

UR Supported - ROC Support

Campaign Organization

Ella Krauss

Founded By: Ella Krauss, Kae Direny, and Rachida Sofiani

urs.campaign@gmail.com

University of Rochester

2026



**BE SUPPORTED
WITH
UR SUPPORTED.**



**WHERE SUPPORT
COMES TOGETHER**

Issue Identification

UR Supported identified the issue through student survey data and input. It was clear that there was a significant gap regarding the connection between students and campus services. Therefore, we built UR Supported to bridge this gap by adding collaboration, clarity, and cohesion. We aim to eliminate the barriers that inhibit student involvement. Our goal is to foster community engagement and bring a true sense of belonging on campus.

Demand 1:

UR Supported demands that Amy McDonald, Deputy Vice President for Student Life at the University of Rochester, approve and fund a one-semester pilot program to provide non-clinical, peer-led mental health and wellness support for University of Rochester students that includes, a designated campus space (Haven's Lounge or comparable location) reserved twice weekly for two 60-minute sessions, and \$3,000 in semester funding to support peer facilitator training, materials, and program operations.

Demand 2:

UR Supported demands that the University of Rochester formally recognize UR Supported as a student-governed, non-clinical peer wellness initiative under the Office of Student Life beginning Fall 2026.

Target: Amy McDonald

- Chief of Staff and Deputy to the Vice President for University Student Life
- Reports to John Blackshear (Vice President for Student Life)

Approaching:

- Brigid Cahill – Director of UCC.
- Alex Samors – Director of the CARE Network
- Sara Engel – Director of Health Promotion

Suggestions:

I suggest building a clear structure that outlines the campaign's purpose and unique qualities, differentiating itself from competitors. There should be an emphasis on why this issue is important and needs to be addressed. For your team to clearly state your mission, you also need to identify the demands your campaign requires.

In addition, collecting community input on your campaign's issue can provide empirical evidence to emphasize it as a top priority. Our team collected this data via a Google Form for students to easily access. Not only does this grab the target's attention, but it also clarifies your mission and the specific issue your campaign addresses.

Overall, it is very useful to have a strong foundation before reaching the target. Prior to meeting with our target, Amy McDonald, UR Supported had a clear understanding of our mission, target, and goals. In addition, we gained power by forming partnerships with other respectable organizations on campus. These relationships gave us new opportunities and helped us become a valued group on campus.

Building Power

Success:

UR Supported has dedicated the majority of our time to managing, collaborating, and building relationships with key alliances. These partnerships range from those with high to low campus power and recognition. Our largest partnerships include the Health Promotion Office, the University Counseling Center, CARE Network, the Greene Center, and the Kearns Center. Regarding student-led organizations, UR Supported has built partnerships with the Heart Club, NAMI, Active Minds, Compeer Rochester, and more. By presenting a thorough framework of UR Supported and the direction we are headed, our organization made a strong impression on a variety of alliances.

Notably, our partnership with Active Minds led to an extraordinary outcome. This relationship connected our team with the AFSP for the Out Of The Darkness Campus Walk. Our team formed a strong relationship with Rebecca Baldwin, one of the walk's lead organizers. In turn, this gave UR Supported access to event space and public outreach. This promotional effort led to impressive student and administrative engagement.

Overall, UR Supported is dedicated to constantly building new relationships while actively attending to our current partnerships. This will continue to help us recruit more allies and members. UR Supported's success over the past few months is only the start of our journey toward becoming a lasting and influential organization on campus.

Suggestions:

Overall, UR Supported has found the most success by consistently communicating with established campus groups. For the next group, I suggest starting with a short list of key alliances your team can pursue to support current and future goals. It is important to research and document any communication you have had with each organization.

Building partnerships can be extremely powerful, but it will be an uphill battle if you are presenting an idea that has already been discussed. Differentiation is key to getting their attention. UR Supported has built a strong foundation with a clear, distinct direction we want to pursue. Therefore, our team can professionally articulate who we are and differentiate ourselves from others.

