PIONEER ACTIVITIES COUNCIL REPORT

Prepared by
Fifth Street Consulting
Spring 2019

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FIFTH STREET
CONSULTING
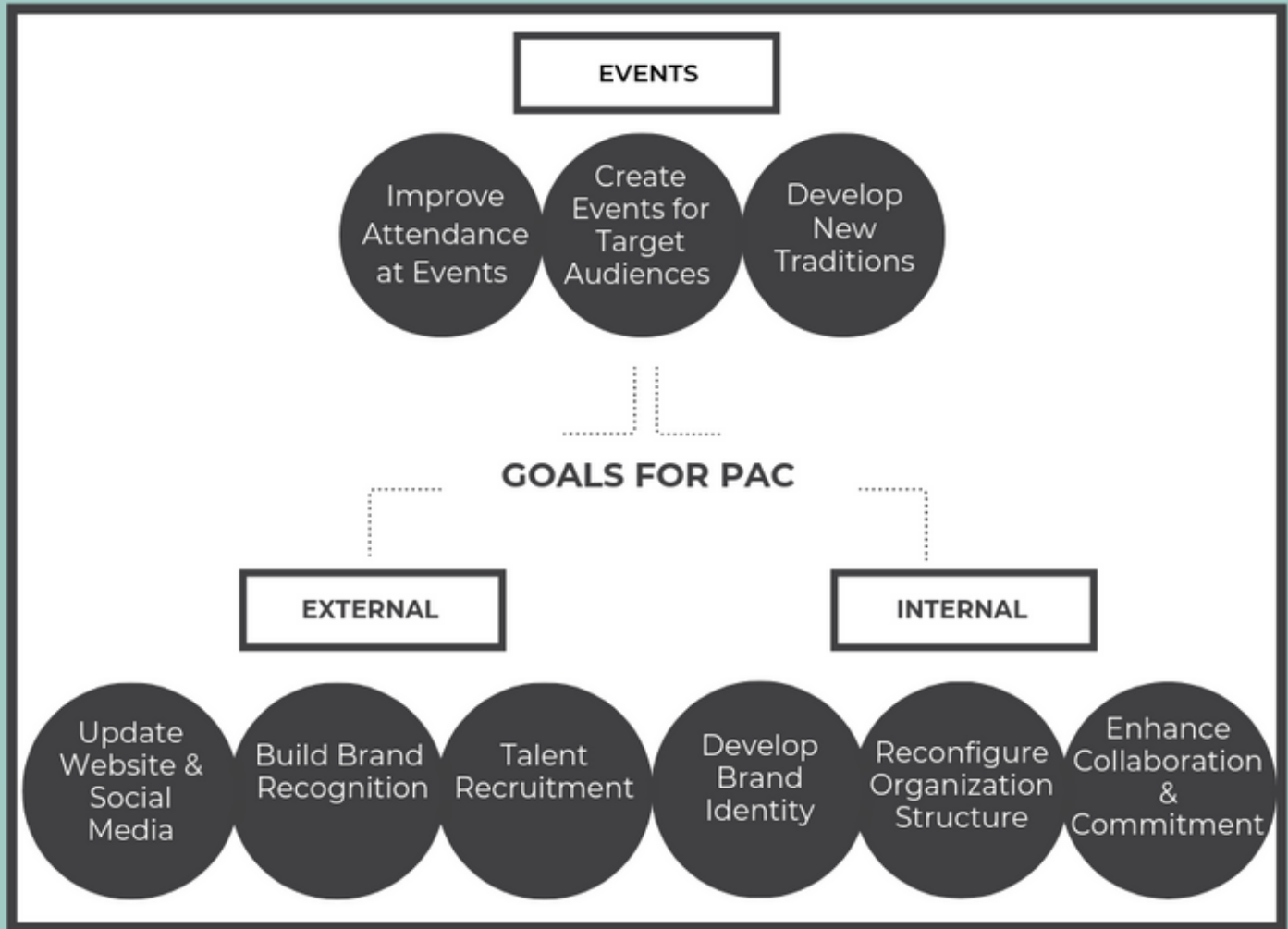AT MARIETTA COLLEGE

CONTENTS

INTRODUCTION

This semester Fifth Street Consulting partnered with Pioneers Activities Council (PAC) to provide recommendations and resources to maximize the organization's impact on campus. Specifically, we worked to enhance the following: internal communication, external communication, and event planning.

The team conducted research including: interviews with members of PAC, Office of Community Living staff, the Vice President for Student Life & Diversity, and Vice President for Communication & Brand Management; created and disseminated a survey to the Marietta College student body; designed and conducted an idea generating workshop with Marietta College students; attended PAC meetings; conducted online research of programming boards at comparable institutions; and drew upon academic and trade research to further support our work.

Our goals and strategies for this project are further described in this report.

PROJECT GOALS

EVENTS

- Improve Attendance at Events
- Create Events for Target Audiences
- Develop New Traditions

GOALS FOR PAC

EXTERNAL

- Update Website & Social Media
- Build Brand Recognition
- Talent Recruitment

INTERNAL

- Develop Brand Identity
- Reconfigure Organization Structure
- Enhance Collaboration & Commitment

PAC INTERVIEW KEY REFLECTIONS

Conducting individual interviews with current PAC members, the PAC advisor, and the Office of Community Living Director allowed us to collect primary information about the internal communication dynamics of the organization and begin to understand the brand identity of PAC. From these interviews, a list of the key themes that emerged consistently across the interviews were compiled.

PAC INTERVIEW KEY REFLECTIONS

STRENGTHS

- Effort on the day of the event
- Hardwork and have all hands on deck
- They gain value out of seeing a successful event
- Creativity
- Members value its purpose in their lives
- Commitment
- They are given multiple opportunities in order to gain skills

WEAKNESS

- Value of their meetings
- Unproductive meetings
- Lack of diversity
- Stagnant as an organization.
- Communication
- Delegation
- Roles are unclear
- Low numbers in members
- Motivation and interaction are decreasing
- Implementation of their creative concepts do not always come to fruition
- Brand identity
- Awareness
- Loyalty

PAC INTERVIEW KEY REFLECTIONS

ADJECTIVES

- Concise
- Subdued
- Stagnant
- Unproductive
- Pointless
- Bland
- Non-interactive
- Unnecessary

POSITION VALUE

- Resume building
- Leadership skills
- Gaining personal value
- Getting out of their comfort zone
- Team-work skills

GOALS

- Increase accountability
- More members
- Appeal to different groups
- Larger events on campus
- Power shift back to the students
- Consider pay as an incentive for participation
- Increase in faculty advisors involvment

SURVEY ANALYSIS

Fifth Street Consulting created and distributed a survey to learn more about students' current understanding of the purpose and work of PAC, their motivation to engage in campus events, and their visions for future events. The survey was distributed via the MC-Student email listserve and also through social media accounts including those of President Ruud targeting the entire student body. We received a total of 182 responses. This section of the report with highlight some of the key survey findings. Raw data including all responses will be provided to the client in a seperate file.

