



Creating Community, Now and Beyond

TIRSA 2021 Virtual Conference

Session Descriptions

Creating Community: UTC Campus Recreation's Belong Campaign

January 2019 marked the start of UTC Campus Recreation's Belong Campaign. The marketing campaign centers around our firm belief that all people deserve the right to play, recreate, connect with others, and pursue holistic wellness. Our intent is to use the Belong Campaign to assist in breaking down physical and social barriers to access, help celebrate the diversity of our Mocs Community, create unity and respect, and encourage people to find their place to belong within UTC Campus Recreation. This presentation explores the process and journey behind the Belong Campaign, including the wins and challenges we have faced.

