

2021 KU Homecoming Packet



At the time of publication, all information contained within this packet is correct.
For the most up-to-date information on Homecoming visit homecoming.ku.edu

KU Homecoming Packet Table of Contents

Homecoming 2021 Information

Homecoming Steering Committee (HSC)	3
Theme	4
Important Homecoming Dates and Schedule	5
Homecoming Competition Format	6-8

Homecoming Event Details

Kickoff	8
Sign Competition	8-9
Chalk 'n Rock	9-10
Jayhawk Jingles	11-12
Home Football Friday: Homecoming Edition	12
Debut	13

Homecoming 2021 Awards

Ex.C.E.L. Award	13-14
Jennifer Alderdice Homecoming Award	14-15

Homecoming Sponsorship Recognition

Truity Credit Union	15
KU Bookstore	
Best Western Plus	

Homecoming Steering Committee

<u>Position</u>	<u>Name</u>	<u>Email</u>
Executive Director	Madison McGuire	madison.mcguire@ku.edu
Kickoff Chair	Katherine Hanselman	katherinehanselman@ku.edu
Jingles Chair	Johnny Meehan	jmeehan23@ku.edu
Chalk n' Rock Chair	Sophie Schmidt	sschmidt22@ku.edu
Communications Chair	Kayla Hernandez	kayla.hernandez@ku.edu
Advisor	Paige M. Freeman	paigefreeman@kualumni.org

**Homecoming Steering Committee
Adams Alumni Center, 3rd Floor
1266 Oread Ave.
Lawrence, KS 66045**

Website: homecoming.ku.edu

Social Media: @kustudentalumni

For questions or concerns about Homecoming please contact Paige Freeman(paigefreeman@kualumni.org) and Madison McGuire (madison.mcguire@ku.edu)

Homecoming Theme

In 1956 KU introduced Homecoming themes. Themes are utilized to create a consistent concept to be used throughout Homecoming week on participating entries for events. The first official theme was "Songs of Victory." The theme is annually selected by the Homecoming Steering Committee, and the 2021 Homecoming theme is ***Back in Action***, an action movie theme that has been intentionally designed to reintroduce Homecoming with in-person festivities, excitement for fellowship, and community with the Jayhawk community.



Important Homecoming Dates

Date	Activity	Location	Time
Sept. 30th	HC Q&A Virtual Session <i>(Students only, no rsvp required)</i>	Via Zoom Meeting ID: 363 672 9118 Link: https://kansas.zoom.us/j/3636729118	7 p.m.- 8 p.m.
Oct. 1st	Ex.C.E.L. applications due	Ex.C.E.L. Application	8 a.m.
Oct. 1st	Alderdice applications due	Alderdice Application	8 a.m.
Oct. 6th	Homecoming sign-up due	Sign-up link	5 p.m.
Oct. 6th	Jayhawk Jingles submission dues	Submission link	5 p.m.
Oct. 7th	Mandatory Jayhawk Jingles Rehearsal <i>(Required for all jingle participants)</i>	Kansas Memorial Union, Woodruff Auditorium	6 p.m.-8 p.m.
Oct. 4-8th	Ex.C.E.L. Interviews	Details communicated to finalist only	n/a
Oct. 11th	Kyou Networking Week Jayhawks in Advertising, & Marketing	Visit Website to RSVP or click link (required)	5 p.m.
Oct 11th	Kyou Networking Week Jayhawks in Healthcare	Visit Website to RSVP or click link (required)	6 p.m.
Oct. 12th	Kyou Networking Week Jayhawks in Banking & Finance	Visit Website to RSVP or click link (required)	5 p.m.
Oct. 12th	Kyou Networking Week Design & Architecture	Visit Website to RSVP or click link (required)	6 p.m.
Oct. 13th	Kyou Networking Week Jayhawks in Nonprofit	Visit Website to RSVP or click link (required)	5 p.m.
Oct. 13th	Kyou Networking Week Jayhawks in Tech	Visit Website to RSVP or click link (required)	6 p.m.
Oct. 13th	Homecoming Kickoff	Kansas Memorial Union, 4 th floor Lobby	7 p.m.-10 p.m.
Oct. 13th	Homecoming Sign Virtual Competition	@kustudentalumni (Instagram)	8 a.m.-6 p.m.
Oct. 14th	Chalk n'Rock	Wescoe Beach	10 a.m. -2 p.m.
Oct. 14th	Kyou Networking Week Jayhawks in Higher Education	Visit Website to RSVP or click link (required)	5 p.m.
Oct. 14th	Kyou Networking Week Jayhawks in Movies, TV & Music	Visit Website to RSVP or click link (required)	6 p.m.
Oct. 14th	Kyou Networking Week Jayhawks in Sport	Visit Website to RSVP or click link (required)	6 p.m.
Oct. 15th	Jayhawk Jingles	Kansas Memorial Union, Woodruff Auditorium	6 p.m.-8 p.m.
Oct. 15th	Home Football Friday: Homecoming Edition	Kansas Memorial Union, Ascher Plaza	11 a.m.-1 p.m.
Oct. 15th/16	Debut	Spencer Museum of Art	10 a.m.-5 p.m.
Oct. 16th	Homecoming Football Game: KU vs. Texas Tech	David Booth Kansas Memorial Stadium,	3 p.m.