SURVEY ANALYSIS
DEMOGRAPHICS

CLASSES WERE RELATIVELY BALANCED

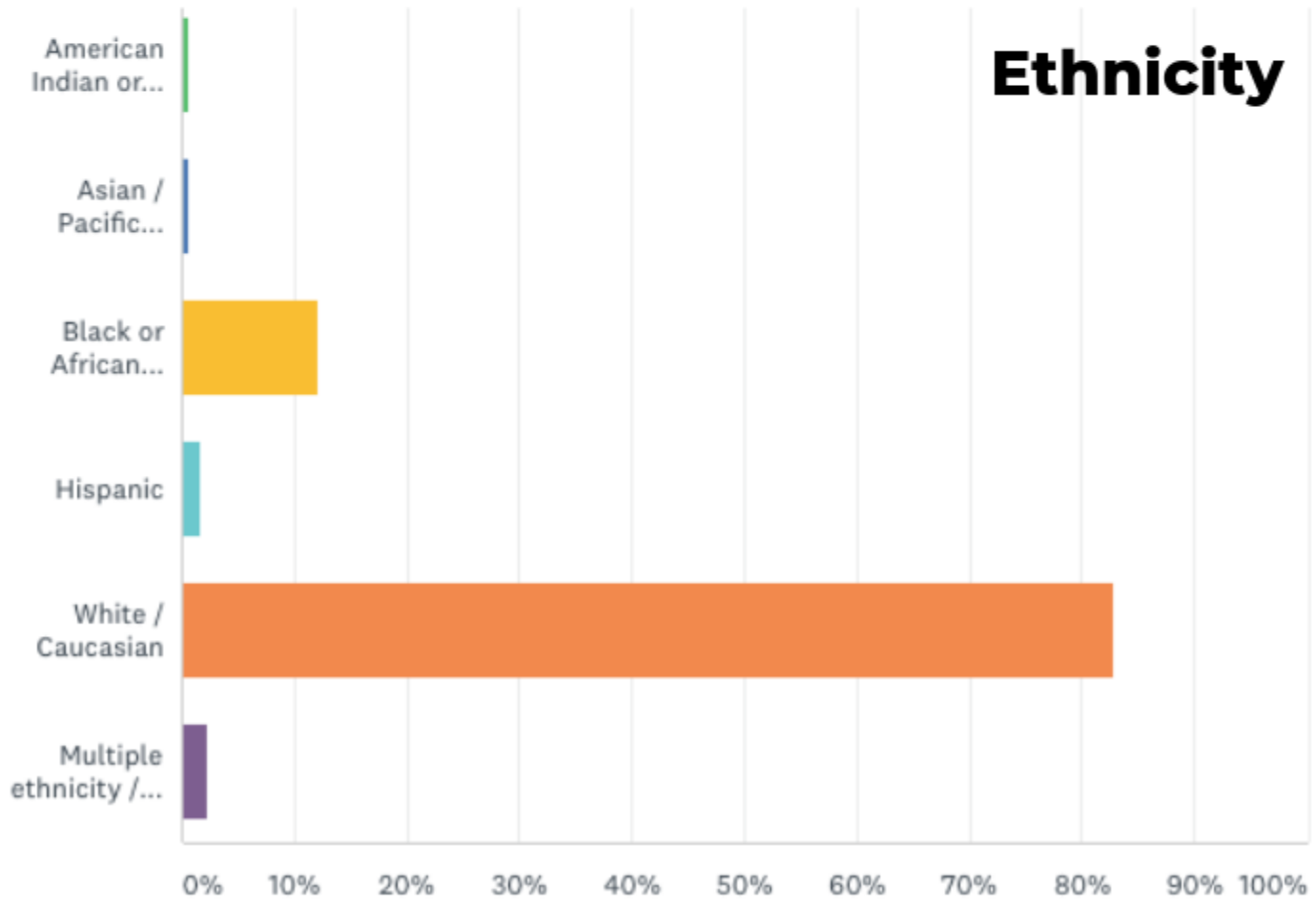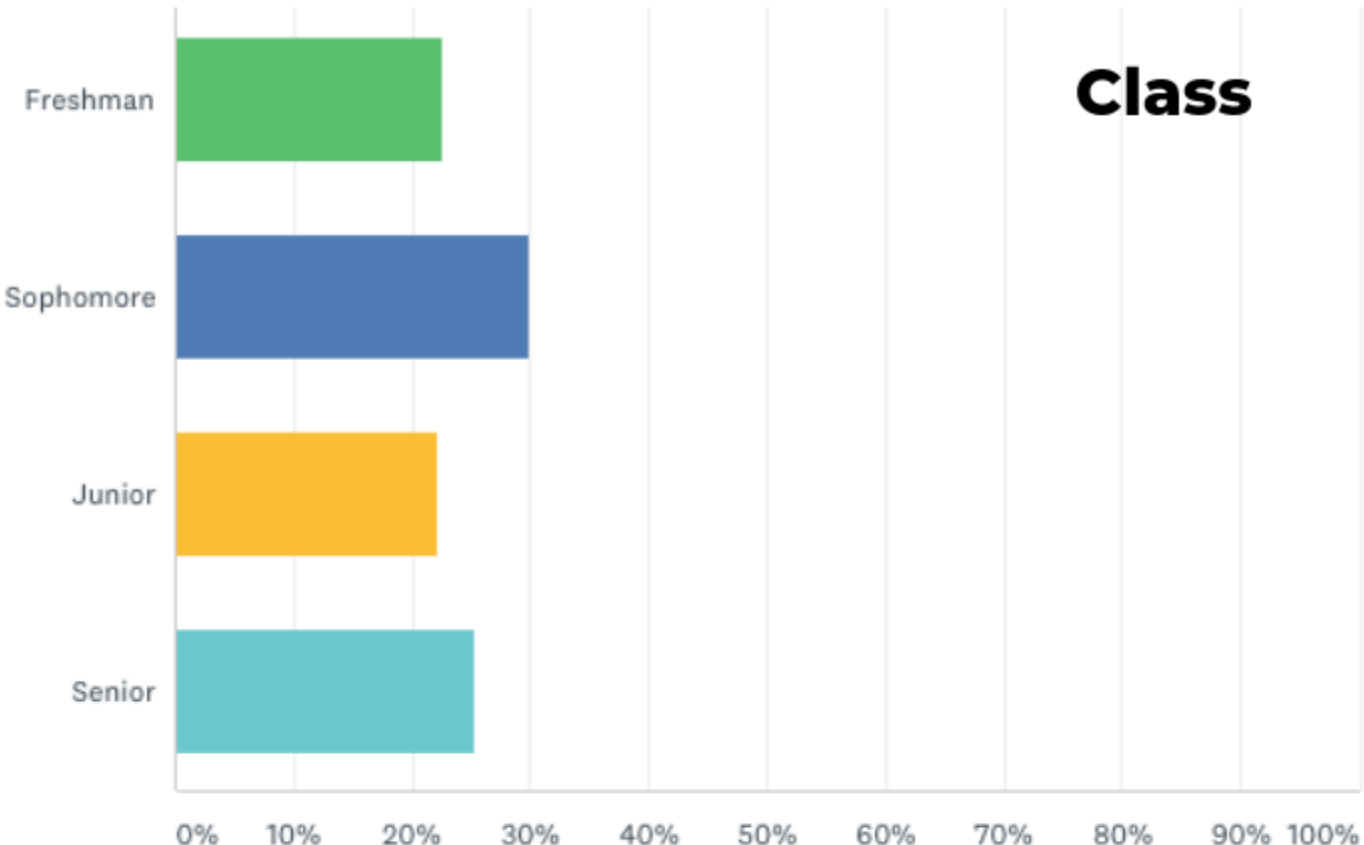Sophomores represented the majority of students who participated by a small margin

WHITE REPRESENTED THE MAJORITY

Caucasian was the dominant ethnicity, which is an accurate representation of campus

ATHLETES REPRESENTED THE MAJORITY

Varsity athletics represented the most common group the people identify.

Audiences

Class

Freshman

Sophomore

Junior

Senior

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Ethnicity

American Indian or...

Asian / Pacific...

Black or African...

Hispanic

White / Caucasian

Multiple ethnicity /...

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Audiences

Athletes represented the most popular audiences. On campus they represent about 40% of the population.
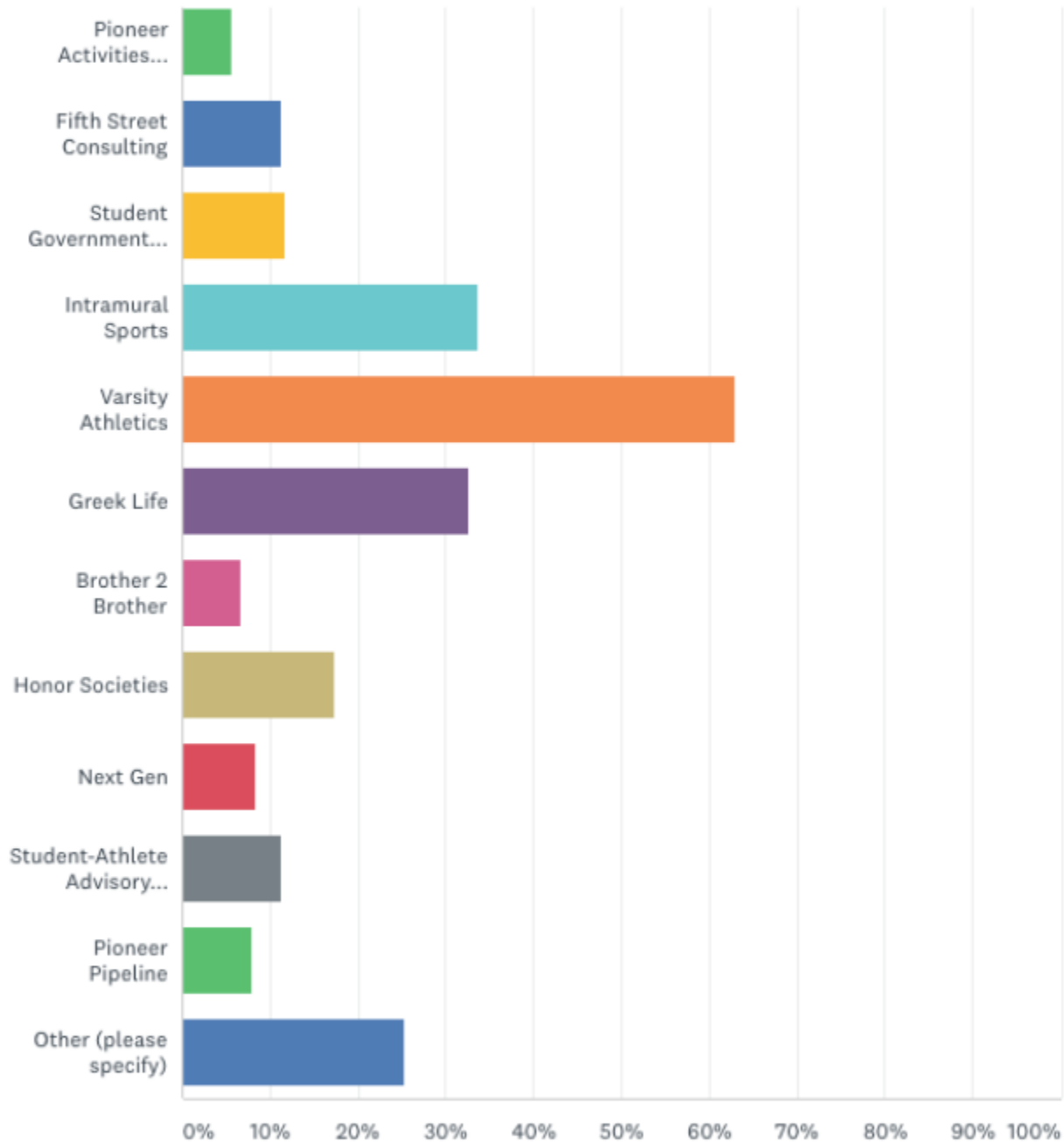
*Popular Others: MCBA, MCATSO, Religious Orgs, and Academic Orgs

SURVEY ANALYSIS
CAMPUS EXPERIENCE

OUTDOOR EVENTS
Data shows that students would like more outdoor events.

