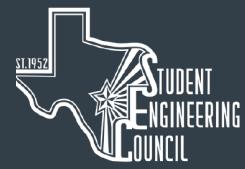


# COCKRELL SCHOOL



# CONNECTS

## EVENT BRIEF

MARKETING & ANALYTICS COMMITTEE, FALL 2020

## COCKRELL SCHOOL **CONNECTS**

*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](https://tinyurl.com/csconnectsfirst-year) | Upperclassmen: [tinyurl.com/csconnectsupperclassmen](https://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 UPPERCASSMEN

### 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

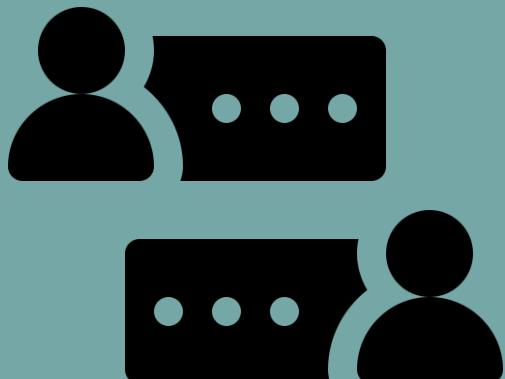
- FRESHMAN PARTICIPANTS REFLECTED POSITIVELY ON THE OPPORTUNITY TO MEET UPPERCASSMEN VIRTUALLY
- VARIETY OF MAJORS REPRESENTED THROUGHOUT FRESHMAN AND UPPERCASSMEN ATTENDEES
- ENCOURAGED LEADERSHIP OPPORTUNITY FOR UPPERCASSMEN INVOLVEMENT IN MENTORSHIP

# SUGGESTED TARGETS

01

## EXPANDING MARKETING TIMELINE

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



02

## POST-EVENT COMMUNICATION

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

03

## FREQUENT EVENT REMINDERS

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