Competition Format

Who Can Sign Up:

For Homecoming 2021, all individuals and student organizations will be able to sign up to participate in the week's activities. Using this [sign up link](#), students can register for individual events or for the overall competition. Individuals or groups wanting to create a chalk drawing for Chalk 'n Rock, perform a talent at Jingles, or make a sign, but not compete in each event can sign up only for the events they are participating in. Groups that would like to be a part of the overall competition will sign up as a large organization (50+ members) or a small organization (less than 50 members). Partnering will be allowed for both small and large groups, though there are guidelines for these partnerships below.

Partnering Guidelines:

- Groups are welcome to partner with one other organization for the HC overall competition.
- If a group decides to partner, a large organization pairing cannot exceed more than 300 members. If a group decides to partner, a small organization pairing cannot exceed more than 150 members.
- Organizations must partner with another registered student organization at KU through Rock Chalk Central.
- If an organization does not want to partner for the HC overall competition, a large group must exceed more than 50 members and a small group cannot exceed more than 1-50 members.
- All organizations involved in the competition who have been selected as winners will receive a trophy or plaque as recognition of their achievements.
- Organizations who place within the competition or in individual events may also win prizes. Organizations that decide to pair up for the competition must split their prizes received among each organization involved.

Overall Competition Points System:

Large Organizations (50+ members)

	1st	2nd	3rd	Participation	Attendance	Superlatives
Sign Competition	100	50	25	10	----	Fan Favorite= 25 bonus points
Jingles	100	50	25	10	20% of organization shows up to watch/participate= 50 bonus points	----
Chalk 'n Rock	100	50	25	10	----	Each superlative won= 10 bonus points

Small Organizations (less than 50 members)

	1st	2nd	3rd	Participation	Attendance	Superlatives
Sign Competition	100	50	25	10	----	Fan favorite= 25 bonus points
Jingles	100	50	25	10	20% of organization shows up= 50 bonus points	----
Chalk n' Rock	100	50	25	10	----	Each superlative= 10 bonus points

Prizes:

Jingles:

- Large Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Small Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Individual:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card

Chalk 'n Rock:

- Large Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Small Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Superlatives:
 - Certificate and \$50 Food Gift Card for each superlative won

Sign Competition:

- Large Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Small Group:
 - 1st: Certificate and \$150 Food Gift Card
 - 2nd: Certificate and \$100 Food Gift Card
 - 3rd: Certificate and \$50 Food Gift Card
- Fan Favorites:

- Certificate and \$50 Food Gift Card

Overall:

- Large Group:
 - 1st: Jayhawk Trophy, \$1000 Cash Prize, and Plaque
 - 2nd: Plaque
 - 3rd: Plaque
 - Small Group:
 - 1st: Jayhawk Trophy, \$1000 Cash Prize, and plaque
 - 2nd: Plaque
 - 3rd: Plaque
-

Kickoff

Details:

Date: Wednesday October 13th

Time: 7pm-10pm

Location: The Campanile Hill

Event Description:

To fit this year's homecoming theme: *Back in Action*, Kickoff will be the official kick-off event for 2021 Homecoming. For the first part of the night, food and giveaways will be given to students from 7pm-7:45 pm at the Campanile hill. After getting their food, students can walk over to a showing of an action movie at 7:45pm on the hill. The movie showing at this event will be ***Black Widow***.