EVENT PLANNING
Fridays followed by Thursdays are best days for events.

SPREADING THE NEWS
Word of mouth is important. 65% of people hear about events by word of mouth & 34% from social media.

ENGAGING CAMPUS
The majority of students believe MC is an engaging campus. 31/181 students said the college was neutral.

SURVEY ANALYSIS
PAC INFO

PEOPLE AREN'T KNOWLEDGEABLE ABOUT PAC

People know that PAC plans events like bingo and trivia. Only 3% knew PAC does Homecoming and Family Weekend.

PEOPLE ARE WILLING TO GET INVOLVED

85% say they would like to meet new people, while 30 students say they would want to get involved with PAC.

INCENTIVE TO JOIN

People would be willing to join if PAC offered paid positions or work study. Also, some students are interested in PAC as a resume builder or if they can recieve internship credit.

SURVEY ANALYSIS
HOW STUDENTS USE FREE TIME

FREE TIME
The average students put
down that they have 4-11 hours
for free time a week.

ATTENDING
SPORTING EVENTS
Attending a sporting
event on campus came in
as the 3rd favorite thing
for during free time for
students.

NETFLIX
The second most popular
thing to do on campus
during students' free time.

HANGING OUT WITH FRIENDS
The most popular thing that
people do with their free time
is hanging out with friends.

SURVEY ANALYSIS
PRIZES STUDENTS WANT TO SEE AT EVENTS

Electronics

People want to win expensive electronics like AirPods, Apple watches, TVs, and consoles

Gift Cards

For local restaurants, fast food locations, and gas stations

MC Gear

More Marietta College gear that they can wear around campus or to sporting events

TARGETING AUDIENCES

PAC needs to identify specific target audiences for each event. If it is a smaller event, identify the appropriate target audience(s) and advertise directly to them. If it is a larger event, identify a wider range of target audiences to encourage overlap between groups and interests. It would be beneficial to continue to develop strong relationships with the heads of various organizations. This relationship can ensure that the programming selected is mutually beneficial. Furthermore, soliciting ongoing feedback from students through a yearly collaborative workshop, a yearly in-depth survey, and more frequent short feedback surveys would yield greatly brand recognition and engagement from students.

MIND MAPPING WORKSHOP

As PAC seeks to examine trends of interest from different campus groups on an ongoing basis, replicating a version of the Mind Mapping Workshop that Fifth Street Conducted on behalf of PAC this spring would be worthwhile. The background information on this particular collaborative brainstorming technique is detailed below as well as the guides 5SC developed to train the facilitators and make clear the format. 79 students representing a cross-section of campus actively participated in this event generating numerous ideas for campus events and ratings of the most desired.

MIND MAPPING PROCESS GUIDE

Mind Mapping Facts

- "Mind mapping is a brainstorming technique that allows users to deconstruct complex topics by creating a graphical representation of constituent subtopics and related themes" (Kernan 2018).
- Mind mapping is a creative process where there are non incorrect answers.
- Mind mapping is typically used for problem-solving, organizing ideas, memory enhancement, storytelling, and brainstorming.
- The format for a typical mind map is as follows

  1. A central image
  2. The main themes that branch from the image
  3. Primary and Secondary branches labeled and are associate with images or words
  4. The Result is a web-like structure whereby all the primary and secondary branches are radiating outward from the central image

Mind Mapping Procedure

1. Gather art supplies such as colored markers and over-sized paper.

2. Divide participants into small groups (3-4 students per group)

3. Give the members a term or concept to map out.

4. Have participants write the term in the middle of the paper, then draw spokes out from the term.

5. Let members be creative. Encourage sub-spokes as needed. Students should feel free to draw and doodle as they wish on their mind map.

6. Time the exercise. Give no more than 10 minutes.

7. The facilitator should ensure that members are filling every available space on the map.

8. After the activity is completed, gather all maps and display them in a place where the entire group can freely view them.

9. Discuss ideas as a group.

10. Repeat as needed.

Benefits of Mapping

- Rapport-building activity
- Encourages creativity
- Visual tool
- Members will remember the concept and are likely to brainstorm at a later time on their own
- Provides a basis for discussion
- Narrows topics from a very broad area to a more specified point
- Provides a full definition of the term
- Reinforces holistic learning
- It is FUN

References

Dyrud, M. A. (1994). Mapping: A collaborative activity for fun and profit. *Bulletin of the Association for Business Communication, 57*(2), 57-58. Retrieved from http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=9501182689&site=ehost-live.

Kernan, W.D., Basch, C. H., & Cadorett, V. (2018). Using mind mapping to identify research topics: A lesson for teaching research methods. *Pedagogy in Health Promotion, 4*(2), 101-107. Retrieved from https://doi.org/10.1177/2373379917719729.
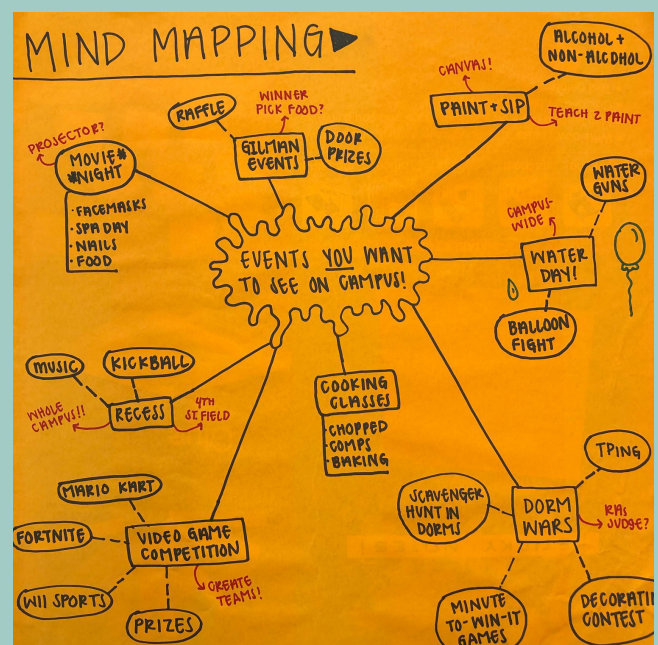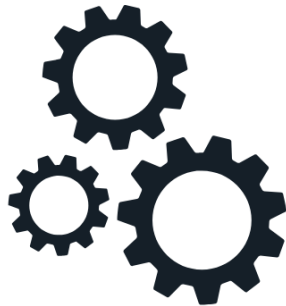
WORKSHOP GUIDES

MAKE AN ImPACt WORKSHOP

Information Guide

WORKSHOP ON 4/4/19

Attend the workshop that will be held from 7:00-9:00 p.m. in the Gathering Place. Encourage friends to attend!

WORKSHOP SHENANIGANS

Students will have the chance to mind map their ideas for student programming events on campus. This is a chance for their voices to be heard! They will receive free food and a VIP pass to the PAC meeting on Monday 4/8/19.

MEETING ON MONDAY

Students that received the VIP pass will participate in a second session of mind mapping at the PAC meeting. This will include bringing the most popular events from the workshop to life.
At the end of the meeting, the winning pass will be drawn at random. The winning student will receive a smart tv courtesy of PAC!

USE THIS AS A RECRUITMENT OPPORTUNITY

PAC members should take advantage of this event! Use this as an opportunity to talk to students and encourage them to become a member of the team.

How to Facilitate the Make An ImPACt Workshop

1.) GATHER A GROUP/DISTRIBUTE SUPPLIES

Gather a group of 3-4 students. If you can split up friend groups, do it! They will be more creative on their own. Distribute markers and poster board.

2.) GIVE STUDENTS THE CONCEPT "EVENTS YOU WOULD LIKE TO SEE ON CAMPUS"

This concept will go in the middle of the map. Tell participants to be creative. Explain the activity as necessary.

3.) START THE ACTIVITY

Let them get started! Give students 10 minutes to brainstorm. If they slow down, encourage them to think outside the box. DO NOT cut them off at 10 minutes if they are still being productive.

4.) DEBRIEF

After they have finished, as a group, have them decide on their THREE favorite event ideas.You are responsible for relaying these ideas to the group member in charge of the "Big Idea" station.

5.) WRAP IT UP

a. Give each member three mini post-it notes for voting. Allow them to vote on their top three favorite events at the Big Idea station.
b. Give them their VIP pass.
c. Let them eat.

