

Honors Club

Spring 2017

Katie Morrill

Sign-Off Page

I, Katie Morrill, spoke and met with Kendall Houck from the Honors Club about the semester long project for 434 Principles and Theories of Public Relations.

Signature:

Date:

---

---

## Table of Contents

<b>Introduction</b> .....	4
<b>PR Problem Statement</b> .....	5
<b>SWOT Analysis #1</b> .....	6
<b>Informal Research</b> .....	8-28
<b>Formal Secondary Research</b> .....	30-31
<b>Formal Primary Research</b> .....	32-35
<b>SWOT Analysis #2</b> .....	36
<b>Revised PR Problem Statement</b> .....	37
<b>Gantt Chart Research</b> .....	38
<b>Planning</b> .....	39-78
<b>Communication</b> .....	79-112
<b>Gantt Chart</b>	
<b>Communication</b> .....	113-115
<b>Evaluation of Preparation</b>	
<b>[Research]</b> .....	117-118
<b>Evaluation of Implementation</b> .....	119-121
<b>Evaluation of Impact</b> .....	122-125
<b>Gantt Chart of Evaluation of Impact</b> .....	126
<b>Appendix</b> .....	127-132

### Introduction

The Honors Club is a club on St. Cloud State University's campus that meets every two weeks in the basement of Case-Hill Hall, one of the residence halls that is located on campus.

I chose to do the Honors Club because I am part of the University Honors Program and was never a part of the Honors Club. There is a great misunderstanding between students, meaning that you do not have to be part of the University Honors Program in order to be an Honors Club member. Non-honors students are welcomed just as much as Honors students.

Students should be aware of this club and the resources available on campus, such as the Honors Club, because it is a great opportunity to make academic connections with upperclassmen, faculty, and staff. Students can also utilize the resources that the Honors Club can provide for them.

### PR Problem Statement

The Honors Club's PR problem is not having the publicity needed to gain the recognition of the student body and of the organization as a whole, resulting in low attendance.

## Situational Analysis SWOT #1

### **Strengths:**

- Open to non-Honors students
- Tight-knit community
- Always trying to better the club

### **Weaknesses:**

- Small membership
- Time schedules contradict with each other
- Lack of communication between some members

### **Opportunities:**

- Networking with individuals
- Make lifelong friends
- Have the chance to give back to the community
- Enhance communication skills for the future

### **Threats:**

- Possible lack of sufficient board members
- Lack of promotion of the club

# RESEARCH

# Informal Research



## Personal Contacts

### **Personal Contact #1**

Janice Loh

Secretary/Treasurer, Honors Club

#### **Key Findings:**

- Executive Board meets biweekly with the advisor to determine upcoming events
- The board has a drafted list of activities before the school year starts
- After a new board is elected, planning events starts right away
- Biographies about each member has to be written up before the freshmen meet with their advisers to register for classes
- Two main events are done each year are: Wooden Roses, which happens around Valentine's Day and Toys for Tots, which happens around Christmas time
- Due to lack of attendance, Honors Club was unable to go to the Twins Game in October and had to offer students refunds

#### **Additional Findings:**

- Try to organize other charity events, such as Musical Charity or Bingo
- Most people mistake the Honor's Club for just Honors students, but in reality everyone is welcome
- The events change according to what the Honors Club members want to do
- Volunteering at Talahi Elementary School enables members to become mentors in the Talahi School district
- Philanthropy club is part of the Honors Club; it just focuses on organizing charity events and fundraisers

### **Personal Contact #2**

Brianna Melchert

Mentoring Chair, Honors Club

#### **Key Findings:**

- Many events are based on suggestions from the philanthropy committee
- People who attend four or more events are considered members
- Offers volunteer program through Talahi School in St. Cloud
- Mentor weekly for a hour with 1st grade, 4th or 5th grade students
- Beginning of the year and end of the year picnics are welcome to all SCSU students, not just club members

**Additional Findings:**

- Main social media platform is Facebook
- Volunteer opportunities offered at the Church of Good Hope
- Offers workshops that aid students with FAFSA help
- Encourages people to attend the study abroad fairs
- Attendance depends on the meetings
- Does not have an agenda

**Personal Contact #3**

Jake Krezowski

Second Year Honors Club Member

**Key Findings:**

- Offers various volunteer opportunities
- Open to everyone
- Laid back atmosphere
- Hosts numerous on and off campus events
- Offers resume building and employer connections

**Additional Findings:**

- Offers assistance to SCSU students
- The Twins game got cancelled due to not enough people going
- Refunds were issued
- Wooden Roses is the biggest fundraiser of the year
- Wooden Roses fundraising lasts roughly a week

**Personal Contact #4**

Kristina Monson

Second Year Honors Club Member and Honors Floor CA

**Key Findings:**

- Meetings are held every two weeks
- Alternates between fun events and Honors work
- Open to everyone
- Girls make up the majority of participants
- More people attend the “fun” events (off-campus events)

**Additional Findings:**

- Attendance is higher in the beginning of the year

- Meetings are held in Case-Hill Hall's basement
- Meetings are usually at 8:00pm
- No cost or fee to join
- Get to meet new people

**Personal Contact #5**

Annalise Gulstad

Third Year Honors Club Member

**Key Findings:**

- Very welcoming and laid back feeling with lots of laughter
- Gain knowledgeable experience with working alongside nonprofit organizations
- Gain confidence when speaking with employers
- Provides knowledge of on campus resources
- Able to help people not only in the Honors community, but other communities as well

**Additional Findings:**

- Able to work with the Tri-County Humane Society and Talahi Elementary School
- Never know how many people are coming to events
- Have large amount that come to events, but not meetings
- People find it difficult to remember when meetings are because they are biweekly
- Wooden Roses is the main funding source for the Honors Club

## In Depth Interviews

### 1. Kendall Houck, Honors Club President

#### **Key Findings:**

- Honors Club and University Honors Program are two completely different things but are affiliated with each other
- The biggest problem is attracting non-Honors program students because of the word “Honors”
- Events include Power Ridge, Twins Game, Toys for Tots, Wooden Roses, Haunted Hayride, movie nights, ice skating at Lake George
- Offers help to Honors Students with the research colloquium project at the end of second semester, which is a requirement for the University Honors Program
- Goal is to be seen as both an academic and goal oriented club

#### **Additional Findings:**

- No GPA requirement
- Has over 100 members on Facebook group
- Is mainly known through the University Honors Program
- High attendance only happens when meetings are not just sitting in a room and talking
- On average, about 5 to 10 people show up to each meeting

### 2. Annie Liebel, Honors Club Member

#### **Key Findings:**

- Honors Program membership is not required to be an Honors Club member
- Freshmen make up the majority of the club
- Honors Club volunteers in the community and supports non-profit organizations
- Has a mentoring program through the St. Cloud school district and local elementary schools
- Is a way for students to destress and enjoy fun activities

#### **Additional Findings:**

- Wooden Roses fundraiser earns enough money to fund an entire year of the Club
- Has a hard time retaining members despite commitment to community/volunteer work
- Executive Board is often made up of a mix of philanthropy committee members and people who have never attended an Honors Club meeting
- Makes it hard to find a common ground when deciding key issues
- Has a difficult time retaining members because it is on the same night as Community Council and both have similar mission

- Needs more members that attend meetings consistently

### 3. Sam Olson, First Year Honors Club Member

#### **Key Findings:**

- Had people from various majors come and speak about their program and give guidance to prospective club members
- Activities are planned as a getaway from school
- Towards the second half of the semester, there aren't as many meetings
- When there were meetings, it was off campus events, such as Free Perkins
- Members spread the word of events by asking each other questions, through emails, or if they are participating in the event

#### **Additional Findings:**

- The first year as a member is a learning year - learn more about the campus and meeting people
- Was able to make connections within major
- Good way to meet new people and connect with different students
- Would not have been able to meet someone in their major that they could look up too
- Offers opportunities to committed members to move up to Executive Board positions part way through the semester

## Internet Research

### General Information

#### **St. Cloud State University Honors Club**

##### **Key Findings:**

- Affiliated with St. Cloud State University's Honors Program
- Have to search around to find the Honors Club "page"
- Hyperlink to information about the Executive Board and annual events calendar
- Honors Club page focuses on academic advising
- Encourages club members to participate in other University extracurricular activities, leadership development and/or service learning through the remainder of their years at SCSU

##### **Additional Findings:**

- Other organizations pop up that are not related to the Honors Club, such as Beta Gamma Sigma
- Other universities show up that are located in Minnesota
- Leads directly to Honors Program page
- Honors Program page includes subcategory for Honors Club
- Information feeds off of one another, between Honors Program and Honors Club
- There is an out-of-date calendar from the 2014-2015 school year within the first four searches

#### **St. John's University Honors Club**

##### **Key Findings:**

- Correlated with the Honors Program
- Very accessible information about the club/program
- Activities are listed, such as: Honors Program Newsletter, Lecture Series, Learning Community, Music/Dance Series
- Offers a distinctive Honors Club/Program within the club/program designed to provide an exceptional experience for its students

##### **Additional Findings:**

- Need at least a 3.3 GPA to have continued membership
- Most advantageous to join freshmen year
- Joining after freshmen year limits a person's ability to grow as a leader
- Are eligible to receive University based merit scholarships

### **University of St. Thomas Honors Club**

#### **Key Findings:**

- Correlated with the Honors Program
- Designed to enrich the educational experience of the school's most talented and dedicated students
- Lists courses that have to be taken as a part of the Honors Program's requirements
- Students can join any time

#### **Additional Findings:**

- Must submit Aquinas Scholars contract
- Have to apply to be admitted

### **University of Minnesota - Twin Cities Honors Society**

#### **Key Findings:**

- Includes Latin Honors Club
- Must demonstrate engagement by participating in a minimum number of Honors Experiences each year
- Requirements vary from year to year
- Most work is done during freshmen and sophomore year

#### **Additional Findings:**

- Honors experiences can be completed through Honors courses, but is not a requirement
- Students engage in research, scholarship, and creative activity
- Work to expand their knowledge outside classrooms
- At the end of their senior year, students demonstrate a mastery of their study of field, along with the ability to think creatively and independently

Web**St. Cloud State University Honors Club****Key Findings:**

- Directed to St. Cloud State University's University Honors Program webpage
- Have to do some searching in order to find the Honors Club page
- Very little information about the club
- Focuses on academic advising and helpful resources that are located on campus
- No social media platforms are listed on the webpage

**Additional Findings:**

- Collegiate link picture is super pixelated
- Does not have times of meetings listed
- Has hyperlinks to Career Advising, Minnesota Transfer Curriculum - Degree Maps, Center of International Studies - Education Abroad, and Department of Campus Involvement

**St. John's University Honors Club****Key Findings:**

- Directed to a list of all Honors Societies at the university
- Has different Honors clubs/societies for majors
- Must have a least a 3.5 GPA to remain in club
- Must be an active member to keep membership
- Clear vision and mission statement for honor societies/clubs

**Additional Findings:**

- Does not have any visuals
- Must be inducted in most clubs offered
- Does not just have one Honors Club

**University of St. Thomas Honors Society****Key Findings:**

- Combined with University of St. Kate's Honors Club
- Uses Greek letters
- Clear criteria for membership and induction process
- Requires a 3.5 GPA



**Additional Findings:**

- Information is displayed on one page
- Has group picture displayed at top of page
- Has picture of inducted members displayed at the bottom of the page
- Displays the Executive Board at the bottom of the page

**University of Minnesota - Twin Cities Honors Society****Key Findings:**

- Directs to overall University Honors Program homepage
- Offers Latin Honors Club
- Mandatory Honors classes for club
- Latin Honors Club has own tab

**Additional Findings:**

- Lists latest news going on in the club on the right-hand side
- Mission statement is clear
- Has slideshow of students and faculty

## Social Media

### **Facebook**

#### **St. Cloud State University Honors Club**

##### **Key Findings:**

- Closed group
- Infrequent postings on Facebook, but when they do post, they mention what type of event is happening, where it is happening, and the time
- Must be invited into the group in order to access information

##### **Additional Findings:**

- Posts pictures of events that occurred
- Invites people to attend events via Facebook
- Cover photo is blurry and pixelated
- Small quantity of members

#### **St. John's University Honors Club**

##### **Key Findings:**

- Closed group
- Large quantity of members
- Frequent postings, multiple times a week
- Updates frequently with pictures

##### **Additional Findings:**

- Posts include details about before, during, and after the event
- Admins are clearly displayed
- All participate when posting on the page

#### **University of St. Thomas Honors Club**

##### **Key Findings:**

- Public group
- Small amount of members
- Daily postings
- Posts opportunities outside of the club such as jobs, volunteering, etc.

**Additional Findings:**

- Shares links to outside websites that are beneficial to the program
- Group members actively post, not just the admins
- Uses lots of media, especially pictures

**University of Minnesota - Twin Cities Honors Society****Key Findings:**

- Not a group page, just a normal page that can be created so the public can view it
- Large quantity of people like the page
- Posts biweekly about events happening on campus
- Invites students to events through Facebook

**Additional Findings:**

- Cover photo is a building on campus
- Posts videos of sneak peeks of upcoming events
- Contact information is readily available
-

## Twitter

### **St. Cloud State University Honors Club**

#### **Key Findings:**

- No account for Twitter
- University Honors Program has account
- University Honors Program rarely mentions the Honors Club

#### **Additional Findings:**

- Hasn't been updated in 2 years

### **St. John's University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of St. Thomas Honors Club**

#### **Keys Findings:**

- Not present on this social media platform

### **University of Minnesota - Twin Cities Honors Society**

#### **Key Findings:**

- No cover photo
- Does not tweet frequently
- Posts are the same as Facebook, just less detailed
- Follows other school accounts

#### **Additional Findings:**

- Small amount of followers considering the size of club and school
- Mentions other school's Twitter accounts

## Blogs

### **St. Cloud State University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **St. John's University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of St. Thomas Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of Minnesota Twin Cities - Honors Society**

#### **Key Findings:**

- Not present on this social media platform

## Instagram

### **St. Cloud State University Honors Club**

#### **Key Findings:**

- Combined with the University Honors Program account
- Most recent post was from 5 months ago
- Most active in the beginning of the school year

#### **Additional Findings:**

- Posts about the events that are happening that day
- Interactive with students; for example: tag the Honors Club and receive a free t-shirt
- Used for promotional purposes
- Almost the same amount of followers as Facebook

### **St. John's University Honors Club**

**Key Findings:**

- Not present on this social media platform

**University of St. Thomas Honors Club**

- Not present on this social media platform

**University of Minnesota - Twin Cities Honors Society****Key Findings:**

- Does not post frequently, 2-3 times a year
- Not a lot of followers compared to Twitter and Facebook accounts
- Has not posted yet for this current year

**Additional Findings:**

- Does not mention Honors Club events like Twitter and Facebook accounts
- More directed towards campus wide events
- Mentions other accounts through the UMN

Youtube**St. Cloud State University Honors Club****Key Findings:**

- Correlated with the Honors Program
- Talks about Honors courses
- Quality is poor
- Professors are in the office and talking to the camera
- Not interactive
- Sound quality is poor
- Amateur video

**Additional Findings:**

- Shortest video is less than one minute long
- Longest video is roughly two minutes long
- Hasn't been updated in 3 years

- Videos were not edited

### **St. John's University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of St. Thomas Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of Minnesota - Twin Cities Honors Society**

#### **Key Findings:**

- Not present on this social media platform

### **Pinterest**

### **St. Cloud State University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **St. John's University Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of St. Thomas Honors Club**

#### **Key Findings:**

- Not present on this social media platform

### **University of Minnesota - Twin Cities Honors Society**

#### **Key Findings:**

- Not present on this social media platform

### Media Review

The following media outlets were viewed to see if St. Cloud State University and off campus media outlets covered anything on the Honors Club within the last five years:

#### UTVS News:

- No findings

#### University Chronicle

- No findings

#### KVSC

- No findings

#### St. Cloud Times

- No findings



## Focus Groups

### **Focus Group #1**

#### **Random Students at SCSU**

Composed of 3 men, 4 women

#### **Key Findings:**

- Majority thought admission into the University Honors Program was tied into the Honors Club
- Honors Club is known
- All of the students do not participate in Honors Club events
- Majority have not seen advertisements for Honors Club events
- Majority do not know where Honors Club meetings are located

#### **Additional Findings:**

- Although Honors Club promotes on SCSU's campus at Mainstreet and Sidestreet, most of the students have not participated in Honors Club events on campus
- Most walk past the booth because they are uninterested or not in the Honors Program
- The biggest misunderstanding of the Honors Club is that it is not directly related to the University Honors Program
- Professors and other students have not promoted Honors Club in classes
- Honors Club events are unclear to students

### **Focus Group #2**

#### **University Honors Program Students**

Composed of 4 women, 5 men

#### **Key Findings:**

- Majority are not active members in the Honors Club
- All receive emails because of their admission into the University Honors Program
- Almost all of the students are not part of the Honors Club Facebook page
- Only promotion of Honors Club events is through emails that only Honors students receive
- Professors do not promote Honors Club events in class

#### **Additional Findings:**

- Majority do not attend Honors Club events
- For the few students that did attend meetings, the location was convenient
- Low attendance for off campus activities, due to promotional problems
- Majority of students were never a part of the Honors Club

- Emails are just received because of the University Honors Program
- Honors Clubs meeting times are inconvenient

### **Focus Group #3**

#### **Honors Club Students**

Composed of 2 women, 3 men

#### **Key Findings:**

- Majority were University Honors Program students
- Majority thought University Honors Program and Honors Club were related to one another
- Mentioned low amount of students when meetings are just in the basement of Case-Hill Hall on campus
- Off campus events have larger amounts of participants
- Seems to be less on-campus meetings during the second half of the semester
- Spring semester is quieter for events

#### **Additional Findings:**

- All participate in off-campus events
- Some rarely come to on-campus meetings
- Meetings need to be more organized
- Lack members at meetings
- Very inconsistent attendance
- Advertising of Honors Club is rarely seen on campus
- Difficult to find committed members

### Conclusion of Informal Research

Throughout the informal research process, information always happened to overlap due to the small amounts of people in the club, the awareness of the club, and the number of people who attend the events. Unlike other schools, St. Cloud State University's Honors Club and Honors Program are not directly tied to one another.

