more contact with each other in the new SUB space.

Method

Apart from the venue and the instructor, we have provided a list of equipment in the supplies list below. We would like have volunteers for the event which can be hired through the UBC AMS. Zumba generally does not require anything asides from people bringing their own athletic clothing and shoes. If the instructor would like something extra, such as tables or chairs, we would need advance notice prior to the event. We are also providing free refreshments that will be available after the event to entice members stay behind and socialize.

For the flag art, we would need many general art supplies. We need a canvas material and acrylic paint of various colors. A nylon string can be attached to the flag and hung on the ceiling of the lounge with nails. It is ideal to customize the flag art to display the identities of all different clubs in that corresponding lounge. In order for members to represent to their club, they can cut out their logo and spray paint it onto the flag. With that, we would need cardboard, scissors and spray paint.

For promotional purposes, we would need to advertise the event, to allow clubs to register in advance, and we would like to raise awareness on our cause. UBC AMS can be responsible for sending out invitations online for registration. Volunteers can venture around

campus, with the help of UBC Rec, to promote posters. With that, would need an AMS graphic designer to design a creative poster for the event. We would want to document the event, so we would need 2-3 videographers with video cameras to document the event from different angles and perspectives. A go-pro can be placed on a couple of the participants to provide a first person experience. For future AMS club weeks, the promotional video can be shown to invite more students to clubs. The video sends the message that the AMS is trying to promote an intercultural UBC club community. The AMS can review the video to determine the feasibility of the event for subsequent years.

Supplies

- 50" by 80" White Canvas Sheets
- Acrylic paint of all colours
- Paint brushes
- Spray paint of all colours
- Cardboard
- Scissors
- Nylon String
- Hammer/Nails
- Posters (Graphic design)
- Boom Box
- Refreshments: Vegetables platters, juice, chattered sandwiches
- Plates/Napkins/ Utensils
- Speakers (extension cords)
- Camera (Videographer)

Estimated Budget

- **General Art Supplies = \$450**
- **Zumba Instructor (\$20 - \$50/hour) = \$50**
- **Refreshments = \$200**
- **Total = \$700**

The budget reflects the cost for one event night. If the event is successful, there may be subsequent event for other clubs moving in on different floors. General art supplies can be re-used for future events and music systems are already provided by the AMS. The budget ultimately depends on the provisions and services given by the AMS and other sponsors.

Event Marketing

Given the present age of technology, the promotion for this event will be done through social media, including Twitter and Facebook. Effective marketing using online resources will reduce the cost of the event as a whole. Furthermore, by e-promoting the event, environmentally friendly practices for future years can be sustained, since it will reduce the amount of printed materials. A template newsletter will be distributed to club partners over e-mail briefly explaining the purpose of the event, a date, venue, and time. All club members and participants of the event must register online in order to track attendance. Free online event-planning programs such as Splash or Eventbrite send online invitations to people through e-mail and record the number of people in attendance. We hope to use e-communication as the primary way in which attendees are made aware of the event. In the case of a few printed posters, these would be on display in the common lounge as a visual marketing aid, since repetition is a powerful determinant of memory (Hintzman, 1976). Finally, word-of-mouth communication between members of clubs will be important to recruit a greater number of participants.

The most important community partner for the purpose of the event gaining popularity would be UBC REC. Their reputation on campus makes them an ideal partner for promoting this event given the common goal between our group and theirs: to provide physical activity and fitness opportunities for the UBC community. Our proposal would entail a sample partnership proposal which would be sent to the *Yoga, Pilates, Dance, Health, Martial Arts or Intramurals* sector of UBC REC. The partnership agreement would entail our inclusion of the UBC REC logo on our promotional materials, and a section of our e-newsletter dedicated to promoting the dance classes available through UBC REC to our target club audience. In exchange, UBC REC would assist in our promotional efforts by advertising the different UBC dance clubs available for students to

join through placement of posters and verbal communication in their classes. The costs for printing the poster would be incurred by the planning committee, not UBC REC. Furthermore, we will specifically promote UBC REC's dance programs in the new Student Union Building (SUB) so that students and dance club members become aware of the classes offered at the Student Recreation Centre (SRC). Our hope is that event participants enjoy the Zumba event enough to register for the classes offered by UBC REC, and similarly, that students who enjoy classes offered by UBC REC consider joining a dance club that appeals to them.

