

I KNOW WHAT YOU DID

TASTY!



**GOODNOW HALL'S  
PROGRAM OF THE YEAR  
2005**

I know what you did last night! Are you scared? Would you share what you did last night with your mom? Some of the actions college students carry out aren't always the best. Everyone makes mistakes, but is it a mistake you are willing to live with for the rest of your life?

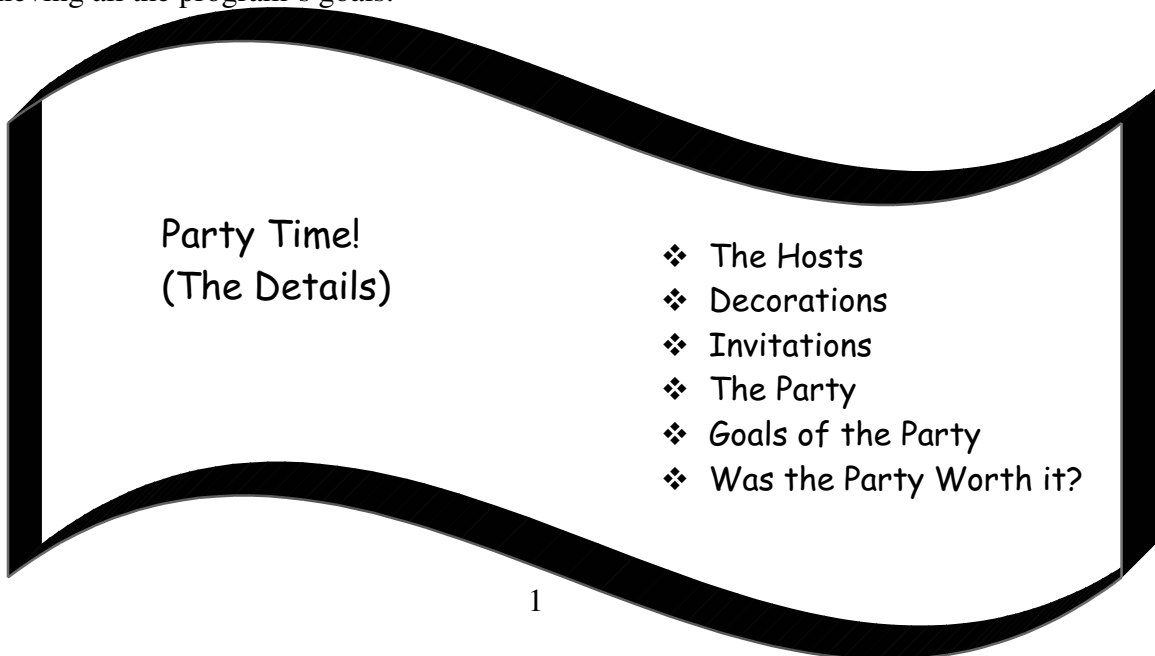


If you saw this poster, would you sign-up?

Well, around one hundred Goodnow Hall residents did sign-up and participated in “I Know What You Did Last Night” without knowing what the program was about.

Goodnow residents were assigned a character and everyday they got a slip in their mailbox that described what their character did the previous night. Residents also received

resources that related to their character’s actions of the night before. On the last night of the program, residents gathered together and found out what other characters had been up to the past week. This program effected many residents on different levels while achieving all the program’s goals.



## THE HOSTS

Goodnow Hall Resident Assistants Kyle Baack, Tiffany Happer, Rachel Trowbridge, and Nathan Vallette developed the idea for this program. The idea was similar to a program found online; however, the online idea was very small and involved the passing of STDs, only one problem college student's face. This idea was used as a starting point and then was expanded on by including resources and more issues relating to college students. The program was designed for all college students, especially those who knew someone facing one of the discussed issues. "I Know What You Did Last Night" was modeled around issues that college students face, primarily students in residence hall settings. Since some Goodnow Hall residents will be living in fraternities, sororities, or off campus next year, some issues faced those living situations as well. Resources that addressed the issues their character was dealing with were given to residents.