# Formal Research

### Secondary Formal Research

Throughout the secondary formal research portion of this project, information was gathered from the social media platforms that the Honors Club is on in comparison with other school's social media platforms. Different social media accounts were examined, such as Facebook, Twitter, Instagram, blogs, and Youtube. When looking at these accounts, retweets, likes, mentions, and number of followers were accounted for.

**St. Cloud State University****Total School Enrollment:** 15,461**From Internet Research:**

97 members on Facebook

4 admins on Facebook

330 tweets on Twitter

393 following, 297 followers on Twitter

14 posts on Instagram

87 followers, 95 following on Instagram

**From In-Depth Interview:**

55 active members in club

**University of St. John's Honors Club****Total School Enrollment:** 1,742**From Internet Research:**

200 members on Facebook

856 tweets on Twitter

562 following, 492 followers on Twitter

**University of St. Thomas Honors Club****Total School Enrollment:** 10,317**From Internet Research:**

222 members on Facebook

8 admins on Facebook

**University of Minnesota Twin Cities Honors Club****Total School Enrollment:** 51, 147**From Internet Research:**

865 likes on Facebook

227 tweets on Twitter

254 following, 767 followers on Twitter

11 posts on Instagram

86 followers, 53 following on Instagram

### Formal Primary Research

Formal primary research seemed to be the most difficult process during the research process as a whole. Surveys were conducted with three groups. One group was random students at St. Cloud State University, the second group was Honors Program students, and the last group was Honors Club members. Direct observations were very different from going to a meeting in the Case Hall basement, where meetings are generally held compared to going to an off campus event, such as Free Late Night Appetizers at Perkins.

## Direct Observations

### **Direct Observation #1:**

Regular biweekly meeting in Case Hall's basement (on-campus)  
Tuesday, January 31st, 2017, 7:00pm

#### **Key Findings:**

- Difficult to find in basement if people do not know the exact room the meeting is being held
- Extremely low attendance
- President showed and is in charge of the meeting
- No other Executive Board members attended
- Was not a professional setting
- Went over upcoming dates
- Remainder of the meeting was a social

#### **Additional Findings:**

- Not enough sufficient materials to provide adequate information during the meeting
- Didn't last very long, maybe 30 minutes at most
- All members were in the University Honors Program
- Regular participants attended this meeting
- Did not have agenda for meeting

### **Direct Observation #2:**

Free Perkins Night at Perkins (off campus on Division Street)  
Wednesday, March 15th, 2017, 9:00pm

#### **Key Findings:**

- Over 20 people attended
- Consisted of non-Honors students and Honors students
- People were friendly and happy
- Interactions with one another were in clique-like groups
- The bill had to be paid directly out of the President's pocket then a reimbursement was distributed in the upcoming weeks

#### **Additional Findings:**

- People either walked or drove, but no specific direction as to what was preferred
- After people were done eating, people left at different times
- Student diversity was not present
- Two Executive Board members were present out of the five
- This event was rescheduled previously



## Surveys

### Survey #1

Random students at SCSU

#### **Key Findings:**

- More than half have heard of the Honors Club
- Majority do not know where the Honors Club meetings are located
- Majority have never received information about the Honors Club from another organization
- Majority do not know what opportunities the Honors Club has to offer
- Some respondents thought the Honors Club was located in the Honors Program Office, Centennial Hall and Atwood Memorial Center
- Majority thought they had to be an Honors Program Member in order to be a part of the Honors Club

#### **Additional Findings:**

- Majority have never participated in or volunteered at an Honors Club event
- Fewer than half knew where the Honors Club meetings were held
- Majority have never seen an advertisement for the Honors Club
- Majority receive information from the Honors Club via Facebook followed by Twitter
- None receive information from UTVS or the Chronicle
- About half said they never volunteered or participated in an Honors Club event because they were unaware of it

### Survey #2

Honors Program Students

#### **Key Findings:**

- Half are Honors Club members
- More than half said that their Honors 100 and Honors 106 professor never gave the students information regarding the Honors Club
- Majority receive emails from the Honors Club
- All of the respondents stated that their Honors professors never brought in an Honors Club member to speak on behalf of the club
- Majority said that they would volunteer or participate in Honors Club events
- To the respondents that answered no, they simply do not have enough time

#### **Additional Findings:**

- Majority get their information solely from the bulk emails that are sent out
- Some respondents do not receive information at all
- None of the respondents receive information from the Honors Club Facebook page
- Instagram and Facebook are the biggest social media platforms within the Honors Club
- No one follows the Honors Club on Twitter
- Majority said they would recommend the Honors Club to a fellow classmate or friend

- Majority said the Honors Club could improve their ways of promoting the organization by advertising more around campus
- Respondents do not think they should connect with another organization on campus to build reputation

### **Survey #3**

Honors Club Members

#### **Key Findings:**

- Majority are first year members
- One or two events are attended by the respondent each semester
- Majority attend meetings frequently throughout the semester
- Social fun, fundraising and volunteering opportunities are the biggest reasons as to why people should join the Honors Club
- Majority found out about the Honors Club through friends

#### **Additional Findings:**

- Majority think that the Honors Club does not need a greater appearance on social media platforms
- Weekly or daily updates are preferred
- Respondents did not find out about Honors Club via social media
- Honors Club is not seen as a good resume builder
- Rarely does anyone attend every meeting or event per semester

## Situational Analysis SWOT #2

### **Strengths:**

- Members enjoy the experience
- Has experienced Executive Board members
- Financially stable
- Good array of club events
- Wide variety of volunteer opportunities

### **Weaknesses:**

- Weak social media presence
- People aren't aware that Non-Honors students can join
- Not enough fundraising
- Lacks communication
- Not enough interest for boards members to return the next year

### **Opportunities:**

- Community connections
- Involvement on campus
- Open to diversity
- Off campus events

### **Threats:**

- Lack of communication when problems arise
- No returning Executive Board members
- Lack of interest in Honors

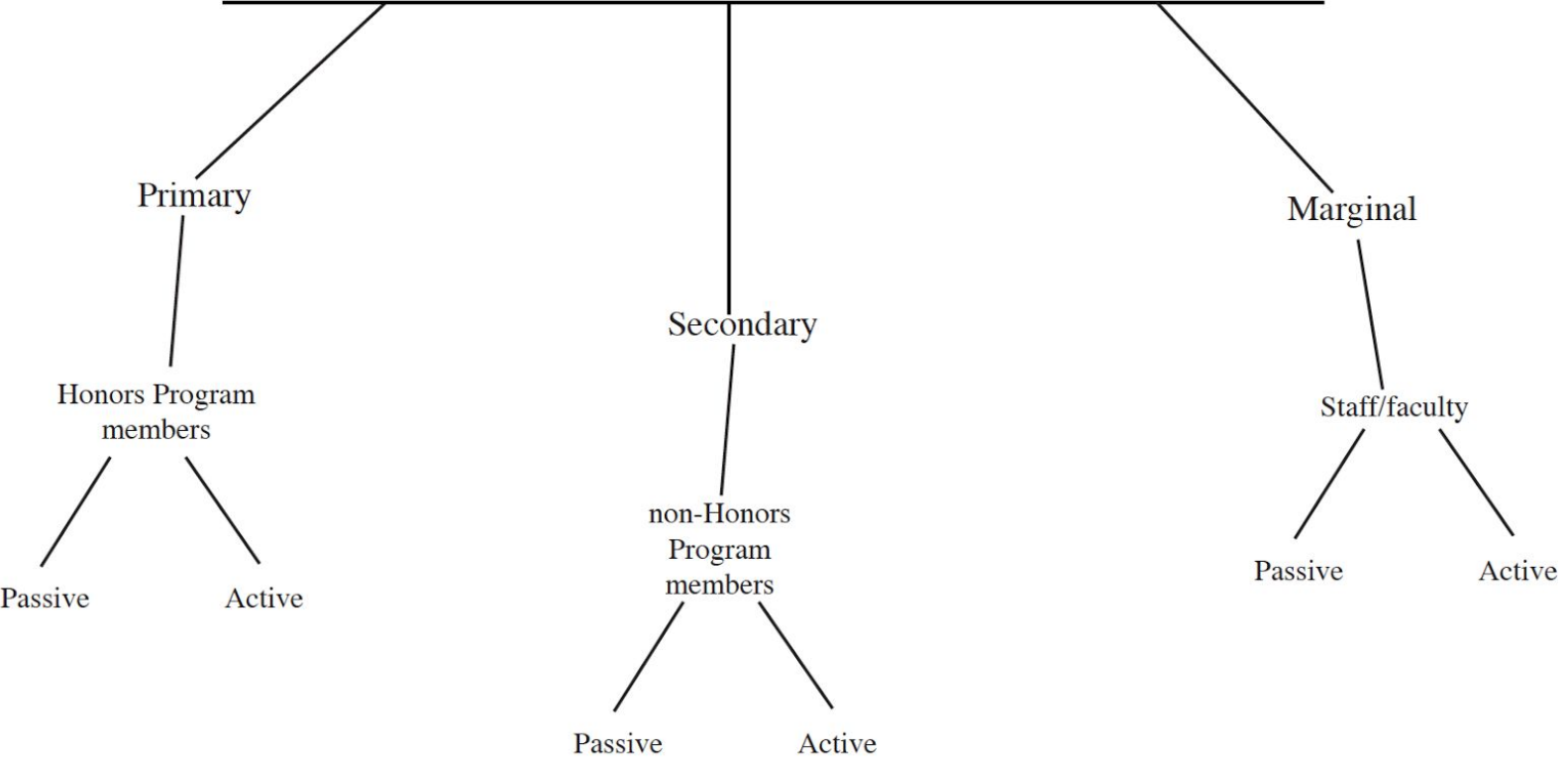
### Revised PR Problem Statement

The Honors Club's PR problem is not having the publicity needed to gain the recognition from the student body and the organization as a whole, resulting in low attendance. The Honors Club lacks publicity, in the sense that it does not have adequate information on their social media pages, along with the misunderstanding of it not being directly correlated with the University Honors Program.

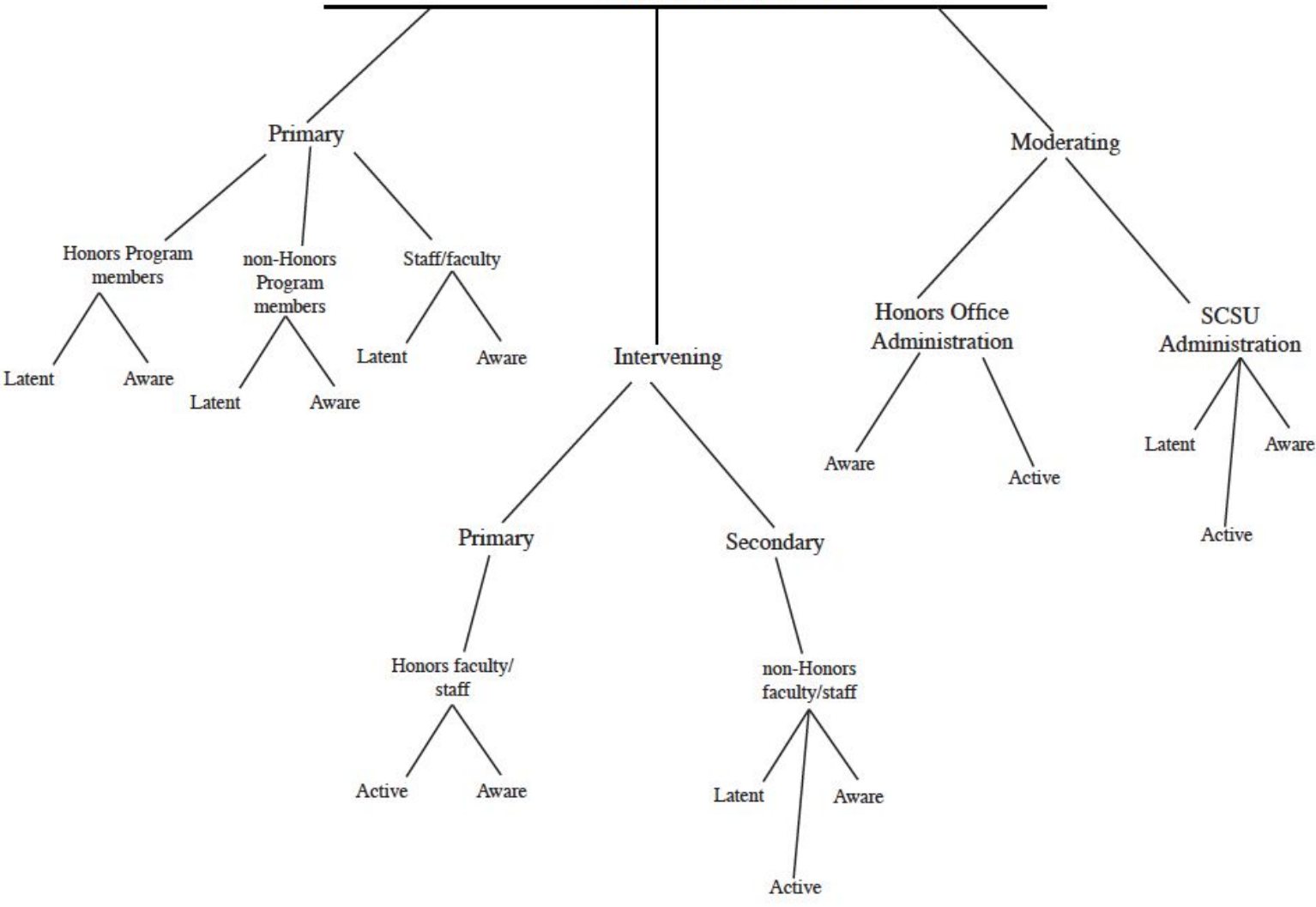


# Planning

# Internal Public Tree



### External Public Tree





## Internal Primary

*Honors Program members who are passive in the Honors Club*

### **Attitude**

**Goal:** to generate positive attitude amongst Honors Program members in the Honors Club

**Objective 1:** to increase the percentage of students from 10% to 20% who trust membership in the club will enhance their portfolio by September 30th, 2017

**Objective 2:** to increase the percentage of students from 15% to 30% who trust membership will be beneficial to them by September 30th, 2017

**Objective 3:** to increase the percentage of students from 25% to 30% who are aware of the benefits presented through Honors Club by September 30th, 2017

**Strategy:** have “open house” events that welcome members

**Tactic 1:** Mainstreet

**Tactic 2:** Sidestreet

**Tactic 3:** Honors Club Welcome Barbecue

### **Maintained Behavior**

**Goal:** to increase participation of Honors Program members in the Honors Club

**Objective 1:** to increase the percentage of Honors Program members who go to one Honors Club event from 15% to 20% by October 15th, 2017

**Objective 2:** to increase the percentage of Honors Program member who volunteer at Honors Club events from 15% to 20% by October 15th, 2017

**Goal:** to increase participation of Honors Program members who seek more information

**Objective 1:** to increase the percentage of Honors Program members who seek more information about the Honors Club from 15% to 20% by October 15th, 2017

**Strategy:** to underline the advantages and benefits of being an Honors Club member

**Tactic 1:** Facebook

**Tactic 2:** tabling in Atwood

## Internal Primary

*Honors Program members who are active in the Honors Club*

### **Behavior**

**Goal**: to generate participation of Honors Program members who come to one Honors Club meeting or event

**Objective 1**: to increase the percentage of active Honors Program members who seek more information about the Honors Club from 15% to 20% by September 30th, 2017

**Objective 2**: to increase the percentage of Honors Program members who “like” the Honors Club Facebook page from 15% to 20% by September 30th, 2017

**Objective 3**: to increase the percentage of Honors Program members who participate in Honors Club meetings from 20% to 25% by September 30th, 2017

**Strategy**: to underline the advantages of Honors Club membership

**Tactic 1**: flyers

**Tactic 2**: Snapchat

**Tactic 3**: Facebook

**Tactic 4**: brochures

### **Maintained Behavior**

**Goal**: to generate consistent membership amongst Honors Program members within the Honors Club

**Objective 1**: to increase the percentage of Honors Program students who go to at least four Honors Club meetings per semester from 15% to 20% by October 15th, 2017

**Objective 2**: to increase the percentage of Honors Program students who go to at least four Honors Club events per semester from 15% to 20% by October 15th, 2017

**Goal**: to encourage members to bring friends to Honors Club meetings

**Objective 1**: to increase the percentage of Honors Program members who bring other members with them to Honors Club meetings from 10% to 15% by October 15th, 2017