Depending on the budget and sponsors the planning committee is able to attain, free snacks or beverages could be provided to create a lunch-time social. By providing refreshments at the end of the Zumba session, various club members can socialize with each other. Our goal would be to provide healthy snacks and beverages, as we feel that the availability of healthy food options coupled with moderate physical activity encourages students from different cultures to live well and be active, which aligns with the goals of our class. Therefore, we would consider approaching UBC Food Services or other companies to sponsor our event by providing refreshments such as fruits and vegetables.

Potential Stakeholders and Sponsors

- UBC Rec <http://www.recreation.ubc.ca/>
- AMS Student Administration Commission
<http://www.ams.ubc.ca/leadership/commissions/student-admin-commission/>
- Access and Diversity <http://students.ubc.ca/about/access>
- AMS Sustainability <http://amssustainability.ca/>
- AMS NewSUB Engagement <http://www.ams.ubc.ca/nest/building-the-nest/team/>

- AMS Catering <http://www.ams.ubc.ca/at-the-sub/conferences-catering/food-services/>
- UBC Food Services <http://www.food.ubc.ca/>
-

Event Feedback

At the end of the event, we would like to give out surveys to get feedback on the activity (Refer to Appendix 1). With this information, we can decide to repeat the event for other clubs in different common lounges. The AMS can send the electronic version of the surveys through email; contacts are taken from the registration for the event. Written forms of the survey will be handed out and collected at the end of the event.

Appendix 1

Survey

1. Generally, how involved are you in AMS activities at University of British Columbia
2. How do you currently find out about campus activities and events?
3. Would you like to participate a free Zumba session at the AMS common lounge?
4. Please list any primary reasons that may prevent you from participating in campus activities and events?
5. Please list what time of day you would most likely attend an event on campus?
6. Would you recommend this Zumba session to your club members if you are satisfied?

References

- AMS Clubs. UBC AMS Clubs A-Z Listing. (2014). Retrieved from <http://www.ams.ubc.ca/clubs/>
- AMS Sustainability. (2014). Retrieved from <http://amssustainability.ca/>
- Benham, L., Hall, A., & Barney, D. (September 2013) Zumba: From secondary physical education classes to adult workouts: Staying up to date with the growing trends of physical activity in and out of the schools. *Strategies: A Journal for Physical and Sport Educators*. 26:5, 39-42.
- Healthy benefits of zumba (2011, November 2) HuffPost Healthy Living. Retrieved from: http://www.huffingtonpost.com/2011/11/02/12-healthy-benefits-of-zumba_n_1011261.html
- Hintzman, D. L. (1976). Repetition and memory. *The psychology of learning and motivation*, 10, 47-91.
- History of Zumba (2009) Zumba Costa Blanca. Retrieved from: <http://www.zumbacostablanca.com/about/history-of-zumba/>
- Interculturalism 101. (2012, January 1). Retrieved from <http://www.cnh.bc.ca/neighbourhood-stuff-to-do/about-interactive/>
- Ryder, A. R., Rostas, I., & Taba, M. (2014). 'Nothing about us without us': the role of inclusive community development in school desegregation for Roma communities. *Race, Ethnicity & Education*, 17(4), 518-539. doi:10.1080/13613324.2014.885426
- Taylor, C. (2012). Interculturalism or multiculturalism? *Philosophy & Social Criticism*, 38(4), 413-423. Doi: 10.1177/0191453711435656
- Tupas, R. (2014). Intercultural education in everyday practice. *Intercultural Education*, 25(4), 243-254. doi:10.1080/14675986.2014.883166