



The System: Social Group

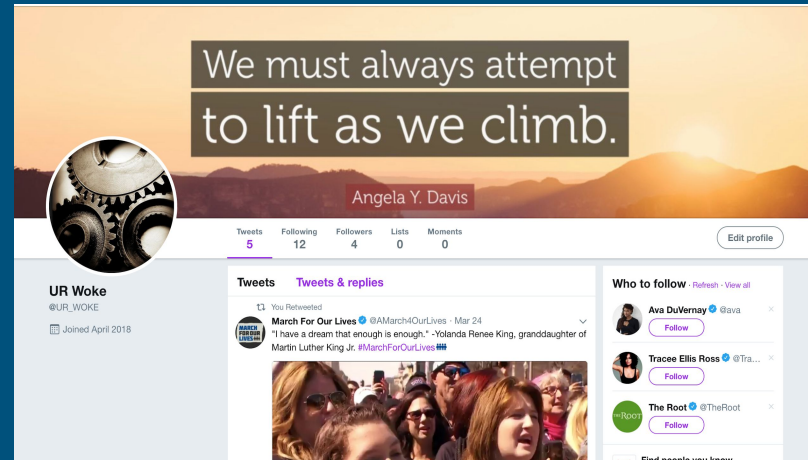
Camryn, Jen, Katie, Kyla, Lilly, Tracy,
Abdoulaye



UR_WOKE

- https://twitter.com/UR_WOKE
- <https://www.tumblr.com/blog/ur-woke>

The Twitter and Tumblr blogs are intended for student activists to be able to have a public forum where they can voice their opinions on issues that are affecting the campus. Our hope for the future is that the social scene is not only diverse but that students are also interacting with one another. Blogs currently include solutions to issues of self segregation and a critique of PHC Greek culture.



Verizon 4:15 PM 64%

ur_woke

13 posts 20 followers 22 following

Message

UR_WOKE

This a parody account for a school project that will hopefully become real one day.

Followed by realseattakersofur, alicev.o, ___tylr___ + 8 more

UR_WOKE

Description

Accent Background

“Embrace difference.”

— Octavia Butler

The Blatant Exclusion of Minority Students from Greek Life at The University Of Richmond

As a latino minority student at the University of Richmond, Marco Guevarra always felt alienated from the social scene on campus. Although Guevarra was admitted and attended the school, he never felt as if his culture was represented among the student body and therefore felt excluded and left out of

Tweets 12 Following 14 Followers 5 Likes 2 Lists 0 Moments 0

You Retweeted

The Collegian @URCollegian · Mar 30
Diversity and exclusivity at UR: Part V

Diversity and exclusivity at UR: Part V
Sophomore Jaide Hinds-Clarke has actively worked to build a more inclusive community at UR, from the classroom to the basketball court.
thecollegianur.com

You Retweeted

UR Race Project @URRaceProject · Apr 11
This week in the archive: Sophomore Elizabeth Mejia-Ricart analyzes a number of @URCollegian articles from the 1970s in order to consider the recruitment of black students on campus outside of athletics after integration.
blog.richmond.edu/memory/2018/04...

UR_WOKE @UR_WOKE · Apr 11
Check out our blog post on the problems of greek life at UR tumblr.com/blog/ur-woke

UR_WOKE @UR_WOKE · Apr 11
Check out our blog post on self segregation at University of Richmond tumblr.com/blog/ur-woke

You Retweeted

March For Our Lives @AMarch4OurLives · Mar 24
"I have a dream that enough is enough." -Yolanda Renee King, granddaughter of Martin Luther King Jr. #MarchForOurLives###

"I have a dream that enough is enough" - Yolanda Renee King
Powered by SnappyTV

The Blatant Exclusion of Minority Students from Greek Life at The University Of Richmond

As a latino minority student at the University of Richmond, Marco Guevarra always felt alienated from the social scene on campus. Although Guevarra was admitted and attended the school, he never felt as if his culture was represented among the student body and therefore felt excluded and left out of the social scene. Guevarra found a few friends that could relate to these sentiments and began a discourse with them about why they felt the way they do about the campus social scene. One latino student, by the name of Sebastian Martinez, mentioned the fraternity system at the University of Richmond. "Freshman year, on my hall all of the guys were talking about rushing and rush week and honestly most of them were white guys. I hadn't heard about any hispanic fraternities so I assumed it wasn't for me," Martinez stated.