**Strategy**: to underline the advantages of continued membership within the Honors Club

**Tactic 1**: LinkedIn connections

**Tactic 2**: resume building

**Tactic 3**: social networking

## Internal Secondary

### *Non-Honors Program members who are passive in the Honors Club*

#### **Attitude**

**Goal:** to generate positive attitudes among Non-Honors Program members who are passive in the Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program members who think the Honors Club can benefit them from 5% to 10% by October 1st, 2017

**Objective 2:** to increase the percentage of Non-Honors Program members who think that the Honors Club can enhance their portfolio from 15% to 25% by October 1st, 2017

**Objective 3:** to increase the percentage of Non-Honors Program members who think that the Honors Club can enhance their resume from 5% to 10% by October 1st, 2017

**Strategy:** to highlight the benefits of being an Honors Club member

**Tactic 1:** Powerpoints

**Tactic 2:** free admission into Honors Club events

**Tactic 3:** tabling in Atwood

**Tactic 4:** informational flyers

#### **Maintained Behavior**

**Goal:** to increase participation of Non-Honors Program members in the Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program members who go to four Honors Club events from 15% to 20% by November 30th, 2017

**Objective 2:** to increase the percentage of Non-Honors Program member who volunteer at two Honors Club events from 15% to 20% by November 30th, 2017

**Goal:** to increase participation of members who seek information about the Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program members who seek more information about the Honors Club from 20% to 25% by November 30th, 2017

**Strategy:** to underline the advantages and benefits of being an Honors Club member

**Tactic 1:** Facebook promotions

**Tactic 2:** tabling in Atwood

## Internal Secondary

### *Non-Honors Program members who are active in the Honors Club*

#### **Behavior**

**Goal:** to generate participation of Non-Honors Program members who come to one Honors Club meeting or event throughout the semester

**Objective 1:** to increase the percentage of Non-Honors Program members who seek more information about the Honors Club from 15% to 20% by December 1st, 2017

**Objective 2:** to increase the percentage of Non-Honors Program members who “like” the Honors Club Facebook page from 20% to 25% by December 1st, 2017

**Objective 3:** to increase the percentage of Non-Honors Program members who participate in Honors Club meetings from 20% to 25% by December 1st, 2017

**Strategy:** to highlight the importance of being a Non-Honors Program member in the Honors Club

**Tactic 1:** Non-Honors Program members only benefits

**Tactic 2:** posters

**Tactic 3:** banners

**Tactic 4:** brochures

#### **Maintained Behavior**

**Goal:** to generate consistent membership amongst Non-Honors Program members within the Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program students who go to four Honors Club meetings or events per semester from 15% to 20% by January 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program member who volunteer at Honors Club events from 15% to 20% by January 1st, 2018

**Goal:** to encourage Non-Honors Program members to bring a friend to an Honors Club meetings

**Objective 1:** to increase the percentage of Non-Honors Program members who bring other friends with them to Honors Club meetings from 10% to 15% by January 1st, 2018

**Strategy:** to underline the advantages of continued membership within the Honors Club

**Tactic 1:** scholarship opportunities

**Tactic 2:** resume building

**Tactic 3:** social networking

**Tactic 4:** community connections

## Internal Marginal

*Staff and faculty members who are passive in the Honors Club*

### **Attitude**

**Goal:** to generate a positive perception among staff and faculty members

**Objective 1:** to increase the percentage of staff and faculty members who are passive in the Honors Club from 5% to 10% by February 1st, 2018

**Objective 2:** to increase the percentage of staff and faculty members who think that the Honors Club can be a beneficial experience from 15% to 25% by February 1st, 2018

**Objective 3:** to increase the percentage of staff and faculty members who think that the Honors Club can be a portfolio enhancement from 25% to 25% by February 1st, 2018

**Strategy:** to express the benefits of being a part of the Honors Club

**Tactic 1:** brochures

**Tactic 2:** handouts

**Tactic 3:** faculty panels

### **Maintained Behavior**

**Goal:** to encourage staff and faculty members to be more active in the Honors Club

**Objective 1:** to increase the percentage of staff and faculty members who attend four meetings a semester from 5% to 10% by February 28th, 2018

**Objective 2:** to increase the percentage of staff and faculty members who volunteer at two events a semester from 5% to 10% by February 28th, 2018

**Goal:** to encourage staff and faculty members to bring others to meetings and events

**Objective 2:** to increase the percentage of staff and faculty members who bring other faculty members with them to Honors Club meetings or events more than once a semester from 5% to 10% by February 28th, 2018

**Strategy:** to provide incentives for those who chose to represent the Honors Club

**Tactic 1:** rewards system

**Tactic 2:** free prizes

**Tactic 3:** faculty pizza parties

## Internal Marginal

*Staff and faculty members who are active in the Honors Club*

### **Behavior**

**Goal:** to generate participation of staff and faculty members who come to at one Honors Club meeting or event throughout the semester

**Objective 1:** to increase the percentage of active staff and faculty members who seek more information about the Honors Club from 15% to 20% by March 1st, 2018

**Objective 2:** to increase the percentage of staff and faculty members who “like” the Honors Club Facebook page from 20% to 25% by March 1st, 2018

**Objective 3:** to increase the percentage of staff and faculty members who participate in Honors Club meetings from 20% to 25% by March 1st, 2018

**Strategy:** to highlight the importance of being a staff and faculty member in the Honors Club

**Tactic 1:** staff and faculty member only benefits

**Tactic 2:** stipend for every meeting or event attended

### **Maintained Behavior**

**Goal:** to generate consistent membership among staff and faculty members within the Honors Club

**Objective 1:** to increase the percentage of staff and faculty members who go to four Honors Club meetings or events per semester from 20% to 25% by April 1st, 2018

**Objective 2:** to increase the percentage of staff and faculty members who volunteer at three Honors Club events per semester from 15% to 20% by April 1st, 2018

**Goal:** to encourage staff and faculty members to bring others to events and meetings

**Objective 1:** to increase the percentage of staff and faculty members who bring other co-workers to Honors Club meetings from 10% to 15% by April 1st, 2018

**Strategy:** to underline the advantages of continued membership within the Honors Club

**Tactic 1:** resume building

**Tactic 2:** social networking

**Tactic 3:** community connections

**Tactic 4:** if going to graduate school, offer an educational incentive

## External Primary

### *Honors Program Members who are latent about the Honors Club*

#### **Awareness**

**Goal:** to generate awareness about the Honors Club to Honors Program Members

**Objective 1:** to increase the percentage of Honors Program Members who are aware of the opportunities available through the Honors Club from 30% to 35% by October 1st, 2017

**Objective 2:** to increase the percentage of Honors Program Members who are aware of the employee connections that could be made from 5% to 10% by October 1st, 2017

**Objective 3:** to increase the percentage of Honors Program Members who are aware of the off campus volunteer opportunities from 40% to 45% by October 1st, 2017

**Strategy:** to disseminate information about the Honors Club

**Tactic 1:** posters

**Tactic 2:** emails

**Tactic 3:** class speakers

**Tactic 4:** flyers

**Tactic 5:** tabling in Atwood

#### **Attitude**

**Goal:** to generate a positive perception of the Honors Club to Honors Program Members

**Objective 1:** to decrease the percentage of students who are not enrolled into the bulk email mailing list from 50% to 45% by November 1st, 2017

**Objective 2:** to increase the percentage of students who think positively of the Honors Club from 20% to 40% by November 1st, 2017

**Objective 3:** to increase the percentage of students who think the Honors Club will enhance their portfolio from 5% to 15% by November 1st, 2017

**Strategy:** to highlight the benefits of being an Honors Club member

**Tactic 1:** speakers

**Tactic 2:** flyers

**Tactic 3:** brochures

**Tactic 4:** promotional videos

#### **Behavior**

**Goal:** to generate more Honors Program Members to join Honors Club

**Objective 1:** to increase the percentage of Honors Program Members who seek information about the Honors Club from 35% to 40% by December 1st, 2017

**Objective 2:** to increase the percentage of Honors Program Members who attend one Honors Club event or meeting per semester from 20% to 25% by December 1st, 2017

**Objective 3:** to increase the percentage of Honors Program Members to enroll in the bulk email mailing list from 40% to 45% by December 1st, 2017

**Strategy**: to point out the advantages of being an Honors Program and Honors Club member

**Tactic 1**: infographics

**Tactic 2**: calendar of events

**Tactic 3**: Honors Open House

**Tactic 4**: free food at meetings

### **Maintained Behavior**

**Goal**: to encourage Honors Program members to continue participating in the Honors Club by attending meetings and events

**Objective 1**: to increase the percentage of Honors Program members who attend four events or meetings during one semester from 45% to 50% by February 28th, 2018

**Objective 2**: to increase the percentage of Honors Program members who volunteer at three events during one semester from 30% to 35% by February 28th, 2018

**Goal**: to encourage Honors Program members to spread the word about Honors Club

**Objective 1**: to increase the percentage of Honors Program members who spread the word to Non-Honors Program members from 25% to 30% by February 28th, 2018

**Strategy**: to highlight the benefits of continued membership through the Honors Club

**Tactic 1**: Twitter

**Tactic 2**: Facebook

**Tactic 3**: calendar of events



## External Primary

### *Honors Program Members who are aware about the Honors Club*

#### **Attitude**

**Goal:** to generate a positive perception of the Honors Club to Honors Program Members

**Objective 1:** to increase the percentage of Honors Program members who think that being an Honors Club member will benefit their resumes from 50% to 55% by March 1st, 2018

**Objective 2:** to increase the percentage of Honors Program members who think that joining the Honors Club will be a fun experience from 30% to 35% by March 1st, 2018

**Objective 3:** to increase the percentage of Honors Program members who think that the Honors Club will benefit their portfolio from 15% to 25% by March 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** posters

**Tactic 2:** media press releases

**Tactic 3:** tabling in Atwood

#### **Behavior**

**Goal:** to generate participation of Honors Program members to join Honors Club

**Objective 1:** to increase the percentage of Honors Program members who seek more information on their Facebook page from 20% to 25% by April 1st, 2018

**Objective 2:** to increase the percentage of Honors Program members who attend one Honors Club meeting throughout the spring semester from 30% to 35% by April 1st, 2018

**Objective 3:** to increase the percentage of Honors Program members who volunteer at *one* Honors Club event throughout the spring semester from 20% to 25% by April 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club members

**Tactic 1:** handouts

**Tactic 2:** emails

**Tactic 3:** class speakers

#### **Maintained Behavior**

**Goal:** to encourage Honors Program members to attend meetings and events continuously

**Objective 1:** to increase the percentage of Honors Program members who attend four meetings throughout spring semester from 35% to 40% by May 15th, 2018

**Objective 2:** to increase the percentage of Honors Program members who volunteer at three events throughout spring semester from 15% to 25% by May 15th, 2018

**Goal:** to encourage Honors Program members to spread the word to Non-Honors Program members

**Objective 1:** to increase the percentage of Honors Program members who tell a Non-Honors Program friend about the opportunities Honors Club offers from 55% to 60% by May 15th, 2018

**Strategy:** to highlight the advantages of consistently being an Honors Club member

**Tactic 1:** Twitter

**Tactic 2:** Facebook

**Tactic 3:** list of opportunities

## External Primary

*Non-Honors Program members who are latent about the Honors Club*

### **Awareness**

**Goal:** to generate awareness about the Honors Club to Non-Honors Program members

**Objective 1:** to increase the percentage of Non-Honors Program members who are aware that the Honors Club is open to everyone and not just Honors Program students from 60% to 65% by January 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who are aware that the Honors Club offers a variety of opportunities from 30% 35% by January 1st 2018

**Objective 3:** to increase the percentage of Non-Honors Program members who are aware of the Honors Club's existence from 40% to 45% by January 1st, 2018

**Strategy:** to disseminate information about the Honors Club

**Tactic 1:** class presentations

**Tactic 2:** class speakers

**Tactic 3:** posters

**Tactic 4:** brochures

**Tactic 5:** flyers

**Tactic 6:** handouts

### **Attitude**

**Goal:** to generate a positive perception of the Honors Club to Non-Honors Program members

**Objective 1:** to increase the percentage of Non-Honors Program members who trust membership will enhance their portfolio from 10% to 15% by February 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who think that volunteering for Honors Club events is a beneficial add to their resume from 15% to 20% by February 1st, 2018

**Objective 3:** to increase the percentage of Non-Honors Program members who think that attending Honors Club meetings and/or events is a fun experience from 10% to 15% by February 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** posters

**Tactic 2:** Chronicle review

**Tactic 3:** UTVS news package

**Tactic 4:** live stream via Facebook

### **Behavior**

**Goal:** to generate participation of Non-Honors Program members to join Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program members who look up information about the Honors Club on their social media platforms from 5% to 10% by January 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who attend one event that the Honors Club hosts from 15% to 20% by January 1st, 2018

**Objective 3:** to increase the percentage of Non-Honors Program members who volunteer at one Honors Club event from 35% to 40% by January 1st, 2018

**Strategy:** to highlight the advantages of attending Honors Club meetings and events

**Tactic 1:** Youtube promotional videos

**Tactic 2:** Facebook event invites

**Tactic 3:** emails

**Tactic 4:** posters

### **Maintained Behavior**

**Goal:** to encourage Non-Honors Program members to continue to participate in Honors Club meetings and events

**Objective 1:** to increase the percentage of Non-Honors Program members who come to four events per semester from 15% to 20% by April 30th, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who volunteer at three different events per semester from 15% to 20% by April 30th, 2018

**Goal:** To encourage general students to spread the word about the Honors Club.

**Objective 1:** to increase the percentage of Non-Honors Program members who spread the word to other Non-Honors Program members from 60% to 65% by April 30th, 2018

**Strategy:** to underline the advantages and benefits of being a Non-Honors Program member in the Honors Club

**Tactic 1:** Non-Honors Program only scholarship

**Tactic 2:** free incentives

**Tactic 3:** Motivational Monday blurbs about experience

## External Primary

### *Non-Honors Program members who are aware about the Honors Club*

#### **Attitude**

**Goal:** to generate a positive perception of the Honors Club to Non-Honors Program members

**Objective 1:** to increase the percentage of Non-Honors Program members who think that being an Honors Club member will benefit their resumes from 50% to 55% by March 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who think that joining the Honors Club will be a fun experience from 30% to 35% by March 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Objective 3:** to increase the percentage of Non-Honors Program members who think that Honors Club will help them build their portfolios from 15% to 25% by March 1st, 2018

**Tactic 1:** posters

**Tactic 2:** media press releases

**Tactic 3:** tabling in Atwood

#### **Behavior**

**Goal:** to generate participation of Non-Honors Program members to join Honors Club

**Objective 1:** to increase the percentage of Non-Honors Program members who seek more information on their Facebook page regarding the Honors Club from 20% to 25% by April 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who attend one Honors Club meeting throughout the spring semester from 30% to 35% by April 1st, 2018

**Objective 3:** to increase the percentage of Non-Honors Program Members who volunteer at one Honors Club event throughout the spring semester from 20% to 25% by April 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** handouts

**Tactic 2:** emails

**Tactic 3:** class speakers

#### **Maintained Behavior**

**Goal:** to encourage Non-Honors Program members to attend meetings and events continuously

**Objective 1:** to increase the percentage of Non-Honors Program members who attend four meetings throughout spring semester from 35% to 40% by May 15th, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who attend four events throughout spring semester from 35% to 40% by May 15th, 2018

**Goal:** to encourage Non-Honors Program members to tell a friend about the Honors Club

**Objective 2:** to increase the percentage of Non-Honors Program members who tell a Non-Honors Program friend about the opportunities Honors Club offers from 55% to 60% by May 15th, 2018

**Strategy**: to highlight the advantages of consistently being an Honors Club member

**Tactic 1**: Twitter

**Tactic 2**: Facebook

**Tactic 3**: list of opportunities

## External Primary

*Staff and faculty members who are latent about the Honors Club*

### Awareness

**Goal:** to generate awareness about the Honors Club to SCSU staff and faculty members

**Objective 1:** to increase the percentage of staff and faculty members who are aware that the Honors Club is open to everyone to join and not just Honors Program students from 60% to 65% by January 1st, 2018

**Objective 2:** to increase the percentage of faculty and staff members who are aware that the Honors Club offers a variety of opportunities that are not just for students from 30% 35% by January 1st, 2018

**Objective 3:** to increase the percentage of staff and faculty members who are aware of the Honors Club's existence from 55% to 65% by January 1st, 2018

**Strategy:** to disseminate information about the Honors Club

**Tactic 1:** guest speakers

**Tactic 2:** faculty open house

**Tactic 3:** posters

**Tactic 4:** brochures

**Tactic 5:** flyers

**Tactic 6:** handouts

### Attitude

**Goal:** to generate a positive perception of the Honors Club to Non-Honors Program members

**Objective 1:** to increase the percentage of Non-Honors Program members who trust membership in club will enhance their portfolio from 10% to 15% by February 1st, 2018

**Objective 2:** to increase the percentage of Non-Honors Program members who think that volunteering for the Honors Club events is a beneficial add to their resume from 15% to 20% by February 1st, 2018

**Objective 3:** to increase the percentage of Non-Honors Program members who think that attending Honors Club meetings and/or events is a fun experience from 10% to 15% by February 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** posters