Questions:

Contact Katherine Hanselman at katherinehanselman@ku.edu or Madison McGuire madison.mcguire@ku.edu.

Homecoming Sign Competition

Details:

Online Registration: [Sign up Link](#)

Date: Wednesday October 13th

Time: All Day (must be submitted via social media by 6 pm for judging)

Location: All across campus!

Event Description:

To start Homecoming week off with a real celebration, the Homecoming Sign Competition will take place on Wednesday October 13th through submission through an Instagram post of the sign. Organizations or individuals must tag @kustudentalumni by 6 pm on an Instagram story or post to be considered for judging. Groups can exercise their creativity and work on as small or as large of a scale as they would like- posters, banners, social media graphics, or any other sort of creative sign celebrating Homecoming and the theme Back in Action will be accepted. Groups participating in the overall weekly competition will be judged in their categories using the rubric below. Winners will be announced via social media and score totals will be updated on the Homecoming website.

- Individual and small group acts can spend no more than \$200

- Large group acts can spend no more than \$300

Judging Rubric:

Each group will be rated from 1-5 (1 being the lowest, 5 being the highest) in each category

- **Overall Effort:**
 - Does it appear as though the group took a substantial amount of time in preparation?
 - Does it look like the group put a lot of effort and thought into the project?
- **Overall Appearance:**
 - Does the entry have a neat or interesting appearance?
 - Does it look like they took time to figure out the design?
- **Originality:**
 - Does it stand out? Is it clever?
 - Does it have a unique format that is different from the other entries?
- **Correspondence to Theme:**
 - Does it keep with the theme “Back in Action”?
 - Would you have been able to guess the theme from just seeing the entry?
- **Use of Color and Spirit:**
 - Can you tell the entry or project was done for KU Homecoming?
 - How does it incorporate KU spirit?
- 25 bonus points will be given to the team voted Fan Favorite on the Homecoming website. Fan favorite voting will open the following day on 9/14 and will close at 6 PM. The link to the voting poll will be posted on social media after all submissions are received.

Questions:

Contact Madison McGuire at madison.mcguire@ku.edu.

Chalk ‘n Rock

Details:

Online Registration: [Sign up Link](#)

Date: Thursday, October 14th

Time: 10 a.m. - 2 p.m.

Location: Wescoe Beach

Event Description:

Chalk n’ Rock will take place on Thursday, October 14, from 10 am to 2 pm on Wescoe Beach. Judging will take place at 2 pm. Participating groups and individuals will be given a pre-assigned square on Wescoe Beach where they will have from 10 am to 2 pm to chalk a design following this year’s theme, *Back in Action*. Each group will be provided with the same amount of chalk which the HC Steering Commit will provide to groups the day-of the event. Everyone participating will be judged according to the criteria below. Every group or individual is eligible to receive a superlative,

and those competing in the week-long competition will receive bonus points for each superlative awarded. Fan Favorite voting will take place on social media.

Judging Criteria

Each group will be rated from 1-5 (1 being the lowest, 5 being the highest) in each category

- **Overall Effort:**
 - Does it appear as though the group took a substantial amount of time in preparation?
 - Does it look like the group put a lot of effort and thought into the project?

- **Overall Appearance:**
 - Does the entry have a neat or interesting appearance?
 - Does it look like they took time to figure out the design?

- **Originality:**
 - Does it stand out? Is it clever?
 - Does it have an original appearance that is different from the other entries?

- **Correspondence to Theme:**
 - Does it keep with the theme “Back in Action”?
 - How does it illustrate the theme?
 - Would you have been able to guess the theme from just seeing the entry?

- **Use of Color and Spirit:**
 - Can you tell the entry or project was done for KU Homecoming?
 - How does it incorporate the KU spirit?

