Welcome Day of Service

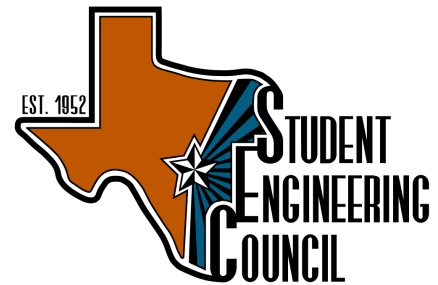Fall 2019

August 27, 2019

Service

100 estimated

136 attendees

DEMOGRAPHICS

Year	Percent
Freshman	66.6
Sophomore	2.96
Junior	3.70
Senior	2.96
Fifth-Year/Other	0
Missing Year Data	23.70

Major	Percent
Aerospace	**12.5**
Architectural	2.21
Biomedical	**19.1**
Chemical	11.0
Civil	11.0
Computational	1.47
Electrical/Computer	**18.4**
Environmental	1.47
Mechanical	**19.9**
Petroleum	2.21

Other	0

PARTNERS

- Engineering Student Life
- Society of First-Year Engineers
- University United Methodist Church
- CEC Microfarm
- Austin Parks Foundation
- Material Recovery Facility
- Landscape Services
- UT Outpost

BUDGET

- $589.14 spent of $650.00 budget
- $4.33 spent per person

PUBLICITY (GENERAL)

- $353.00 spent on publicity/marketing
- 76.5% participant retention
- Marketing concentrated online
- Facebook, ESL Newsletter, T-Shirts were marketing mediums

PUBLICITY (FACEBOOK)

- 34 individuals engaged
- 542 individuals reached
- 25% conversion

RECOMMENDATIONS

- Consider major when assigning volunteering locations and CRCs
- Advertise the volunteering locations as well
- Boost word-of-mouth marketing

- ○ Retention, not marketing, is the limiting factor that is capping attendance
- More interesting locations, extra incentives, and location advertising might encourage stronger retention rates

PREVIOUS TARGETS

- No previous targets

FUTURE TARGETS

- Implement a better waitlist procedure with MAC
- Obtain 200 volunteers
- Achieve an 80% retention rate

OVERALL PERFORMANCE

Planning	Operational	Financials	Marketing	Impact	Improvement
2	2	3	2	3	N/A

Final Comments:

Because of the hectic created from last minute waitlisting and sign-ins, there was a lot more work to be done later rather than earlier. Marketing wise, there was no significant change from last year. Operationally, there were a couple of locations that were simply not as engaging as others, and a few first-years were confused despite the clarity of marketing materials.

Event Score: **12/15**

Marketing & Analytics