With the support of partnerships, you can leverage this power when approaching high-level authority. Utilize this power to showcase your campaign's credibility and draw the attention of important targets.

Building Power
Partnerships

1. Health Promotion Office / The Mindful University Project

Contact: Sara Engel (sengel@ur.rochester.edu)

- Director of Health Promotion

Contact: Rebecca Block (Rblock4@ur.rochester.edu)

- Manager of Health Promotion Initiatives in Health Promotion
- Director of the Mindful University Project

2. University Counseling Center

Contact: Brigid Cahill (brigid.cahill@rochester.edu)

- Director of UCC

3. Greene Center

Contact: Christina Pero (cper@ur.rochester.edu)

- Employer Engagement Program Director

4. Student Engagement:

Contact: Hanan Allen (hallen9@ur.rochester.edu)

- Assistant Director of Student Engagement | Advisement

5. Kearns Center

Contact: Antonio Williams (antoniowilliams@rochester.edu)

- Interim Director of the Kearns Center

6. Active Minds

Contact: activemindsuofr@gmail.com

7. Compeer Rochester

Contact: Egreen@compeerrochester.org

8. The Heart Club

Contact:

President: Quinn Olson (iolson@u.rochester.edu), Natalie
Publicity Chair: Megan Prakash (mprakas2@u.rochester.edu)
Advisor: Hanan Allen (hallen9@ur.rochester.edu)

9. Morgan's Message

Contact:

President: Ella Lassen (elassen@u.rochester.edu)
Vice-President: Maddie Rieder (mrieder@u.rochester.edu)
Publicity Chair: Allie Weiden (aweiden@u.rochester.edu)
Programming/Event Chair: Alexandra Robillard (arobilla@u.rochester.edu)

10. National Alliance on Mental Illness (NAMI)

Contact: namiurochester@gmail.com

President: Morgan Jay (mjay4@u.rochester.edu)

11. Society of Undergraduate Psychology Students (SUPS)

12. The American Foundation for Suicide Prevention (AFSP)

Campus Walk for Suicide Prevention

Contact: Rebecca Baldwin (rbaldwi3@gmail.com)

Timeline

KICK OFF (4/12/26)

11:00 AM - Feldman Ballroom (partnership with AFSP)

April 12: Kick Off Event (low heat)

(Partnership with American Foundation for Suicide Prevention (OOTD; Let's Walk))

Target: Student and Faculty (Public)

Strategy: Alliance building and public education

Tactic: Future a day in the life of and accountability session

UR Supported Speech (Organizational Wrap)

Flyering

Tabling: Public Education

- Online student survey
- Student feedback notecards
- Sign up sheet
- Snack bags, bracelet making

Accountability:

- Rachida:** Managing table set up, flyering
- Ella:** Opening ceremony speech, social media posts
- Kae:** Organizing snacks, materials

Goal:

- Publicly announce UR Supported
- Gather potential members
- Gather student feedback data
- Strengthen alliances

April 13: Social Media Event Wrap Up/Announce Upcoming Event (low heat)

Target: University population, partnerships

Strategy: Media and public education

Tactic: Day in the life and accountability session

Statistics:

- Money Raised - \$905

Accountability:

- Rachida:** Record summary of event

- Ella / Kae:** Social media thank you posts, flyering
- Goals:**
 - Showcase gratitude toward this opportunity and partnership's success
 - Increase power through social media platform (adding credibility and more respect based off of successful outcomes)
 - Continue to push student engagement regarding our 5/1 event

April 17: Outreach / Gather Support (medium heat)

Target: partnerships, administration

Strategy: Alliance Building

Tactic: Direct negotiation

- Ensure partnership support in preparation for upcoming high heat meetings**
(documented)
- Accountability:**
 - Rachida/Ella/Kae:** Create, distribute, and respond to emails for our various partnerships
- Goals:**
 - Documentation of concrete support (this will be utilized to gain power, respect, and credibility during meetings)