**Tactic 2:** Chronicle review

**Tactic 3:** UTVS news package

**Tactic 4:** live stream via Facebook

### **Behavior**

**Goal**: to generate participation of staff and faculty members to join Honors Club

**Objective 1**: to increase the percentage of staff and faculty members who look up information about the Honors Club on their social media platforms from 5% to 10% by January 1st, 2018

**Objective 2**: to increase the percentage of staff and faculty members who attend one event that the Honors Club hosts from 15% to 20% by January 1st, 2018

**Objective 3**: to increase the percentage of staff and faculty members who volunteer at one Honors Club event from 35% to 40% by January 1st, 2018

**Strategy**: to highlight the advantages of attending Honors Club meetings and events

**Tactic 1**: Youtube promotional videos

**Tactic 2**: Facebook event invites

**Tactic 3**: emails

**Tactic 4**: posters

### **Maintained Behavior**

**Goal**: to encourage staff and faculty members to continue to participate in Honors Club meetings and events

**Objective 1**: to increase the percentage of staff and faculty members who come to four events per semester from 15% to 20% by April 30th, 2018

**Objective 2**: to increase the percentage of staff and faculty members who volunteer at two different events per semester from 15% to 20% by April 30th, 2018

**Goal**: to encourage staff and faculty members to spread the word about the Honors Club

**Objective 1**: to increase the percentage of staff and faculty members who spread the word to other Non-Honors Program members from 60% to 65% by April 30th, 2018

**Strategy**: to underline the advantages and benefits of being a staff and faculty member in the Honors Club

**Tactic 1**: if going to graduate school, offer an educational monetary incentive

**Tactic 2**: free incentives

**Tactic 3**: podcasts



## External Primary

*Staff and faculty members who are aware about the Honors Club, but are not members*

### **Attitude**

**Goal:** to generate a positive perception of the Honors Club among faculty and staff members

**Objective 1:** to increase the percentage of staff and faculty who think that being an Honors Club member will benefit their teaching portfolios from 50% to 55% by June 1st, 2018

**Objective 2:** to increase the percentage of staff and faculty members who think that joining the Honors Club will be a fun and eye-opening experience from 30% to 35% by June 1st, 2018

**Objective 3:** to increase the percentage of staff and faculty members who think that being an Honors Club member will enhance their resume by 15% to 25% by June 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** offer a possible advisor/co-advisor position

**Tactic 2:** media press releases

**Tactic 3:** tabling in Atwood

### **Behavior**

**Goal:** to generate participation of staff and faculty members to join Honors Club

**Objective 1:** to increase the percentage of staff and faculty members who seek more information on their Facebook page regarding the Honors Club from 20% to 25% by April 1st, 2018

**Objective 2:** to increase the percentage of staff and faculty members who attend at one Honors Club meeting throughout the spring semester from 30% to 35% by April 1st, 2018

**Objective 3:** to increase the percentage of staff and faculty members who volunteer at one Honors Club event throughout the spring semester from 20% to 25% by April 1st, 2018

**Strategy:** to highlight the advantages of being an Honors Club member

**Tactic 1:** handouts

**Tactic 2:** emails

**Tactic 3:** faculty meeting workshop

### **Maintained Behavior**

**Goal:** to encourage staff and faculty members to attend meetings and events continuously

**Objective 1:** to increase the percentage of faculty and staff members who attend four meetings throughout spring semester from 35% to 40% by July 15th, 2018

**Objective 2:** to increase the percentage of faculty and staff members who volunteer at three events throughout spring semester from 25% to 45% by July 15th, 2018

**Goal:** to encourage staff and faculty members to spread the word about the Honors Club

**Objective 1:** to increase the percentage of staff and faculty members who tell students about the opportunities Honors Club offers from 55% to 60% by July 15th, 2018

**Strategy:** to highlight the advantages of consistently being an Honors Club member

**Tactic 1:** class presentations

**Tactic 2:** Facebook

**Tactic 3:** list of opportunities

## External Intervening (Primary)

*Honors professors who are aware about the Honors Club*

### Attitude

**Goal:** to generate a positive perception about Honors Club to Honors professors

**Objective 1:** to increase the percentage of Honors professors who think that being an Honors Club member will benefit student's futures from 40% to 45% by June 1st, 2018

**Objective 2:** to increase the percentage of Honors professors who think that the Honors Club can be a beneficial factor to their resume from 30% to 35% by June 1st, 2018

**Objective 3:** to increase the percentage of Honors professors who think that the Honors Club is a fun and exciting environment from 10% to 15% by June 1st, 2018

**Strategy:** to highlight the benefits of the Honors Club

**Tactic 1:** class speakers

**Tactic 2:** department meetings

**Tactic 3:** emails

**Tactic 4:** in class presentations

### Behavior

**Goal:** to encourage Honors professors to tell their students to about the Honors Club

**Objective 1:** to increase the percentage of Honors professors to tell their students to go and look up information about the Honors Club from 40% to 45% by January 1st, 2018

**Objective 2:** to increase the percentage of Honors professors who bring in an Executive Board member or a graduate student working with the Honors Club to their class to speak about the benefits and opportunities offered from 45% to 50% by January 1st, 2018

**Objective 3:** to increase the percentage of Honors professors to encourage their students to join Honors Club from 50% to 55% by January 1st, 2018

**Strategy:** to underline the benefits of the Honors Club

**Tactic 1:** extra credit opportunities

**Tactic 2:** class handouts

**Tactic 3:** class cancellations

### Maintained Behavior

**Goal:** to encourage Honors professors to tell their students to continue being a member of the Honors Club during the remainder of their time here at SCSU

**Objective 1:** to increase the percentage of Honors professors who get their students to be continued members of the Honors Club by having them go to four meetings or events per semester from 30% to 35% by December 1st, 2017

**Objective 2:** to increase the percentage of Honors professors who get their students to volunteer at three Honors Club events from 20% to 25% by December 1st, 2017

**Goal:** to encourage Honors professors to tell their students about the Honors Club opportunities

**Objective 1:** to increase the percentage of Honors professors who inform their students about the Honors Clubs opportunities from 15% to 20% by December 1st, 2017

**Strategy:** to point out the benefits of being a continued Honors Club member

**Tactic 1:** free food

**Tactic 2:** networking with students in other majors

**Tactic 3:** future employer connections

**Tactic 4:** internship opportunities

## External Intervening (Primary)

*Honors professors who are active about the Honors Club*

### **Attitude**

**Goal:** to generate a positive perception of the Honors Club to Honors professors

**Objective 1:** to increase the percentage of Honors professors who think that volunteering at Honors Club events will be beneficial to their student's portfolios from 15% to 20% by December 1st, 2017

**Objective 2:** to increase the percentage of Honors professors who think that being a member of the Honors Club is an enjoyable and eye-opening experience from 20% to 25% by December 1st, 2017

**Objective 3:** to increase the percentage of Honors professors who think that being a member of the Honors Club will boost their student's resumes from 30% to 35% by December 1st, 2017

**Strategy:** to highlight the benefits of being an Honors Club member

**Tactic 1:** class speakers

**Tactic 2:** emails

**Tactic 3:** in class presentations

### **Behavior**

**Goal:** to encourage Honors professors to have their students be an Honors Club member

**Objective 1:** to increase the percentage of Honors professors who encourage their students to look up information about the Honors Club from 20% to 25% by September 30th, 2017

**Objective 2:** to increase the percentage of Honors professors who bring in an Executive Board member or a graduate student from the Honors Club to speak about benefits and opportunities from 10% to 15% by September 30th, 2017

**Objective 3:** to increase the percentage off Honors Club professors who bring in employers who look for clubs, like the Honors Club, on student's resumes from 5% to 10% by September 30th, 2017

**Strategy:** to point out the advantages of being an Honors Club member

**Tactic 1:** extra credit opportunities

**Tactic 2:** class speakers

**Tactic 3:** in class presentations

**Tactic 4:** "Honors Club Info Night"

### **Maintained Behavior**

**Goal:** to encourage Honors professors to tell their students to continue being an Honors Club member throughout the rest of their duration at SCSU

**Objective 1:** to increase the percentage of Honors professors who get their students to be continued members of the Honors Club by having them attend four meetings per semester from 15% to 20% by December 31st, 2017

**Objective 2:** to increase the percentage of Honors professors who get their students to volunteer at three Honors Club events throughout the semester from 20% to 25% by December 31st, 2017

**Goal:** to encourage Honors professors to spread the word of Honors Club to their students

**Objective 1:** to increase the percentage of Honors professors who informed their students about Honors Club events, benefits, and opportunities to tell a friend about the club from 50% to 55% by December 31st, 2017

**Strategy:** to highlight the benefits of the Honors Club

**Tactic 1:** Twitter

**Tactic 2:** Instagram

**Tactic 3:** “Honors Formal” for continued members only

## External Intervening (Secondary)

*Non-Honors professors who are latent about the Honors Club*

### Awareness

**Goal:** to generate awareness among other professors about the Honors Club

**Objective 1:** to increase the percentage of other professors who are aware of the benefits the Honors Club has to offer from 5% to 10% by January 1st, 2018

**Objective 2:** to increase the percentage of other professors who are aware of the location of Honors Club meetings from 10% to 15% by January 1st, 2018

**Objective 3:** to increase the percentage of other professors who are aware of the volunteer opportunities presented through Honors Club from 15% to 20% by January 1st, 2018

**Strategy:** to disseminate information about the Honors Club

**Tactic 1:** flyers

**Tactic 2:** brochures

**Tactic 3:** tabling in Atwood

**Tactic 4:** class presentations

**Tactic 5:** “Honors Club Open House”

### Attitude

**Goal:** to generate a positive perception to other professors about the Honors Club

**Objective 1:** to increase the percentage of other professors who think that volunteering at Honors Club events will enhance their student’s portfolios from 20% to 25% by June 1st, 2018

**Objective 2:** to increase the percentage of other professors who think that being an Honors Club member is an enjoyable and eye-opening experience from 30% to 35% by June 1st, 2018

**Objective 3:** to increase the percentage of other professors who think that being an Honors Club member will boost their student’s resumes from 45% to 50% by June 1st, 2018

**Strategy:** to highlight the benefits of Honors Club

**Tactic 1:** Career Services resume building

**Tactic 2:** TK20 portfolio

**Tactic 3:** emails

**Tactic 4:** in class presentations

### Behavior

**Goal:** to encourage other professors to get their students to go to Honors Club meetings

**Objective 1:** to increase the percentage of other professors who encourage their students to look up information about the Honors Club from 20% to 25% by April 1st, 2018

**Objective 2:** to increase the percentage of other professors who bring in a graduate student or a member of the Executive Board to speak about the opportunities presented through Honors Club from 5% to 10% by April 1st, 2018

**Objective 3:** to increase the percentage of other professors who encourage their students to go and volunteer at one Honors Club event per semester from 15% to 20% by April 1st, 2018

**Strategy:** to point out the advantages of volunteering and attending Honors Club events and meetings

**Tactic 1:** extra credit opportunities

**Tactic 2:** class handouts

**Tactic 3:** class cancellations

### **Maintained Behavior**

**Goal:** to encourage other professors to encourage their students to continue being members of the Honors Club

**Objective 1:** to increase the percentage of other professors who get their students to go to four Honors Club meetings throughout the semester from 20% to 25% by July 1st, 2018

**Objective 2:** to increase the percentage of other professors who get their students to volunteer at at three Honors Club events throughout the semester from 15% to 20% by July 1st, 2018

**Goal:** to encourage professors to spread the word about Honors Club to their students

**Objective 1:** to increase the percentage of other professors who informed their students about the benefits and opportunities through the Honors Club to inform a friend about the club from 45% to 50% by July 1st, 2018

**Strategy:** to point out the benefits of being a continued member through the Honors Club

**Tactic 1:** “Honors Club Only” scholarship

**Tactic 2:** free food

**Tactic 3:** LinkedIn connections

**Tactic 4:** resume builder



## External Intervening (Secondary)

*Non-Honors professors who are aware about the Honors Club*

### Attitude

**Goal:** to generate a positive perception about the Honors Club to Non-Honors professors

**Objective 1:** to increase the percentage of other professors who think that being an Honors Club member will benefit student's futures from 40% to 45% by June 1st, 2018

**Objective 2:** to increase the percentage of other professors who think that the Honors Club can be a beneficial factor to their resume from 30% to 35% by June 1st, 2018

**Objective 3:** to increase the percentage of other professors who think that the Honors Club is a fun and eye-opening atmosphere from 10% to 15% by June 1st, 2018

**Strategy:** to highlight the benefits of the Honors Club

**Tactic 1:** class speakers

**Tactic 2:** department meetings

**Tactic 3:** "Honors Club Shadow Day"

**Tactic 4:** emails

### Behavior

**Goal:** to encourage other professors to tell their students about the Honors Club

**Objective 1:** to increase the percentage of other professors to tell their students to go and look up information about the Honors Club from 45% to 40% by January 1st, 2018

**Objective 2:** to increase the percentage of other professors who bring in a graduate student or Executive Board member from the Honors Club to speak about benefits from 45% to 50% by January 1st, 2018

**Objective 3:** to increase the percentage of other professors to encourage their students to join Honors Club from 50% to 55% by January 1st, 2018

**Strategy:** to underline the benefits of the Honors Club

**Tactic 1:** TV announcements

**Tactic 2:** Chronicle side story

**Tactic 3:** Facebook

### Maintained Behavior

**Goal:** to encourage other professors to encourage their students to be continued members of the Honors Club

**Objective 1:** to increase the percentage of other professors who get their students to be continued members of the Honors Club by having them attend four meetings or events per semester from 25% to 30% by December 1st, 2017

**Objective 2:** to increase the percentage of other professors who get their students to volunteer at three events per semester from 30% to 35% by December 1st, 2017

**Goal:** to encourage professors to inform their students about the benefits and opportunities of Honors Club

**Objective 3:** to increase the percentage of other professors who inform their students about the benefits and opportunities of Honors Club to inform a friend about the club from 10% to 15% by December 1st, 2017

**Strategy:** to highlight the benefits and opportunities of Honors Club

**Tactic 1:** scholarships for long-term members

**Tactic 2:** exclusive “member only” events

**Tactic 3:** pizza parties

## External Intervening (Secondary)

*Non-Honors professors who are active about the Honors Club*

### Attitude

**Goal:** to generate a positive perception of the Honors Club towards Non-Honors professors

**Objective 1:** to increase the percentage of other professors who think that being a part of the Honors Club can enhance student's resume from 15% to 20% by December 1st, 2017

**Objective 2:** to increase the percentage of other professors who think that volunteering at Honors Club events will be a beneficial factor to their student's portfolios from 25% to 30% by December 1st, 2017

**Objective 3:** to increase the percentage of other professors who think that being a part of the Honors Club is a laid back but eye-opening experience for students from 5% to 10% by December 1st, 2017

**Strategy:** to highlight the benefits and opportunities of the Honors Club

**Tactic 1:** class speakers

**Tactic 2:** emails

**Tactic 3:** in-class presentations

### Behavior

**Goal:** to encourage other professors to have their students become an Honors Club member

**Objective 1:** to increase the percentage of other professors who encourage their students to look up information regarding the opportunities and benefits offered by the Honors Club from 55% to 60% by February 1st, 2018

**Objective 2:** to increase the percentage of other professors who bring in an Executive Board member or a graduate student that is a part of the Honors Club to speak on behalf of the benefits and opportunities from 20% to 25% by February 1st, 2018

**Objective 3:** to increase the percentage of other professors who bring in employers who look for clubs, like the Honors Club, on student's resumes from 5% to 10% by February 1st, 2018

**Strategy:** to highlight the benefits of the Honors Club

**Tactic 1:** Career Services Resume Building event

**Tactic 2:** TK20 Portfolio review

**Tactic 3:** LinkedIn

**Tactic 4:** in-class presentations

### Maintained Behavior

**Goal:** to encourage other professors to tell their students about the benefits of being an Honors Club member throughout the rest of their duration at SCSU

**Objective 1:** to increase the percentage of other professors who get their students to be continued members of the Honors Club by having them attend four meetings per semester from 15% to 20% by April 1st, 2018

**Objective 2:** to increase the percentage of other professors who get their students to volunteer at at three events hosted by the Honors Club from 45% to 50% by April 1st, 2018

**Goal:** to encourage professors to spread the words of Honors Club to their students

**Objective 3:** to increase the percentage of other professors who informed their students about the benefits and opportunities presented through the Honors Club to inform one of their friends about the club from 15% to 20% by April 1st, 2018

**Strategy:** to underline the benefits and opportunities Honors Club presents

**Tactic 1:** Twitter

**Tactic 2:** Instagram

**Tactic 3:** Facebook

**Tactic 4:** KVSC promotional bit

## External Moderating (Primary)

*Honors Office Administration who are aware about the Honors Club*

### **Attitude**

**Goal:** to generate a positive perception about the Honors Club to the Honors Office Administration

**Objective 1:** to increase the percentage of Honors Office Administrators who think that the Honors Club will be helpful in the sense that it will help students enhance their college experience from 5% to 10% by October 1st, 2017

**Objective 2:** to increase the percentage of Honors Office Administrators who think that the Honors Club offers a ton of beneficial opportunities that will change the way they think about the world from 15% to 20% by October 1st, 2017

**Objective 3:** to increase the percentage of Honors Office Administrators who think the Honors Club is a welcoming opportunity to anyone from 25% to 30% by October 1st, 2017