Superlatives

- The best interpretation of the theme
- Best use of space
- Difficulty level
- Most spirited
- Best incorporation of an organization
- Fan Favorite

Questions:

Contact Sophie Schmidt at sschmidt22@ku.edu or Madison McGuire madison.mcguire@ku.edu.

Jayhawk Jingles

Details:

Online registration due:	October 3rd at 5 PM
Online registration:	Sign Up Link
Submission due:	October 6th at 5 PM
Submissions:	Submission Link
Rehearsal date:	Thursday, October 7.
Rehearsal time:	6:00 PM to 8:00 PM
Rehearsal Location:	Kansas Union, Woodruff Auditorium
Event date:	Thursday, October 14.
Event time:	6:00 PM to 8:00 PM
Event Location:	Kansas Union, Woodruff Auditorium

Event Description:

We are excited to continue this KU Homecoming tradition while making a few changes to welcome all KU students and organizations to participate in this event! Students and organizations are encouraged to perform a skit or talent related to the Homecoming Theme: **Back In Action**.

Performance Rules and Guidelines:

- Jayhawk Jingles is open to all KU students and organizations
- All participants must be KU students
- There are three categories for performances:
 - Individual acts
 - Small group acts
 - Large group acts (50+ members)

If your performance represents your organization, you will be judged in the category based on your organization's membership size, not the number of performers in the act

- Every performance must be appropriate for family viewing
- Words and actions throughout the performance are to be in good taste
 - If a performance is unsatisfactory, the performance will be:
 - Disqualified
 - Not be judged
- The participation limit is 50 members of the organization
- Individuals performing talent acts have a maximum time limit of 3 minutes
- Small and Large group acts have a maximum time limit of 5 minutes
- Each performance may use as many songs as you desire but cannot run over the maximum time limit
- Musical tracks must be lyrical versions only
 - Use of tracks containing words will result in a 10-point deduction
- Acts cannot pay for assistance on their rehearsals, arrangements, coaching direction, composition, or performance writing. Failure to comply will result in disqualification. If two groups turn in similar performances, it shall be on a first-come, first-serve basis as determined by the Homecoming Steering Committee.
- Budgets (money is not provided, but is the responsibility of those performing should they decide to spend money on supplies for performance)

- Individual and small group acts can spend no more than \$200
- Large group acts can spend no more than \$300
- Copies of receipts used on supplies will be collected via email from groups by the HC Steering Committee

Judges:

- The Homecoming Steering Committee will select judges
- Judges will remain anonymous until the night of the performance
- Every effort will be made to select impartial judges with no affiliation to the participating groups.
- Judges’ decisions and accountants’ tally announce will be final
- They will not be subject to an appeal or available for review at any time.

Judging Criteria and Points:

- Overall effect 0-30 points
- Preparedness and Organization 0-20 points
- Clearness and Volume 0-20 points
- Creativity 0-20 points
- Incorporation of Homecoming Theme 0-10 points

Questions: Contact Johnny Meehan at jmeehan23@ku.edu or Madison McGuire madison.mcguire@ku.edu.

Home Football Friday: Homecoming Edition

Details:

Event date: October 15th
 Event time: 11 a.m.- 1 p.m.
 Event Location: Kansas Memorial Union, Ascher Plaza

Description: Join KUAA for Home Football Fridays; Homecoming Edition! This event will provide students with the opportunity to get connected with the Student Alumni Network, receive free KU swag, light refreshments, and connections to outside partners such as Truity Bank to allow students to participate in a safe and celebratory tailgate experience.

Questions: Contact Paige Freeman at paigefreeman@kualumni.org for questions regarding this event.

Debut

Details:

Event date: October 15th & 16th
Event time: 10 a.m.-5 p.m.
Event Location: Spencer Museum of Art

Description: What better way to celebrate Homecoming by adventuring through the different museums on KU's campus? Explore works of art from the Spencer Museum's collection that have never been on display.

Questions: Contact the Spencer Museum of Art at spencerart.ku.edu for questions regarding this event.