The other students agreed that the vast majority of fraternities and sororities on campus are dominated by white people. Since University of Richmond is a campus vastly dominated by greek life as the staple of the social scene, minority groups often feel excluded from most social activities if they are not involved in some sort of greek life. The University of Richmond only contains one African American sorority and one African American fraternity. The students I spoke with mentioned efforts that were made to create an Asian fraternity and a Hispanic fraternity which were both shot down by the administration on campus. This lack of representation among the largest social component on campus made the students feel isolated from the social scene on campus. In addition, the costly nature of greek organizations may pose a financial burden on minority groups who, as we know, are not as well off financially as white people.

This is a widespread problem among minority students in higher education, primarily those attending small universities. The exclusive nature of fraternities and sororities will require either an expansion of the greek system to include minority groups or a total abolishment of the greek system as a whole in order to unify the college campus as we know it.



Self Segregation at UR

University of Richmond is ripe with self segregation. This dynamic is most clearly seen in the dining hall where people organize themselves by race, class, and other identifiers often without being aware of it. During students first week on campus, it is not uncommon for orientation advisors to warn them that the school dining hall is divided into three sections to align with the three rooms. The first room is dedicated to white greek organizations, the second room is for black athletes and minorities, and the third is a melting pot of students catching up on last minute homework or that don't quite fit into the first two categories. Additionally, racially homogenous cliques are easy to find throughout campus.

Homophily is the tendency people have to associate with others like them. It has been observed in many social settings that people tend to initially gravitate towards people because of shared visible identities. "If race is an important attribute for initial friendship choice, the social balance will magnify the importance of race by building cliques around an initial race-based friendship." (Moody, 2001) Race tends to be a salient identity for the formation of friendships as it is an obvious physical attribute that determines likeness. However, this alone does not explain why people self-segregate.

It is clear that students are being socialized as soon as they arrive on campus of the rules of who people should and should not interact with. At this point the University needs to become involved in encouraging diverse friend groups by setting an example within different levels of the institution. Ten percent of our student body belong to the top one percent. As a result of this, UR may be the most diverse place some of these students have ever been. Interacting with minority staff, will encourage students to be able to form connections that transcend race.

Contact theory says that the greater chance people have to meet, the more likely bonds will form. There are three factors that determine whether or not friendships occur in social settings for interracial relationships. These include status equality, cooperative interdependence, and support from authorities. (Moody, 2001) Less polarizing events, like Homecoming where the All American Rejects performed. A band that hasn't been popular in years and have a majority white following discourages minority turnout. Events that encourage attendance from people across race and other salient identities in addition to diversifying the faculty would encourage multicultural friend groups and decrease self segregation although these changes alone are not enough.



