

## Business and Accounting · 2025-26

Project Leader: Adrian Banister

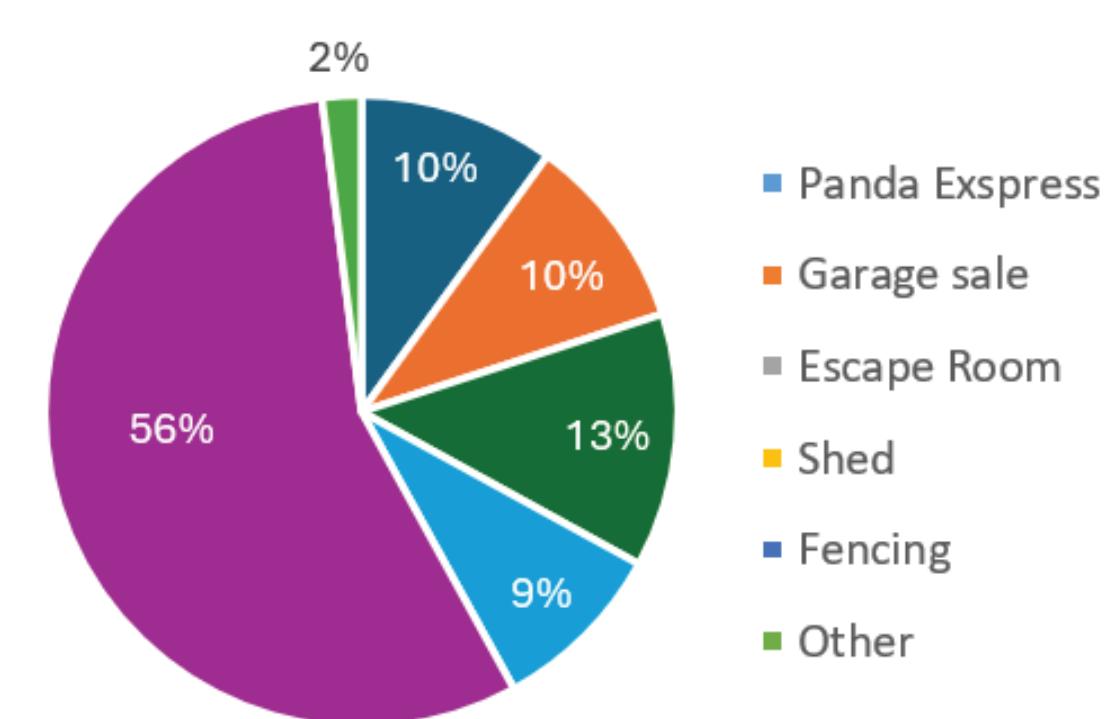
### PROBLEM

Phi Beta Lamda's fundraising performance has been mixed across different avenues (from garage sales to Panda Express), but the on-campus escape rooms have historically been our most reliable and engaging success, generating about 13% of PBL's fundraising since our 2017 re-establishment.

With SOCO Escape Rooms—our previous partner—now closed, we risk losing a reliable funding source and a unique hands-on learning opportunity. To address this, PBL is designing our own high-quality escape room experience that supports both learning and fundraising. Why this works:

- Strong, repeat student participation
- Broad community appeal
- Easy to schedule and scale during the semester
- Encourages teamwork, communication, critical thinking, and problem-solving skills

Fundraising Outcomes



### PLAN

Our plan focuses on creating a fully student-designed escape room box, featuring original stories and puzzles with a portable setup that can be used on campus or at community events. This will preserve a proven model that strengthens teamwork, communication, and problem-solving skills while supporting PBL's sustainability. Key steps include:

- Consulting with former SOCO owners to maintain the quality the community remembers
- Developing an original narrative and puzzle sequence
- Building a portable, reusable escape room box
- Pilot-testing with small student groups
- Launching the fully PBL-owned and operated escape room in the next academic year

We will assess impact using participant feedback and fundraising performance data.

### ASSESSMENT ACTIVITY

Implementation will occur in three stages:

1. **Design & Pilot Testing**
  - Students build puzzles and run small test groups
  - Observers assess teamwork, communication, and puzzle clarity
2. **Full Implementation**
  - Escape room offered to classes, clubs, and the community
  - Data collected through exit surveys and engagement/attendance tracking
3. **Analysis**
  - Review attendance rates, learning indicators, and participant feedback
  - Compare fundraising data to previous years to evaluate financial stability

