Interacting

With

Avengers

Campus

Recruits

2022

**WELCOMING THE TENTATIVE TERRAN**

**What is a Tentative Terran?**

A Tentative Terran (TT) is a guest who is brand new to the entire Disney experience, usually a first time guest who is so overwhelmed by the entire experience that cognitively and emotionally they simply cannot absorb anything else.

**How to Identify a TT?**

They lead with their map, a paper one most likely because if they were ever using their phone app they’ve either given up on it or were never using it at all. Look for ‘1st visit’ buttons and that general slow walk as they go along with the crowd while looking around the entire time without actually looking at where they are going.

**The TT on the Avengers Campus versus Galaxy’s Edge**

The TT will most likely find themselves more at ease on the Avengers Campus rather than in Galaxy’s Edge because the architecture itself is more familiar and relatable but by the time they have reached the Campus they will likely be overwhelmed and exhausted so allowing them the space to relax and unwind without bombarding them with the Avengers Campus Universe is essential.

**Engaging an TT**

1. Be the First to Approach:

They can be easily spotted; they look lost and frequently frustrated. Make sure the Campus Personal seek them out in an open and inviting manner and ask them opened ended questions such as “what can I help you find?” Also a friendly greeting such as “Welcome to the Avengers Campus” can go a long way to easing their anxiety.

2. Use Themed Language Lightly:

The more abstract aspects of the Avengers Campus themed language may be harder for the TT to grasp at first causing them to become more stressed out and anxious, but that doesn’t mean that themed language should be abandon entirely, instead it should be tied to known park language and introduced in a non-corrective manner.

3. Use All Available Resources:

Use the map they have or offer them one to help ground them and give them something tangible to use. When giving directions use a blend of concrete things (go to the red and yellow umbrella) as well as themed landmarks (turn to the right and on your right side will be the Inner Sanctum). This way they are being drawn into the universe without being forced to abandon their known universe.

4.Use Positive Reinforcement Rather Than Corrective Reinforcement:

A TT is approaching the Campus feeling overwhelmed and likely has retreated into language and reference points that they are used to. When they use such phrases as “shows” and “meet-and-greets” it is important to not say “no” or imply that they are wrong because in their understanding they are right. Instead by modeling the correct language in our responses we can bring them into the universe without feeling more out of place than they are

5. Encourage Questions:

The best indicator or a TT comfort level and level of engagement with the Campus is when they start asking questions and it is important to give as complete an answer as is possible. As their comfort level increases so too will the questions that they will as and while many of the questions that they ask will seem silly or simple to them they come of a genuine effort to try and engage with the environment. It may be the thousandth time that question has been asked but to them it is the first time.

**Conclusion**

Interacting with a TT can be either a very rewarding or a very frustrating experience and a large part of the outcome is dependent on the attitude of the Campus Personal and their willingness to be patient and open.

**INCLUDING THE NEW INITIATES**

**What is a New Initiate?**

A New Initiate (NI) is a guest, often very young who has recently become exposed to the Marvel Universe most likely through the Marvel Cinematic Universe and even then through select movies and streaming shows.

**How to Identify a NI?**

They can be identified by the remarks and questions that they will ask most often in a rapid fire continual manner. Everything they ask is framed as coming from the MCU and they are looking for answers that will allow them to frame and place this world within the MCU. An example is a question asking which Spider Man, from which movie, is the one roaming around campus.

**The NI on the Avengers Campus versus Galaxy’s Edge**

NI seems to have a more through grasp of the Star Wars Universe than of the Marvel Universe and as such they often try to frame everything through comparisons. SpiderBots become like Droids, seeing the Marvel characters walking around is like seeing Rey and Chewbacca walking around. Makin these comparisons allows the NI to ground and try to make sense of the different environments. The problem comes when the NI encounters differences in the environments, there isn’t a ready comparison to the Spider Man suit test and building a Droid is not like buying a SpiderBot.

**Engaging an NI**

1. Be Excited For Them:

A NI is usually brimming over with enthusiasm and eager to share what they have just learned. A Campus Personal who is eager to hear what they have to say even if it’s the hundredth time they have heard this fact will go a long way in enhancing their experience.

2. Engage Those in Their Group:

A Campus Personal’s excitement can energize a group that otherwise may be tired out from hearing the same facts and stories over and over again. This newfound energy can breathe new life into an otherwise worn out group (especially if it’s a young child and their worn out parents).

3. Don’t Be a Know-It-All:

Let the NI be the expert even if they don’t get all of the details right. They’re excited about this new world that they’ve discovered and acting like a know-it-all is like throwing a wet blanket on their enthusiasm.