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PIONEER PAC
ACTIVITIES COUNCIL
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Make an ImPACt Workshop Report
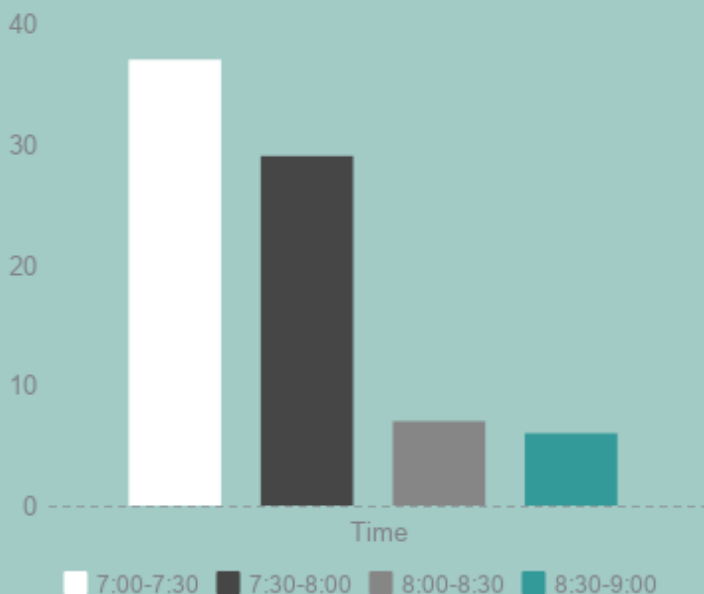
Demographics of Attendees

- ■ Freshman (22.78%)
- □ Sophomores (32.91%)
- ■ Juniors (22.78%)
- ■ Seniors (18.99%)
- □ Other (2.53%)

Total Number of Attendees

79

Arrival Time

40

30

20

10

0

Time
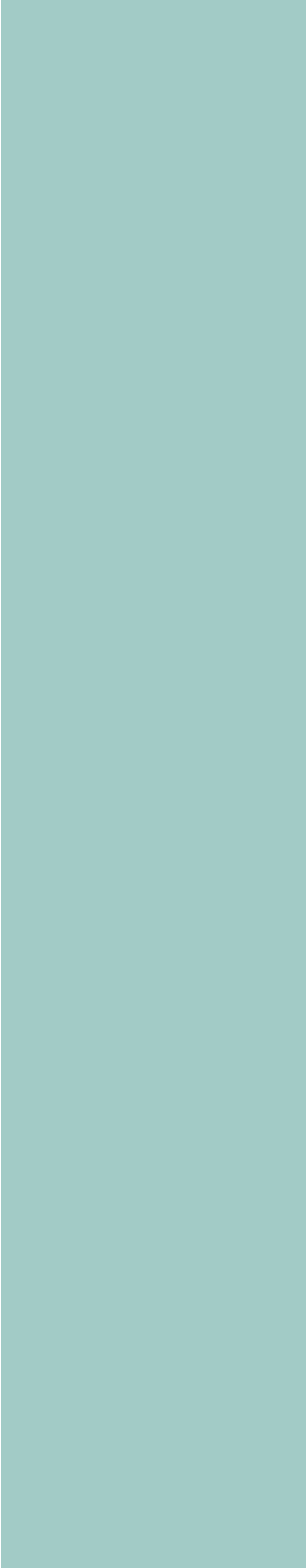
- □ 7:00-7:30
- ■ 7:30-8:00
- ■ 8:00-8:30
- ■ 8:30-9:00

Gender Breakdown

- ■ Males (43.04%)
- □ Females (56.96%)

WORKSHOP
IDEA VAULT

During the workshop, the students generated many ideas they would like to see on campus. These ideas have been complied into one location know as the PAC Idea Vault.

IDEA VAULT

Results from the Make an ImPACt Workshop

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POPULAR TRENDS
OUTDOOR ACTIVITIES

- Kayaking trips
- Tubing
- Giant bowling
- Shaving creme obstacle course
- Concerts
- Beach party set up like Doo Day Day
- Fall semester version of Doo Dah Day
- Food truck line up
- Mud volleyball
- Kan jam
- Friday free cookouts and music on the mall
- Monthly lawn parties on Harrison
- Water assassin
- Laser tag
- Slip n slide
- Nerf wars
- Sand volleyball tournaments
- Scavenger hunt

POPULAR TRENDS
THEMED OUTDOOR ACTIVITIES

FEST SEASON

- DJ/live music
- Themed
- Inflatables

DRIVE-IN MOVIE

- Popcorn
- Candy
- Campus picked movie
- BYOB

RECESS/FIELD DAY/DORM WARS

- Dizzy bat
- Parachute popcorn
- Three legged race
- Kickball
- Tug of war
- Sponge & bucket race
- Spoon relay
- Water balloon toss
- American Ninja Warrior

POPULAR TRENDS
CLASSES ON CAMPUS

- Cooking

    -Baking
    -Cooking on a budget
    -Healthy cooking
    -Gluten free cooking

- Pole dancing for fitness
- Morning yoga on the mall
- Body painting

STUDENT BODY IDEAS

ACADEMIC OPPORTUNITIES

- "A" in class and on midterm = no final
- Student union
- Free coffee during finals

FUNDRAISERS

- President Rudd dunk tank
- Kissing booth
- Casino night
- Kimnation parking garage

21+ EVENTS

- Mixology 101
- Beer Olympics
- Beer garden
- Wine tastings
- Paint & sip
- Tailgates before games

STUDENT BODY IDEAS
ENTERTAINMENT

- Slam poetry
- Drag queens
- Silent disco
- Comedian on the mall
- Hypnotist on the mall
- Shuttles to larger concerts
- Shuttles to away games
- Huge bingo prizes
- Formals

GAME SHOWS

- Minute To-Win-It
- Where Are You Going?
- Food Taste Challenge
- Jeopardy
- Chopped
- Marietta's Got Talent

STUDENT BODY IDEAS
CAMPUS CHANGES

- Outdoor basketball court
- Fire pit in Harrison lawn
- Basketball court on Herman bowl
- Monthly tournament bracket
- Billiards club
- New bleachers on soccer field
- More meal options on campus
- Promotional, interactive monitors outdoors
- On campus bar
- Bike sharing
- Rental scooters for around town
- Parking by soccer field

COMPARABLE INSTITUTIONS

Fifth Street Consulting researched several other small, division three schools in Ohio to learn more about their campus activities and programming boards. This research was used to develop recommendations for PAC regarding their internal structure and communication as well as programming ideas. Two schools that were most useful were Capital University and Wittenberg University which are featured below.

COMPARABLE INSTITUTIONS
Capital University

Executive Director

- President of organization
- Runs, guides, assists where needed
- Oversees relationships with organization & campus resources

Operations Director

- Oversees day to day workings of the organization
- Creates & tracks budget for the year

Internal Relations Director

- Delegates relationship with executive board & general members

Contacted Relations Director

- In charge of contacting & logistics of outside vendors

Marketing Director

- Advertises events
- Creates buzz around campus

Traditions Director

- Oversees tradition events
- Creates & designs aesthetic of tradition events

COMPARABLE INSTITUTIONS
Capital University

Events

- Stuffed animal making event
- Painting events
- Comedians
- Hypnotists
- Lip Sync Competition
- Cap Jam-a music festival
- Exam Treats - prizes and snacks before finals

Advertising

- Stall talks- putting flyers above urinals & in stalls
- Pre-event tabling
- Smaller events
- Twitter
- Facebook
- Instagram
- Word of mouth
- Self promoting

COMPARABLE INSTITUTIONS
Wittenberg University

Co-Presidents

- President of organization
- Runs, guides, assists where needed
- Oversees relationships with organization & campus resources

VP of Programming

- Leads the strategic direction, executive of campus activities, & programming
- Ensures timeliness of planning, implementation, & execution

VP of Administration & Finance

- Oversees annual budget & the budgeting
- process
- Prepares reports, assesses finance & spending of organization

VP of Marketing

- Oversees all marketing & promotion of events
- Designs graphics
- Researches promotional items
- Manages social media

COMPARABLE INSTITUTIONS
Wittenberg University

Programming Chair

- Plans & implements programs & activities
- Plans 4-6 events per semester

Budgeting Chair

- Serves as a consultant to programming chairs in the financial planning of event

Promotions Chair

- Oversees social media out reach & print material for events

Graphic Design Chair

- Responsible for the creative design & usage of the organizations brand to market events

Internal Affairs Chair

- Maintains the organizational structure of the board
- Will keep records of meetings & events

External Relations Chair

- Attends, promotes, & creates key collaborative relationships with student organizations
- Encourages partnership in events

COMPARABLE INSTITUTIONS
Wittenberg University

Events
- Stuffed animal making event
- Painting events
- Comedians
- Hypnotists
- W-Day- all classes are cancelled & activities commence
- Witt Fest- similar to Doo Dah Day
- Midnight breakfast- Sunday before finals
- Trivia nights
- Drag show
- Stress relief day- before finals, ice cream, inflatables, dogs

Advertising
- Facebook
- Twitter
- Snapchat
- Instagram
- Stall talks
- Flyers around campus
- Word of mouth
- Tabling events

SWOT ANALYSIS

Using the research from interviews a SWOT analysis of PAC was developed to highlight where PAC excels , where PAC needs improvement, what threats are there competing with PAC, and where opportunities lie for the organization.