Ex.C.E.L. Award

Excellence in Community, Education, and Leadership

Details:

Online application opens: September 17 at 8:00 am
Online application closes: October 1 at 8:00 am
Application: [Ex.C.E.L. Application](#)
Finalist notifications: October 1 by 5:00 pm
Ex.C.E.L. interviews: Week of October 4th -8th (Virtual)

Award Description:

In conjunction with the Student Union Activities, the Student Involvement & Leadership Center, and the Board of Class Officers, the Homecoming Steering Committee will select and honor two KU students with the annual Ex.C.E.L. Award for Excellence Community, Education, and Leadership. These two students will be chosen based on their capacity for leadership, effective communication skills, involvement in the KU community, academic scholarship, and their ability to interact and work with a wide variety of students and organizations. The selected recipients of the Ex.C.E.L. Award will also each receive a cash gift from the Board of Class Officers and the KU Alumni Association. All applications will be screened, and finalists will be selected to interview with the Ex.C.E.L. Award Selection Committee, comprised of students, faculty, staff, and administrators from various University departments. The Ex.C.E.L. Award finalists are presented and recognized during Homecoming Week.

Eligibility and Selection Criteria:

- Applicants must be enrolled as full-time University of Kansas undergraduate students during the 2021-2022 academic year and have a minimum of 60 total credit hours.
- Applicants must have maintained a cumulative GPA equal to or greater than a 3.0.
- Applicants must submit an application, supply one reference, a personal statement, and a résumé or CV.

- The reference form must be a KU faculty, staff, administrator, or representative of a community service agency.
- Past Ex.C.E.L. winners are not eligible to apply for the award.

Application Process:

Students interested in applying for the award must submit:

- [Online application](#)
- **Personal Statement**
- **Résumé/CV**
- **Name and contact information for one reference**

Interviews: Upon notification that a candidate is a finalist, interviews will take place **October 4-8**. Finalists will be required to participate in a 20-minute interview during this time.

Questions: Contact Paige Freeman at paigefreeman@kualumni.org.

Jennifer Alderdice Homecoming Award

Details:

Online application opens: September 17 at 8:00 am

Online application closes: October 1 at 8:00 am

Application: [Alderdice Application](#)

Award Description:

In her 13 years at the University of Kansas Alumni Association, Jennifer Alderdice motivated countless students to become involved and take pride in the University. As assistant vice president, she organized hundreds of events for the Student Alumni Association and the KU community. Jen's motivation and dedication to our university are inspiring, and those who possess her attributes should be recognized. The 2009 Homecoming Steering Committee created this award to honor Jen, a longtime Steering Committee advisor. Jen left the Alumni Association after she and her husband adopted a baby in 2009. The winner of the Jennifer Alderdice Homecoming Award will be selected based on outstanding dedication, initiative, motivation, positive attitude, and contributions to KU – in other words, the Jayhawk who best emulates the qualities of Jen Alderdice. The winner will be recognized during Homecoming Week and will be selected by the Homecoming Steering Committee. Past recipients are listed online at homecoming.ku.edu.

Eligibility and Selection Criteria:

- Applicants must be a full-time sophomore or junior students with an overall grade-point average of 3.0 or higher.
- Applicants must be presently active in the KU community.
- Current members of the Homecoming Steering Committee are excluded from applying.
- Applicants must submit an essay.
- The committee will accept nominations as well as individual applications. If nominated, the nominee will need to fill out an application as well.

Application Process:

Students interested in applying for the award must submit:

- [Online application](#)
- **Personal Essay**

Questions: Contact Paige Freeman at paigefreeman@kualumni.org.

Homecoming Sponsorship Recognition

This year’s celebration is sponsored by Best Western Plus West Lawrence, KU Bookstore, and Truity Credit Union. Jayhawks will be able to purchase Homecoming T-shirts while supplies last at the KU Bookstore and online at kubookstore.com.

KU Homecoming is presented in partnership with:

		
Presenting Sponsor Merchandise Partner	Presenting Sponsor Financial Services Partner	Presenting Sponsor Hotel Partner
		6101 Rock Chalk Drive

At the time of publication, all information contained within this packet is correct and the Homecoming Steering Committee reserves the right to make changes as necessary to the document. For the most up-to-date information on Homecoming, visit homecoming.ku.edu