

# SFE STUDENT LIFE PANEL

## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

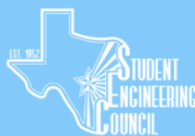
Society of First-Year Engineers Presents:

# STUDENT LIFE PANEL

 society  
of first-year  
engineers

October 6th  
7-8 PM  
Meeting ID:  
957 7400 9999

Places to eat, study  
nap on campus!  
Activities in Austin!!  
UT Traditions!  
Housing!



# 2020

MAC@SEC.ENGR.UTEXAS.EDU - RAHUL NAIK, AASHAY PATEL

# KEY FINDINGS

## OUTCOMES, & IMPROVEMENTS

### PLANNING OUTCOMES

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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

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10%

ATTENDEES FOUND OUT ABOUT  
EVENT THROUGH SOCIAL MEDIA

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

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10

TOTAL ATTENDEES

9.2/10

EVENT RELEVANCY SCORE

7.2/10

CONNECTING WITH MENTORS SCORE

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- 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.

