

# Task Force 7 Report

**Task Force Name: Marketing and Student Engagement**

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**Date: July 28, 2024**

## Executive Summary

### Introduction:

The Marketing and Student Engagement Task Force aims to enhance the visibility and authenticity of Grand Valley State University (GVSU) events and marketing materials. This initiative focuses on improving the representation of the student body, fostering a sense of belonging, and increasing student engagement through strategic marketing and event promotion.

### Summary of Key Recommendations:

1. **Implement a QR code system** for student Event/ Support visibility.
  - Create a comprehensive event database in collaboration with the Office of Multicultural Affairs (OMA), Milton E. Ford LGBT Resource Center, Gayle R. Davis Center for Women and Gender Equity, and other centers at GVSU to centralize and promote campus events, especially those within minority populations at GVSU. This online platform will enhance visibility and accessibility of events, while physical promotional materials like pluggers and stickers will be placed at key locations to further inform the community.
2. **Launch a new "Philly on the Street" segment featuring Phillip Todd** to enhance student engagement and representation for the population of Color at GVSU
3. **Use and bring awareness to Laker Dock** with tagging mechanism to drive to certain events and ensure that minority students have valuable representation within the new application
4. **Use tools already known to have a high engagement rate** (e.g., IG, FB, Snapchat stories, Microsoft Forms, and other Microsoft tools like reminders and calendars—addressing the issue with faculty/staff using Google Applications) with university and student leader oversight. Be sure to engage the social media team for ideas.
  - a. Really focus on social channels to know what's going on across the campus and where to get connected.
5. **Develop tools/surveys** to see if students really use and engage with these initiatives, possibly twice a year to avoid too many surveys and to ensure the time is long enough to actually study if our new initiatives are making a difference in students' satisfaction levels.
  - a. Survey students on how we can improve these tools and tracking to make informed decisions.

- b. Make sure to keep the survey as simple and short as possible to increase student engagement (e.g., A/B scale, Likert scale, etc.).
6. **Incorporate monthly shoutouts** for student organizations that host exceptional events during the month. These highlights will be a new initiative to revamp the official GVSU Instagram page. Similar to the shoutouts done during Black History Month, this will follow the same structure but will occur monthly and highlight various events. To be featured, student leaders will have the opportunity to submit their best event of the month.
7. **Leverage Instagram Sub-Stories** dedicated to showcasing the GVSU community. This initiative aims to provide a more authentic and transparent view of campus life, benefiting both current and prospective students and their parents who seek to understand the vibrant community they are joining.

## Goals:

### Recommendation 1: Immediate Term - QR Code System

**Description:** Implement a QR code system to help University Marketing and University Communications understand and connect with student activities by knowing when and where events are occurring.

**Rationale:** This system will improve event visibility, allow for better marketing coverage, and ensure that photographers, videographers, and reporters are present at key events.

#### Data and Research:

- Survey students and event organizers on visibility issues.
- Analyze engagement metrics from initial pilot events.

#### Expected Outcomes:

- Increased visibility of student events.
- Improved marketing coverage and documentation of events.
- Enhanced student engagement.

#### Comprehensive Plan:

1. **Develop QR Code System:**
  - Create QR codes for events to track and connect students to campus activities and support systems.

## 2. Create Upload Site:

- Develop a site, possibly housed in CMS, for event content uploads.

### Resources Needed:

- **Financial:** Budget depending on the Application
- **Human:** Technical, administrative, and student leader support for development.
- **Other:** Tools for QR code generation and event tracking.

### Implementation Steps:

1. Collaborate with the web team to develop the QR code system.
2. Create the upload site for event content.
3. Test and refine the system with pilot events.
4. Launch the QR code system campus-wide.

### Timeline:

- Development and planning: 1 month (August- September 2024).
- Pilot testing: 1 month (October 2024).
- Full implementation: 1 month (October- November 2024).

### Plan to Evaluate Success:

- Track the number of events using QR codes.
- Gather feedback from students and event organizers.
- Adjust the system based on feedback and usage data.

## Recommendation 2: Medium Term - Event Database with Student Organizations

**Description:** Create a database/report/calendar in partnership with The Office of Multicultural Affairs and other Centers to collect annual events.

**Rationale:** A comprehensive event database will help in organizing and promoting events, ensuring they receive adequate visibility and support.

### Data and Research:

- Survey various centers and student organizations on their event planning and visibility needs.
- Analyze past event attendance and engagement metrics.

**Expected Outcomes:**

- Improved organization and promotion of annual events.
- Enhanced visibility of multicultural and diverse events.
- Increased student participation in these events.

**Comprehensive Plan:**

1. **Partnership with OMA:**
  - Collaborate with OMA and different Centers around GVSU to identify key annual events (e.g., Renaissance festival, Asian Student Union events, YBBW Hair Show).
2. **Develop Database:**
  - Create a centralized database/report/calendar for these events.
  - Ensure Students are able to insert their events

**Resources Needed:**

- **Financial:** Budget for developing the database.
- **Human:** Technical support and administrative coordination.
- **Other:** Tools for database creation and maintenance.