April 18: Event Space (medium heat)

Target: Active Minds

Strategy: Alliance Building

Tactic: Direct negotiation and occupying space

- Get approval for event space (Hirst Lounge, Wilson Commons 5/1)**
(**Strategy:** utilize the close relationship UR Supported has with Active Minds in order to formally reserve a location)
- Accountability:**
 - Ella:** Email Active Minds
- Goal:**
 - Reserve a space for the 5/1 event

April 20: Flyering (low heat)

Target: University students

Strategies: Media and public education

Tactic: Preparation for accountability session

- Gather student data (student feedback forms)**
- Flyers around campus and engaging with students**
 - Documenting responses
- Accountability:**
 - Rachida:** Data collection
 - Ella/Kae:** Flyers and social media student engagement
- Goal:**
 - Build power through data and student support

April 27: Meeting with Influential Administration (high heat)

Target: University administration

Strategy: Target meetings and alliance building

Tactic: Direct negotiation with targets

Meeting 1: 12:30 - 1:00 PM

- Amy McDonald

Meeting 2: 4:00 - 4:30PM

- **Administration Attending:**
 - Brigid Cahill – Director of UCC
 - Sara Engel – Director of Health Promotion
 - Alex Samors – Director of the CARE Network
- Post-meeting Email including Amy McDonald (target)**
 - Set up second meeting with Amy McDonald
- Accountability:**
 - Rachida/Ella/Kae:** Meeting preparation
 - Ella:** Post-meeting email
- Goal:**
 - Gain administrative support to advance in the formalization process

By May 1:

- Have Amy's support**
- Finish Formalization Procedure**
- Push for responses**

- Have documented support and plan**

END DATE (5/1/26)

Tactics To Move Decision-Maker:

1. Build a strong foundation and support team through partnerships, student engagement, events, and social media.
2. Keep a record of conversations, the campaign formalized overview, and a direct plan.
3. Stay determined to fight for the campaign and lean on partnership support when persuading the target.

Campaign activities

UR Supported began by creating flyers that represent who we are and clearly identify our mission. The flyers also included a student survey QR code so students can share their feedback on how connected they feel to the on-campus mental health services. Another way we interacted with the community was by creating commitment cards to help our team track potential members and future contacts. Lastly, to paint a clearer picture of the future, we made templates outlining the structure of our sessions and the calendar dates.

Suggestions:

Our team conducted several successful campaign activities that raised public awareness. Our team made flyers, commitment cards, and future templates to draw attention to who we are and the direction that we are committed to growing in. Based on UR Supported's outcomes, I suggest that other campaign groups capitalize on these strategies.

UR Supported made flyers that included our mission and a QR code. The QR code brought students to a Google Form with a few questions regarding the issue we identified. In the process of making these flyers, I would encourage your team to provide enough information that represents your campaign without overwhelming people walking by. It needs to be simple and engaging to draw people in, while also providing enough information to keep them engaged and informed.

In addition, UR Supported created commitment cards that helped us track who would be interested in becoming future members of our organization. We framed this "commitment card"


as a way to maintain a connection with people who are interested, rather than an official commitment that enforces attendance.

Lastly, I would suggest making a visual structure of your campaign. For UR Supported, our team created a calendar template and outlined the structure of a future session, including scheduling and time breakdowns. These can be useful tools for keeping your team on the same page and for showing the public the direction you aim to head in. Therefore, I suggest that you group implement these campaign activities to add structure, organization, and engagement to your campaign and the community.

Campaign Activities Flyers

UR Supported Overview:

By Students, For Student



UR SUPPORT

Initiative

Contact Us:
urs.campaign@gmail.com

What is UR Supported?


UR Supported is a student-governed, peer-led mental health space designed to support University of Rochester students, especially during seasonal depression and high-stress times.

We're Building a Campaign and We Need You


We are organizing to ask Student Life to:

- Dedicate a permanent activity room
- Provide yearly funding

This only happens if students show up.