STRENGTHS

- Great Effort in Current Events
- Willingness to Talk About Mistakes
- Willingness to Implement Changes

OPPORTUNITIES

- Resources
- The Gathering Place
- Outdoors for Activities
- Target New Audiences
- Perceptions of Nothing to Do

SWOT ANALYSIS
Our PAC SWOT Analysis

WEAKNESSES

- Commitment
- Attendance
- Training
- Role Identification
- Social Media
- Brand Perception
- Internal & External Communication

THREATS

- Status Quo
- Netflix
- Video Games
- Social Media
- Other Groups Hosting Events
- Weekend Traveling
- Retention

ROLE STRUCTURE

Based upon our research, an organizational chart was developed to aid in the explanation of the new role structure of PAC. This organizational chart is intended to improve the flow of communication and clarify duties within and between roles. The ultimate goal is to enhance the effectiveness of internal communication which will allow the organization to build a culture of productivity, clarity, and collaboration. Following the organizational chart, cleverly named the "PAC BOT," are in-depth explanations of each role in the organization. Importantly, the position of VP of Recruitment was added as we feel this is critical to future growth of PAC.

PAC BOT

Organizational Chart

PAC-BOT

Advisor

Traditions

EDU Director

President

Recruitment
Finances
Marketing

Tourney + Rec

Live Entertainment

Programming
Board

ROLE STRUCTURE

President

- **Operations Manager** - It is important for the President to be knowledgeable of all operations. This includes: maintaining a calendar of events, awareness of organizational needs, knowledge of recruitment timing, effectively conducting meetings according to purpose, and being knowledgeable of project management and communication systems.
- **Check Point** - When the directors/collaborative programming board finishes their event concepts, they will take all their information backed by student research to the advisor.
- **Hands On** - Get involved in projects where needed.
- **Accountability Leader** - Keep members motivated and accountable.

Advisor

- **Mentor and Guide** - The goal is to empower the students as much as possible. To allow students to lead and manage the organization themselves but with the help of your mentorship and guidance. Ensures systems are in place to encourage students to be knowledgeable of their roles and able to lead within them.
- **Liaison** - Draw upon your expertise to provide resources and assistance as needed to empower students.Be a liaison to entities that cannot be reached by the students.

ROLE STRUCTURE

Vice President of Promotions & Marketing

- Work with Directors and Programming Board Members for events by helping create and develop publicity for PAC events
- Develop, promote, and maintain PAC brand to campus community
- Create and order the semester calendar poster
- Process any publicity involving flyers, banners, brochures, buttons, etc. preferably two weeks before an event
- Maintain PAC bulletin board in Upper Gilman and update at least once a month
- Manage the PAC Facebook, Instagram, Twitter, and Snapchat or any publicity relating to social media and press releases (Facebook events, MyMarietta, The Marcolian, MC Website etc.) in a timely fashion

Vice President of Finance

- Be firmly aware of all financial developments
- Communicate with Business Office/Cashier to manage transactions
- Allocate funding and appropriations using proper protocol
- Project financial needs for academic year and provide budget updates to Board of Directors
- Discuss financial decisions with President and Advisor
- Work with Board of Directors on budgeting for events and organizational needs

Vice President of Recruitment

- Director of recruitment handles all recruitment and training responsibilities of new members
- Will host recruiting events, coordinate an application and interview process for new members, and cultivate relationships with the student body through networking, face-to-face promotion of PAC, and coordination with VP of Promotions & Marketing to build brand awareness and commitment
- The goal of this position will be to bring in innovative and diverse people

ROLE STRUCTURE

CURRENT DIRECTOR POSITIONS

- All Directors must abide by the duties required as a member of the Board of Directors as stated in the constitution
- All Director positions are collaboratively based and involve the responsibility of seeking assistance from and actively communicating with Programming Board Members and other Directors to execute work responsibilities
- Give a report on any updates at all meetings
- Attend a minimum of 65% of all events (at least 1 per programming committee) per semester
- Make all arrangements for entertainer(s) according to the Contract
- Submit an advertising request form four weeks prior to an event
- Complete the post-event evaluation
- Balance budget

Traditions Director

- Plan and execute Family Weekend, Homecoming, Spirit Week, and any other events deemed traditions
- Responsible for creating and leading a traditions committee
- Provide the appropriate program evaluations at all traditions events

Live Entertainment Director

- Plan and execute all live entertainment events
- Responsible for creating and leading a live entertainment committee
- Make all arrangements for entertainer(s) according to the contract
- Provide the appropriate program evaluations at all live entertainment event

Tournaments & Recreation Director

- Plan and execute a variety of tournaments and recreation (trivia nights, game shows, video game tournaments, casino night, athletic, cornhole, trips, etc.)
- Responsible for creating and leading a tournaments and recreation committee
- Provide the appropriate program evaluations at tournament events

ROLE STRUCTURE

Education, Diversity & Unity Director

- Plan and execute educational events and events that promote diversity and unity among the student body
- Responsible for creating and leading an EDU committee
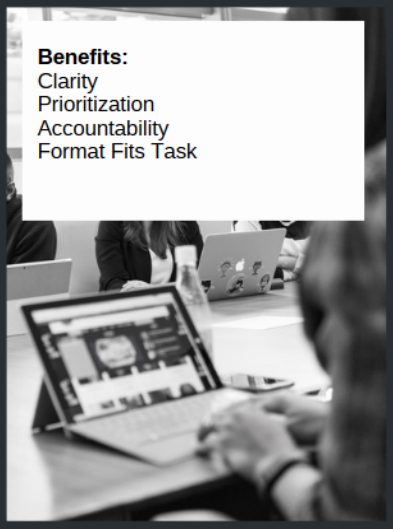- Provide appropriate program evaluations at all EDU events

PROGRAMMING BOARD

- Programming Board members serve as leaders in their own right and followers as needed
- Execute work with the guidance of the Board of Directors to promote the strength of PAC and its programming
- Programming Board members do not have to stay in a single role or support a single Director; they may lend their efforts where needed across the organization to assist Directors in execution of work
- Areas of work will be based on the skills and interest of the member and the need of the organization
- Will serve as liaison to the students, aid in recruitment, and act as idea generators to ensure diverse perspectives represented in the student body influence PAC decision making and programming

INTERNAL COMMUNICATION TOOLS

A key part of enhancing internal communication is the use of tools that make goals and tasks clear, and allow you to quickly share files and information with your organization. We recommend consistent use of meeting agendas, minutes (that are expediently sent to the group post-meeting), a texting application like GroupMe to communicate quickly outside of meetings, and use of project management software to set event planning goals and organize associated tasks and files.

MEETING STRUCTURE

The use of a consistent meeting agenda that is planned and shared prior to the meeting, allows members to properly prepare and also manage time accordingly. Estimating the amount of time for each task is important to stay on track, and ensuring that the next agenda is built at the end of the meeting is useful. A note-taker should be designated to record detailed minutes as well as tasks that need completed indicating who will be completing the task and by when. A positive tone by the facilitator is critical to engaging members. The facilitator should also consider what format to use for each part of the meeting. Brainstorming, planning, small group breakout, workshopping, reporting, etc.

Benefits:
Clarity
Prioritization
Accountability
Format Fits Task

Meeting Agenda
Date: 4/10/19

Meeting Time: 12:00pm-12:50pm

1. First Five Minutes (12:00-12:05)
2. Map Upcoming Events (12:05-12:30)
3. Assess Trivia (12:30-12:45)
4. Build Agenda (12:45-12:50)

Meeting Minutes
Date: 4/10/19

Meeting Time: 12:00pm-12:50pm

1. First Five Minutes (12:00-12:05)
2. Map Upcoming Events (12:05-12:30)
3. Assess Trivia (12:30-12:45)
4. Build Agenda (12:45-12:50)

Action Items:

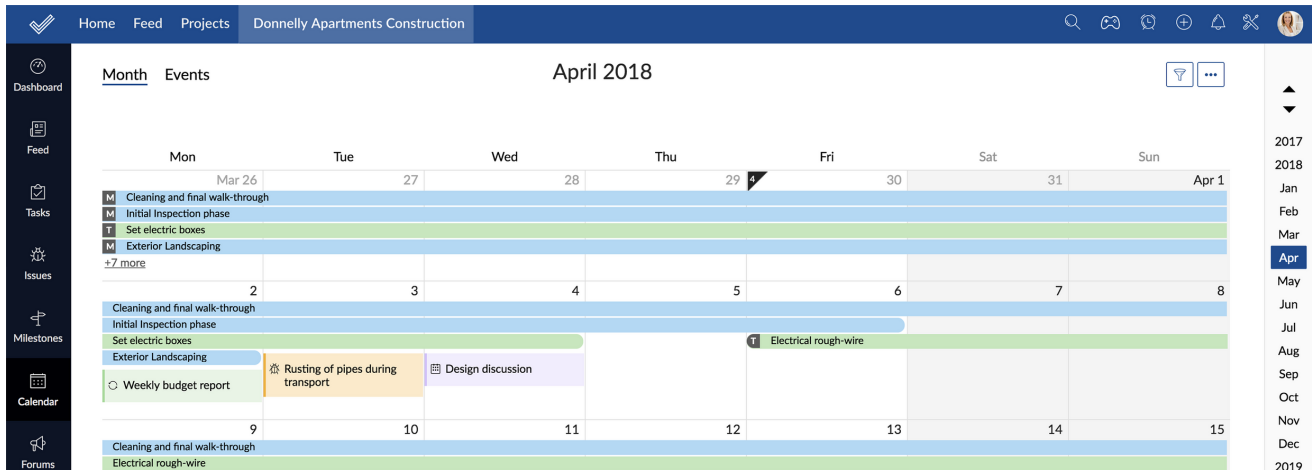| Who	What	When

PROJECT MANAGEMENT SOFTWARE

After evaluating several project management systems, the ZohoProjects system emerged as the top recommendation for PAC. Adopting this project management system would organize all of the functions and resources of the organization in one place: calendar, task lists, progress reports, budgeting, and file sharing. This system is unique from many on the market because it charges one flat rate per year (est. $225) rather than a fee per user. This allows all members to be granted access to the platform and will create re-usable event planning task lists and associated documents.

