

NACURH

ANNUAL CONFERENCE 2025

Spirit Guide

Illinois State University

May 22 - 25, 2025

Welcome



Welcome to NACURH 2025: Leadership Through the Looking Glass. Come! Join us down the rabbit hole, take out your pocket watch and discover how this guide will help you navigate our Spirit and Awards process.

Spirit and Awards is the competitive mixture of institutional, regional, and personal pride at NACURH. Spirit points are awarded before and during the conference to track your institution's involvement in areas like NACURH social media, and various conference activities. There is a master Spirit Point tracker that we will be using to ensure all points are counted!

Can't wait to see you all at conference!

Lilly Riza Graham

Spirit and Awards Chair

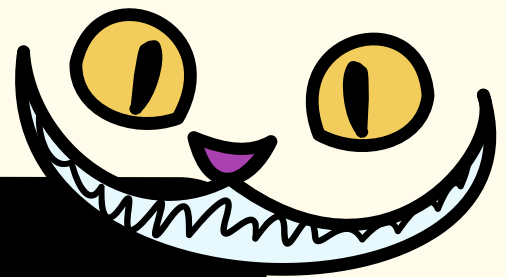
conf_spirit@nacurh.org



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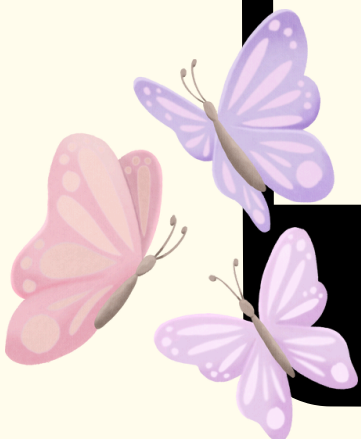
Social Media

These will be posted to the
NACURH 2025 Instagram.
Institutions will have three days to
comment with their answer to earn
spirit points. They must respond
with either their official
RHA/NRHH Instagram account
or @ them in the comments.

Conference Instagram: @nacurh_conf

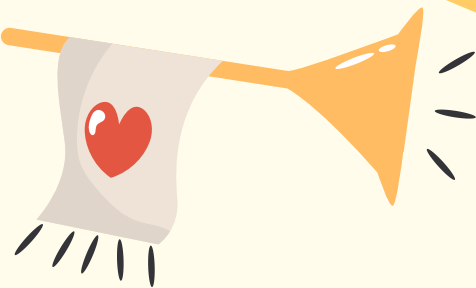
Conference Facebook:

NACURHAnnualConference



Banners

Banners are a way to represent your institution at NACURH, these will be displayed throughout the conference, so create something you will be proud to show!

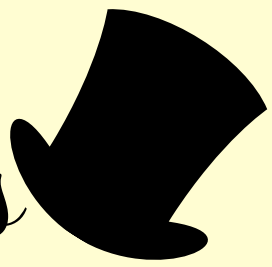


Banners will be created digitally and must contain:

- Institution name
- NACURH 2025
- Incorporate the theme of the conference
- Judging criteria will be on our website
- Banners size requirement of 16:9 or 1920 x 1080 pixels
- Banners must be sent as a JPEG and submitted via [Google form](#) available at the NACURH 2025 website

Banners are due **May 2nd 11:59pm HST**

Spirit Dress-Up Days



Day 1: Institution Day

Dress up in the merch/colors of your institution.

Day 2: Regional Spirit Day

Dress up in regional spirit and/or coordinated outfits for Roll Call to represent your region.

Day 3: Red Rose White Rose

Dress up in either all red or all white to represent the Queen of Hearts' roses

All dress-up outfits will be tracked via GooseChase.

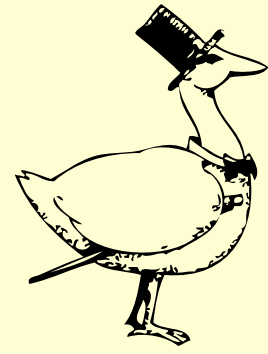
Educational Sessions

Signing up and being chosen
to present an educational
session will result in spirit
points!

+10 points/educational
session



GooseChase



Delegates will need to download the GooseChase app so we can interact with you and track what you've completed.



Through GooseChase, we will incentivize interactions and more with prompts like:

Take a photo exchanging a pin with three delegates from different regions

Take a photo completing a friendship bracelet

Take a photo of you and your delegation at the philanthropy event

Meet the Team



Lilly Riza Graham

Spirits and Awards Chair

✉ conf_spirit@nacurh.org

🌐 [Website](#)

Krista Peters

Spirits and Awards Advisor

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