



POP CULTURE POWER:

Employing Superheroes to Connect with
Underserved Student Populations



Eastern FloridaSM
STATE COLLEGE

Career Planning and Development Center

POP CULTURE POWER:

Session Presenters:

Casey L. Covell, Career Center Coordinator, GCDF

As a Career Center Coordinator at Eastern Florida State College and award-winning pop culture author, Casey L. Covell helps students chart career paths and land dream jobs. She earned national honors while completing her AA degree at EFSC, graduated with a BA in Human Communication through UCF, holds memberships in both Phi Theta Kappa and the National Society of Leadership and Success, and maintains Global Career Development Facilitator (GCDF) certification.

**Dr. Cathy Cady, Executive Director, Career Planning and Development Center,
Eastern Florida State College**



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AGENDA

- ▶ INTRODUCTIONS
- ▶ POP CULTURE EXPLORATION AND STATISTICS
- ▶ POP CULTURE IN THE CLASSROOM
- ▶ KIERSEY TERMPERMENT ASSESSMENT
- ▶ NATIONAL SUPERHERO WEEK EVENT
- ▶ MARKETING
- ▶ RESULTS
- ▶ REFERENCES & RESOURCES
- ▶ QUESTIONS

Pop Culture Statistics

- 1 in 2 Americans (52%) said they planned to watch *Avengers: Endgame*
- 1 in 15 people own a Harry Potter book
- 211 million (67%) of Americans play video games
- The number of people booking flights to Norway tripled (154%) following the release of Disney's Frozen



<https://today.yougov.com/topics/entertainment/articles-reports/2019/04/23/one-two-americans-plan-watch-avengers-endgame>
<https://www.wizardingworld.com/news/500-million-harry-potter-books-have-now-been-sold-worldwide>
<https://variety.com/2018/gaming/news/how-many-people-play-games-in-the-u-s-1202936332/>
<https://www.cnn.com/2014/06/20/disneys-frozen-fires-up-norways-tourism.html>

Pop Culture in the Classroom

A survey of 2,000 college students across 5 campuses discovered the following:

- 71% of students were interested music, but only 19% of colleges use music in the classroom
- 68% of students were interested in movies, but only 17% percent of colleges use them in the classroom



Underserved Student Populations

In 2013, the Florida College System Presented the following data:

- 53.2% of enrolled students have need-based financial aid (below the poverty level)
- 3.8% of enrolled students are non-native English speakers
- 3.3% of enrolled students had a disability
- 46.1% of enrolled students represent a minority



Keirsey and Community

- Definitive leading authority on temperament theory - "why" of behavior, as well as the talents we are more likely to be drawn to develop.
- Keirsey transforms your understanding of people - How to best work with and understand others.
- Brings clarity to who you are and what difference you make.



Identity in Pop Culture

- Pop Culture is comprised of fandoms - subcultures of fans characterized by a feeling of empathy and camaraderie with others who share a common interest.
- Many pop culture narratives feature identity labels.
- Pop culture is a universal language.



National Superhero Week Event





SUPERHERO TEAM: **RATIONAL**
SUPERHERO CLASS: **INVENTOR**

YOU SHARE A **CLASS TYPE** WITH:

IRON MAN



DEADPOOL



SHURI



YOU SHARE A **TEAM** WITH:

BATMAN (INTJ)



AQUAMAN (ENTJ)



Beast (INTP)



YOUR **ARCHNEMESIS** IS:



THE JOKER



Publicity, Marketing, and Budget

- Coincided with National Superhero Day & release of Avengers: Endgame
- Decorated the offices
- Wore themed costumes all week to be walking advertisements
- Connected with professors to bring their classes
- Offered prizes - movie theater giftcard, etc.