**Strategy:** to highlight the inclusiveness of the Honors Club

**Tactic 1:** Facebook

**Tactic 2:** tri fold poster boards

**Tactic 3:** Honors Club Chronicle Review

### **Behavior**

**Goal:** to encourage participation of aware Honors Office Administrators to go to Honors Club meetings and events

**Objective 1:** to increase the percentage of Honors Office Administrators who look up more information regarding the Honors Club from 10% to 15% by April 1st, 2018

**Objective 2:** to increase the percentage of Honors Office Administrators who attend one Honors Club meeting from 5% to 10% by April 1st, 2018

**Objective 3:** to increase the percentage of Honors Office Administrators who sign up to volunteer at one Honors Club event from 15% to 20% by April 1st, 2018

**Strategy:** to underline the benefits of Honors Club

**Tactic 1:** radio ads

**Tactic 2:** Facebook

**Tactic 3:** Twitter

### **Maintained Behavior**

**Goal:** to generate continued membership of Honors Office Administrators within the Honors Club

**Objective 1:** to increase the percentage of Honors Office Administrators who attend a variety of Honors Club events and meetings from 5% to 10% by May 30th, 2018

**Objective 2:** to increase the percentage of Honors Office Administrators who keep in touch with graduate students and Executive Board members and see how they're doing from 10% to 15% by May 30th, 2018

**Goal:** to encourage Honors Office Administrators to promote the Honors Club

**Objective 1:** to increase the percentage of Honors Office Administrators who promote the Honors Club and its benefits to others from 25% to 30% by May 30th, 2018

**Strategy:** to underline the benefits of Honors Club membership

**Tactic 1:** informational posters

**Tactic 2:** Facebook

**Tactic 3:** UTVS blurb

## External Moderating (Primary)

*Honors Office Administration who are active about the Honors Club*

### **Behavior**

**Goal:** to encourage Honors Office Administrators to go to Honors Club meetings and events

**Objective 1:** to increase the percentage of Honors Office Administrators who look up information regarding the Honors Club from 5% to 10% by January 1st, 2018

**Objective 2:** to increase the percentage of Honors Office Administrators who attend at one meeting per semester from 5% to 10% by January 1st, 2018

**Objective 3:** to increase the percentage of Honors Office Administrators who volunteer at one event per semester from 5% to 10% by January 1st, 2018

**Strategy:** to underline the advantages of being an Honors Club member

**Tactic 1:** Facebook

**Tactic 2:** Periscope

**Tactic 3:** posters

### **Maintained Behavior**

**Goal:** to generate continued membership of Honors Office Administrators in the Honors Club

**Objective 1:** to increase the percentage of Honors Office Administrators who attend four Honors Club events throughout the semester from 25% to 30% by May 30th, 2018

**Objective 2:** to increase the percentage of Honors Office Administrators who keep in contact with the Executive Board members and graduate students to see the progress of the club throughout the semester from 15% to 20% by May 30th, 2018

**Goal:** to encourage Honors administration to inform others about the benefits and opportunities presented through the Honors Club

**Objective 1:** to increase the percentage of Honors Office Administrators who inform other office department administrators about the benefits and opportunities of the Honors Club to inform another coworker about the club from 25% to 30% by May 30th, 2018

**Strategy:** to underline the continued benefits of being an Honors Club member

**Tactic 1:** exclusive “staff/faculty only” rewards

**Tactic 2:** Honors Office Administrators “Welcome Hours”

**Tactic 3:** Facebook event - invite only

## External Moderating (Secondary)

*SCSU Administration who are aware about the Honors Club*

### **Attitude**

**Goal:** to generate a positive image of the Honors Club to St. Cloud State University's Administration

**Objective 1:** to increase the percentage of SCSU Administrators who think the Honors Club offers beneficial volunteer opportunities for students from 10% to 15% by December 31st, 2017

**Objective 2:** to increase the percentage of SCSU Administrators who think the Honors Club will be a beneficial resume booster for students from 20% to 25% by December 31st, 2017

**Objective 3:** to increase the percentage of SCSU Administrators who think being an Honors Club member is a fun and beneficial learning experience from 35% to 40% by December 31st, 2017

**Strategy:** to underline the advantages of being an Honors Club member

**Tactic 1:** speakers

**Tactic 2:** personal stories

**Tactic 3:** student testimonials in the Chronicle

**Tactic 4:** flyers

### **Behavior**

**Goal:** to encourage SCSU Administrators to join the Honors Club

**Objective 1:** to increase the percentage of SCSU Administrators who seek information about the Honors Club from 5% to 10% by October 1st, 2017

**Objective 2:** to increase the percentage of SCSU Administrators attend Honors Club meeting per semester from 15% to 20% by October 1st, 2017

**Objective 3:** to increase the percentage of SCSU Administrators who volunteer at one Honors Club event per semester from 20% to 25% by October 1st, 2017

**Strategy:** to highlight the advantages of the Honors Club

**Tactic 1:** class speakers

**Tactic 2:** Facebook

**Tactic 3:** emails

### **Maintained Behavior**

**Goal:** to encourage SCSU Administrators to be continuously involved with the Honors Club

**Objective 1:** to increase the percentage of SCSU Administrators who attend four meetings per semester from 25% to 30% by January 1st, 2018

**Objective 2:** to increase the percentage of SCSU Administrators who continuously volunteer at three events from 25% to 30% by January 1st, 2018

**Goal:** to encourage SCSU Administrators to inform other administration departments about the Honors Club



**Objective 1:** to increase the percentage of SCSU Administrators who inform other administration departments about the opportunities and benefits offered through the Honors Club to tell two students about the club from 30% to 35% by January 1st, 2018

**Strategy:** to highlight the advantages and benefits of being an active Honors Club member

**Tactic 1:** invitations

**Tactic 2:** “invite only” events

**Tactic 3:** Facebook

## External Moderating (Secondary)

*SCSU Administration who are latent about the Honors Club*

### Awareness

**Goal:** to generate awareness among SCSU Administrators about the Honors Club

**Objective 1:** to increase the percentage of SCSU Administrators who are aware of the volunteer opportunities the Honors Club has to offer from 20% to 25% by February 1st, 2018

**Objective 2:** to increase the percentage of SCSU Administrators who are aware of the various services the Honors Club has to offer from 20% to 25% by February 1st, 2018

**Objective 3:** to increase the percentage of SCSU Administrators who know the existence of the Honors Club from 45% to 50% by February 1st, 2018

**Strategy:** to disseminate information about the Honors Club

**Tactic 1:** brochures

**Tactic 2:** flyers

**Tactic 3:** tabling in Atwood

**Tactic 4:** surveys

### Attitude

**Goal:** to generate a positive image of the Honors Club to SCSU Administrators

**Objective 1:** to increase the percentage of SCSU Administrators who think the Honors Club offers beneficial volunteer opportunities for their futures from 5% to 15% by March 1st, 2018

**Objective 2:** to increase the percentage of SCSU Administrators who think the Honors Club will offer a resume booster from 15% to 25% by March 1st, 2018

**Objective 3:** to increase the percentage of SCSU Administrators who think that being a member of the Honors Club will be an eye-opening experience from 25% to 30% by March 1st, 2018

**Strategy:** to underline the advantages and benefits of the Honors Club

**Tactic 1:** informational video

**Tactic 2:** Facebook

**Tactic 3:** Instagram

### Behavior

**Goal:** to encourage SCSU Administrators to be a part of the Honors Club

**Objective 1:** to increase the percentage of SCSU Administrators who seek information about the Honors Club from 15% to 25% by March 1st, 2018

**Objective 2:** to increase the percentage of SCSU Administrators who attend one meeting per semester from 5% to 10% by March 1st, 2018

**Objective 3:** to increase the percentage of SCSU Administrators who volunteer at one event hosted by the Honors Club from 5% to 10% by March 1st, 2018

**Strategy:** to highlight the advantages of the Honors Club

**Tactic 1:** Facebook

**Tactic 2:** Twitter

**Tactic 3:** posters

**Maintained Behavior**

**Goal:** to encourage continuous membership in the Honors Club by SCSU Administrators

**Objective 1:** to increase the percentage of SCSU Administrators who attend four meetings from 5% to 15% by May 1st, 2018

**Objective 2:** to increase the percentage of SCSU Administrators who volunteer at three events per semester from 5% to 15% by May 1st, 2018

**Goal:** to encourage SCSU Administrators to inform other administrative departments about the Honors Club

**Objective 1:** to increase the percentage of SCSU Administrators who inform other administration departments about the Honors Club and its opportunities and benefits to tell two students about the club from 15% to 25% by May 1st, 2018

**Strategy:** to underline the advantages of being an Honors Club member

**Tactic 1:** “Staff and Faculty Only” events

**Tactic 2:** invitations

**Tactic 3:** Facebook

**Tactic 4:** emails

## External Moderating (Secondary)

*SCSU Administration who are active about the Honors Club*

### **Behavior**

**Goal**: to encourage participation of SCSU Administrators to join the Honors Club

**Objective 1**: to increase the percentage of SCSU Administrators who attend at one meeting per semester from 5% to 15% by April 1st, 2018

**Objective 2**: to increase the percentage of SCSU Administrators who volunteer at one event hosted by the Honors Club from 5% to 15% by April 1st, 2018

**Objective 3**: to increase the percentage of SCSU Administrators who look up information about the Honors Club on their social media websites from 5% to 15% by April 1st, 2018

**Strategy**: to underline the benefits of the Honors Club

**Tactic 1**: radio ads

**Tactic 2**: UTVS news segment

**Tactic 3**: Chronicle review about an event

### **Maintained Behavior**

**Goal**: to generate continued membership among SCSU Administrators within the Honors Club

**Objective 1**: to increase the percentage of SCSU Administrators who attend four meetings per semester from 15% to 25% by May 30th, 2018

**Objective 2**: to increase the percentage of SCSU Administrators who volunteer at three events that are hosted by the Honors Club from 15% to 25% by May 30th, 2018

**Goal**: to encourage SCSU Administrators to inform other departments about the Honors Club and its benefits and opportunities offered

**Objective 1**: to increase the percentage of SCSU Administrators who inform other administration departments about the benefits and opportunities presented through the Honors Club to inform *two* students about the club from 5% to 10% by May 30th, 2018

**Strategy**: to underline the benefits of continued membership within the Honors Club

**Tactic 1**: exclusive member only events

**Tactic 2**: Facebook

**Tactic 3**: table top brochures

**Tactic 3**: special events

## Budget

The Honors Club budget for this campaign is roughly \$2,500. While looking at Copies Plus in Atwood and looking to see what some of the tactics would cost, it was apparent that most of the tactics are relatively cheap. Posters and invitations are roughly \$3.00 to print; handouts, flyers, and brochures are roughly \$0.80 to print.

Social media does not have a strict budget because those are run by people themselves. Getting the media involved will not cost anything because they will get a good story in exchange and it will appeal to the public's eye. Payment towards speakers will be unnecessary because they will be in class presentations and employers will be more than likely to help get the word out.

A decent portion of the budget will be spent on the *Awareness* tactics, which seems to be the most important aspect of the campaign. \$750 of the budget will be spent on the *Awareness* tactics, \$500 of the budget will be spent on the *Attitude* tactics, \$550 will be spent on the *Behavior* tactics, and \$700 will be spent on the *Maintained Behavior* tactics.

## Impact and Implementation

The implementation of the tactics will determine how it impacted the different publics by seeing how many people attend events and meetings, by distributing surveys on how they found out about the Honors Club, its opportunities, benefits, location, and finally by counting how many new students joined the Honors Club.

The impact is the most important part of this campaign because it will be useful to know if the different tactics worked on getting various publics interested in joining the Honors Club.

# COMMUNICATION

## Internal Primary

*Honors Program members who are passive in the Honors Club*

### **Attitude**

**Message 1:** “We’re Honors Club members, trust us when we say that this experience will enhance your portfolio”

**Message 2:** “We want YOU to join OUR club so you can grow as a leader”

**Message 3:** “Positive attitudes are key for Honors Club”

### **Delivery for Attitude**

- Hold a promotional booth, twice a semester, at Mainstreet on September 15th, 2017 and Sidestreet in February 15th, 2018 with a large “Honors Club” sign handing out flyers stating the benefits
- During the Huskies First Four, hand out invitations to the Honors Club Welcome Barbecue saying “we want YOU to join OUR club!” from September 1st, 2017 until September 5th, 2017
- Host an open house for the Honors Club and supply free food on September 15th, 2017

### **Maintained Behavior**

**Message 1:** “Your presence to a blessing to the Honors Club! Come join us for a free informational night that includes free food”

**Message 2:** “Come one, come all, Honors Club is waiting”

**Message 3:** “When we express ourselves, we’re expressing to one another. Bring a friend to experience the Honors Club too”

### **Delivery for Maintained Behavior**

- Post a Facebook update each week as “recruitment” until October 15th, 2017
- Table in Atwood once a week until October 15th, 2017 passing out information regarding the Honors Club and its benefits
- Walk around once a week in Garvey Commons promoting and handing out flyers for upcoming events and volunteer opportunities from September 1st, 2017 until October 15th, 2017



## Internal Primary

*Honors Program members who are active in the Honors Club*

### **Behavior**

**Message 1:** “Come to one meeting and your life could potentially be changed”

**Message 2:** “Like us on Facebook and be entered into a raffle for a free Honors Club sweatshirt”

**Message 3:** “Do you like free food? If so, come to Honors Club meetings for an unlimited amount of free pizza, chips, and pop”

### **Delivery for Behavior**

- 100 flyers inviting students to attend the pizza party for 7 days from September 1st, 2017 until September 7th, 2017 in Garvey Commons and Atwood Memorial Center
- Snapchat live updates once a week from September 1st, 2017 until September 30th, 2017 to show “inside” and “behind the scenes” aspects of the Honors Club meetings
- Spread the word of having people “like” the Honors Club on Facebook from September 1st, 2017 until September 30th, 2017

### **Maintained Behavior**

**Message 1:** “Come to three or more meetings and receive a free coupon on how to build your resume!”

**Message 2:** “Bring one friend to an Honors Club meeting and receive a coupon so you can redeem a free Honors Club sweatshirt!”

**Message 3:** “Want to potentially meet your future boss? Come to Honors Club and join us with connecting with employers!”

### **Delivery for Maintained Behavior**

- LinkedIn “drop-in” meetings with potential employers from October 1st, 2017 until October 15th, 2017 in Career Services Center
- Resume building night on October 5th, 2017 in the Case-Hill Hall basement
- Hand out 5 “incentive punch-off cards” on October 7th, 2017 in Garvey Commons for people who come to meetings

## Internal Secondary

*Non-Honors Program members who are passive in the Honors Club*

### **Attitude**

**Message 1:** “Change your attitude to positivity”

**Message 2:** “Don’t be confused about Honors Club”

**Message 3:** “Honors Club changes people’s perspectives in good ways!”

### **Delivery for Attitude**

- Go to different classes once a week from September 1st, 2017 until October 1st, 2017 and show a Powerpoint highlighting the benefits of the Honors Club
- 50 flyers while tabling in Atwood during the last week in September (September 23rd, 2017 through September 30th, 2017)
- Hand out 50 flyers that give people free admission to Honors Club events during the last week in September (September 23rd, 2017 through September 30th, 2017)

### **Maintained Behavior**

**Message 1:** “Hey Non-Honors Program Member! Want to learn more about the benefits of the Honors Club? Come join us at a meeting”

**Message 2:** “Been to one Honors Club event and want more because you can’t get enough of it? Well good news for you, there’s plenty more events where those came from”

**Message 3:** “Need service or volunteer hours for a class? If so, come help out and volunteer at the Honors Club events”

### **Delivery for Maintained Behavior**

- Promote twice a month on Facebook from September 1st, 2017 until November 1st, 2017 about volunteer opportunities for students that need service hours for other classes or organizations throughout the semester
- Table in Atwood to pass out 50 flyers November 12th, 2017 to November 15th, 2017
- 25 flyers promoting Honors Club events to Non-Honors students in Atwood on November 30th, 2017

## Internal Secondary

*Non-Honors Program members who are active in the Honors Club*

### **Behavior**

**Message 1:** “Attention all Non-Honors Program members, the Honors Club has opportunities for you too”

**Message 2:** “Non-Honors Program members, now is your chance to show off your new Honors Club apparel by showing that you “liked” us on Facebook”

**Message 3:** “Ever wanted benefits that were specific to Non-Honors Program members only even though you are a part of an Honors Club? Find those here!”