ZOHO

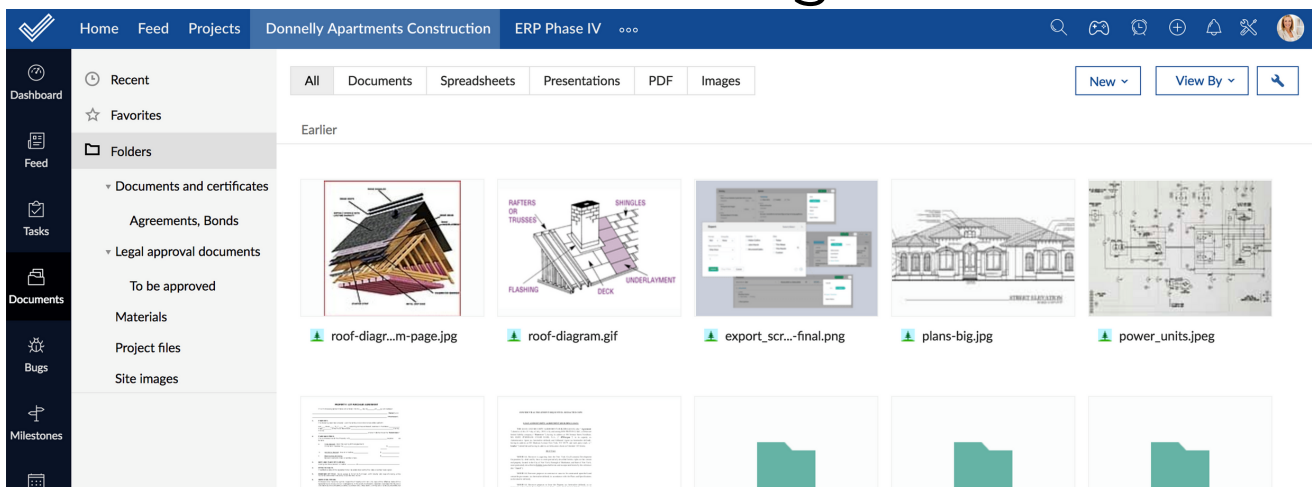PROJECTS

PROJECT MANAGEMENT SOFTWARE

Shared Calendar

Task Tracking

File Sharing

GUIDES

The use of guides can be helpful when running an organization, especially for a new position. Fifth Street Consulting has included a social media guide and a recruitment guide to help those in these roles understand their responsibilities more clearly.

PAC

SOCIAL MEDIA GUIDE

PROPOSED BY
FIFTH STREET
CONSULTING

DATE
18 MARCH 2019

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PLATFORM

INSTAGRAM

I. USED FOR

- BRAND AWARENESS AND COMMUNICATION

II. TARGET DEMOGRAPHIC

- USERS TEND TO BE YOUNGER, MORE FEMALE, COLLEGE EDUCATED

III. BEST PRACTICES

- KEEP A CONSISTENT THEME THAT REFLECTS YOUR ORGANIZATION'S VISION

Switching to a Business Profile

GETTING THE MOST OUT OF YOUR ACCOUNT

1. Login to your Instagram account and go to settings.

2. Tap "*Switch to Business Profile*".

3. Instagram will prompt you to connect to a Facebook business page (note: you need to have Admin access to the Facebook page)

4. Choose a category for your profile/business.

5. Fill out your contact details (email address, phone number and address). You need to fill out at least one of these.

6. After reviewing all information click done and profile will be converted to a business profile.

With a business account, PAC will be able to get insights on their audience and how each post performs and their overall audience interaction/engagement

Examples

BASED ON SIMILAR ORGANIZATIONS

<   portcreditsac   ...

90 posts   **693** followers   **695** following

Follow ▾

PC Student Activity Council
High School
Student run page for PCSS Student Activity Council !
🔶🔷 Let's build some school spirit! 🔶🔷 Turn on post notifications to always know what's happening ‼️
schools.peelschools.org/sec/portcredit/Pages/default.aspx
70 Mineola Road East, Mississauga, Ontario

Semi-forma... Photos Locations2... VOTE🧡 CLUBS
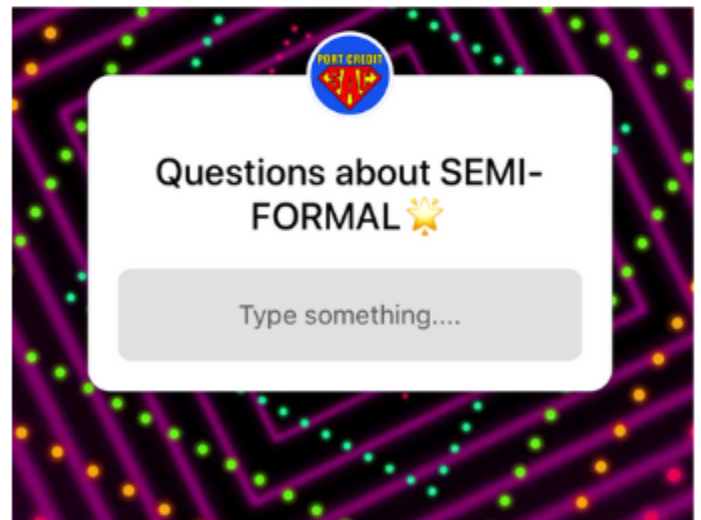
Use Instagram stories to create organization and a quick place to find information.

Use Instagram to help interact with followers

Questions about SEMI-FORMAL 🌟

Type something....

PLATFORM

TWITTER

I. USED FOR

- DIRECT ENGAGEMENT AND COMMUNICATION

II. TARGET DEMOGRAPHIC

- USERS TEND TO BE MORE EDUCATED AND HAVE HIGHER INCOMES

III. BEST PRACTICES

- COMMUNICATE INFORMATION AND BROADCAST ANNOUNCEMENTS TO A LARGE AUDIENCE
- ENGAGE WITH FOLLOWERS AND OTHER TWITTER ACCOUNTS

Examples

BASED ON SIMILAR ORGANIZATIONS

Using Twitter bio to showcase what PAC does and who PAC is

SAC
@UofMSAC

Student Activities Council @uofmemphis - Follow us for event updates and announcements! What would you like to see on campus? Let us know!

Part of the mission statement can be used to help accomplish this

Student Activities
@AU411

Anderson University Student Activities provides exceptional programs that connect students to the campus community and encourage their self-development. #AU411

Anderson University, SC   linktr.ee/au411
Joined August 2009

369 Following   **1,423** Followers

Examples

Tweets   Tweets & replies   Media   Likes

⇄ SAC Retweeted

Alison Brown @brownalm · 1/17/19
Y'all @UofMSAC Night Crew is lit rn!
@MK_Tyler made me line dance 😂

💬   ⇄ 4   ♡ 6   ⬆

Using Twitter to create a two-way communication with students

Using polls on twitter is an easy way to gain follower feedback on what students would like to see

The Muse ✓ @dailymuse · 23h
We're curious: What would make your workday a whole lot better?

◯ A Better Boss

◯ Fewer Emails

◯ A Private Office

◯ Free Snacks

| Vote | 233 votes · 1 hour left

↩   ⇄ 5   ♥ 4   •••

Examples

BASED ON SIMILAR ORGANIZATIONS

SAC @UofMSAC · 10/17/18
Tonight our very own SAC President will compete for the Miss Black and Gold Title! The show will begin at 7:06 PM in the Rose Theater! Good Luck Regina! @ginalynnette ❤️

2018
MISS BLACK AND GOLD
SCHOLARSHIP PAGEANT

Use Twitter to help showcase your members

It's important that students can recognize the people who make the events on campus possible.