Left: Nathan Vallette and Rachel Trowbridge



Right: Tiffany Happer and Kyle Baack

## PREPERATIONS

Preparation for this program took the developing team several months to prepare. The team had to write scripts for all of the characters. To receive constructive criticism the program was tested on the Goodnow Hall RAMA Staff during a staff meeting. The biggest cost was time put into the program, followed by the cost of food. Initially, local restaurants were donating the food for the program. That left the only monetary cost being nametags. At the last minute though, one of the food vendors fell through, so \$100 was spent on pizza; however, with 110 people in attendance the cost per person was less than \$1.00 a person. Goodnow Hall's Governing Board supported the program by supplying the money.

## INVITATIONS

By the time March rolls around, residents have seen massive amounts of posters throughout the year. All of the posters are pleading for attendance at programs. To have high attendance at "I Know What You Did Last Night," advertisements had to be catchy and creative. For starters, the title of the program was similar to a familiar movie.

Something familiar is memorable! Small posters were posted that just said "I Know What



You Did Last Night;" they were made out of newspaper clippings which made it seem like a mysterious ransom note. They were posted about a week before the large posters to get the attention of residents and to have them on the look out to what the

program entailed. Large posters were made into shapes related to topics in the program. The shapes included a martini glass, a condom, body outlines, a textbook, a beer mug, and a pill bottle. Catching resident's eyes was the purpose of these posters and it was achieved.

The most remarkable aspect of this program was the participation it received without giving any information out about the program. The posters said a date for residents to check their mailbox. Even though residents didn't know what they would be checking their mailboxes for, or what they would be doing on the program date, they signed up to be part of this program. A substantial amount of Goodnow Hall residents inquired about the details of the program. Even though residents did not get answers to their endless questions, they signed up to be a part of this mysterious program. There was a cap put on the number of residents allowed to participate due to the amount of free food offered at the program. Ten residents per one Resident Assistant could sign up with. By having residents sign-up it made them commit to the program. Sign-up sheets were filled within days!



Participating residents were assigned a character at random. Slips were put into mailboxes on Wednesday March 9<sup>th</sup>. The first note was just an introduction to what was going to be happening the next few days. Residents were informed that the issues that would be brought before them might make them feel uncomfortable and they were asked to keep an open mind. Also, they were given the names of the Resident Assistants putting the program on so if they wanted to withdraw from the program at anytime they could.

The next day residents were given a note in their mailbox that said who their character was and what their character had done the night before. Residents just had to imagine themselves as their character and come to dinner on the 5<sup>th</sup> Floor on Sunday the 13<sup>th</sup> at 7:00pm. The script written by the Resident Assistants involved twenty-five characters. Since the participation was around one hundred, there were four participants with the same character.

The first day's script was an introduction to a specific assigned character. Descriptions told the name and a little background of the character. To better explain the scenarios, Landon will be used as an example. Here is what happened to Landon on the first day.

*“You are a typical 18 year old college student living away from home for the first time in your life. You are ready to experience everything that college has to offer: frat parties, all-nighters, and “fun” times. You have now been at Kansas State for a week and have already been to a couple parties and pulled an all-nighter. You’ve made several friends so far since you’ve been at college, and are now anxious for what will come your way in the future.”*

Even though not much happened to their character, residents couldn't wait to find out what was going to happen the next night. The next night, Friday March 11<sup>th</sup>, the characters were presented with a situation that they had faced the night before. The situations varied character to character. Situations consisted of the following:

- ◆ Rape
- ◆ Abortion
- ◆ Depression
- ◆ Loneliness
- ◆ Religious Expectance

- ◆ Eating Disorders
- ◆ Drinking
- ◆ Drunk Driving
- ◆ Dating
- ◆ Sexual Orientation

- ◆ Academic Dishonesty
- ◆ STDs
- ◆ Ethnicity
- ◆ Alcohol Positioning
- ◆ Drug Addictions

All of these issues are situations that college students face. It can almost be guaranteed that someone in Goodnow Hall has faced or will face one of these issues at some point whether it be directly or indirectly. This was the first night something happened with the characters. This is what Landon did on the second night.

*“Last night you were at the Delta Iota Rho “Rumble in the Jungle” semester kick off party. You went with some great new friends that you’ve met since school started, Bart and Gavin, and ended up hanging out with them until the early hours of the morning. You finally made it back to your own dorm room around 5 in the morning, exhausted from the amount of fun you had the night before.”*

Residents also received resources throughout the week. The resources differed from character to character. Resources consisted of pamphlets on the topics the characters in the story were facing.

