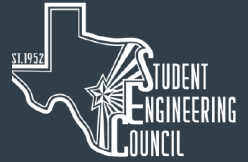


COCKRELL SCHOOL CONNECTS



EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

COCKRELL SCHOOL



Get paired with a mentor/mentee for a virtual networking session!

September 5th, 7:00 - 8:00pm CST

Sign-ups due September 2nd!

Underclassmen: tinyurl.com/csconnectsfirst-year | Upperclassmen: tinyurl.com/csconnectsupperclassmen

2020

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

2

WEEKS FOR COLLECTING EVENT
REGISTRATION

2

SEC MEMBERS STAFFED ON
PLANNING EVENT

2

HOURS FOR GROUP AND INDIVIDUAL
PAIRING SESSIONS

-
- INCREASING SIGN-UP WINDOW COULD INCREASE EVENT PARTICIPATION AND BUFFER TIME WINDOW FOR PAIRINGS
 - STUDENT FEEDBACK INDICATED A PREFERENCE FOR A LONGER INDIVIDUAL/PAIRING SESSION
 - FACILITATING MORE TAILORED PAIRINGS BY GIVING FRESHMAN A CHANCE TO MEET MULTIPLE UPPERCLASSMEN

PUBLICITY IMPACT

12.5%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH SOCIAL MEDIA

62.5%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH ESL NEWSLETTER

650

PEOPLE REACHED THROUGH
FACEBOOK ADVERTISING

-
- PRIORITIZING EVENT OUTREACH AT EVENTS WITH A SIGNIFICANT FRESHMAN PRESENCE
 - EXPANDING OUTREACH TO MAJORS LACKING PRE-EXISTING MENTORSHIP PROGRAMS IN PLACE
 - INCREASING ACCESSIBILITY OF SIGN-UP FORM THROUGH VARIOUS SOCIAL MEDIA OUTLETS

EVENT IMPACT

70

TOTAL
ATTENDEES

8

UNDERGRADUATE MAJORS
REPRESENTED

51.4%

ATTENDEES WHO WERE FIRST-YEAR
STUDENTS

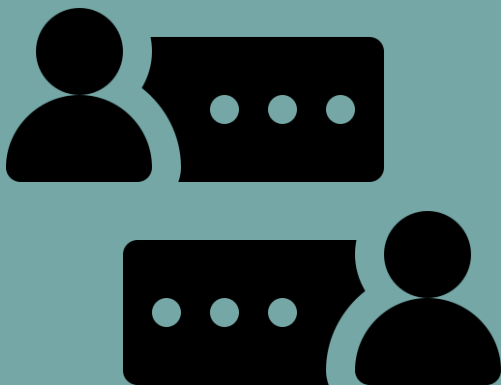
-
- FRESHMAN PARTICIPANTS REFLECTED POSITIVELY ON THE OPPORTUNITY TO MEET UPPERCLASSMEN VIRTUALLY
 - VARIETY OF MAJORS REPRESENTED THROUGHOUT FRESHMAN AND UPPERCLASSMEN ATTENDEES
 - ENCOURAGED LEADERSHIP OPPORTUNITY FOR UPPERCLASSMEN INVOLVEMENT IN MENTORSHIP

SUGGESTED TARGETS

01

EXPANDING MARKETING TIMELINE

INCREASING SIGN-UP TIME WINDOW AND OUTREACHING TO MAXIMIZE FRESHMAN ATTENDANCE AND BUFFER TIME FOR PAIRING



03

FREQUENT EVENT REMINDERS

SENDING E-MAIL REMINDERS AT FREQUENT INTERVALS WHEN EVENT IS NEARING, ESPECIALLY DAY OF EVENT



02

POST-EVENT COMMUNICATION

PRODUCING A FOLLOW-UP ACTIVITY TO ENCOURAGE POST-EVENT COMMUNICATION BETWEEN PAIRINGS