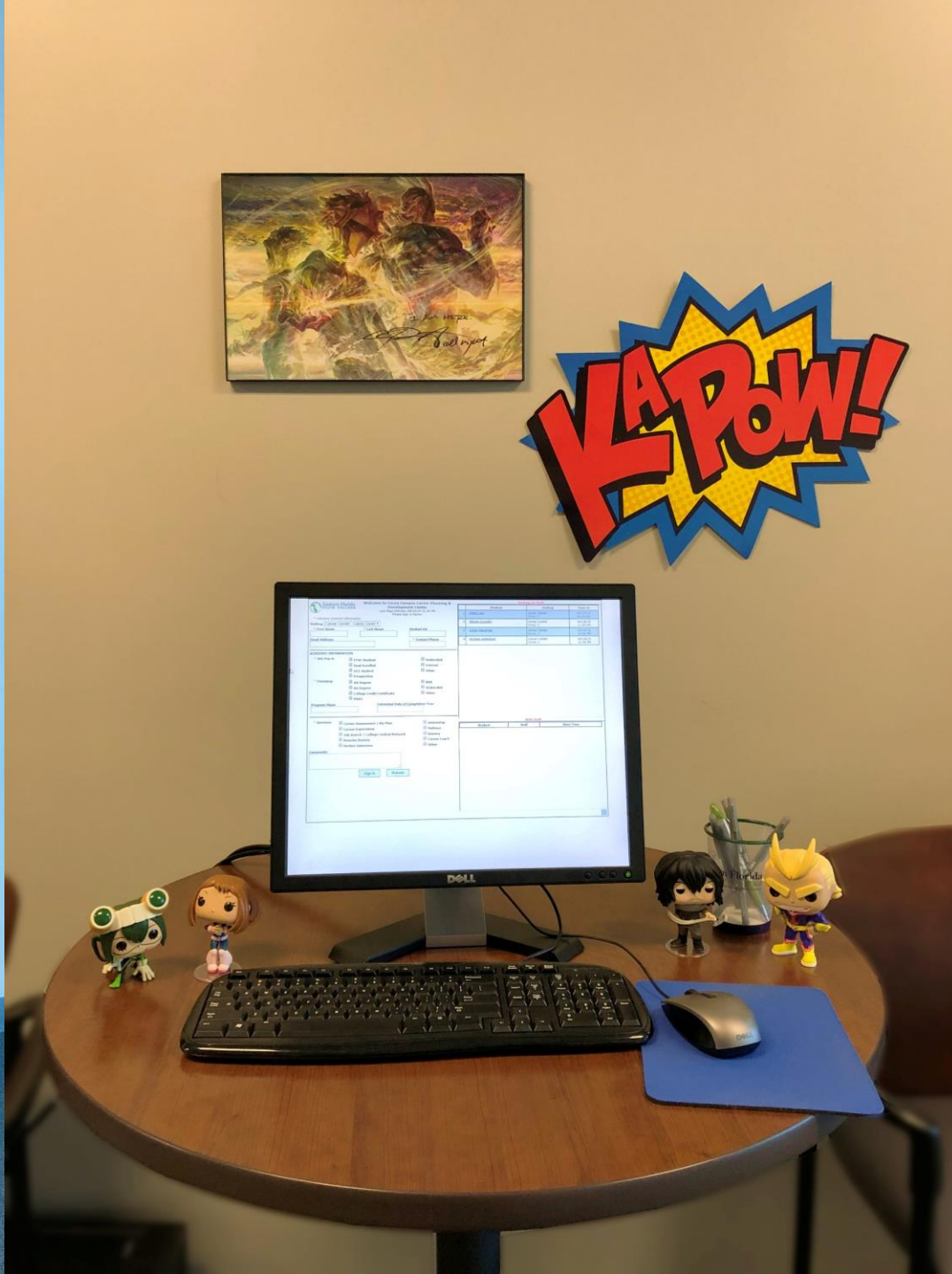
Publicity, Marketing, and Budget

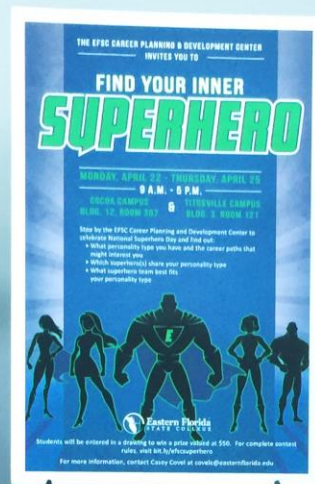
Material	Number	Size/Style	Cost
Decorations	Various	Various	\$50.00
Buttons	400 total (100 of each type)	1"	\$88.00
Prizes - giftcard to the movies	2	See attached sheet on prize details	\$100.00
Helium Tank	1	Standard Size	\$25.00
Printing Expenses	250 flyers 2 foam boards	Flyers 8.5 x 11 foam boards on easels	\$37.58
Total Budget = \$300.58			

