Fall 2021

OUR IMPACT STATEMENT

RAGING RED

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Our Story

Raging Red is DSU's Premiere Performance Team

The team began in 2009 under the direction of Merrilee Webb. For ten years, she forged a strong program. In 2019, a new director was needed. While searching for its new director, Del Beatty led the team in the Spring of 2019. During that summer, World-class Director Geoffrey Reynolds was hired to direct Raging Red. During the last two-and-half years, Geoffrey has raised the quality of productions, increased the reach of the team, strengthened community connections with the university brand, and actively recruited many future DSU students. This report covers the progress and impact of events during Fall of 2021.
Updated Raging Red's Mission
Increased Social Media Presence
Extended our Reach to Schools
Expanded Programming
Strengthened Connections on Campus and in the Community
Updated Mission and Vision
Updated Mission

WHY?

In the Spring of 2020, student affairs was reorganized. Staffing and leadership of the division changed. The SALT Team realized the need for a revision of its direction. They revised their division's mission statement. It was during this shift of events, that the need was seen for Raging Red's mission and vision needed to be written.

HOW?

During the beginning of the semester as encouraged by the Dean of Students, the director and student leaders met to write a document that would guide the team's priorities. The document was proposed and approved by the Student Affairs Leadership Team. The new Mission and Vision of Raging Red was adopted Sept 8, 2021.

CHANGES?

Raging Red now has a mission and vision that is clear, straightforward, and aligned with the University's mission and strategic plan. The team's mission and vision is student-focused. It contains a two-pronged focus of recruiting and retention with performance, excellence, and innovation as its core values.
Increased Social Media Presence
Media Presence Increase

Instagram
- Reached: 7,306
- Engaged: 864
- Followers: +210

Facebook
- Reached: 2,135
- Engaged: 450
- Likes: +335

Ages & Increase:
- 13-17: 0%
- 18-24: 15%
- 25-34: 20%
- 35-44: 15%
- 45-54: 10%
- 55-64: 5%
- 65+: 0%
Social Media Increase

Demographics

Male  32%
Women  68%

Top age ranges

18 - 24  55.9%
13 - 17  15.7%
25 - 34  13.1%
35 - 44  6.7%

Followers and non-followers
Based on accounts engaged

Followers 608
Non-Followers 256
International Increase

Top Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Increase</th>
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<tbody>
<tr>
<td>United States</td>
<td>94 %</td>
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<tr>
<td>India</td>
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<tr>
<td>Costa Rica</td>
<td>0.5 %</td>
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<tr>
<td>Italy</td>
<td>0.4 %</td>
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</table>

Active Followers

<table>
<thead>
<tr>
<th>Country</th>
<th>Followers</th>
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<td>Brazil</td>
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<tr>
<td>China</td>
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</table>
Expanded Programming
This semester we focused on building our backup touring team, Program Bureau. It started with 12 students and grew over the course of the semester to have 40 active students. In addition to targeting high schools and intermediate schools, we partnered with Washinton County schools and began visiting Elementary schools in the district.
Schools Visited

We visited several schools and even brought a few to campus. Following each school is a stat of how many students attended our assembly or workshop.

- Hurricane Intermediate, +750
- Red Mountain Elementary, +500
- Lava Ridge Intermediate, +800
- Water Canyon Elementary, +500
- Tonaquint Intermediate, +800
- 7th Grade Leadership Conference for Washington County Schools at Hurricane, +700
- Kanab High School Theatre Program Workshop with Raging Red at DSU, +50
- Washington Feilds Intermediate, +850
- Orem High School Theatre and Dance Programs Workshop and Tour with Raging Red at DSU, +80

Total Student Reached = + 5,030
Collaborated with Campus
Raging Red worked with several departments across campus to improve the quality of the events by providing top-notch entertainment.
Collaboration with Campus

WE PERFORMED AT THE FOLLOWING EVENTS

- **BOOTH WELLNESS CENTER**
  - Suicide Prevention & QPR Training

- **UNIVERSITY MARKETING & COMMUNICATIONS**
  - Created a Tik-Tok video for DSU’s Social media page

- **DIXIE STATE UNIVERSITY STUDENT ASSOCIATION**
  - 9/11 Memorial Service

- **DSU ATHLETIC GAMES**
  - National Anthem at 21 games

- **DSUSA & DSU EVENTS**
  - Pre-Show for Queen Cover Band

- **DIXIE STATE UNIVERSITY EVENTS**
  - Entertainment for DSU Tree Lighting Ceremony

- **INSITUTE FOR CONTUINED LEARNING**
  - Holiday Party

- **MULTICULTRAL INCLUSION CENTER**
  - National Anthem for Miss Native Dixie

- **VETERANS & MILITARY SERVICES**
  - Veteran's Day Memorial Service

- **HOMECOMING PARADE**
  - Raging Red & Program Bureau Entry
Strengthened Relationship with Community
Involving over 100 performers from the community, Raging Red partnered with the community to perform our Fall semester student scholarship and programming fundraising event.
Performances in the Community

These shows helped us to build University goodwill and expand our connection.

- **SENIOR HUNTSMAN GAMES**
  Opening Ceremonies & Concert Pre-show @ DSU

- **UTAH ASSOCIATION OF COUNTIES**
  Annual Convention @ Dixie Center

- **CHRISTMAS IN DIXIE**
  Fund Raising Event @ Dixie High School
THE FACTS:

In conclusion, Raging Red had a very successful semester with many high-impact experiences through our programming and efforts that had a large impact on our campus, the community, and our digital network.

OUR IMPACT

- Raised the Quality of Production
- Expanded Programming
- Deepened Collaboration Across Campus
- Increased Social Media Following
- Enhanced the Reach of the Team
- Engaged more Schools in Washington County
- Strengthened Community Connections with the University Brand
- Actively Recruited many Future DSU Students
Report Completed
by
Geoffrey Reynolds
Director of Raging Red

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