FOLLOW OUR JOURNEY!
UR Supported
Instagram:
@ur.supported



WHAT WOULD IT LOOK LIKE?

- Two sessions per week (1 hour each)
- Support & reflection sharing circle
- Activity-based wellness nights
- Anonymous feedback surveys to shape programming
- A bridge between university and student-run mental health services on campus
- Help students find support that is right for them

HOW YOU CAN GET INVOLVED

- ✓ Join the campaign team
- ✓ Help with outreach & recruitment
- ✓ Share your story
- ✓ Help plan events
- ✓ Fill out our student input survey
- ✓ Follow & repost on social media

OUR GOAL

To make U of R "Ever Better" by creating a space where students feel:

- Seen.
- Supported.
- Connected.

Event Flyers:

**RELAX AND TAKE A BREAK WITH
UR SUPPORTED**

A STUDENT-LED SPACE SUPPORTING MENTAL HEALTH AT ROCHESTER

YOUR VOICE MATTERS.
WE WANT YOUR FEEDBACK TO MAKE UR MENTAL HEALTH EVER BETTER

**FREE
SNACKS
&
CANDY**

**MAKE A
BRACELET.
AND
MAKE A DIFFERENCE.**

• SHARE YOUR STORY ON AN ANONYMOUS CARD.
• YOUR MENTAL HEALTH SHOULD BE THE PRIORITY.
• WHAT WOULD HELP MOVE YOUR MOOD?

SUNDAY	FRIDAY
4/12	5/1
TIME: 11:00 AM	TIME: 6:00 - 8:00 PM
FELDMAN BALLROOM	WILSON COMMONS

CONTACT US
Email: urs.campaign@gmail.com
Instagram: [ur.supported](https://www.instagram.com/ur.supported)



**UR SUPPORTED
KICKOFF EVENT:
CREATE & CONNECT**



**WHAT WOULD BETTER MENTAL HEALTH
SUPPORT LOOK LIKE TO YOU?**

FOOD • BRACELET-MAKING • SHARE YOUR VOICE

APRIL 12 SUNDAY TIME: 11:00 AM LOCATION: Feldman Ballroom	MAY 1 FRIDAY TIME: 6:00 - 8:00 PM LOCATION: Wilson Commons
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WHAT TO EXPECT

- FREE SNACKS
- MAKE YOUR OWN UR SUPPORTED BRACELET
- LEARN ABOUT MENTAL HEALTH RESOURCES
- PROVIDE FEEDBACK ON WHAT YOU WANT
- QUICK ANONYMOUS STUDENT SURVEY

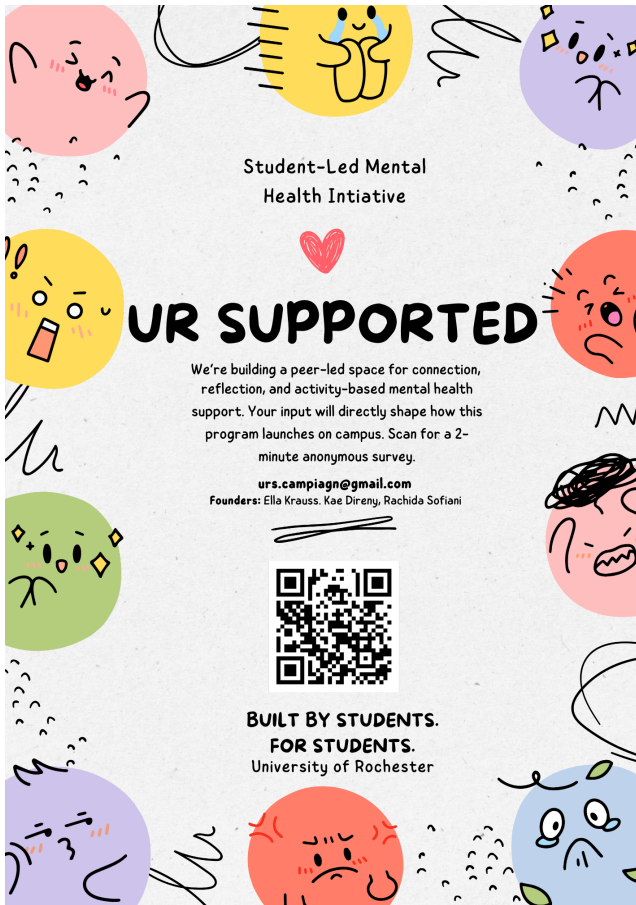
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CONTACT US
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Student Survey:



Campaign Activities Commitment Cards

EVENT COMMITMENT CARD



UR SUPPORTED



4/12 (11:00 AM) | 5/1 (6:00-8:00 PM)

I agree to: ___ come to the ___ 4/12 ___ 5/1 event, ___ submit the online student feedback survey, and ___ participate in activities

Name: _____

Email: _____

Phone: _____

Contact Us: urs.campaign@gmail.com
Ella Krauss, Kae Direny, Rachida Sofiani

Student Survey 

EVENT COMMITMENT CARD



UR SUPPORTED



Contact Us: urs.campaign@gmail.com
Ella Krauss, Kae Direny, Rachida Sofiani

___ **I will submit the online student feedback survey.**

___ **I will sign up to receive emails from UR Supported.**

I need more information

___ **I will volunteer to in the campaign. I would like to (mark all that apply):**

Attend our meetings

I would like to participate in the event on ___ 4/12, ___ 5/1 by volunteering for:

- one shift: 30 minutes
- two shifts: 1 hour
- three shifts or more!

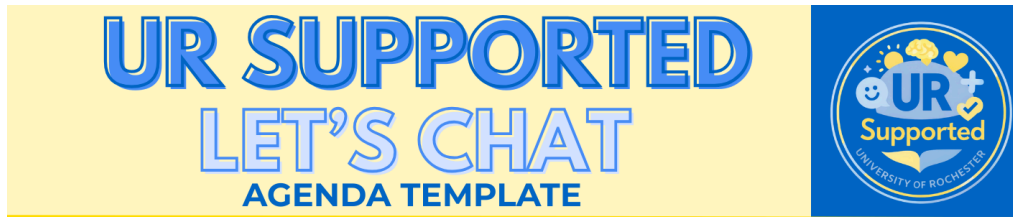
-Please Print-

Name: _____ Email: _____ Year: _____

Commitment Signature: _____

Student Survey 

Campaign Activities
Session Agenda Templates



UR SUPPORTED: LET'S CHAT (*WINTER* template)

01/24/2027
Tuesday: 6:00 - 7:00 PM
Havens Lounge

Facilitators: Ella Krauss, Kae Direny, Rachida Sofiani

Session Overview

A traditional "Let's Chat" session would include a support-group circle to discuss topics relevant to school, seasons, and other factors that may influence students' mental health.

- support circle, two UR Supported team members
- Guest Speaker: individual to guide the chat (typically from an organization partnered with UR Supported).

Agenda Template: 1/24/2027

- HOT COCOA CHATS - Fireside Chat**
(white noise).
- **Welcome table:**
 - a. flyer: promoting partnerships' upcoming events
 - b. UR Supported Calendar, QR code feedback survey, email sign-up sheet
 - c. QR code: feedback survey
 - d. hot chocolate, marshmallows, cups
 - e. name tags
 - **6:05 - 6:20 PM:** Icebreaker and introduction to relevant topics.
 - **6:20 - 6:40 PM:** relevant / open discussion
 - **6:40 - 6:50 PM:** Possible meditation ending (partnership with Mindful University Project)
 - Recap
 - Upcoming events; Partner promotion
 - **6:50 - 7:00 PM:** Open discussion about other mental health groups (coordination) and opportunities to talk with peers and the UR Supported team.