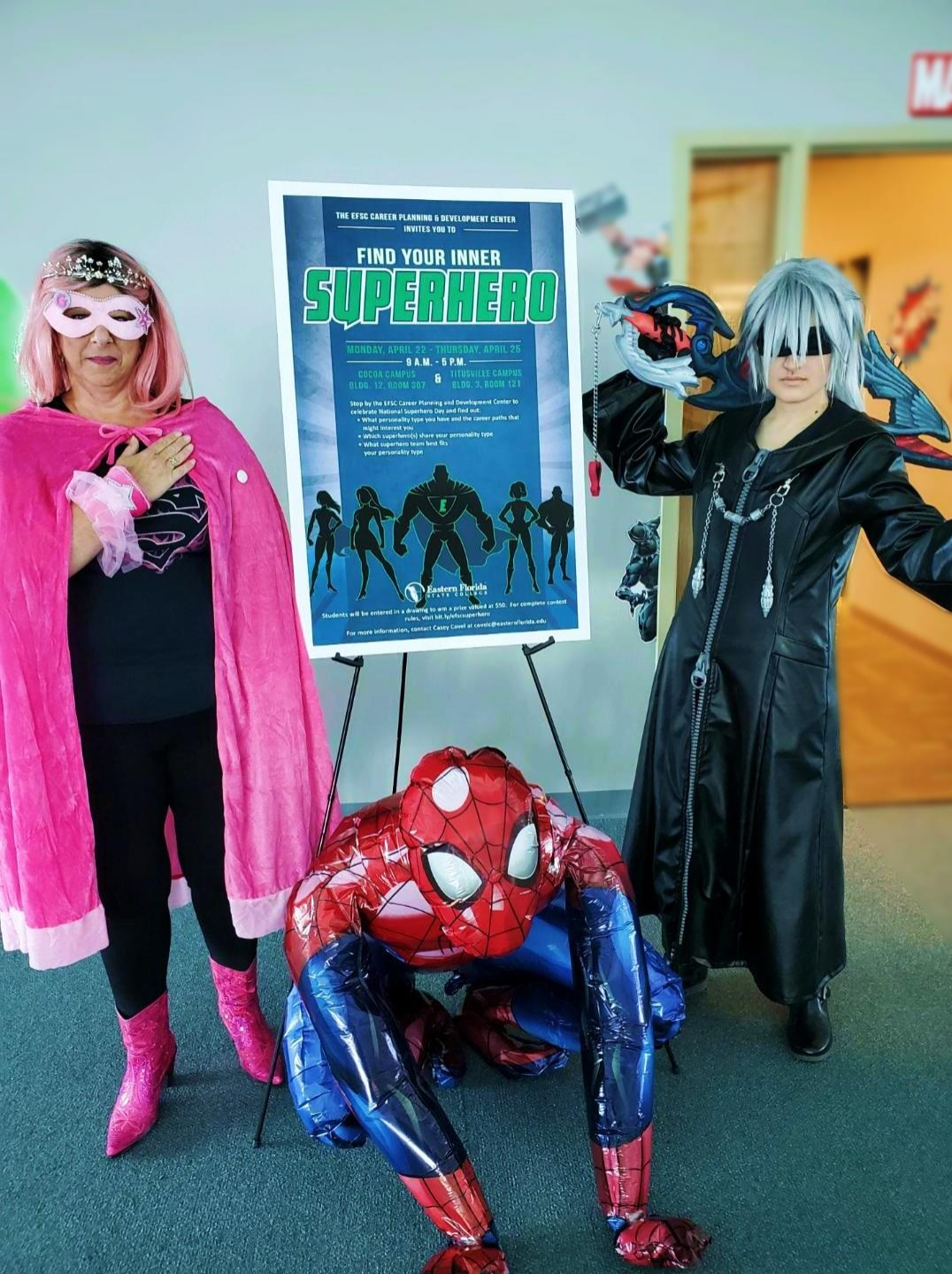












Results

- Use of Keirsey Temperament Sorter increased by 916% - 1000% from 2018.
- 24 people registered as “interested” on the Facebook event.
- 122 students visited the Career Center over a 4-day period.
 - High schoolers who were planning to attend EFSC participated in the event.
 - A majority of students who participated had never visited the Career Center before and were members of underserved populations.
 - The prizes were less enticing than the self-exploration and results.
 - Many students who participated came back with their friends.

Career Planning and Development Center

3 PART SUCCESS

STRENGTHS
+
SKILLS
+
SEVEN
= SUCCESS

THE CPDC CAREER PLANNING & DEVELOPMENT CENTER
INVITES YOU TO

FIND YOUR INNER SUPERHERO

MONDAY, APRIL 22 - THURSDAY, APRIL 26
9 A.M. - 6 P.M.


COGSA CAMPUS BLDG. 12, ROOM 207 TITUSVILLE CAMPUS BLDG. 3, ROOM 121

Stop by the CPDC Career Planning and Development Center to celebrate National Superheroes Day and find out:

- What personality type you have and the career paths that might interest you
- Which superpowers share your personality type
- What superpowers team best fit your personality type

Students will be entered in a drawing to win a prize valued at \$500. For complete contest rules, visit bit.ly/InnerSuperhero

For more information, contact Casey Connel at cconnel@easternflorida.edu



Student Feedback

- “Will you do another event like this but make it about _____?”
- “Thank you for being awesome enough to do this.”
- “Thank you for not judging me.”
- “I so do not regret doing this!”
- “I’m going to bring my [friend, superhero costume, superhero prop tomorrow/later]!” -
- “Let’s get a picture with _____!”
- “I feel so at home here!”



Pop Culture / College Case Studies

- High School Esports League (HSEL) curriculum led to 95% improvement in attendance and average of 1.4 GPA increase.
 - Students with chronic absenteeism who feel disconnected to school especially benefit from eSports. 82% of students had never participated in an extra-curricular activity.