“What’s going to happen the next night?” Many characters’ situations ended abruptly and residents couldn’t wait to find out what was going to happen. Throughout the process, residents learned that their character was connected with another resident’s character. Residents would converse with others each day to see what happened to each other’s character. Sarah Fink, Goodnow Hall Resident, exclaimed *“There were a couple of times during this program that there was a group of four to five people in my room talking about what their character had done the night before.”*

On Saturday March 12<sup>th</sup>, characters continued with facing their situations and some character’s situations only got worse. This is what Landon did last night.

*“Yesterday you slept all day and missed all 4 of your classes but it wasn’t that big of a deal. It was only the second week and the teachers had not really started teaching yet, so it didn’t really matter that you missed class. You got a call around 7pm from your friend Bart, informing you of yet another party taking place at his fraternity later in the evening. You were excited about the party because Bart mentioned something about a girl that wanted to meet you. The party was the best one you had attended yet and you met some great people, including a gorgeous girl who seemed really into you. During the course of the night, you kept taking shots and drinking more and more alcohol.”*

This night, residents who had Landon as a character received information on how to take the online alcohol abuse quiz. It’s apparent with Landon that he might have a drinking problem so any information about alcohol abuse would be helpful.

Sunday March 13<sup>th</sup> was the last day. By this time of the program, residents had realized that their character descriptions were put in their mailboxes early in the morning so residents would



Aleigha Ford and Lindsey Miller are checking Aleigha’s mail to see what her character Shanequa did last night.

come and look for their descriptions as early as two in the morning. Residents just couldn’t wait to see how the character’s night went. The residents who had Landon as a character received more resources. One was a handout and business card for Safe Ride

and the other was a pamphlet addressing Counseling Services on K-State's campus. Landon didn't have a very good night.

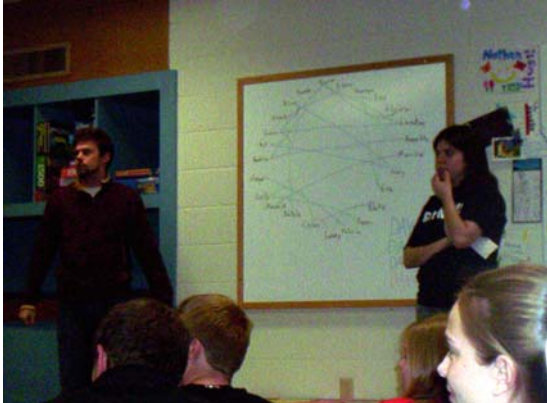
*"Yesterday you woke up in your own bed not knowing how you got there. As you became more coherent, you realized that the phone was ringing. The call was from Gavin, telling you that Bart and him were in a hit and run accident last night. He told you that your friend Bart died in the accident, as he cried uncontrollably on the phone. You told Gavin that you would be at the hospital as fast as you could be. As you hurriedly got dressed, you ran out to the parking lot to find your car. When you saw your car you fell to your knees. Your car was damaged beyond repair, and you believe that you might have tried to drive home the night before and hit your friends with your car while driving drunk. You fell to your knees and started to cry at the thought of what you had done."*

Most of the character's story ended in a tragic way, but not all. While some did end in death, hospitalization, suicide, jail, characters socially distraught, or boyfriend/girlfriend breakups, some had no resolution. The reason for some characters not having resolution in their story is because it could end in various ways and the resident is left to make up the ending of the character's life.



Rachel Trowbridge gives the female participants their nametags.

Goodnow Hall's fifth floor lobby was packed on Sunday night at 7:00pm. Residents walked in and received nametags with their character's name on it. The purpose of the nametags was to let residents know who each other's characters were. There was a bustle in the lobby as residents arrived. Residents found other residents who had a character that affected their character. Residents were talking as if they were the characters.