Objectives

- providing a welcoming, easily accessible support group environment
- tailor sessions to the needs of the group
- peer-to-peer safe space
- receive survey feedback
- promote / collaborate with partners

Success Metrics

- Attendance: number of students and recurring members.
- Positive mental health feedback will be collected via an anonymous survey.

 urs.campaign@gmail.com



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UR SUPPORTED ACTIVITY AGENDA TEMPLATE



UR SUPPORTED: ACTIVITY DAY (*WINTER* template)

Facilitators: Ella Krauss, Kae Direny, Rachida Sofiani

01/21/2027
Saturday: 12:00 - 1:00 PM
Havens Lounge

Session Overview

A traditional Activity Day: research-based mental wellness activities in a calming environment (white noise)

- Ex: arts and crafts, puzzles, yoga
- Special Events: UV lamp (for winter mental health)
- Partnership collaboration activities

Agenda Template: 1/21/2027

- **Welcome table:**
 - a. flyer: promoting partnerships' upcoming events
 - b. UR Supported Calendar, QR code feedback survey, email sign up sheet
 - c. QR code: feedback survey
 - d. name tags
- **12:00 - 12:10 PM:** Icebreaker and introduction to relevant topics.
- **12:10 - 12:40 PM: UV light therapy**
- **12:40 - 12:50 PM:** Possible meditation ending (partnership with Mindful University Project)
 - Recap
 - Upcoming events; Partner promotion
- **12:50 - 1:00 PM:** Open discussion about other mental health groups (coordination) and opportunities to talk with peers and the UR Supported team.

Objectives

- providing a welcoming, easily accessible support group environment
- tailor sessions to the needs of the group
- peer-to-peer safe space
- receive survey feedback
- promote / collaborate with partners

Success Metrics

- Attendance: number of students and recurring members.
- Positive mental health feedback will be collected via an anonymous survey.

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**BE SUPPORTED
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Campaign Activities Calendar Templates

September

UR SUPPORTED UPCOMING FALL EVENTS

Let your *mind* UNWIND and
RELAX with *peers who care.*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3 LET'S CHAT 6-7 pm HAVENS LOUNGE	4	5	6	7 ACTIVITY 12 - 1 pm HAVENS LOUNGE LETS PAINT
8	9	10 LET'S CHAT 6-7 pm HAVENS LOUNGE	11	12	13	14 ACTIVITY
15	16	17 LET'S CHAT 6-7 pm HAVENS LOUNGE	18	19	20	21 ACTIVITY 12 - 1 pm HAVENS LOUNGE Decorate Pumpkins
22	23	24 LET'S CHAT 6-7 pm HAVENS LOUNGE	25	26	27	28 ACTIVITY 12 - 1 pm HAVENS LOUNGE
29	30					

Email: urs.campaign@gmail.com

Instagram: [ur.supported](https://www.instagram.com/ur.supported)

2026

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Student Feedback Survey

August

UR SUPPORTED UPCOMING FALL EVENTS

Let your *mind* UNWIND and
RELAX with *peers who care.*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17 MOVE IN DAY 	18	19	20	21 12 - 1 pm WILSON QUADRANGLE WELCOME ACTIVITY DAY CREATE CRAFTS
22	23	24 LET'S CHAT 6-7 pm HAVENS LOUNGE	25	26	27	28 ACTIVITY 12 - 1 pm HAVENS LOUNGE
29	30	31 LET'S CHAT 6-7 pm HAVENS LOUNGE				

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2026

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Student Feedback Survey

Campaign actions:

Campaign Kickoff 4/12/25:

Campus Walk for Suicide Prevention in partnership with the American Foundation for Suicide Prevention (AFSP)

UR Supported's campaign action had an incredible outcome in terms of outreach and building positive relationships. By partnering with AFSP and collaborating with Active Minds, our team showcased the campaign to over 200 people. During this kickoff event, our team raised over \$900 in support of AFSP's mission. In addition, we collected more data from the community, obtained a list of potential student members, and met with potential partners. Lastly, we presented our organizational wrap to everyone attending the AFSP Campus Walk for Suicide Prevention.