- 1 in 5 schools worldwide has a dedicated eSports program. 70% of schools are considering it.
- Shortly after Ashland University aired a segment about its eSports team on Good Morning America, it received 500 applications from prospective students.
- At-risk high school students had better test scores and recall when the lesson incorporated rap music and video clips.



<https://edtechmagazine.com/higher/article/2018/10/gaming-heats-campus-colleges-invest-esports>
<https://www.insidehighered.com/news/2017/06/09/esports-quickly-expanding-colleges>
<https://www.unilad.co.uk/gaming/esports-in-schools-is-improving-student-attendance-and-raising-gpa-report-finds/>
<https://pdfs.semanticscholar.org/48cf/4940169c8517a5d81b9c4470615525861257.pdf>

Employing Pop Culture in College

- Draw connections between familiar pop culture narratives and college concepts.
- Offering humanities courses on pop culture narratives, such as The Lord of the Rings, The Walking Dead, or MARVEL.
- Encouraging and collaborating with on-campus clubs like anime club, gaming club, literature club, etc.
- Allow for discussion of current events and relevant pop culture news.
- Use YouTube videos, music, film, apps, and trending literature to complement course material.
- Play trending songs or soundtracks while students are coming in for class or workshops.
- Put a simple, pop culture homage in your office or workspace.



<https://www.efscsplash.com/?p=3304>
<https://www.teachthought.com/pedagogy/8-tips-for-integrating-pop-culture-in-the-classroom/>

Why Does Pop Culture Matter?

- It is a universal language that anyone can engage in and most people already speak. Thus, it provides a short-cut for creating connection with others.
- It allows educators to connect with students in an area that is meaningful to them.
- It has been proven to lead to better attendance, retention, and higher GPAs.
- It is a gateway to connecting with underserved student populations, including students with disabilities, members of cultural and gender minorities, and students with social barriers.



Questions?



CONNECTED the DOTS

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