4. Be an Ally:

The NI is hungry for knowledge and to be a more active participant in the Avenger’s Campus so allow them to be. In this case Campus Personal are there not so much to be helpers but to be guides and allies. The questions that the NI will ask with guide the direction that they want to go and can be used by Campus Personal to ask further open-ended questions and develop an engaging narrative.

5.Keep Within the Bounds of the Universe:

An NI is keenly aware of in-universe as well as out-of-universe elements and since their immersion in the Avenger’s Campus is still new and relatively fragile any out-of-universe elements will stand out and can easily destroy their experience and enthusiasm for the Campus.

**Conclusion**

A NI is wonderful because they bring a sense of newfound wonder and excitement to the Avengers Campus but without proper support and encouragement it will be difficult for them to translate their enthusiasm for the MCU into their enthusiasm for the Avenger’s Campus.

**INSPIRING THE HISTORICAL OBSERVER**

**What is a Historical Observer?**

A Historical Observer (HO) is a guest who most likely has visited Disney California Adventure a number of times before it was the Avengers Campus and their focus is on what has changed since the Campus arrived.

**How to Identify a HO?**

The HO can be identified by their general behavior and speech. They will use terms such as ‘legacy’, and ‘when we were here last time’ as well as talking about what has and hasn’t changed. In addition they will most likely comment about what Walt (using his first name only) would and would not have wanted done as they consider themselves to have a responsibility for guarding his legacy. If they take photos it won’t be of people but rather of buildings and various details of the Campus to show what has changed over time.

**The HO on the Avengers Campus versus Galaxy’s Edge**

The very structure of Avengers Campus and Galaxy’s Edge means that the HO is going too much more present on the Avengers Campus than on Galaxy’s Edge. This is because Galaxy’s Edge was built upon ‘empty space’ whereas Avengers Campus was built upon what used to be Bug’s Land. Often HOs will refer to elements of the former Bug’s Land lovingly (even if they never visited it when it was around) and will pass judgment on the land as a whole as well as all of the various elements.

**Engaging an HO**

1. Talk About the History:

The history of the Campus is one of our assets. Be willing to talk about Bug’s Land and weave that into the larger story of the Campus. If Ant Man is walking around with the miniature Bug’s Land set the HO on a mission to find him and see it.

2. Stick to the Narrative:

The Campus has a history and a story and it is imperative that we use this story. Encourage recruits to read the entry plaque/sign and point out details that further bring the story to life.

3. Make Sure HOs Stay Within the Boundaries:

HOs can get so wrapped up in linking the present to history that they can often wander into out-of-bounds and off-stage areas. Usually all that is needed is a gentle reminder and course correction to guide them back to approved on-stage locations.

4. Discover Their History:

HOs can be challenging as recruits because they bring such a large personal history with them, but this challenge can be an asset. Talk to them about their history and reframe their feelings as “custodians for the legacy” as a positive. Let them know that their Disney experience is part of the larger narrative.

5. Become Their Ally:

HOs want to share their knowledge and passion which is great, the challenge is to keep it in a positive light and not have it turn into a gripe about the way things were.

**Conclusion**

HOs are challenging as Recruits because often any sort of change is viewed as a threat to the ‘Legacy’ so the challenge to engage them in not only the narrative of the Campus but also the larger Disney narrative that “progress is impossible without change”.

**CELEBRATING THE SUPERHERO SUPERFAN**

**What is a Superhero Superfan?**

A Superhero Superfan (SuSu) is a guest who has immersed themselves in the Marvel Universe not only the MCU but via streaming and the print comics as well, they have in-depth knowledge of the storylines and characters as well as their relationships with each other and other obscure trivia.

**How to Identify a SuSu?**

Costumes and clothing are key to identifying a SuSu. Look for guests Disney bounding in either full or partial costumes as well as wearing Marvel shirts and carrying Marvel gear the more obscure the reference the better. In conversation they will marvel at bringing up obscure plot points and references as well as trying to ‘trick’ Campus personal with their knowledge.

**The SuSu on the Avengers Campus versus Galaxy’s Edge**

SuSu can be super fans of both the Marvel Universe as well as the Star Wars Universe. In Galaxy’s Edge they are likely to Disney bound but for unknown reasons seem to be more reluctant to do so on the Avenger’s Campus. In addition in conversation while they will talk positively about the Avenger’s Campus and their experiences there they will talk about Galaxy’s Edge with a certain reverence and awe. Clearly Galaxy’s Edge has captured them in a way that Avenger’s Campus has yet to.

