

## Dean's Study Breaks

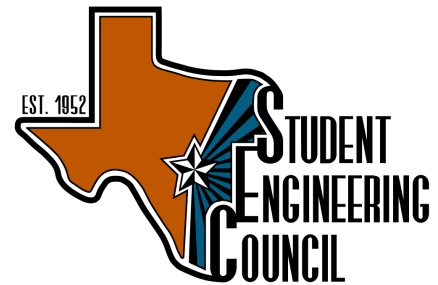
Fall 2019

September 25, 2019

Academic Affairs

12 estimated

28 attendees



## DEMOGRAPHICS

Year	Percent (%)
Freshman	17.9
Sophomore	57.1
Junior	3.6
Senior	10.7
Fifth-Year/Other	10.7

Major	Percent (%)
Aerospace	3.6
Architectural	7.2
Biomedical	3.6
Chemical	21.4
Civil	7.1
Computational	0
Electrical/Computer	35.7
Environmental	0
Mechanical	21.4
Petroleum	0
Other	0

% Attendees part of engineering organizations (including SEC)	% Attendees not part of any engineering organizations
35.7	64.3

**PARTNERS**

- Engineering Student Life

**BUDGET**

- \$23.17 spent
- \$0 donated
- \$0.83 spent per person
- \$0 support from other engineering organizations
- \$0 support from corporate sponsors

**PUBLICITY (GENERAL)**

- Marketing concentrated online
- Facebook, flyers were implemented
- Word of mouth (SEC members) contributed to 53.6% of total attendance

**PUBLICITY (FACEBOOK)**

- 35 individuals engaged
- 303 individuals reached
- 80% conversion

## RECOMMENDATIONS

- Recommendations will not be made since this was the final DSB of the current format.

## PREVIOUS TARGETS

- No previous targets.

## FUTURE TARGETS

- Future targets will not be made since DSB's format will change next semester (Spring 2020).

## OVERALL PERFORMANCE

Planning	Operational	Financials	Marketing	Impact	Improvement
3	3	3	1	1	NA

### Final Comments:

Marketing was fairly weak, since the same materials from last year showed up again this year. It has been generally found that, in its current form, DSB does very little to impact the Cockrell community, which is what prompted a dramatic change in format for the next semester. It is MAC's hope that the event can be reevaluated at a later date, as it is a cost-effective and relatively simplistic way to remove the barriers around the Dean of Engineering.

Event Score: 11/15



**Marketing &  
Analytics  
Committee**