This walk represented the types of activities that UR Supported aims to connect more students with. Our team has leveraged this success to build power and respect when approaching our targets.

Suggestions:

For future groups, I suggest searching for opportunities where your team can reach a large audience. UR Supported achieved this by collaborating with AFSP's Campus Walk, an established on-campus event. Not only did it align with our mission, but it also helped us gain attention and credibility. Therefore, it may be useful to research potential collaboration opportunities to kickstart your campaign.

In addition, I would like to emphasize the importance of allocating significant time and effort to this campaign kickoff. This is the first time you are presenting your idea to the public. The more you put into this event, the more you will get out of it.

Lastly, it is important to document the success of this campaign action. Having an interactive campaign action encourages more opportunities to collect data that supports your campaign. For UR Supported, this meant collecting data from community members, organizing the funds raised, and tracking interested members and potential partnerships. These achievements can drive your campaign forward and create more opportunities in the future.

Campaign Actions Kickoff Event

Campus Walk for Suicide Prevention

<https://afspwalks.donordrive.com/teams/388508>

Partnership: American Foundation for Suicide Prevention (AFSP)

- **Contacts:** Rebecca Baldwin (rbaldwi3@gmail.com) - Class of '28

Collaboration: Active Minds

Campus Walk for Suicide Prevention in partnership with the American Foundation for Suicide Prevention (AFSP)

On April 12th, University of Rochester will be hosting an Out of Darkness Campus Walk! This walk is aimed to reduce the stigma surrounding mental health, supporting survivors of suicide loss, and funding research and prevention programs.

Money Raised: \$905



LET'S WALK

HOPE WALKS HERE

SUICIDE PREVENTION CAMPUS WALK

#HOPEWALKSHERE #OUTOFTHEDARKNESS



American
Foundation
for Suicide
Prevention



ACTIVE MINDS → AMERICAN FOUNDATION for SUICIDE PREVENTION ← UR SUPPORTED

JOIN **UR SUPPORTED** to walk together and support one another.



April 12, 2026

Check In: 11:00 AM

Event Start Time: 12:00 PM

For more information visit:

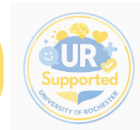
<https://afspwalks.donordrive.com/rochester>

AFSP INSTAGRAM

@afspnational
@afsp_westernny
@afspuofr

CONTACT UR SUPPORTED

Email: urs.campaign@gmail.com
Instagram: [ur.supported](https://www.instagram.com/ur.supported)



Semester Ending: ROC Support

This campaign is not over. We are continuing to build, aiming to become formalized for the Fall of 2026. To prepare, we have met with the Student Activities head administrators. By doing so, we learned more and began gathering the necessary materials for formal submission. In addition, we received insider feedback that helped us frame our campaign to increase the likelihood of approval. This required a few changes.

One important recent change is our name. “UR” is currently prohibited, so we have decided to become ROC Support. I emphasize this at the end because UR Supported was the brand we worked with the entire semester. Our team is now working on integrating ROC Support into our platform.

In addition, we established a strong framework to increase our chances of formal recognition. This includes: emphasizing who we are not/who we differentiate from, and stating our plan.

Who we differentiate from:

- Active Minds: mental health awareness, advocacy, and campus-wide education
- Heart Club: student wellness, positivity, and community-building through heart-centered support
- NAMI: mental health education, support, and stigma reduction through a national advocacy network

ROC Support are peer connectors. We bridge the gap between those who long for connection and support but do not know where to go or how to start. The students can find comfort in knowing that each of our sessions will have students who also feel lost. We bring our

partnerships in to showcase what is offered, without any need to commit or be intimidated by joining/participating in a specific organization right away. We bring clarity and direction through community engagement efforts. This aids in belonging and decreases the feeling of isolation amongst students.