### **Delivery for Behavior**

- 25 posters in Atwood from October 1st, 2017 until November 30th, 2017
- One banner a month starting on September 1st, 2017 through November 30th, 2017
- 50 posters saying “like us here” on Facebook and enter them into a raffle for free Honors Club apparel on December 1st, 2017 in Centennial Hall

### **Maintained Behavior**

**Message 1:** “Build connections within the community by connecting with people at Honors Club events that are open to the public”

**Message 2:** “Every Honors Club meeting and event is a plus one event”

**Message 3:** “Help out your school community and volunteer at the Honors Club events”

### **Delivery for Maintained Behavior**

- One scholarship for Non-Honors Program members by passing 100 flyers in Atwood from December 1st, 2017 until December December 15th, 2017
- 3 resume building classes at Career Services between December 27th, 2017 until January 1st, 2018
- Offer tips and tricks on how to build connections within the community on December 31st, 2017

## Internal Marginal

*Staff and faculty members who are passive in the Honors Club*

### **Attitude**

**Message 1:** “Calling all staff members, positive atmosphere describes the Honors Club”

**Message 2:** “When you were in college did you ever have the chance to become an Honors Club member?”

**Message 3:** “Honors Club is a plus two event for every staff and faculty member that joins”

### **Delivery for Attitude**

- 50 brochures to staff and faculty members at their staff and faculty meetings listing the benefits of the Honors Club on January 31st, 2018
- Host informational faculty panels on the first of each month starting on November 1st, 2017 and going until January 1st, 2018
- Table in Atwood and handout 15 brochures highlighting the benefits of the Honors Club on January 31st, 2018

### **Maintained Behavior**

**Message 1:** “Want to earn brownie points with the Honors Club? Come to one or more meetings throughout the semester”

**Message 2:** “Don’t like going to meetings or events alone? Don’t worry! Honors Club is allowing you to bring another faculty or staff member along with you for the thrill”

**Message 3:** “Learn inside information about the Honors Club just by being a faculty or staff member of the club”

### **Delivery for Maintained Behavior**

- Offer a reward to 15 staff or faculty members that come to one or more meetings throughout the semester; rewards system from January 1st, 2018 until February 28th, 2018
- Offer a prize to every faculty member that bring an additional person with them on January 31st, 2018
- Host 1 Faculty Pizza Party per semester on December 15th, 2017 and February 28th, 2018

## Internal Marginal

*Staff and faculty members who are active in the Honors Club*

### **Behavior**

**Message 1:** “Learn more information about the Honors Club by attending one of our meetings”

**Message 2:** “”Like” us on Facebook and we’ll “like” you in our club”

**Message 3:** “Participate in Honors Club meetings and win prizes”

### **Delivery for Behavior**

- Give each staff or faculty a member 1 stipend per semester on March 1st, 2018 for attending Honors Club meetings
- Give 3 benefits per semester that are directed to staff and faculty members only between January 1st, 2018 and March 1st, 2018 in the Honors Office
- Get 10 new likes each week on Facebook for 16 weeks throughout spring semester starting January 1st, 2018 and ending March 1st, 2018

### **Maintained Behavior**

**Message 1:** “Attend 3 meetings and receive an educational incentive”

**Message 2:** “Want to build your resume? It’s not that hard! All you have to do is attend at least 3 Honors Club meetings”

**Message 3:** “Bring another staff or faculty member to a meeting and build key community connections.”

### **Delivery for Maintained Behavior**

- 3 resume building events on February 1st, 2018, February 26th, 2018, and March 25th, 2018 in Career Services Center
- 1 incentive per semester to a graduate student or a faculty member that is going to do research on December 15th, 2017 and April 1st, 2018 in the Honors Office
- 1 “Key Community Connections Day” on April 1st, 2018 in the Atwood Memorial Center Ballroom

## External Primary

### *Honors Program Members who are latent about the Honors Club*

#### **Awareness**

**Message 1:** “Never heard about the Honors Club? Well here’s your chance to learn now”

**Message 2:** “Ever think about all the wonderful opportunities you could be a part of if you were a part of the Honors Club? Join today”

**Message 3:** “Having a difficult time finding volunteer opportunities on campus? Honors Club has you covered”

#### **Delivery for Awareness**

- 15 posters and 15 flyers from September 25th, 2017 until October 1st, 2017 in ISELF, Centennial Hall, and Wick Science Building
- Bulk emails on September 1st, 2017 and October 1st, 2017 to all SCSU students
- Have 1 class speaker a week from September 1st, 2017 until October 1st, 2017
- Table once a week in Atwood from September 1st, 2017 until October 1st, 2017

#### **Attitude**

**Message 1:** “Enrolled in the bulk email list to change your attitude about the Honors Club”

**Message 2:** “Never heard of the Honors Club before? Watch this promotional video to learn more”

**Message 3:** “Want to join a club that has a positive and welcoming atmosphere? Honors Club is the one for you”

#### **Delivery for Attitude**

- 25 posters and flyers in Atwood from September 25th, 2017 until October 30th, 2017
- class speakers to speak in Honors 100 and Honors 106 classes on October 1st, 2017 and October 15th, 2017
- Run a promotional video about the Honors Club on the TV’s in Centennial Hall and Atwood Memorial Center for one hour on October 25th, 2017

#### **Behavior**

**Message 1:** “Need to attend on-campus events for class? Honors Club meets every 2 weeks in the Case-Hill basement so stop by”

**Message 2:** “Every college enjoys free food, so stop by every other Tuesday in Case-Hill’s basement to receive some delicious food brought to you by the Honors Club.”

**Message 3:** “Not receiving our bulk emails about upcoming meetings and events? Sign-up at one of our meetings”

**Delivery for Behavior**

- 5 infographic posters that includes a calendar list of events presented by the Honors Club around the residential halls on December 1st, 2017
- 1 Honors Open House on November 1st, 2017
- 5 meetings per semester that have free food in Case-Hill Hall's basement from September 1st, 2017 until December 1st, 2017

**Maintained Behavior**

**Message 1:** “Why just go to one meeting when you can go to two or more and build social connections through the Honors Club?”

**Message 2:** “Need service hours? Volunteer at two or more events and gain recognized service hours”

**Message 3:** “Like benefits as a member? Attend two or more meetings and find out the surprises that could be yours if the time is right”

**Delivery for Maintained Behavior**

- Host once a month live Facebook videos of events and meetings from December 1st, 2017 until February 28th, 2018
- Host a raffle once a month for people that follow Honors Club on Twitter; winners will be announced on January 5th, 2018, February 1st, 2018, and February 28th, 2018
- Hand out 25 calendar of events in Atwood on January 15th, 2018

## External Primary

### *Honors Program Members who are aware about the Honors Club*

#### **Attitude**

**Message 1:** “Feel like your resume needs a booster and not sure what will add to it? Join today and be able to add Honors Club to your resume”

**Message 2:** “Need a break from the stressful college life? Come to one of Honors Club events for a laid back atmosphere to destress”

**Message 3:** “Join Honors Club today and meet positive people who are looking to help you out”

#### **Delivery for Attitude**

- 15 posters in Atwood speaking about the benefits of joining Honors Club from February 1st, 2018 until March 1st, 2018
- Table in Atwood on January 15th, 2018, January 31st, 2018, and February 28th, 2018 to help students build their resumes
- Release 1 media release in the Chronicle by March 1st, 2018

#### **Behavior**

**Message 1:** “Addicted to social media? Be addicted to looking at the Honors Club Facebook page to learn more about the club”

**Message 2:** “Test the waters by attending an Honors Club meeting, you’ll never know if you don’t like it if you never give it a chance”

**Message 3:** “Forgot to attend an on campus event and have a paper due next week? Attend this event now”

#### **Delivery for Behavior**

- Have 1 speaker come to Honors 106 to speak about the upcoming events on January 1st, 2018, February 1st, 2018, and March 25th, 2018
- Send out one Club emails once a week for the month of February (4 emails) (February 1st, 2018 until February 28th, 2018)
- 15 flyers on the second floor of Centennial Hall on March 30th, 2018

#### **Maintained Behavior**

**Message 1:** “Coming to meetings continuously opens the door for opportunities for you”

**Message 2:** “Bring a Non-Honors Program member friend and receive a prize”

**Message 3:** “This club is open to everyone, so bring all your friends, family, dogs”

#### **Delivery for Maintained Behavior**

- Tweet once a week on Twitter about opportunities and benefits about being a continued member within the Honors Club from January 1st, 2018 until May 1st, 2018 (16 tweets)



- Do one live video a week for 6 weeks, from February 1st, 2018 until May 1st, 2018 on Facebook talking about the openness of the club and how everyone can join!
- 35 flyers about all the benefits Honors Club members are presented with if they continue being members in Atwood from May 1st, 2018 until May 15th, 2018

## External Primary

### *Non-Honors Program Members who are latent about the Honors Club*

#### **Awareness**

**Message 1:** “Thought Honors Club was just for Honors students? Wrong! Come join Honors club today”

**Message 2:** “Need volunteer opportunities to reflect on in your portfolio? Take advantage of all the Honors Club opportunities that are available”

**Message 3:** “Need a getaway from all the homework that you haven’t done? Come to Honors Club tonight”

#### **Delivery for Awareness**

- On December 15th, 2017 have 2 class speakers go to various non-Honors classes to present the opportunities of Honors Club in Stewart Hall
- 15 posters in Atwood, Centennial Hall, and ISELF on from December 15th, 2017 until January 1st, 2018
- Hand out 45 brochures to students in Garvey Commons on January 1st, 2018

#### **Attitude**

**Message 1:** “Don’t fully understand all the benefits to a club’s membership? Learn more about the Honors Club’s here”

**Message 2:** “Build your portfolio through the Honors Club today”

**Message 3:** “Receive help building your resume at Career Services Honors Night”

#### **Delivery for Attitude**

- 15 posters around Atwood, Garvey Commons, and Centennial Hall from January 30th, 2018 until February 1st, 2108
- Live stream video on Facebook on January 30th, 2018 talking about resume building and the benefits of the Honors Club
- Be featured once on UTVS by February 1st, 2018

#### **Behavior**

**Message 1:** “Look on our Facebook page for more information about the Honors Club”

**Message 2:** “Attended one event? Come to more and receive many benefits”

**Message 3:** “Need volunteer hours? Come to one of the many great opportunities Honors Club offers”

#### **Delivery for Behavior**

- Do 3 Youtube promotional videos giving general information about the club from November 1st, 2017 until January 1st, 2018

- 500 Facebook invites to students for volunteer opportunities between December 1st, 2017 and January 1st, 2018
- One e-poster and email it to 200 students on January 1st, 2018

### **Maintained Behavior**

**Message 1:** “Come to two Honors Club events and receive a free tshirt”

**Message 2:** “Experience diverse events by volunteering at one of our events”

**Message 3:** “Spread the word about Honors Club to others and win an incentive”

### **Delivery for Maintained Behavior**

- Hold “Motivational Monday” talks every Monday about Honors Club experience from January 2018 until April 30th, 2018 in Centennial Hall
- Give away two free incentives every month during second semester (January 1st, 2018 through April 30th, 2018) in Stewart Hall
- Offer one scholarship on April 30th, 2018 for Non-Honors Program members who are active in the Honors Club in the Honors Office

## External Primary

*Non-Honors Program members who are aware about the Honors Club*

### **Attitude**

**Message 1:** “Calling all Non-Honors Program members, Honors Club can be a beneficial asset to your resume if you join today”

**Message 2:** “Come relax and enjoy time with Honors Club tonight”

**Message 3:** “Big comfy chairs and a big tv are a major part of the Honors Club meetings”

### **Delivery for Attitude**

- 1 media press release published in the University Chronicle by March 1st, 2018
- Table in Atwood once a week from January 1st, 2018 until March 1st, 2018 for two hours a day
- 10 posters in Case-Hill Hall, Sherburne Hall, Mitchell Hall, and Lawrence Hall from February 1st, 2018 until March 1st, 2018

### **Behavior**

**Message 1:** “Like us on Facebook to show support to the Honors Club”

**Message 2:** “Attend one meeting and you won’t regret it”

**Message 3:** “Have a passion for volunteering? Honors Club can help you find a new volunteering experience today”

### **Delivery for Behavior**

- 25 informational cards talking about the Facebook page on April 1st, 2018 in Garvey Commons
- Email once a week from January 1st, 2018 until April 1st, 2018 talking about upcoming events and volunteering opportunities
- Invite a volunteer from one of the organizations the club is paired with to speaker to classes on February 28th, 2018

### **Maintained Behavior**

**Message 1:** “3 is the magic number for you to become an active member. Join today”

**Message 2:** “Play telephone with your friends and spread the word about the Honors Club”

**Message 3:** “Take a break from reality and come relax with the Honors Club at one of our upcoming events”

### **Delivery for Maintained Behavior**

- Tweet once a day from April 1st, 2018 until May 15th, 2018
- Post a Facebook status once a week from April 1st, 2018 until May 15th, 2018
- Handout of list of opportunities and pass out 25 of them on April 1st, 2018

## External Primary

*Staff and faculty members who are latent about the Honors Club*

### **Awareness**

**Message 1:** “Did you know that the Honors Club isn’t just for Honors Program members?”

**Message 2:** “Honors Club isn’t just for students either”

**Message 3:** “Come to an open house party”

### **Delivery for Awareness**

- One open house on December 31st, 2017 in Case-Hill Hall’s basement
- Guest speaker speak on December 31st, 2017 at the faculty open house in the Case-Hill Hall’s basement
- On December 1st, 2017 go to faculty and staff department meetings and hand out 50 brochures around St. Cloud’s campus

### **Attitude**

**Message 1:** “Learn about the membership benefits of the Honors Club and be amazed”

**Message 2:** “Volunteering on your resume is what employers look for”

**Message 3:** “Tired from all the studying that you’ve been doing all day? Come to an Honors Club event tonight”

### **Delivery for Attitude**

- 15 posters from January 1st, 2018 until February 1st, 2018 around the Dean’s Office of each department on campus
- Be published in the University Chronicle by February 1st, 2018 that includes staff and faculty member testimonials about the Honors Club
- Live stream on Facebook at one event by February 1st, 218

### **Behavior**

**Message 1:** “Staff and faculty members, encourage your students to get more information about the Honors Club”

**Message 2:** “Bring in an Honors Executive Board member to have them speak about the Honors Club and what it can do to benefit them, watch the number of our volunteers grow.”

**Message 3:** “Do our club a favor and encourage your students to come and join the Honors Club”

### **Delivery for Behavior**

- Email students once a week about the opportunities and upcoming events that the Honors Club has to offer starting December 1st, 2017 until January 1st, 2018
- 1 Youtube promotional video on January 1st, 2018

- 15 posters in ISELF, Centennial Hall, and Garvey Commons from December 1st, 2017 until January 1st, 2018
- Invite 250 people through Facebook invites on December 31st, 2017

### **Maintained Behavior**

**Message 1:** “Come to two events per semester and you’re halfway to becoming an official member of the Honors Club”

**Message 2:** “Volunteer hours and Honors Club goes hand in hand, volunteer today”

**Message 3:** “Spread the word about Honors Club and receive benefits through the Honors Club”

### **Delivery for Maintained Behavior**

- One scholarship during spring semester on April 30th, 2018 to anyone going to graduate that met the requirements in the Honors Office
- On January 15th, 2018, February 28th, 2018, and March 1st, 2018 give away 3 free incentives outside of the Honors Office promoting Honors Club
- On April 15th, 2018, create a staff and faculty promotional video prompting participation by others to join and show on April 27th, 2018 in centennial Hall on the TV’s

## External Primary

*Staff and faculty members who are aware about the Honors Club, but are not members*

### **Attitude**

**Message 1:** “Need to enhance your teaching portfolio? Honors Club can help”

**Message 2:** “Looking for an eye-opening experience? Honors Club is just that”

**Message 3:** “Honors Club strives off of positivity”

### **Delivery for Attitude**

- At the end of spring semester, offer a staff and/or faculty member a co-advisor position on June 1st, 2018
- Have media press release be published in the University Chronicle by June 1st, 2018 highlighting the benefits of Honors Club
- Table in Atwood on February 1st, 2018, March 15th, 2018, and April 30th, 2018 promoting the positive benefits of being an Honors Club member

### **Behavior**

**Message 1:** “Stayed updated with information by heading to the Honors Club Facebook page”

**Message 2:** “Attend one Honors Club meeting and cross that off your list of steps to becoming an Honors Club member”

**Message 3:** “Set a good example and volunteer at Honors Club”

### **Delivery for Behavior**

- 45 handouts about upcoming events in Atwood Memorial Center and Garvey Commons on April 1st, 2018
- On January 25th, 2018, February 25th, 2018, and March 25th, 2018, send out 2 emails to the student bulk emailing list reminding them about upcoming events that they should attend
- Host a faculty workshop meeting on February 28th, 2018 in the Career Services Center to show staff and faculty members how to become an effective Honors Club members

### **Maintained Behavior**

**Message 1:** “Attend three meetings and you’ll only have one more step to complete before you’re an official member of the Honors Club”

**Message 2:** “Be an advocate and speak on behalf of the Honors Club”

**Message 3:** “Honors Club offers various opportunities, so become a member and find out what they are”

**Delivery for Maintained Behavior**

- Go to one class and host a presentation on June 1st, 2018, June 30th, 2018, and July 1st, 2018 in Centennial Hall, Wick Hall, and Stewart Hall
- Post once a week on Facebook starting on May 1st, 2018 and end on July 1st, 2018 promoting the benefits and opportunities presented by Honors Club
- Email once a month, starting on January 1st, 2018 and ending on July 1st, 2018, with a list of opportunities that is offered through the Honors Club



## External Intervening (Primary)

*Honors professors who are aware about the Honors Club*

### **Attitude**

**Message 1:** “Positive attitudes is what makes Honors Club members the greatest”

**Message 2:** “Honors Club is a good booster for one’s resume”

**Message 3:** “Looking for an exciting and fun environment? Honors Club is exactly it”

### **Delivery for Attitude**

- 3 class speakers do class presentation in the Honors 106 classes on June 1st, 2018 in Centennial Hall
- 1 faculty meeting with Honors professors on June 1st, 2018 in the Honors Program Office
- Monthly emails, beginning on January 1st, 2018 and ending on June 1st, 2018, to Honors professors speaking on behalf of the Honors Club