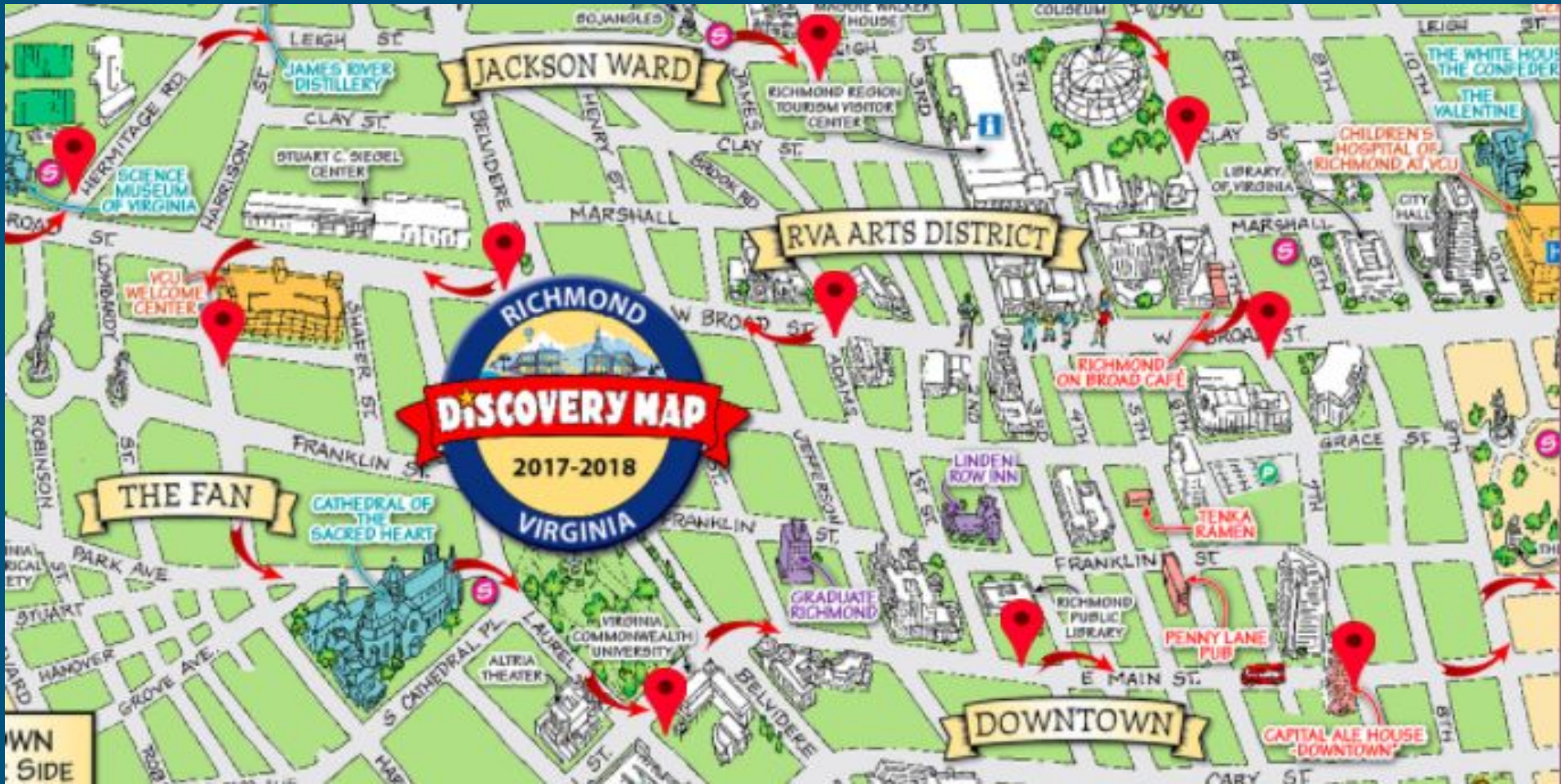
We have created a tumblr blog (run by UR Woke) which is a very important component of our imagined future. The blog would primarily be used to draw attention to social issues on campus and keep students aware of social issues that face minority students. The blog will introduce students to the vocabulary and tools they need to combat campus issues. We will use it as an outlet to provide emergent strategies to students in order to influence collective social change on campus. The blog will allow students to post their own personal experiences on campus as minorities. Creating the blog using an accessible social media outlet, tumblr, allows students easy access to these articles and allows them to remain informed. Ideally, we hope that the Collegian would write an article about the blog in order to draw student attention to this resource. Here, you can see a few examples of blog posts that we've written to illustrate our vision of how the tumblr blog would look. These blogs address minority issues of racial exclusion, self-segregation, and student activism in multiple parts of campus that we have noted as students. We are sure many more minority students would love to have their voices and stories heard through this blog.

Tumblr:
@URWoke

The Presence of Diversity vs. Actual Inclusivity



Social Shuttle



New Routes

JACKSON WARD

SHOCKOE BOTTOM

CHURCH HILL

THE EAST END

JAMES RIVER

Social Rideshare Program

Let's Carpool!



SHARE **A**CAR



Greek Life



Social Monopoly



Verizon 4:15 PM 64%

< Photo >

ur_woke

IM DAY

COME TRY SOME COOL SPORTS
TO GET READY FOR IM SEASON NEXT YEAR

GET YOUR FRIENDS TOGETHER
AND MAKE A TEAM!

APRIL 20TH 2PM-5PM

SIGN UP THROUGH
IMLEAGUES.COM/RICHMOND

♥ 💬 📍 🏠 🔍 + ❤️ 👤

ur_woke

UR_WOKE PRESENTS:

LipSync Battle: College Edition

Join Us For A Night Full of Food, Fun and Music

Battles will be between UR, VCU, VUU and RMC

DM UR_WOKE on Insta to reserve your spot!





School Spirit and Sports



Men's basketball shatters attendance record

Spider fans surpassed a milestone with more than 97,000 attendees this year -- the highest number of fans in the Robins Center since the 1992-93 season.





RICHMOND VS. VCU

IT'S
GAME
TIME



Come support the men's ultimate frisbee team
take on our biggest rivals!

FREE WICH-WICH
4:30PM | APRIL 6 2018
IM FIELDS



RICHMOND VS.
MIDDLEBURY

IT'S
GAME
TIME



Come support the women's tennis team for
their last game of the season!

FREE CHIPOTLE
4:00PM | APRIL 24 2018
IM FIELDS



UR Downtown



We'd like to repurpose and emphasize the use of our space downtown by proposing new ideas for the UR Downtown building. Since UR Downtown is integral to connecting UR students to the Downtown Richmond area, we'd love to utilize this space as much as possible for social events in order to get students out of the URichmond bubble.