**Implementation Steps:**

1. Meet with OMA to identify and list key annual events.
2. Develop the event database/calendar.
3. Test the database with initial events.
4. Launch and promote the database campus-wide.

**Timeline:**

- Partnership and planning: 2 months (August-September 2024).
- Development and testing: 2 months (October-November 2024).
- Full implementation: 1 month (December 2024).

**Plan to Evaluate Success:**

- Monitor the usage and effectiveness of the database.
- Collect feedback from students and event organizers.
- Adjust the database based on feedback and usage patterns.

**Recommendation 3: Long Term - "Phill on the Street" Segment**

### **Description:**

Inspired by the successful model of "Philly in the Streets," the new segment will now include Phillip Todd, a key figure in the Grand Valley State University community. Phillip Todd has made significant contributions, particularly in fostering a sense of belonging among students of color. The proposal is to revamp the current structure by including two different segments within each video.

### **Proposal to Change the Structure:**

The new format will start with its original light-hearted introduction and then transition to coverage of Phill and Philly attending various events that have taken place over a span of time. Phill and Philly are active within the GVSU campus community, and this will simply add a camera to some of their visits to cover events, enhancing the overall video content. The second part of the video will cover the current state/environment of GVSU, featuring segments during key times such as move-in, Homecoming, and graduation season. This revamped structure aims to create a more holistic view of Grand Valley's environment and improve President Mantella's overall relationship with the students of GVSU.

### **Rationale:**

This initiative will benefit the community by promoting diversity and inclusion, showcasing the importance of representation, and highlighting the impact of dedicated leaders like Phillip Todd. By providing a more comprehensive view of campus life, this segment aims to enhance the sense of belonging among all students, particularly students of color. By implementing these changes, the "Phill on the Street" segment will provide a more authentic and engaging representation of campus life, fostering a stronger connection between the university and its diverse student body.

### **Data and Research:**

- Survey students of color on their sense of belonging.
- Analyze engagement metrics from initial segment episodes.

### **Expected Outcomes:**

- Enhanced representation of students of color.
- Improved sense of belonging among students.
- Increased engagement with university media content.

### **Comprehensive Plan:**

#### **Develop Segment Concept:**

- Outline the format and goals of the "Phill on the Street" segment, incorporating the new dual-segment structure.

#### **Collaborate with Phillip Todd:**

- Work with Phillip Todd to create and produce content for the segment, focusing on his active engagement within the community.

**Promote the Segment:**

- Use various channels to promote the segment to the student body, ensuring wide visibility and engagement.

**Resources Needed:**

- **Financial:** Budget for production and promotion of the segment.
- **Human:** Media production team and Phillip Todd's participation.
- **Other:** Tools for filming and editing the segment.

**Implementation Steps:**

1. Develop the concept and format for "Phill on the Street," including the new structure.
2. Collaborate with Phillip Todd on content creation.
3. Produce initial episodes of the segment.
4. Promote the segment through university channels.

**Timeline:**

- **Concept development:** Ongoing.
- **Content creation and collaboration:** Ongoing.
- **Production and promotion:** ongoing.

**Plan to Evaluate Success:**

- Track viewership and engagement metrics for the segment.
- Collect feedback from students, particularly those of color.
- Adjust content based on feedback and engagement data.

By implementing these changes, the "Phill on the Street" segment will provide a more authentic and engaging representation of campus life, fostering a stronger connection between the university and its diverse student body.

## **Additional Recommendations:**

### **1. Use and Increase awareness of Laker Dock:**

**Description:** Leverage Laker Dock with tagging mechanisms to ensure minority students have valuable representation. This initiative will enhance visibility and engagement for events, especially those that cater to underrepresented groups.

**Rationale:** Increasing representation and accessibility of events through Laker Dock will help minority students feel more connected and engaged with campus activities.

#### **Comprehensive Plan:**

##### **1. Develop Tagging Mechanism:**

- Work with the IT and web teams to develop a robust tagging system within Laker Dock.

##### **2. Promote Awareness:**

- Conduct awareness campaigns to inform students about Laker Dock and how to use the tagging mechanism.

#### **Resources Needed:**

- **Financial:** Whatever is associated with the Application
- **Human:** Technical and marketing team support.
- **Other:** Tools for tagging system development and promotional materials.

#### **Implementation Steps:**

1. Develop the tagging mechanism within Laker Dock.
2. Test and refine the system with pilot events.
3. Launch the tagging system campus-wide.
4. Promote through workshops, social media, and campus events.

#### **Timeline:**

- Development: 2 months (August-September 2024).
- Implementation: 1 month (October 2024).