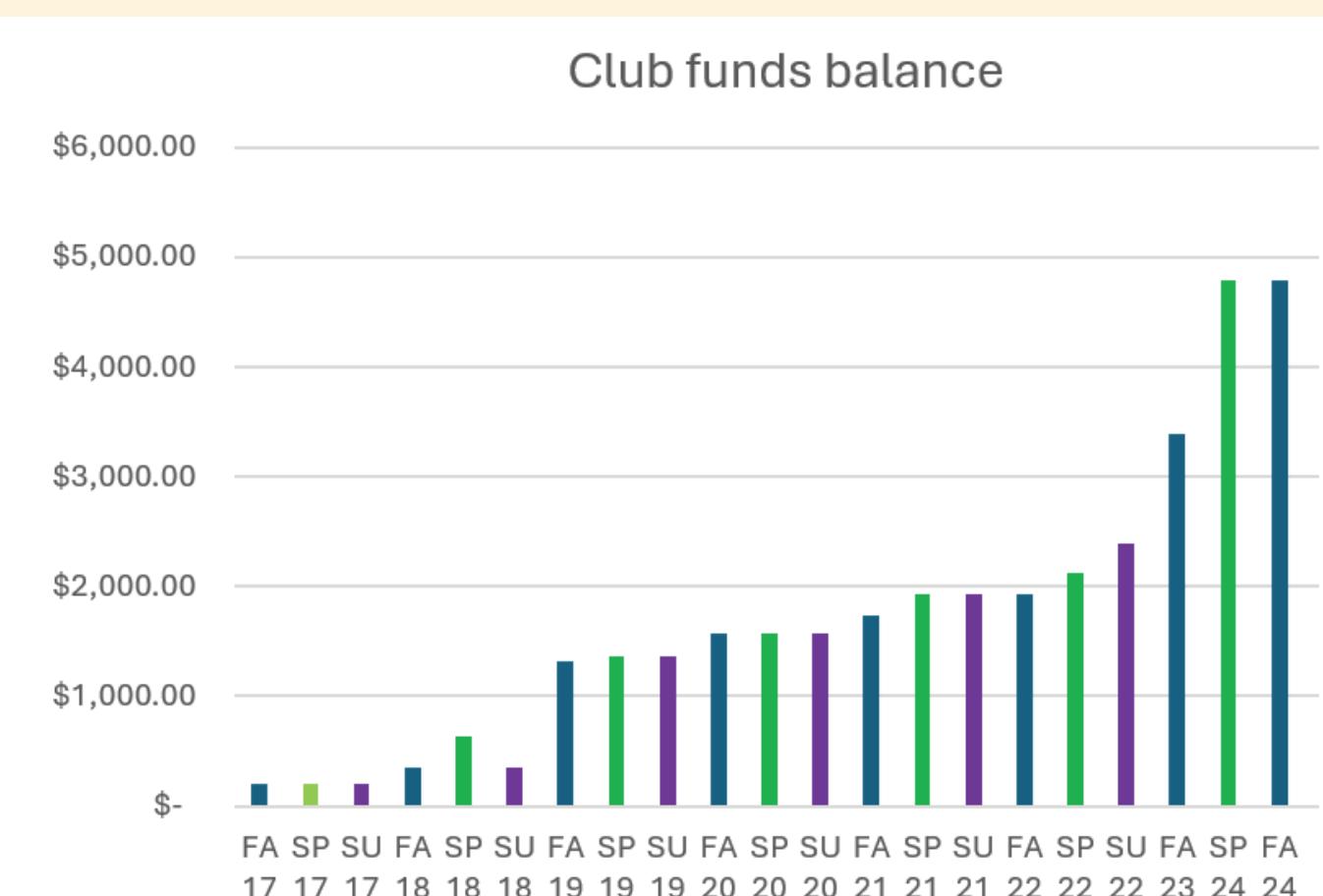


SoCo Escape Room participants

### RESULTS AND DATA

As development begins, our success indicators will focus on:

- **Fundraising Predictability:** Steady revenue each semester and year-over-year growth
- **Engagement:** Increasing participation from PCC students, campus groups, and community members
- **Learning Outcomes:** Improved teamwork, problem-solving, and communication reflected in surveys and observations
- **Awareness Tracking:** Exit surveys with questions about PBL visibility and the educational value of the escape room will help us to evaluate both outreach impact and the escape room's effectiveness as a hands-on learning activity.



### CLOSING THE LOOP and NEXT STEPS

Our next steps will involve collaborating with other clubs and campus partners to create themed experiences:

- **Art Club:** visual design, set pieces, and creative puzzle elements
- **History Club:** storylines grounded in compelling historical narratives
- **STEM and Digital Media partners:** technical and promotional elements

- **Assessment:** Exit interview/reflection process; sample questions include:
  - "How familiar were you with PBL before/after this event?"
  - "How likely are you to attend another PBL event or recommend one to others?"
  - "How would you rate your teamwork, communication, and collaboration during the escape room experience?"
  - "Did this experience help you practice skills you use in academic or work settings?"

This structure will ensure continuous improvement of the escape room's fundraising potential and the learning experience. Once finalized, the finished product will be a reproducible model that future PBL members can easily run to sustain the fundraising and educational benefits for the organization.