One way to make the space more accessible would be to extend the hours of operation and extend the amount of shuttles to the downtown site so that students can access the space more frequently.

We would also like to encourage on-campus clubs and organizations to utilize the space for shows such as dance showcases and other social events. In addition, we'd love to see more speakers and workshops take place at UR Downtown and we'd like to open up all events to VCU students in order to increase the interactions between the two schools.

Finally, we had the idea of extending UR Down to include a Research Center that would be jointly used by UR and VCU students. This would further increase interactions between students and would provide students with a new, unique academic resource.



Verizon 4:16 PM 64%

Photo

ur_woke

@UR_Woke

BROCKHAMPTON

A CONCERT BROUGHT TO YOU BY UR_WOKE

04.21.2018 Event Location: The Robins Center

Ticket Sales: 4/15-4/20 in THC from 10-3

Instagram icons: heart, comment, share, bookmark, home, search, post, like, profile

The image shows a social media post for a concert. At the top, there's a status bar with 'Verizon', '4:16 PM', and '64%' battery. Below that is a navigation bar with a back arrow, 'Photo', and a refresh icon. The user's name 'ur_woke' is displayed next to their profile picture. The main content is a black poster with yellow and green line-art illustrations of a boombox, a turntable, and a mixer. The text on the poster reads 'BROCKHAMPTON' in large yellow letters, followed by 'A CONCERT BROUGHT TO YOU BY UR_WOKE' in smaller white text. The date '04.21.2018' and 'Event Location: The Robins Center' are listed in white. At the bottom, it says 'Ticket Sales: 4/15-4/20 in THC from 10-3'. The bottom of the post features a row of icons: a red heart, a speech bubble, a share icon, and a bookmark icon. Below this is the Instagram navigation bar with icons for home, search, post, like, and profile.



Richmond Unight



U OF R, VCU, & VUU
PRESENT

RICHMOND UNights

CONNECTING COLLEGE
STUDENTS ACROSS THE CITY OF
RICHMOND

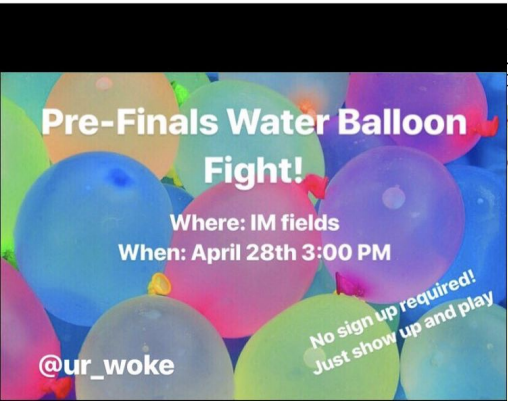
AUGUST 24 2018 • 4 PM
BROWN'S ISLAND, RICHMOND, VA

Look out for details on our social media

Instagram: [ur_woke](#)

Twitter: [UR_WOKE](#)