### **Behavior**

**Message 1:** “The Honors Club Facebook page is the way to receive all the information regarding the club”

**Message 2:** “Don’t forget to listen to the Honors Club Executive Board member speaking in your class today”

**Message 3:** “Join Honors Club and receive a letter of recommendation from your professor”

### **Delivery for Behavior**

- 3 extra credit opportunities throughout the Honors 106 classes on December 1st, 2017, November 15th, 2017, and January 1st, 2018 in Atwood Memorial Center
- 25 handouts in Honors 106 classes on January 1st, 2018
- Cancel class on January 1st, 2018 to give the students a virtual tour of the Honors Club Facebook page and of Case-Hill Hall to show them where their meetings are held

### **Maintained Behavior**

**Message 1:** “Come to three meetings and almost be done with your steps to membership”

**Message 2:** “Volunteer at two events and receive a letter of recommendation”

**Message 3:** “Inform your students about Honors Club”

### **Delivery for Maintained Behavior**

- 1 event on December 1st, 2017 in Case-Hill Hall’s basement that has free food for the members

- Offer 1 event on December 1st, 2017 that is an “open house” for students to connect with other students in different majors in Atwood Memorial Center
- On November 30th, 2017, have 5 employers from the local St. Cloud community to come and talk to students in the Career Services Center located in Centennial Hall
- On November 30th, 2017 host an internship fair in Case-Hill Hall’s basement to showcase various internship opportunities offer

## External Intervening (Primary)

*Honors professors who are active about the Honors Club*

### **Attitude**

**Message 1:** “Have your portfolio be more well-rounded with Honors Club events on it”

**Message 2:** “A laid back and relaxing club? That’s Honors Club”

**Message 3:** “Your resume will look for pleasing with Honors Club on it”

### **Delivery for Attitude**

- 1 class speaker come to Honors 106 in the Miller Center to present a presentation on November 1st, 2017, November 30th, 2017, and December 1st, 2017
- 5 emails from November 1st, 2018 until December 1st, 2017 talking about Honors Club’s reputation

### **Behavior**

**Message 1:** “Like us on Facebook and be entered into a raffle”

**Message 2:** “Make connections through Honors Club”

**Message 3:** “Build your resume through Honors Club”

### **Delivery for Behavior**

- 2 extra credit opportunities on September 1st, 2017 and September 27th, 2017 Atwood Memorial Center
- On September 25th, 2017, have an Executive Board member go to 5 Honors 106 classes in Centennial Hall to present and speak on behalf of the Honors Club
- On September 30th, 2017, host an “Honors Club Info Night” in Case-Hill Hall’s basement

### **Maintained Behavior**

**Message 1:** “Three meetings down, one more to go until you become an official member of the Honors Club”

**Message 2:** “Volunteer at two events throughout the semester and be entered into a raffle”

**Message 3:** “Inform your students about the Honors Club and win a prize”

### **Delivery for Maintained Behavior**

- Tweet once a week from December 1st, 2017 until December 31st, 2017 reminding students about the benefits and opportunities presented through the Honors Club
- Post an Instagram picture once a week from December 1st, 2017 until December 31st, 2017 talking about the upcoming meetings and events
- On December 31st, 2017, host an “Honors Only” formal in the Atwood Ballroom

## External Intervening (Secondary)

*Non-Honors professors who are latent about the Honors Club*

### **Awareness**

**Message 1:** “Are you aware of the Honors Club?”

**Message 2:** “Case-Hill Hall”’s basement is the place to be at for Honors Club meetings”

**Message 3:** “Volunteer and spread the word about Honors Club”

### **Delivery for Awareness**

- 50 flyers and brochures in Coborn Plaza Apartments, Stateview Apartments, Case-Hill Hall, Benton Hall, and Sherburn Hall on January 1st, 2018
- Table in Atwood on December 1st, 2017, December 31st, 2017, and January 1st, 2018
- 3 class presentations in Centennial Hall classes on November 15th, 2017, December 17th, 2017, and January 1st, 2018
- Host an “Honors Club Open House” on January 1st, 2018 in Case-Hill Hall’s basement

### **Attitude**

**Message 1:** “Have a positive attitude and join Honors Club”

**Message 2:** “Honors Club is all about positivity”

**Message 3:** “Have an open mind when thinking about Honors Club”

### **Delivery for Attitude**

- One resume building night on June 1st, 2018 in the Career Services Center
- One portfolio building night on June 1st, 2018 in Atwood Memorial Center
- Email 450 students on May 30th, 2018 about the positive effects Honors Club has
- class presentations over the course of 3 days, April 20th, 2018, May 1st, 2018, and May 30th, 2018

### **Behavior**

**Message 1:** “Bring your class to one Honors Club meeting”

**Message 2:** “Listen to the Executive Board members and learn about the Honors Club today”

**Message 3:** “Volunteer at one Honors Club event and earn extra credit from your professor”

### **Delivery for Behavior**

- One extra credit opportunity on April 1st, 2018 in Atwood Memorial Center
- 20 handouts to the class on April 1st, 2018 in Centennial Hall
- Cancel class on April 1st, 2018 and attend Honors Club meeting in Case-Hill Hall’s basement

**Maintained Behavior**

**Message 1:** “Went to three Honors Club meetings already? Go to one more and become an official member of the Honors Club”

**Message 2:** “Need volunteer hours? Volunteer through Honors Club”

**Message 3:** “Continue to inform your students about the Honors Club”

**Delivery for Maintained Behavior**

- On April 30th, 2018, present an “Honors Club Only” scholarship in the Honors Office
- On July 1st, 2018, host a meeting with free food for 50 students in Case-Hill Hall’s basement
- On June 30th, 2018, in Career Services Center host a LinkedIn and resume building event

## External Intervening (Secondary)

*Non-Honors professors who are aware about the Honors Club*

### **Attitude**

**Message 1:** “Honors Club is a positive atmosphere for everyone to enjoy”

**Message 2:** “Positivity is key for Honors Club members”

**Message 3:** “Change your attitude about Honors Club today”

### **Delivery for Attitude**

- Have one class speaker come to classes in Centennial Hall on April 1st, 2018, April 25th, 2018, and May 15th, 2018
- Hold monthly departments meetings on January 1st, February 1st, 2018, March 1st, 2018, April 1st, 2018, May 1st, 2018, and June 1st, 2018 for Non-Honors professors in Stewart Hall and Centennial Hall for 1 hour
- On April 30th, 2018, host an “Honors Shadow Day” for Non-Honors professors in the Case-Hill Hall basement
- Send out one email to 200 Non-Honors professors on June 1st, 2018

### **Behavior**

**Message 1:** “Like us on Facebook to learn about Honors Club”

**Message 2:** “Need to learn about the benefits? Join Honors Club to find out”

**Message 3:** “Encourage students to join by offering extra credit opportunities for events and meetings attended”

### **Delivery for Behavior**

- Make one announcement on UTVS on January 1st, 2018
- Have one secondary story published in the University Chronicle by January 1st, 2018
- Post on Facebook on November 1st, 2017, December 1st, 2017, and January 1st, 2018

### **Maintained Behavior**

**Message 1:** “Continuing to be a member of the Honors Club and receive exclusive benefits”

**Message 2:** “Volunteering consecutively through the Honors Club counts towards your membership”

**Message 3:** “Stay informed by telling other students about the Honors Club”

### **Delivery for Maintained Behavior**

- On December 1st, 2017, offer one scholarship for long-term members in the Honors Office

- On November 30th, 2017 host an “Honors Only” event in the Atwood Memorial Center Ballroom
- Host pizza parties on September 1st, 2017, October 1st, 2017, November 1st, 2017, and December 1st, 2017 in the Case-Hill Hall basement during the Honors Club meetings

## External Intervening (Secondary)

*Non-Honors professors who are active about the Honors Club*

### **Attitude**

**Message 1:** “Honors Club poses a fun and open atmosphere for everyone”

**Message 2:** “Volunteer through Honors Club and feel good afterwards”

**Message 3:** “Looking for an eye-opening experience? Join Honors Club today”

### **Delivery for Attitude**

- 6 class speakers go to 6 different classes in Stewart Hall and Centennial Hall and speak on behalf of the Honors Club on December 1st, 2017
- Weekly emails to all Non-Honors professors highlighting the positivity of the Honors Club from September 1st, 2017 until December 1st, 2017
- Have monthly in-class presentations in Non-Honors classes in ISELF from September 1st, 2017 until December 1st, 2017

### **Behavior**

**Message 1:** “Encourage your students to join Honors Club”

**Message 2:** “Bring in an Honors Club Executive Board member to your class to speak on behalf of the Honors Club”

**Message 3:** “Join Honors Club and add it to your professional resume or portfolio”

### **Delivery for Behavior**

- On January 25th, 2018, host a Resume Building Night in the Career Services Center
- On January 30th, 2018, host a TK20 Portfolio Review in the Honors Office
- On February 1st, 2018, host a “How to Build a LinkedIn Profile” in the Miller Center computer labs
- On February 1st, 2018, have an in-class presentation in Centennial Hall 100 speaking on the benefits and opportunities offered through the Honors Club

### **Maintained Behavior**

**Message 1:** “Attend 4 Honors Club meetings and you’ve officially become an Honors Club member”

**Message 2:** “Volunteer at 2 Honors Club events and have it count towards your membership”

**Message 3:** “Keep your students informed about the Honors Club by frequently updating them about upcoming events and meetings”



**Delivery for Maintained Behavior**

- Tweet on Twitter once a week from February 1st, 2018 until April 1st, 2018
- Post on Instagram once a month from February 1st, 2018 until April 1st, 2018
- Post twice a month on Facebook from February 1st, 2018 until April 1st, 2018
- Have a promotional package aired on KVSC by April 1st, 2018

## External Moderating (Primary)

*Honors Office Administration who are aware about the Honors Club*

### **Attitude**

**Message 1:** “Honors Club will enhance your college experience”

**Message 2:** “The beneficial opportunities that the Honors Club offers will change your perception about the club”

**Message 3:** “Looking for a warm and welcoming community? Honors Club is just that!”

### **Delivery for Attitude**

- Post on Facebook 3 times a month from September 1st, 2017 until October 1st, 2017
- Create one tri-fold poster board and present it outside of the Honors Office on October 1st, 2017 for 3 hours
- Be published in the University Chronicle once by October 1st, 2017

### **Behavior**

**Message 1:** “Look up information on the Honors Club Facebook page to learn more information about the club”

**Message 2:** “Attend one Honors Club meeting and cross that off your checklist list of things to do in order to become a member”

**Message 3:** “Sign up for volunteer events through the Honors Club”

### **Delivery for Behavior**

- Be featured on KVSC Radio by April 1st, 2018 twice
- Post on Facebook every two weeks reminding students about the meetings from January 1st, 2018 through April 1st, 2018
- Post on Twitter every two weeks reminding students about the volunteer opportunities from January 1st, 2018 through April 1st, 2018

### **Maintained Behavior**

**Message 1:** “Attend a variety of Honors Club events and become a diverse student”

**Message 2:** “Keep in touch with your students and recruit them to join Honors Club”

**Message 3:** “Promote the Honors Club and receive benefits”

### **Delivery for Maintained Behavior**

- Post 50 informational posters in the Miller Center, Garvey Commons, and Atwood Memorial Center from January 1st, 2018 until May 30th, 2018
- Post once a week on Facebook from January 1st, 2018 until May 30th, 2018
- Be featured on UTVS as a news segment three times by May 30th, 2018

## External Moderating (Primary)

*Honors Office Administration who are active about the Honors Club*

### **Behavior**

**Message 1:** “View us on Facebook for more information regarding upcoming meetings and events”

**Message 2:** “View us live on Periscope to see coverage of events”

**Message 3:** “Volunteer at various Honors Club events and gain service hours for your classes”

### **Delivery for Behavior**

- Post on Facebook every two weeks from November 1st, 2017 until January 1st, 2018
- Live stream on Periscope once a month on December 1st, 2017 and January 1st, 2018
- 50 posters around ISELF, Centennial Hall, Wick Hall, Brown Hall, and Riverview Hall from December 1st, 2017 until January 1st, 2018

### **Maintained Behavior**

**Message 1:** “Continue to attend Honors Club events and gain benefits”

**Message 2:** “Keep in contact with the Honors Club Executive Board members so you can spread the word about events and meetings to your students and classes”

**Message 3:** “Inform other departments about the Honors Club and receive an incentive”

### **Delivery for Maintained Behavior**

- On May 30th, 2018, award 5 staff and/or faculty members 5 different awards directed only to staff and faculty members only
- Every day from January 1st, 2018 until May 30th, 2018, host “Faculty Welcome Hours” in the Honors Office from 3:00pm-5:00pm
- Invite 500 people on May 15th, 2018 to like the Honor's Facebook page

## External Moderating (Secondary)

*SCSU Administration who are aware about the Honors Club*

### **Attitude**

**Message 1:** “Need beneficial volunteer opportunities? Honors Club has you covered”

**Message 2:** “Need a resume booster? Honors Club can do that!”

**Message 3:** “Honors Club is a fun and exciting experience”

### **Delivery for Attitude**

- One speaker come on December 31st, 2017 to speak to the faculty and staff department in Stewart Hall about their personal experience in the Honors Club
- 5 student testimonials posted in the Chronicle by December 31st, 2017
- 45 flyers in Garvey Commons, Benton Hall, Kiehle Performing Arts Center, and Lawrence Hall from December 1st, 2017 until December 31st, 2017

### **Behavior**

**Message 1:** “Liking the Honors Club Facebook page will grant you opportunities to stay updated with upcoming events and meetings”

**Message 2:** “Attend one Honors Club meeting per semester”

**Message 3:** “Attend one Honors Club event per semester and have the opportunity to volunteer at it”

### **Delivery for Behavior**

- One speaker come to the Ritsche Auditorium on October 1st, 2017
- Post on Facebook once a week from September 1st, 2017 until October 1st, 2017
- Send emails to 500 students as reminder for upcoming events through the Honors Club on September 1st, 2017, September 15th, 2017, and October 1st, 2017

### **Maintained Behavior**

**Message 1:** “Come to three events per semester and be one step away from becoming an official member of the Honors Club”

**Message 2:** “Volunteer at two events throughout the semester and gain an adequate amount of service hours”

**Message 3:** “Post on our Facebook page to give us feedback”

### **Delivery for Maintained Behavior**

- Send out invitations to 15 random students on campus to become members of the Honors Club on January 1st, 2018

- Send out 75 “invite only” invites through Facebook to Honors Club members on January 1st, 2018
- Update the Honors Club Facebook status once a month from November 1st, 2017 until January 1st, 2018

## External Moderating (Secondary)

*SCSU Administration who are latent about the Honors Club*

### **Awareness**

**Message 1:** “Become aware of the Honors Club at Mainstreet”

**Message 2:** “Read this pamphlet to find out about all the opportunities the Honors Club offers”

**Message 3:** “Learn about the history of the Honors Club”

### **Delivery for Awareness**

- 25 brochures and flyers in Atwood Memorial Center and Garvey Commons on February 1st, 2018
- Table in Atwood for 3 hours on January 15th, 2018, January 25th, 2018, and February 1st, 2018
- Survey 500 people in the SCSU administration offices on February 1st, 2018

### **Attitude**

**Message 1:** “Honors Club is beneficial to you”

**Message 2:** “A resume booster happens with the Honors Club”

**Message 3:** “Looking for an eye-opening experience? That’s Honors Club!”

### **Delivery for Attitude**

- Show an informational video about the Honors Club on the TV’s in Atwood Memorial Center, Stewart Hall, and Garvey Commons from February 1st, 2018 until March 1st, 2018
- Post on Facebook once a month from January 1st, 2018 until March 1st, 2018
- Post on Instagram once a month from January 1st, 2018 until March 1st, 2018

### **Behavior**

**Message 1:** “View the Honors Club’s website for more information regarding upcoming events and opportunities”

**Message 2:** “Volunteer at one events and be entered into a raffle to win a free sweatshirt”

**Message 3:** “Attend one Honors Club event and receive a free t-shirt”

### **Delivery for Behavior**

- Post once a month on Facebook reminding people about the upcoming Honors Club events and meetings from January 1st, 2018 until March 1st, 2018
- Tweet once a month on Twitter reminding people about the upcoming Honors Club events and meetings from January 1st, 2018 until March 1st, 2018

- 65 informational posters in Coborn Plaza Apartments, Eastman Hall, Shoemaker Hall, Wick Science Building, and Centennial Hall from January 1st, 2018 until March 1st, 2018

### **Maintained Behavior**

**Message 1:** “Encourage students to join the Honors Club”

**Message 2:** “Volunteer at three Honors Club events and be considered an official member of the Honors Club”

**Message 3:** “Inform other administration departments about the Honors Club and receive a free tshirt”

### **Delivery for Maintained Behavior**

- Invite 50 staff and faculty members to a “Staff/Faculty Member Only” event on April 30th, 2018
- Post once a month on Facebook from January 1st, 2018 until March 1st, 2018
- 50 emails on March 1st, 2018 to faculty and staff departments in Centennial Hall and Stewart Hall