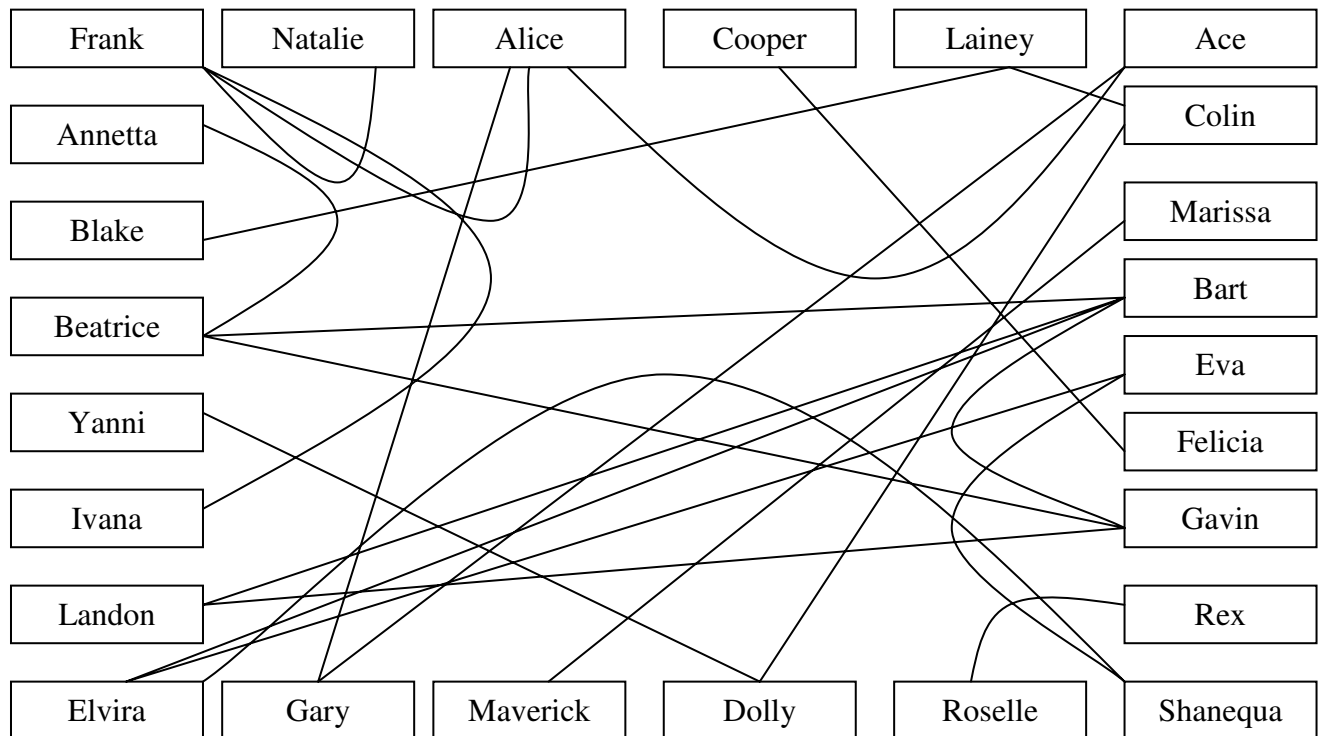


Nathan Vallette and Rachel Trowbridge in front of all the participants.

The presenters started the night of the program by introducing themselves. A thank you was given to all participants for having open minds about what was presented to them during the week, as well as participating in a program they had no information about.

Residents were asked to summarize what had happened to their character in the past week. By having residents do the explanation, they had an interactive part of the program. As the lives of the characters were revealed to all in attendance, there were gasps of astonishment and shock. The lives of the characters seemed to be more exaggerated than in real life, but many residents aren't aware of problems others face.

Next, Rachel and Nathan explained a web that was drawn on the lobby whiteboard that showed how characters connected to each other. This was a visual explanation of how the actions of one character can affect another character. In Landon's life, his drinking and driving choices ended in killing a friend and hospitalizing another. Katie Lehrman expressed, "The web was helpful because it showed very cut and dry how everyone was connected. My character was only connected to a few people."



This web shows the connections all the characters have to each other. Landon is connected to Bart and Gavin.

Rachel and Nathan expressed to the group that the resources they received were meant for their character's situation. It was also explained that if they couldn't use the resource they might know someone who will need help or the information presented by the resource at some time.