**Engaging an SuSu**

1. Match Their Enthusiasm:

A SuSu brings a life and enthusiasm to the Campus and to those around them. If their level of energy is met with lukewarm or even negative energy they will tend to lower their level to match it. Instead Recruits need to raise their level of enthusiasm to match theirs letting them know that they are appreciated and welcomed.

2. A Little Knowledge Goes A Long Way:

Chances are a SuSu knows more about the Marvel Universe and defiantly more about their particular character or story line than even the most knowledgeable Recruits will ever know. But Recruits can be specialists in Campus Knowledge and enthusiastically share the tidbits that we know with SuSu and even if they already know all the tidbits that can be used as a spring broad to a more engaging conversation.

3. Comment on the Details:

If a SuSu is Avenger Bounding noticing the little details that they put into their outfit or even being able to guess what character they are and greet them by name goes a long way. They’re putting a lot of time and effort and showing them that they are appreciated for that helps to make them feel like part of the universe.

4. Listen to Their Suggestions:

The enthusiasm of a SuSu often carries over into suggestions for things the Campus should do, products we should carry, etc. Most of these will never come to fruition and many for obvious reasons (e.g. Flying Spider Bots) but just because the ideas may never go anywhere doesn’t mean that we should shut down our Recruits enthusiasm and initiative. “That’s an interesting idea!” or “It sounds like you’ve put a lot of thought into that idea.” are more positive than simply saying “No, that will never happen.”

5. Connect the Pieces:

A SuSu has extensive knowledge of the MCU and the comics but making the hidden connections to the AC is what will allow the AC to come to life and become an engaging experience.

**Conclusion**

The SuSu is a positive and energetic force that enlivens the Campus provided that their energy is matched with the energy that exists on the Campus.

**THE CHALLENGE OF THE RELUCTANT RECRUIT**

**What is a Reluctant Recruit?**

A Reluctant Recruit (RR) is a guest, almost exclusively a teenager or adult, who is reluctant or resistant to the immersive storytelling atmosphere of the Avengers Campus.

**How to Identify an RR?**

In this case we’re focusing on themed language. An RR persistently uses terminology such as ride, animatronics, shows, and other language that, while used throughout the resort, takes away from the immersive atmosphere of the Avengers Campus.

**The RR on the Avengers Campus versus Galaxy’s Edge**

As the two most immersive experiences at the Disneyland Resort, it can be easy to compare Avengers Campus and Galaxy’s Edge; through in practice they are very different, especially to an RR. The entire design of Galaxy’s Edge supports a feeling and atmosphere of the otherworldly and foreign. Since everything feels foreign, guests more readily accept that there will be differences in terminology as well. In contrast, Avenger’s Campus feels like it’s a part of every city, with the traditional expectations that every city holds. Because of this familiarity, changes in terminology stand out more and create a feeling of environmental dissonance as the new terminology feels foreign and unnatural. The key is finding ways to blend the two environments.

**Engaging an RR**

1. Find an ally:

Try to locate someone in the RRs group who seems to be more receptive to the themed language and address both them and the RR at the same time using the themed language. Seeing someone else, especially someone they know and trust, engaging with the language may make it easier for the RR to engage as well.

2. Look to children:

Children are often more receptive to play and themed language. If an RR is with a child, they may be more willing to engage in themed language because they want to preserve the magic and the story for their child.

3. Consistency on Campus:

All Recruits that work on the campus need to be on the same page when it comes to themed language, regardless of their department. As Recruits deviate from the themed language, RRs have more difficulty building and maintaining an immersive experience.

4. Consistency across Platforms:

Make sure that all signage supports this theming as much as possible. (For example, the Disneyland App currently lists “The Amazing Spider-Man!” and gives “Showtimes” and identifies this experience as “Park Atmosphere/Entertainment.” In a perfect world, this copy might be changed to “The Amazing Spider-Man! Suit Test” with “Test Times” and “Park Atmosphere.”) It’s a small detail, but to an RR every little bit that goes towards enhancing the immersion matters.

5. Invite Questioning:

Many RRs have a difficult time immersing themselves because they have questions, or they want to challenge Campus Recruits to see just how far they’ll take the story. Campus Recruits are well-versed in key words and phrases, but RRs often need something more than just a word or phrase. A collection of basic responses to further the storyline without inviting debate would be an invaluable tool for Recruits to use in situations like these.

**Conclusion**

RRs can be among the most challenging guests to the Avengers Campus, but if they are engaged properly, they too can have a rewarding experience while visiting the Campus.