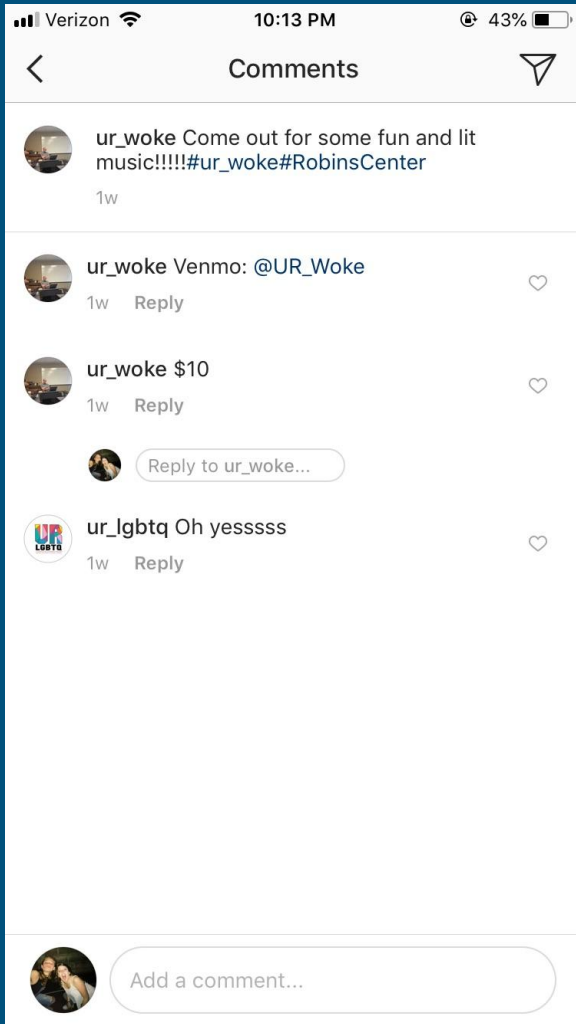




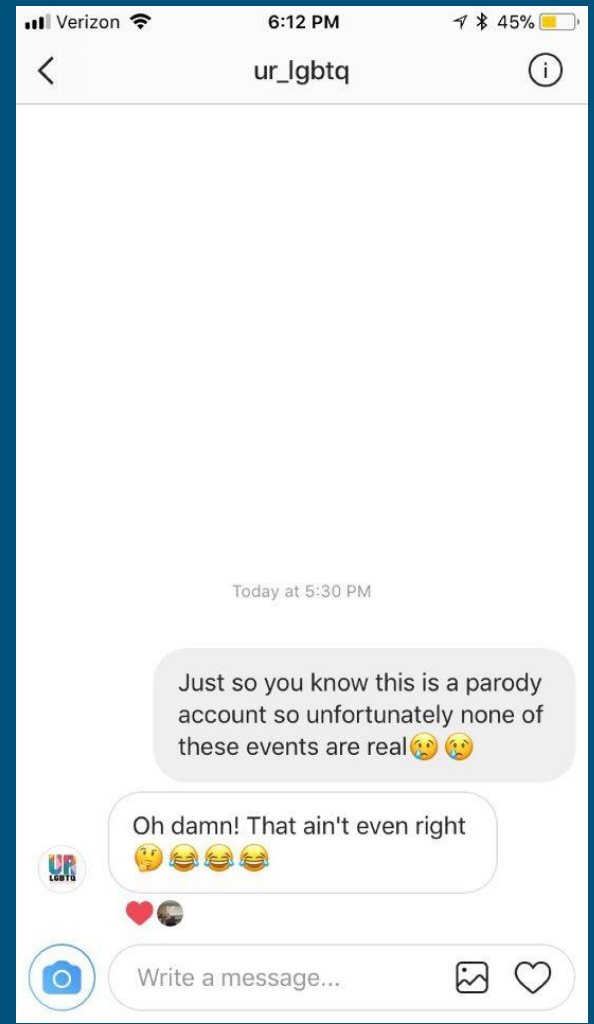
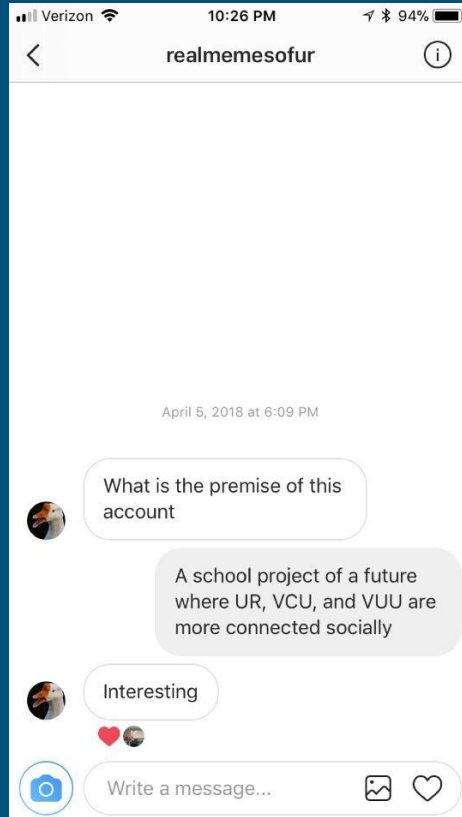
@ur_woke

ur_woke
Greek Theater





What are your ideas? Share them with us!



Thank You!!!!

Follow our:

Instagram: ur_woke

Twitter: ur_woke

Tumblr: ur_woke



What do you want to see? Let us know!

Chat us! Talk to us if you see us!

Through the implementation of our social shuttle, the development of URWoke, and events designed to encourage inclusivity and diversity our project is designed to revamp the social life of Richmond. Incorporating key themes and ideas that we learned throughout the year, we reimagined UR as a place that celebrates a diverse student body.

By decentralizing greek life, we hope to add variety to the social scene on campus and allow for the intermingling of students from different backgrounds. By repurposing some of our existing spaces such as UR Downtown, we can open up channels of communication to other schools to further our perspectives as college students and finally break the Richmond bubble. Thank you for your time.