Dan Wilcox, a K-State Counseling Services Representative, came and spoke to the group on what Counseling Services had to offer to K-State students. He assured everyone that the issues presented in the program are real issues that K-State students are dealing with everyday. He took some questions at the end where residents asked about the cost of the services available. Mr. Wilcox informed everyone that the first four visits to Counseling Services are free.



Dan Wilcox talking at the program.

Rachel and Nathan thanked the group again for participating and having an open mind. The residents were invited to enjoy the free dinner that was provided. Residents stayed and ate their food while they still conversed about their characters.



Residents stick around and enjoying their free food after the program.



## GOALS OF THE PARTY

- Educate residents about issues that all college students face.
- Supply resources that can help themselves or others.
- Provide students with an interactive program and a chance to walk in someone else's shoes.
- 75 Residents participate in the program

The goal was to have at least seventy-five residents participate. Around one hundred residents signed up but over one hundred residents attended the night of the event.

Rachel Trowbridge, 1<sup>st</sup> floor Resident Assistant and program developer exclaimed, *“I would say that our goals were exceeded. Not only were people able to get resources, but also meet other residents. One night, a guy and girl were both checking their mail, and realized their characters were dating one another. It was great to see residents from other floors get to know one another.”*

## WAS THE PARTY WORTH IT?

“I Know What You Did Last Night” affected residents on many different levels.

1. Helped residents know their actions effect others and themselves for the rest of their life
2. Helped residents know they aren't alone while in a community
3. Helped residents know about Counseling Services
4. Had a magnificent social impact on residents.

Often times, students fail to recognize that their actions, no matter how small, do not go unnoticed, and often can have an impact on other people. At the same time, many students fail to see how one mistake or misjudgment on their part can affect the rest of their life. The character web showed directly how one night of drinking can set a bad example and how having unprotected sex, “just this once,” can lead to results that affect the rest of your life and someone else’s.

A common misconception made by many college students is thinking that just because they are in college and out of their parent’s house, they are on their own and alone. It is difficult to be a successful hermit when you live in a residence hall. By choosing to live in a residence hall, a person inherently chooses to become part of a community. In Goodnow Hall, they are putting themselves in the middle of roughly 600 other people, and up to 599 other people can see what they do, and how they interact with others. Whether good or bad, a role model is made through their actions and people never know if they are a role model for someone else. One of the strengths of the program is how it not only aimed its messages at students, but at all people within the residence community. There is a story about the RA who drank at a party and set the example for her residents. This helped get the message across that communities are everyone, not just a select few.

The variety of topics covered made the program helpful for many different residents. There was at least one character with a problem that everyone could relate to, either through personal experience or through secondary exposure. By making the problems so intense, yet so general, it allowed people to not only understand, but to garner empathy for the parties involved. The problems also showed another important

thing to the people involved in the program. The fact that someone could put that problem into eloquent wording, it meant that someone else must have gone through it before and been willing to talk about the feelings that came with whatever particular problem was being discussed. This was perhaps one of the most important things about the program as it furthered the message that no one is alone.

Problems that a student may have, like an eating disorder, binge drinking, or contracting an STD may seem overwhelming at the time that they are going through the difficulty; however, this program showed that there are always options and resources to help people with problems. Putting information in the hands of a resident through a program that encourages them to look out for, be aware of, and involved with the people around them was a very social, responsible, and smart thing to do. The addition of the counseling service representative was a brilliant touch. So many students avoid seeking the counseling that they really need because they are afraid of facing the realization that they need help. Day-to-day students walk the college tightrope, by balancing classes, work, social obligations, and dealing with the pain of their problems. Having someone there who has heard all of these things and can assure students that they are not alone will encourage those residents who are in pain to seek help.

This program was not only an educational program but also a social program. Residents met other residents, were given a chance to take a break from schoolwork, and at times were able to use the program as a conversation starter. When residents went to their mailboxes and pulled out that day's description slip, random residents would hover over to see who their character was and what was going on in their character's life. These residents would then talk about each other's characters and then introduce themselves by

their real names and not their character names. On the night of the program, residents were able to take time away from their schoolwork for a fun and interactive program. While in the line for dinner, residents would ask each other if they were participating in “I Know What You Did Last Night.” Since many residents were all experiencing this program, where they didn’t know what was going to happen, they could all relate to each other.