## External Moderating (Secondary)

*SCSU Administration who are active about the Honors Club*

### **Behavior**

**Message 1:** “Attend one meeting and receive a free Honors Club tshirt”

**Message 2:** “Volunteer at one Honors Club event and receive a free Honors Club pin”

**Message 3:** “Check out all the Honors Club social media accounts to stay updated”

### **Delivery for Behavior**

- Be featured on KVSC Radio once by April 1st, 2018
- Be published in the University Chronicle as a review of an event by April 1st, 2018
- Be featured on UTVS as a news segment by April 1st, 2018

### **Maintained Behavior**

**Message 1:** “Become an official Honors Club member and earn benefits”

**Message 2:** “Continued membership means a ton of benefits”

**Message 3:** “Continued membership means more opportunities and connections within the St. Cloud community on and off campus”

### **Delivery for Maintained Behavior**

- Host an “Honors Club Member Only” event on May 30th, 2018
- Post on Facebook three times a month from November 1st, 2017 until May 30th, 2018
- Place 50 table top brochures in Garvey Commons from May 15th, 2018 through May 30th, 2018









# EVALUATION

## Evaluation of Preparation [Research]

### Informal Research

#### **Personal Contacts**

- Good use getting general information about the Honors Club
- Personal contacts were the easiest people to get in contact with
- Good questions asked to personal contacts
- Communication other than texting and email would have been nice

#### **In-Depth Interviews**

- Should have been more persistent with contacting interviewees
- Should have been more prepared
- Difficult to find common time to interview
- Lots of information was repetitive
- Should have asked different questions
- Never heard back from Honors Club advisor
- Ability to speak to the advisor would have been beneficial

#### **Internet Research**

- Difficult to find the Honors Club
- Interesting to see that the Honors Program pops up the most
- Other organizations from different schools popped up even when 'St. Cloud State University' was typed in

#### **Web**

- Difficult to find Honors Club because it was tied to the University Honors Program
- Wide variety of comparison
- No social media connections
- Good to compare to other Honors Club websites due to the lack of content

#### **Social Media**

- Good to compare followers to other Honors Clubs
- Good to compare the amount of posts of various social media platforms to other Honors Clubs
- Wide variety of comparisons
- Good to compare the amount of people the Honors Club followed to other Honors Clubs

### **Media Review**

- Disappointed to see no coverage
- Nothing to compare to which made it extremely difficult to show differences

### **Focus Groups**

- More people in focus groups would have been beneficial
- Should have conducted more focus groups within various publics
- Should have conducted focus groups sooner
- Should have been more prepared in what to expect
- Good variety of questions asked to each group
- Should have practiced facilitating each focus group

### **Formal Secondary Research**

#### **General Numbers**

- Difficult to compare due to lack of numbers present on social media platforms
- Numbers were very small for most groups that were compared

### **Formal Primary Research**

#### **Direct Observations**

- Good to see different environments
- Odd to see the big differences between the two events
- Should have went to more meetings to better compare
- Frustrating to find an event to go to due to constant cancellations or rescheduling
- Not many options for events to attend

#### **Surveys**

- More responses would have been beneficial
- Easier to collect results through the Internet instead of in person
- Should have asked more questions
- Should have distributed the surveys earlier
- More publics would have been beneficial

### Evaluation of Implementation

Tactics	# of Messages	How Long?	Estimated Exposure
Promo Booth	100	1 week	10,000
Invitations	500	2 days	500
Honors Open House	20	2 days	200
Facebook	50	1 week	1,000
Table in Atwood	50	3 weeks	30,000
Flyers	200	2 days	4,000
Snapchat	1	10 days	10,000
Raffles	5	1 day	10
LinkedIn	50	3 days	150
Resume Building	20	5 days	200
Incentive Punch-Off Cards	5	1 day	20
Class Presentations	25	1 week	200
Banners	5	1 month	10,000
Posters	250	1 month	15,000
Scholarships	2	2 days	10
Community Connections	100	3 days	300
Brochures	300	1 month	3,000
Faculty Panels	50	3 days	150
Reward System	10	1 day	20

Prizes	5	5 days	15 people
Faculty Pizza Party	1	1 day	100
Stipend for Faculty	2	2 days	2
Staff/Faculty Benefits	30	1 week	60
Graduate School Incentive	1	2 days	2
Email	1,000	1 month	5,000
Youtube Promotional Video	3	3 days	1,000
Calendar of Events	50	1 week	500
University Chronicle	3	5 days	500
Class Speakers	21	1 week	250
Twitter	200	1 month	20,000
UTVS	100	3 days	15,000
“Motivational Monday”	3	4 days	100
Info Cards	15	1 day	5,000
Volunteer Organization Speaker	1	1 day	50
Handouts	500	1 week	50,000
Staff/Faculty Co-Advisor Position	1	1 day	1
Faculty Workshops	3	5 days	250
Faculty Meetings	3	7 days	250



Extra Credit	3	3	300
Class Cancellations	3	3	500
Free Food Meetings	5	1 week	50
“Employer Connections”	4	2 weeks	700
Internship Fair	1	1 day	2,000
“Honors Club Info Night”	3	3 days	90
Instagram	15	1 month	10,000
“Honors Club Only” Formal	1	1 night	50
Portfolio Night	3	1 week	350
“Honors Shadow Day”	10	1 day	100
“Honors Only Event”	15	5 days	200
Pizza Party	3	2 days	100
KVSC	25	1 month	15,000
Tri-Fold Poster Board	15	3 days	45
Periscope	5	3 days	15,000
Faculty Awards	10	2 days	50
“Faculty Welcome Hours”	10	200	5,000
Surveys	10	1 week	15,000
“Staff/Faculty Only” Event	10	2 weeks	5,000
Table Top Brochures	25	1 month	50,000

## Evaluation of Impact

### **Cluster #1 Honors Program Students**

#### **Awareness**

Assess how many more SCSU students know about the Honors Club and all of their opportunities through 3 surveys given out

Survey students on if they saw the advertisements in Atwood; ex: posters, flyers, brochures

**When:** November 16th, 2017-November 30th, 2017

#### **Attitude**

Assess how many students have changed their attitude about the Honors Club through 3 surveys, 3 focus groups, and 2 classroom speakers

**When:** February 16th, 2018-February, 28th, 2018

#### **Behavior**

How many SCSU students looked at the website, how many students followed Honors Club on various social media accounts and direct observations.

**When:** April 16th, 2018-April, 30th, 2018

#### **Maintained Behavior**

Count how many new Honors Program continue their membership. Count how many new Honors Program continue to volunteer. Directly observe the students at events and meetings; survey the students to see about their experience

**When:** September 1st, 2017-September, 30th, 2017

### **Cluster #2 Non-Honors Program Students**

#### **Awareness**

Interview Non-Honors Program members to see if they know about the Honors Club. Survey the students to see if they know that Honors Club is open to Non-Honors students as well.

**When:** November 16th, 2017-November 30th, 2017

**Attitude**

See how the Non-Honors Students feel about joining the Honors Club through direct observations by attending on campus meetings and off campus events, in addition to volunteer opportunities.

**When:** February 16th, 2018-February, 28th, 2018

**Behavior**

How many Non-Honors Program members liked the Facebook page. How many Non-Honors Program members look at the Honors Club website.

**When:** April 16th, 2018-April, 30th, 2018

**Maintained Behavior**

Assess how many Non-Honors Program members tell other Non-Honors Program members to join Honors Club. Assess how many Non-Honors Program members are volunteering at events hosted by the Honors Club

**When:** September 1st, 2017-September 30th, 2017

**Cluster #3 Faculty and Staff Members****Awareness**

Assess how many faculty and staff members know about the Honors Club and that make students aware of it through focus groups. Assess how many faculty and staff members are aware about the opportunities and benefits presented through the Honors Club through surveys

**When:** November 15th, 2017-November 30th, 2017

**Attitude**

Collect data about what faculty and staff members think about the Honors Club and its opportunities and benefits through classroom polls and surveys.

**When;** February 16th, 2018- February, 28th, 2018

**Behavior**

How many faculty and staff members directed students to the Honors Club Facebook page and visited it themselves.

**When:** April 16th, 2018-April, 30th, 2018

**Maintained Behavior**

How many faculty and staff members continue to like and share posts via the Honors Club Facebook page. How many faculty and staff members continue to invite members to like the Honors Club Facebook page

**When:** September 1st, 2017-September 30th, 2017

**Cluster #4 Honors Office Administration and SCSU Administration****Awareness**

How many Honors Office administrators and SCSU administrators are aware of the Honors Club through surveys and focus groups.

**When:** October 1st, 2017-October 31st, 2017

**Attitude**

How many Honors Office administrators and SCSU administrators have a positive perception of the Honors Club through focus groups.

**When:** September 1st, 2017-September 30th, 2017

**Behavior**

How many Honors Office administrators and SCSU administrators come to Honors Club meetings and volunteer at events once through direct observations and surveys

**When:** February 15th, 2018-February 25th, 2018

**Maintained Behavior**

How many Honors Office administrators and SCSU administrators continue to attend Honors Club meetings and events through direct observations, surveys, and focus groups.

**When:** March 15th, 2018-April 1st, 2018

Gantt Chart Impact Evaluation

	Sept '17	Oct '17	Nov '17	Dec '17	Jan '18	Feb '18	March '18	April '18	May '18	June '18	July '18	Aug '18
Surveys	■	■	■			■	■					
Focus Groups	■	■				■	■					
Classroom Speakers						■						
Direct Observations	■					■	■	■				
Website Hits								■				
Interviews			■									
Facebook Hits	■							■				
Word of Mouth	■											
Polls						■						

# APPENDIX

### Personal Contact Questions

What are some of the opportunities available?

What are some of the benefits available?

Do you have volunteer positions for students, if so what can student volunteers do?

Where are these volunteer opportunities?

Do you hold any events for your organization?

How do you promote your organization?

What are your goals for promotion?

Which type of media do you try to communicate most through?

Do you have any competitors?

Do you have a mission statement? If so, what is it?

How often are meetings?

Where are meetings located?

What is your role in the Honors Club?

What year are you in school?

How did you hear about the Honors Club?



## In-Depth Interviews

### 1. Kendall Houck

What is your position?

What year are you in school?

How many years have you been a part of the Honors Club?

What are some of the problems Honors Club faces?

What events happen throughout the school year?

What are some opportunities that the Honors Club presents to its members?

What is the Honors Club's goal?

Is there a GPA requirement?

How many members are in the group?

What social media platforms are used?

How many people are on those social media platforms?

How many people show up to each meeting?

What is the budget?

What is the biggest source of income for the club?

Who does the planning?

Are events open to everyone?

What are some of the volunteer opportunities?

How do people get involved in the club?

What are the membership requirements?

How many Executive Board members are there?

### 2. Annie Liebel

What is your position?

What year are you in school?

How many years have you been a part of the Honors Club?

Who makes up majority of the club?

Does the Honors Club get outside support from the community?

Does the Honors Club support anyone in the community or outside organizations?

What is the Executive Board?

What are some troubles with the Executive Board, if any?

What is the retention rate from year to year?

What are some ways of promoting the Club?

Is there a big turn out for people that attend the events?

How long have you been an Honors Club member?

How did you find out about the Honors Club?

What have you learned from your time in the Honors Club?

### 3. Sam Olson

What is your position?

What year are you in school?

How many years have you been a part of the Honors Club?

What are some events that happen throughout the year?

How did you hear about the Honors Club?

Did your teachers promote it in classes?

How did your friend hear about the Honors Club?

Why aren't there as many meetings during the second half of the semester?

How are the off campus events picked?

How do members of the club promote?

Have you noticed any trends from the beginning of the year until now? If so, what are they?

What is one of the biggest things you took out of being an Honors Club member?

How is Honors Club going to reflect your future, since it is your first year?

Were you able to make connections? If so, with who

Are there ways to move up in the Honors Club as a first year member?

### Focus Group Questions

#### Focus Group #1

##### Random Students at SCSU

Are you an Honors Club member?

Are you a University Honors Program student?

What year are you in school?

Are you aware that admission into the Honors Club is not tied into the Honors Program?

Do you participate in Honors Club events?

If so, how many have you attended this year?

Do you attend Honors Club meetings?

If so, how many have you attended this year?

Do you know where the Honors Club meetings are located?

Have you seen any promotions on campus for the Honors Club?

If so, where?

How were they promoting?

If you saw the Honors Club at Mainstreet or Sidestreet, did you stop at the booth?

If yes, were you interested in becoming a member?

If no, why did you walk past?

Were you under the impression that the Honors Club and University Honors Program were directly related to one another?

Are you aware of the events that are offered through the Honors Club?

If yes, how do you hear about them?

If no, what could be done to change that?

### Focus Group #2

#### University Honors Program Students

Are you an Honors Club member?

If so, are you an active member?

How do you receive information about the Honors Club?

Are you a part of the bulk email through the University Honors Program?

Do you read the emails sent to you?

Are you aware that there is an Honors Club Facebook page?

If yes, are you a part of it?

Have you heard of any promotions through the Honors Club?

If so, how?

Do your Honors professors promote the Honors Club in your classes?

If so, how often?

Do you attend Honors Club events?

If so, how many have you attended this semester?

If not, why?

Is the location convenient?

Do you think there needs to be more promotion?

Are meetings times convenient?

### Focus Group #3

#### Honors Club Students

Are you part of the University Honors Program?

Are you aware that the Honors Club and University Honors Program are not directly related to one another?

What have you noticed about the meetings?

Are you an active member?

How many meetings do you attend per semester?

How many events do you volunteer at?

How do you promote Honors Club?

Do you bring a friend to events or meetings?

Are you more likely to go to on campus events or off campus events?

Why are there barely any members at meetings?

What can the club do to increase their advertising?

How does the Honors Club promote?

Is it beneficial?

How many members are in the club?

How are events planned?

## Survey Data

### Survey #1 Random Students at SCSU

1) Have you heard of the Honors Club?

**Yes:** 65.38% or **No:** 34.62%

2) Do you know where the Honors Club meetings are located?

**Yes:** 17.31% or **No:** 82.69%

3) Has another organization that you are a part of even given you information about the Honors Club?

**Yes:** 13.46% or **No:** 86.54%

4) Do you know what opportunities the Honors Club has to offer?

**Yes:** 14% or **No:** 86%

5) Did you know that you do not have to be in the Honors Program in order to be part of the Honors Club?

**Yes:** 17.31% or **No:** 82.69%

6) Have you ever participated or volunteered at any Honors Club events?

**Yes:** 21.15% or **No:** 78.85%

7) Where do you think Honors Club biweekly meetings are located?

**In the University Honors Program Office:** 15.38%

**Case-Hill Basement:** 42.31%

**Atwood Memorial Center:** 34.62%

**Centennial Hall:** 7.69%

8) Have you seen an advertisement for this organization?

**Yes:** 21.15%

**No:** 78.85%

9) What is your main source of communication/where do you receive information?

**Twitter:** 19.23%

**Facebook:** 53.85%

**UTVS:** 0%

**Chronicle:** 0%

**KVSC:** 1.92%

**Other:** 25%

10) If you have never volunteered/participated at an Honors Club event, what are your reasons for not doing so?

**You were unaware of the event:** 48.08%

**You were not interested:** 17.31%

**Time commitment issues:** 26.92%

**Other:** 7.69%

Survey #2 Honors Program Students

1) Are you an Honors Club member?

**Yes:** 60% or **No:** 40%

2) Did your Honors 100 or Honors 106 professor ever give you information about the Honors Club?

**Yes:** 40% or **No:** 60%

3) Do you receive Honors Club emails?

**Yes:** 80% or **No:** 20%

4) Did your professor ever bring in an Honors Club member to speak on behalf of the club?

**Yes:** 0% or **No:** 100%

5) Would you volunteer or participate in any Honors Club events?

**Yes:** 80% or **No:** 20%

6) If you answered no, why not?

**Not enough time:** 50%

**You are not interested:** 0%

**Other:** 50%

7) Where do you get your information from about the Honors Club?

**Honors Club Facebook page:** 0%

**Bulk email:** 80%

**I don't receive any information:** 20%

8) Do you follow Honors on any of the following social media outlets?

**Twitter:** 0%

**Facebook:** 75%

**Instagram:** 50%

9) Would you recommend the Honors Club to others?

**Yes:** 80% or **No:** 20%

10) How do you think the Honors Club could improve the way their promote their organization?

**Partnering up with another student organization on campus:** 0%

**Advertising more on social media:** 20%

**Advertising more around the community:** 20%

**Advertising more around campus:** 60%

### Survey #3 Honors Club Members

1) How long have you been an Honors Club member?

**First year:** 55.56%

**Second year:** 22.22%

**3+ years:** 22.22%

2) How many events do you attend each semester?

**None:** 11.11%

**One:** 33.33%

**Two:** 33.33%

**3+:** 22.22%

3) How often do you attend meetings?

**Every time there is one:** 22.22%

**2-5 times a semester:** 77.78%

**5+ times a semester:** 0%

4) Why should people join Honors Club?

**Social fun:** 88.89%

**Good resume builder:** 33.33%

**Fundraising/volunteering opportunities:** 66.67%

**Networking:** 33.33%

5) How did you find out about the Honors Club when you first joined?

**Faculty/staff:** 33.33%

**Friends:** 44.44%

**Social media:** 0%

**Other:** 22.22%

6) Do you wish the Honors Club has more of a presence on social media?

**Yes:** 44.44% or **No:** 56.56%

7) How could they change their presence?

**More social media platforms:** 11.11%

**Teaming up with other SCSU social media accounts:** 11.11%

**Weekly or daily updates on current accounts:** 55.56%

**Other:** 22.22%