Student Activities @AU411 · 8/31/18
We loved wearing our Hawaiian best and cheering on our @AUTrojans with you this afternoon! Here's to a great season for our

Examples

BASED ON SIMILAR ORGANIZATIONS

SAC @UofMSAC · 3d

Thanks to everyone who came out to An Evening with Gabrielle Union. Photos from the meet and greet can be found here: flic.kr/s/aHskSswhG3 #GTG

Gabrielle Union Meet and Greet
flickr.com

Using Twitter to thank students for coming to events

This can help to encourage students to come back to events

Student Activities @AU411 · 22h

A whole crew of Anderson students took on ATL today! 🏙 The @GeorgiaAquarium + @WorldofCocacola make for one great Saturday together! Keep up with the weekly 411 Email and our Story for more fun, off-campus weekend trips soon! 💛

↩ ⇄ 2 ♡ 7 ↑

PLATFORM

SNAPCHAT

I. USED FOR

- ANNOUNCEMENTS BEFORE SOMETHING BIG IS ABOUT TO OCCUR
- LIVE

II. TARGET DEMOGRAPHIC

- 18-24 YEAR- OLDS
- COLLEGE STUDENTS

III. BEST PRACTICES

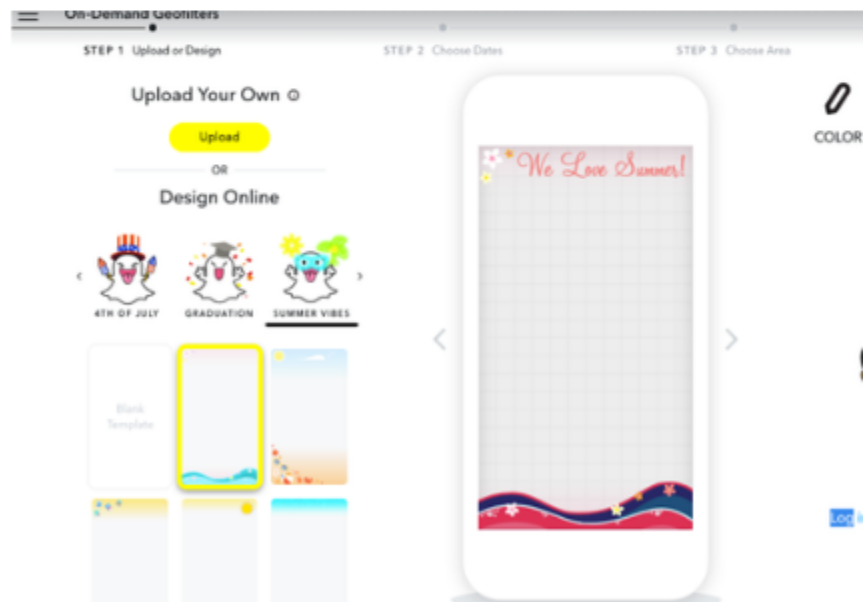- QUICK AND EASY UPDATES
- LIVE FEED FROM EVENTS

Examples

BASED ON SIMILAR ORGANIZATIONS

Using social media platforms to engage students while also promoting your platform/ organization

Custom geo filters for large events can be a great way to get students sharing

PLATFORM

FACEBOOK

I. USED FOR

- REACH AND ENGAGEMENT

II. TARGET DEMOGRAPHIC

- BABY BOOMERS
- ALL GENDERS

III. BEST PRACTICES

- CONTENT SHOULD HAVE A CALL TO ACTION: LIKE, COMMENT, SHARE ETC.
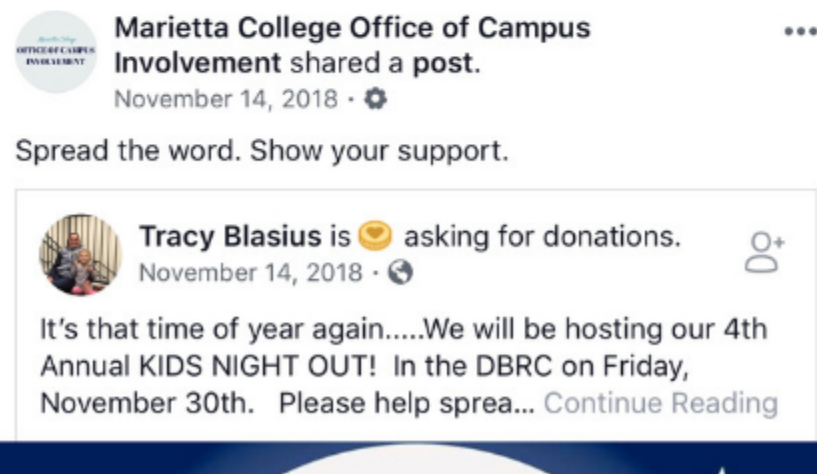- USED TO GIVE UPDATED INFORMATION

Examples

BASED ON SIMILAR ORGANIZATIONS

Facebook can be a great tool in sharing updates

Utilizing Facebook to help spread awareness for events that will be coming up

Strategic Posting

Instagram

- Monday - Thursday : 11am - 1pm, 7pm - 9pm

Twitter

- Everyday 10 am - Noon
- Friday 9 - 10 am

Snapchat

- 4 - 7 times a week, especially during events
- Days and Times are adjustable
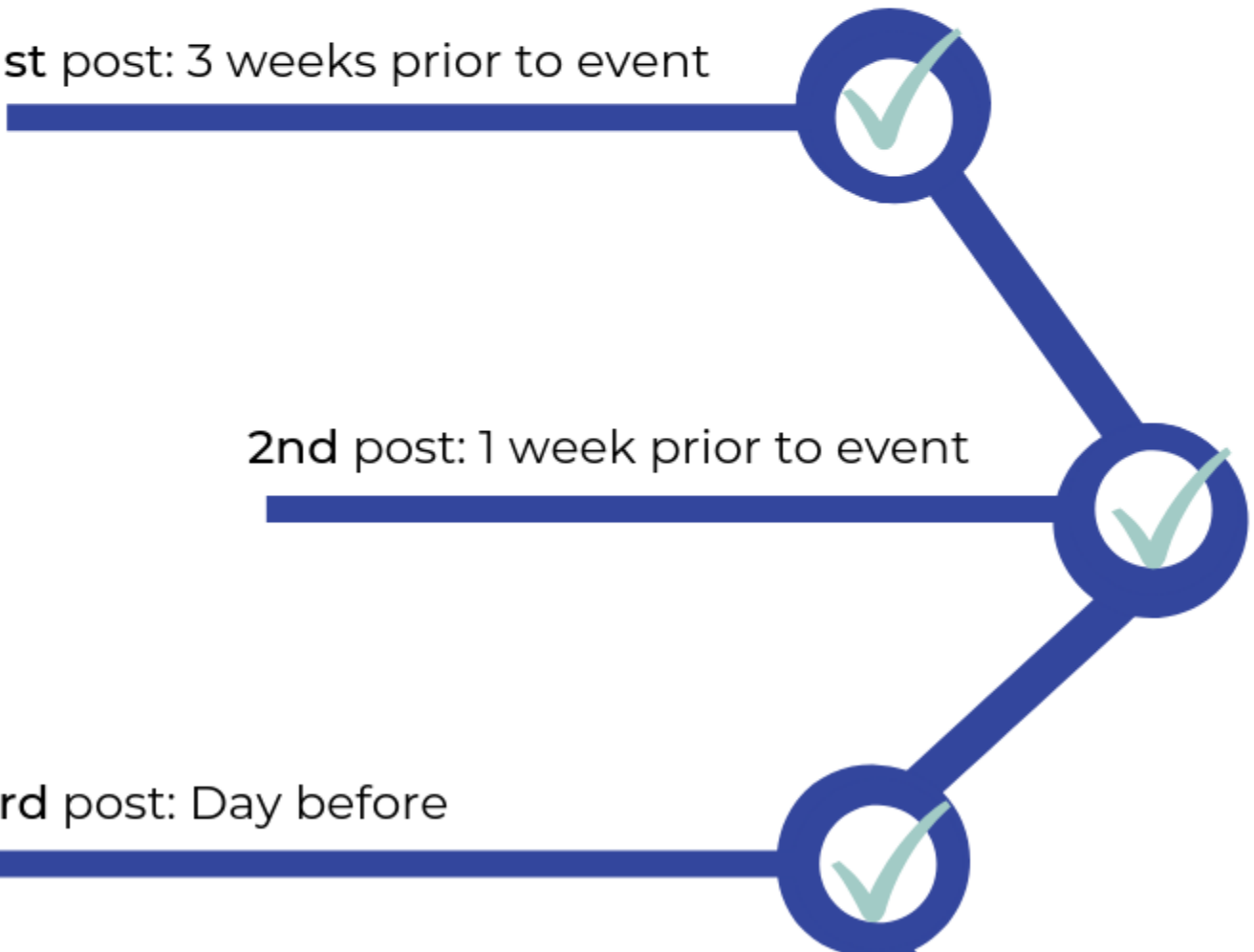
Facebook

- Weekdays 10 am - 3pm
- Wednesday: Noon - 2pm
- Thursday: 1 - 2pm

Strategic Posting

EVENT POSTING SCHEDULE

After event is scheduled, social media marketing should consist of **3 main posts**:

1st post: 3 weeks prior to event

2nd post: 1 week prior to event

3rd post: Day before

Recruitment Guide

FIFTH STREET
CONSULTING
AT MARIETTA COLLEGE

GENERAL TIMELINE

JAN
- Complete Goal Sheet
- Make a timeline for recruitment events
- Revise application questions and deadlines

FEB
- Have a tabling event
- Send out an email to professors for recommendations of students. Then reach out to those students personally

MAR
- Send a mass email to the student body regarding PAC
- Applications due
- Interviews

APR
- Host a welcoming event to transition the new and old team
- Celebrate successes of current members who reached goals

GOAL SETTING

Creating a goal sheet is a critical part to PAC's success in recruitment. The objective of this document is to give the recruitment director specific, measurable, attainable, relevant, and time based goals. This will give members something to reach for and an added incentive to keep working hard. Below are a few examples of how this will look within different phases of the recruitment plan.

