Wendi Sierra talking:

So, for me, *C's the Day* actually started at C&W [Computers & Writing] at UC-Davis. We attended a panel on augmented reality games. I can't even remember right now who was . . . who gave the panel. But it was a really inspiring presentation. And so we started thinking about how could we as gamers use some of these ideas to increase engagement and excitement around the CCCC conference.

At the time we were all fairly early in our grad programs, either late MA or early PhD, and so we were all very familiar with the idea of showing up at this huge conference, not really having a built-in network, not having a lot of connections, and struggling to find your way in this sea of people and events that gets overwhelming.

So the biggest . . . the biggest part of *C's the Day* for me is being that welcoming hand, being that support, particularly for new grad students and for adjuncts who come in and maybe this is their first time or maybe it's not their first time but they just don't have that built-in support community. And we help show them where to go; we give them things to do. We do the sparklepony pins now so they can identify other players, people they might have something in common with.