Our plan is to create a foundation for continued growth and expansion:

We recognize the importance of implementing additional service categories in the near future. To help our team build quality peer connections, we plan to begin with this focused group in Fall 2026. To be successful, we need to focus on a smaller scope, build our communication team, and expand beyond this gate to include other service categories.

Overall, ROC Support is on a progressive journey. I believe our team has won our campaign because of the support we gained from our primary targets. This will help ROC Support during the formalization process. Our mission continues with ROC Support, built for students, by students passionate about student well-being.

Lessons Learned:

Campaign Outcome:

Overall, the goal is for ROC Support to adapt and never truly “finish.” This campaign organization is designed to be innovative and change with time. As of now, ROC Support is preparing for the formalization process at the start of Fall 2026. Our campaign goal is to reach that formalization status and, therefore, have not technically won or lost yet.

At the same time, no matter the future outcome, I believe that our campaign has won. Our team has brought our issue into the light and gained the support of high-level campus administrative organizations, including CARE Network, Health Promotion, and the University Counseling Center. We have fought to bring people out of the cave and into reality. This underlying disconnect had been in the shadows for a while, and therefore, a true representation of Plato’s “Allegory of the Cave.”

Our team has and will continue to be on this hero’s journey, testing our ability to fight in support of our mission. From UR Supported to ROC Support, our team has achieved remarkable results. All the small and big moments have led us to where we are now. We have surfaced the need and desire to change the connections between services. That is why we have won and will continue to win. Winning is not always about the finished outcome, but the journey that leads you there.

Major Lessons Learned:

To be successful on this journey, I need to overcome my fear of sudden change. As someone who relies on plans, it is stressful when they shift rapidly. However, this is inevitable

when it comes to promoting change and creating something of your own. Another fear I need to overcome is my trust in others' work management. I have full trust in Rachida and Kae's abilities to finish their work with excellence. However, when ROC Support expands, I will need to hold people accountable and avoid doing the work myself. Since I require a high standard, I understand that others may not feel the same drive as I do. However, by setting this expectation upfront, I can hold my team accountable for getting the work done at a high quality and in a timely manner. It is important to trust myself, my team, and my allies.

Another important lesson is to trust myself when faced with pushback from individuals in high authority. The feedback I receive does not have the power to dictate my journey. The true power comes from how I respond, staying on the path that supports the vision for ROC Support. This is a challenge that I have recently faced when meeting with an administrator involved in the formalization process. I should not feel the need to comply with others and walk away feeling depleted. Dr. White, however, redirected my attention to what I want ROC Support to be. It is up to me and my team to decide which direction we want ROC Support to take. This stood out to me as a moment of true growth, and I want to share it with other groups and the people around me.

While this is only a glimpse of the lessons I have learned, I take pride in knowing how much growth I have truly experienced on this journey. ROC Support has been an opportunity for me to challenge myself, fight for what I believe in, and learn more about myself. I have truly transformed in ways I never could have imagined. Overall, the lesson I have learned is to be open to others but remain true to yourself. Trust in those who will fight for you, and remember to stand up for yourself when faced with challenges. Balance is key, and I will continue to learn it throughout this journey.

Three Recommendations:

- 1. Be open to change and growth:** While this may come easily to some, it can be extremely difficult for others. UR Supported has significantly changed in order to become the campaign it is today as ROC Support. We embraced our failures, which has helped us transform and achieve great success.
- 2. Prioritize group dynamics:** ROC Support was not built by one person. It was the combined effort, fueled by passion and determination, that made all that we have accomplished possible. My advice is to be there for each other and bond outside your campaign. The success of the campaign begins with a positive group.
- 3. Celebrate every success:** No matter the campaign's outcome, your group will make a difference. Take a moment to recognize the beauty in that. As you continue on this journey, reflect on the successes, both big and small. These are the moments that really count and should be remembered. It is important to appreciate the passion each team member has brought forth, transforming an idea into reality.