Recommendations
Get 5-10 recommendations each semester from faculty list (if there are not sufficient responses personally meet with the faculty on the faculty email list). Get 14 recommendations from students currently in PAC each semester.

Connect with Prospective Members
Meet with recommended students in small groups to encourage them to join PAC (this could be at an event, before/during part of a meeting).

Networking with Leaders
Talk with the Athletics Staff and Greek officials once a semester to discuss PAC and look for recruits. (Be sure to explain to them how PAC can help their organizations).

Social Media
Post once a week during recruitment season about recruitment of organization and provide engagement within the posts.

RECRUITMENT MARKETING STRATEGIES

Tabling Events & Face-to-Face Connections ▶ Prospecting

Social Media & Email Messaging ▶ Brand Awareness

Application Process ▶ Interview

TABLING EVENTS

Try to have at least two tabling events
- one prior to applications
- one after applications have been released

Strive to have 3 people at the table throughout the meeting time. But don't be afraid to delegate if you can't be there!

LOCATIONS
- The Mall (get table from Andrews)
- Gilman (reserve table & location with Parkhurst)
- Upper Gilman

MATERIALS
- Table and table cloth
- Banner
- Applications
- Brochures
- Business Cards
- Team Pictures
- Snacks and or a giftcard to give away

FACE TO FACE MARKETING

Friendships are very important at Marietta and word of mouth is a big tool for communication. Networking with friends about the value that PAC can bring to their lives is crucial. All members and volunteers of PAC should engage in this practice.

RECRUITMENT MARKETING STRATEGIES

Email

Major Specific Emails
Organization Specific Emails
Faculty/Staff Emails
Acceptance Emails

Social Media

Use these popular social media outlets as a tool to increase brand awareness, provide updates on recruitment details, and share success stories of current PAC members and events.
(Check Social Media Guide)

FACULTY/STAFF EMAIL LIST FOR RECOMMENDED STUDENTS

Develop a working list of faculty and staff contacts that you regularly reach out to for recommendations of prospective PAC members.

Head Athletic Coaches
John Fazio
Alane Sanders
Nathan Anderson
Marilee Morrow
Sara Rosenstock
Lori Smith
Dawn Carusi
Cheongmi Shim
Jacqueline Khorassani
Gama Perruci
Julie Harding
Robert McManus
Mark Schafer
Nicole Livengood
Suzanne Walker
Jorden Evans
Kathryn Gloor
Kelly Campbell
Nkenge Friday

Department Chair & Program Directors Link:
http://marietta.edu/department-chairs

SAMPLE EMAIL FOR FACULTY RECOMMENDATIONS

Dear Faculty Members,

Fifth Street Consulting is extending the opportunity for students to join our organization for the (CURRENT SEMESTER). Meetings are held from 12:00pm to 12:50pm on MWF in Mills Hall. Please take notice of students in your classes that you feel would benefit from participating in Fifth Street Consulting. We would appreciate if you would encourage your students to apply or send us a list of students that you think would benefit from this opportunity.

Fifth Street Consulting is a student-led and faculty advised consulting firm on campus. Although we specialize in communication and media consulting, we welcome students from various different backgrounds and majors. The organization engages in semester long partnerships with clients which allows students to practice solving real-world problems through trusted research and technique. Fifth Street Consulting can be registered as practicum credit (which will count towards graduation) or the opportunity to use it as an internship.

Students interested in applying to Fifth Street Consulting will need to submit a resume and application to 5sc@marietta.edu by (APPLICATION DEADLINE). Thank you in advance for your support.
Sincerely,
(INSERT NAME)
Fifth Street Consulting- Recruitment Director

SAMPLE GENERAL RECRUITMENT EMAIL

Dear Students,

5th Street Consulting is a student-led, faculty-advised consulting firm specializing in communication and media consulting. Our goal is to provide our student consultants with the real-world experience of collaborating with a range of organizations to provide high-quality work for clients. Clients have opportunities to tap the expertise of fresh student talent, guided by seasoned faculty, to enhance the functioning of their organizations.

We primarily work on semester-long engagements to provide clients with meaningful, high-impact solutions based on trusted techniques and research. Clients apply for project consideration in the semester prior to that in which the work is done. Each project is assigned a dedicated core group of consultants, guided by the Student Leadership Team, and faculty mentors. Some projects and work tasks that 5th Street Consulting could take on, but aren't limited to:

Creating and maintaining social media platforms and content for clients
Creating advertising and marketing materials directed toward a client's target audience
Conducting employee satisfaction or internal relations procedures within a company
Creating graphic design materials for clients from logos to collateral to publications
Improving organizational structure

Students establish their involvement and expertise in 5th Street Consulting by assuming a position on the Student Leadership Team (SLT) or as a Senior or Junior Partner through a competitive application process. The SLT ensures the professional coordination of the work of 5th Street Consulting, and oversees the work of Senior and Junior Partners who work directly on client projects. Junior and Senior Partners can register for 5th Street Consulting for 1, 2, or 3 credit COMM or MASS practicum. For students who are interested in becoming one of our select Student Leadership Team members or a Junior or Senior Partner, Fifth Street Consulting will be having (INSERT RECRUITMENT EVENT TIME/DATE). We would love for you to come to learn more about what Fifth Street Consulting is like from some of our current team members. We encourage students to apply for Fifth Street Consulting by following the Google Forms link that is included in this email. We will begin reviewing applications on (APPLICATION

DEADLINE)! For additional questions or information, please contact us at 5SC@marietta.edu.
Sincerely,
(INSERT NAME), Fifth Street Consulting- Recruitment Director

APPLICATION PROCESS

- All candidates can apply
- Create both paper based and an electronic application form for ease of access
- Create a pool of the top talent
- The interview panel will be the recruitment director, president, and the adviser
- This group will analyze each person individually; then collaborate to determine the best candidates based upon agreed upon criteria

INTERVIEWS

What to Do

- Create a Doodle to use internally for members availability
- Make a Sign Up Genius for applicants to sign up for available interview times
- Interviews should be held at least 1 week after the application due date
- Provide at least two additional members at interview in addition to the recruitment director
- Record answers and additional questions or comments
- Interviews can be held at your desired location

Interview Question Examples

Behavioral Based Questions

- Director Position / President: Tell me about a time when you led a group and how you were successful?
- Campus Programming Board (General Body) : Tell me about a time when you were able to share your opinion?

Hypotheical Based Questions

- Director Position / President: What would you do if conflict arose in an organization? (Give specific examples here)
- Campus Programming Board (General Body) : How would you respond if something you put numerous hours of effort into didn't quite work out?

Sample Acceptance Letter

Hello (NAME),

   Thank you for submitting an application and interviewing with the team. We are excited to extend the position of (INSERT POSITION) to you for the (FALL?SPRING & YEAR) semester. This position will require a full commitment of weekly meetings as a team (MWF at noon), task projects throughout the semester, and collaborative teamwork within Fifth Street Consulting along with our clients. We have recognized many strengths within you and believe that your contribution will be a positive impact on the team and with our clients.

   In regards to registration for next semester, in order to register you will need to complete a Learning Contract. You can set up a time to meet with Dr. Sanders to discuss the learning contract but we will be reaching out to the new team about a Welcome Event in the near future where we will discuss the process of officially registering Fifth Street as a class. If you have any questions, we would be happy to help in any way possible. Please confirm your position acceptance by (1 WEEK FROM NOTIFICATION) by emailing 5sc@marietta.edu. The Student Leadership Team will be keeping in touch with you over the next few weeks, and are always available for any questions you may have. Again, we are excited about your future with Fifth Street Consulting, and hope to hear from you soon!

Sincerely,
(INSERT NAME)
Fifth Street Consulting- Recruitment Director

CELEBRATION EVENT

What to Do

- Host during one of the last weeks of semester
- Provide food and drinks
- New members should be given their process guides for each position (email)
- Celebrate the successes of current members
- Welcome new members and returning members of the team

Locations/Ideas

Locations on Campus:
- McDonough Gallery
- The Ampitheatre (weather permitting)
- Hermann Bowl (weather permitting)
- Fireplace Lounge
- Upper Gilman

Locations off Campus:
- A local restaurant (Tampico's, Marietta Brewing Company, etc.)
- North Hills Lanes
- Down by the river (weather permitting)

Be sure to include a fun activity to lighten the mood, this is a great bonding opportunity for the team and doesn't have to be strictly business!

ENDNOTE

This concludes our report. Please let us know if we can be of assistance as you move forward with this project. We can be contacted at 5SC@marietta.edu. In has been our pleasure working with you.

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FIFTH STREET
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