The following quotes are from residents who expressed how they were impacted from the program “I Know What You Did Last Night:”

“I think the main thing gained from the program was for people to see the connections among people and how their actions impact others. It took a scenario and gave it real life applications.”

Aaryn Clark, RA

“I learned that there were different places on campus that you can go to get help with depression, rape, and substance abuse.”

Stephanie Prevedello

“It is scary to see how many people experience these problems and how fast they spread. It opened my eyes to the problems that others face.”

Meghan Bogener

“My character had an eating disorder. Next year I will be living with a girl who has an eating disorder. The information and resources were really helpful.”

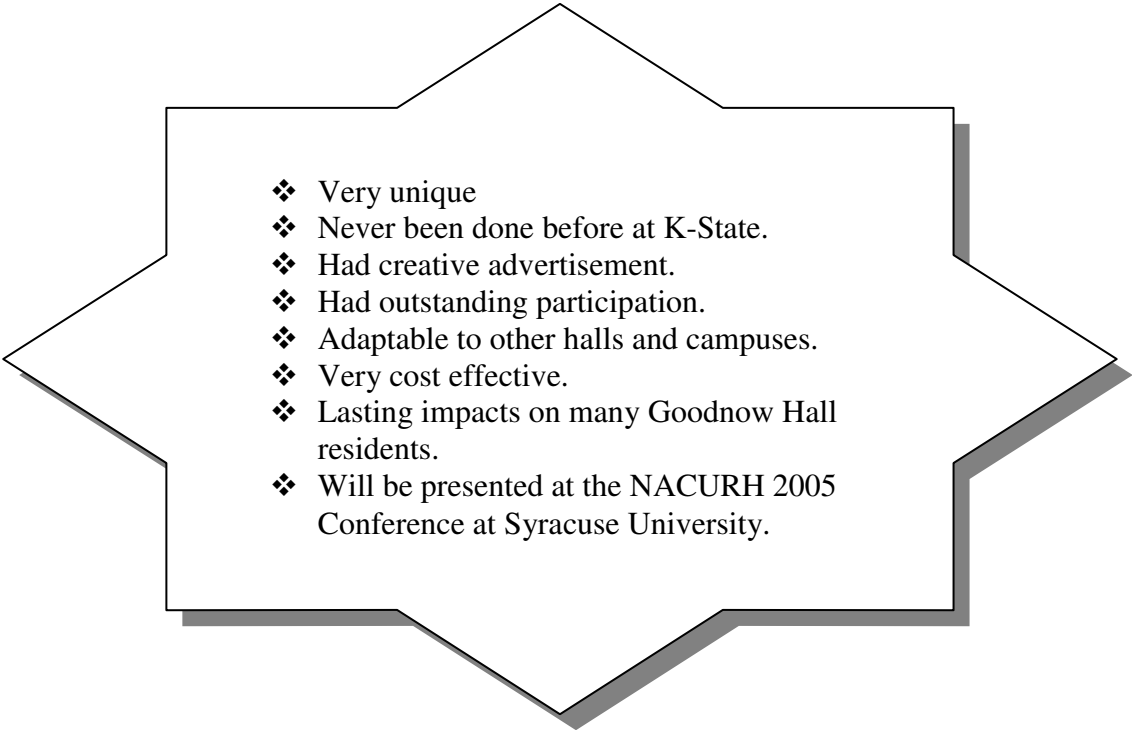
Julie Powell

“The program was a great way to raise awareness of other people’s lifestyles and many social problems that many people have a hard time relating to.”

Jonathan Tarman

This program was incredibly unique to K-State. “I Know What You Did Last Night” was interactive and had never been done on campus before. Also, trying to engage interest among residents using complicated subject matter can be rather difficult however, “I Know What You Did Last Night” achieved this.

“I Know What You Did Last Night” is more than deserving for the Kansas State University’s Program of the Year for the following reasons:

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- ❖ Very unique
  - ❖ Never been done before at K-State.
  - ❖ Had creative advertisement.
  - ❖ Had outstanding participation.
  - ❖ Adaptable to other halls and campuses.
  - ❖ Very cost effective.
  - ❖ Lasting impacts on many Goodnow Hall residents.
  - ❖ Will be presented at the NACURH 2005 Conference at Syracuse University.

I know what you did last night! Are you still scared?