



FRESHMAN CASE COMPETITION

EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

STUDENT ENGINEERING COUNCIL PRESENTS
6TH ANNUAL

KICKOFF: OCTOBER 30
EVENT: NOVEMBER 7



FIRST YEAR



CASE COMPETITION



SIGN UP AT

<https://tinyurl.com/UTFCC20>

FIRST PLACE: \$500
SECOND PLACE: \$300
THIRD PLACE: \$200



2020

KEY FINDINGS

OUTCOMES, & IMPROVEMENTS

PLANNING OUTCOMES

2

WEEKS OF PLANNING

5

ASPECTS OF STUDENT LIFE PANEL

9

SEC MEMBERS STAFFED ON EVENT,

-
- FILLING OUT THE SLIDE DECK WAS PRETTY STRAIGHTFORWARD AND ENABLED ALL MAL'S TO CONTRIBUTE
 - INPUT FROM DIFFERENT MAL'S ALLOWED THE CONTENT TO BE VARIED AND MULTIDISCIPLINARY

PUBLICITY IMPACT

40%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH FRIENDS

90%

ATTENDEES FOUND OUT ABOUT
EVENT THROUGH SLACK

241

AVERAGE VIEWS ON INSTAGRAM FOR
STUDENT LIFE PANEL

-
- PUBLICITY ON INSTAGRAM WAS PUT OUT OCT 4 (TWO DAYS BEFORE) AND SLACK WAS PUT OUT ONE DAY BEFORE
 - 90% PERCENT RETENTION RATE FROM PAST SFE EVENTS

EVENT IMPACT

45

TOTAL ATTENDEES

18%

SIGNED UP AS INDIVIDUALS

94%

WOULD PARTICIPATE AGAIN

-
- FIRST-YEARS FOUND THE CONTENT HELPFUL AND ENGAGING
 - MOST ATTENDEES FELT THEY WERE ABLE TO CONNECT WITH THE MENTORS WELL
 - ROOM TO IMPROVE IN REGARDS TO CONNECTIVITY WITH OTHER FIRST-YEARS (4.3/10 SCORE)

SUGGESTED TARGETS

01

MARKETING

IMPROVE MARKETING BY REACHING OUT TO FIGS, RELEASING THE SOCIAL MEDIA POSTS EARLIER, AND CREATING MORE EVENT HYPE IN THE SLACK.



02

INCREASING STUDENT ENGAGEMENT

STUDENTS COULD BE MORE ENGAGED BY HAVING ONE ON ONE TIME DURING EVENTS FOR STUDENTS TO CONNECT WITH EACH OTHER. IF EVENT IS IN PERSON HAVE A SCAVENGER HUNT OR SPEED DATING PORTION TO BUILD COMMUNITY.

03

PLANNING AROUND MIDTERMS

KEEP IN MIND WHEN MIDTERMS ARE FOR THE FIRST YEARS AND PLAN AROUND THESE TIMES AND BETTER ADJUST THE DATE/TIME OF EVENTS TO SUIT THE NEEDS OF THE POTENTIAL ATTENDEES.