#### **Plan to Evaluate Success:**

- Track the number of events utilizing the tagging mechanism.
- Collect feedback from students and event organizers.
- Adjust the system based on feedback and engagement data.

## 2. Social Media Engagement and Instagram Sub-Stories:

**Description:** Utilize existing high-engagement tools (e.g., IG, FB, Snapchat) with some university oversight and engage the social media team for innovative ideas. Focus on creating content that highlights student life and events, including dedicated Instagram sub-stories to showcase the GVSU community authentically and transparently.

**Rationale:** Maximizing the use of popular social media platforms will increase visibility and engagement with student activities and resources. Instagram sub-stories will offer real-time glimpses into campus life, helping build a stronger sense of community and belonging, while also attracting new students.

### Comprehensive Plan:

1. **Identify High-Engagement Platforms:**
  - Analyze which social media platforms are most popular among students. (I.e. Instagram)
2. **Develop Content Strategy:**
  - Work with the social media team to create engaging and relevant content, including Instagram sub-stories.
3. **Establish Guidelines for Sub-Stories:**
  - Develop content guidelines to ensure appropriate and engaging content for Instagram sub-stories.
4. **Promote Sub-Stories:**
  - Encourage students to contribute to the sub-stories.
5. **Monitor and Curate Content:**
  - Continuously monitor and curate content to maintain quality and relevance.(i.e., reset stories weekly.)

### Resources Needed:

- **Financial:** Depends on the Application used.
- **Human:** Social media team and student contributors.
- **Other:** Tools for content creation and analytics.

### Implementation Steps:

1. Identify high-engagement platforms.
2. Develop and implement a content strategy.
3. Establish guidelines for Instagram sub-stories.
4. Promote sub-stories to the student body.
5. Monitor and curate content.



**Timeline:**

- Identification and strategy development: 1 month (August 2024).
- Implementation: Ongoing from September 2024.

**Plan to Evaluate Success:**

- Track engagement metrics on social media platforms.
- Collect feedback from students and contributors.
- Adjust content strategy based on feedback and engagement data.

**3. Develop Tools/Surveys:**

**Description:** Develop tools/surveys to measure student engagement with the new initiatives. Conduct surveys twice a year to collect data on student satisfaction and the effectiveness of the initiatives.

**Rationale:** Regular surveys will provide insights into student satisfaction and the effectiveness of the new initiatives, guiding further improvements.

**Comprehensive Plan:**

1. **Design Surveys:**
  - Create simple and concise surveys using A/B Scale, Likert scale, etc.
2. **Administer Surveys:**
  - Conduct surveys twice a year to collect data on student engagement and satisfaction.
3. **Analyze Data:**
  - Use survey data to evaluate the effectiveness of the initiatives.

**Resources Needed:**

- **Financial:** Budget for survey tools and analysis.
- **Human:** Survey design and analysis team.
- **Other:** Tools for survey administration and data analysis.

**Implementation Steps:**

1. Design and test initial surveys.
2. Administer surveys in December 2024 and June 2025.
3. Analyze survey data and make necessary adjustments to initiatives.

**Timeline:**

- Initial development: 1 month (August 2024).
- Administration: Twice a year (Beginning and End of the year).

**Plan to Evaluate Success:**

- Analyze survey response rates and feedback.
- Make adjustments to initiatives based on survey data.
- Continuously improve survey design

**4. Monthly Shoutouts:**

**Description:** Incorporate monthly shoutouts for student organizations that host successful events. These highlights will be featured on the official GVSU Instagram page to recognize and promote outstanding events.

**Rationale:** Monthly shoutouts will motivate student organizations to excel in event planning and provide them with well-deserved recognition.

**Comprehensive Plan:**

1. **Develop Criteria for Shoutouts:**
  - Establish criteria for selecting standout events each month.
2. **Promote Shoutout Initiative:**
  - Inform student organizations about the opportunity to be featured.
3. **Select and Feature Events:**
  - Review event submissions and select the best events for monthly shoutouts.

**Resources Needed:**

- **Financial:** No Cost
- **Human:** Social media team and event selection committee.
- **Other:** Tools for content creation and promotion.

**Implementation Steps:**

1. Develop criteria and guidelines for monthly shoutouts.
2. Promote the initiative to student organizations.
3. Select and feature events on the GVSU Instagram page.
4. Monitor engagement and adjust criteria as needed.

**Timeline:**

- Ongoing from August 2024.

**Plan to Evaluate Success:**

- Track engagement metrics on Instagram shoutout posts.
- Collect feedback from featured student organizations.

- Adjust selection criteria and promotion strategy based on feedback.

Overall, by implementing these initiatives, the Marketing and Student Engagement Task Force aims to significantly improve the visibility, representation, and engagement of the GVSU student community, fostering a more inclusive and supportive environment for all students while increasing transparency with external properties.