



NSSE

Spring Hill College

ALEAP Marketing
Agency



November 16, 2012
Dr. Josh Wimberly
Director of Assessment
Spring Hill College
4000 Dauphin St.
Mobile, AL 36608

Dear Josh Wimberly,

A LEAP Marketing Agency has designed an integrated communications plan specifically for you and the assessment department at Spring Hill College. Our campaign plan will increase participation in the National Survey of Students Engagement (NSSE) by April 2013. The following content attached is a precise guide to improve awareness of NSSE's importance, which will then increase participation rates by 50%.

On Tuesday, November 27, 2012 we will formally present to you the communications plan. It is certain this is the strategy you need to achieve your assessment objectives.

We are equipped to help you take awareness and participation to the next level. In advance we thank you for your attention to this matter.

Sincerely,

A LEAP Marketing Agency

Andy Poveda
Leslie Garza
Erena Connon
Abbey Roam
Payton Tanner

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Executive Summary

Executive Summary

Every year, many colleges distribute a survey to its freshman and seniors. The survey is a well-known assessment called the National Survey of Students Engagement (NSSE, pronounced as “Nessie”). In general it is very important for colleges and universities to administer this survey. Due to the importance of the content with in the survey, it is crucial to get as many respondents as one school could possibly obtain.

Over the years, results have shown a decline in the amount of student participants at Spring Hill College. This is a frustrating outcome to Spring Hill College, as it should be. The level of students who will partake in the survey has decreased, making it harder to determine the true level of engagement and quality of academic excellence on Spring Hill’s campus. Getting as many students as possible to participate in the survey will benefit Spring Hill and the student body as a whole.

A detailed and well planned integrated communications plan has been produced, by A LEAP Marketing Agency, with the confidence of overcoming the small numbers of participants. The agency’s team feels it is most vital to bring the assessment, in general to freshmen and seniors’ attention. From experience, the team can attest to their lack of knowledge of NSSE.

Once the students have been informed of the assessments’ simplicity and how quick it is to complete, the team may move forward. At this point, the benefits the survey has on students themselves is important to communicate through a variety of marketing materials.

When promoting participation of NSSE, it is important to keep a humorous and playful tone. This will help attract more of the college’s population. If they are aware of the simplicity, then they will feel more compelled to make time in their busy schedule to complete the survey.

By using a variety of methods such as Facebook, a website, and reminder emails, Spring Hill College can achieve and increase student participation in NSSE.

Marketing Plan

Marketing Plan

Situational Analysis

For the last NSSE survey, only 29% of the freshmen and seniors participated in the survey. In the past, the survey questions have been too general and vague to relate to SHC. This makes it difficult for students who do end up taking the assessment to provide answers that are useful for institutional use when the results come out. Also, looking back at the results from 2011 and 2012 when the participation dropped significantly, it is clear that the mean averages of the questions have increased. However, these numbers are not as valid since the number of participants was so low. It is difficult for the college to get an accurate and reliable representation of the freshmen and senior classes when they are not getting proper feedback. Even though the mean numbers of the results may have been higher, a low percentage of participation will not lead to valid and dependable data.

Currently, SHC is looking at changing the questions to make them relate a little more to the student's Spring Hill College experience. Josh Wimberly has plans to use the NSSE results in very beneficial ways. The data collected through the assessment can be used to plan future strategies for the institution, including how to create a better overall campus environment and how to improve individual degree programs for SHC students. Josh also hopes to show the results from the NSSE to the students in order to allow them to see what their peers' experiences are here at Spring Hill.

Target Market Analysis

Freshmen and graduating seniors have not been as receptive in the past to surveys sent via email with the current incentives that are set in place. The freshmen have seemed less likely to take the NSSE because they do not fully understand the value that it will bring to their degree in the next four years. The seniors can appreciate the value, but do not take this survey as seriously as they should due to them taking end of the semester activities more seriously. Part of the reason that participation has dropped could be due to the fact that sophomore and junior classes were not familiar with the NSSE. Although they are not the ones taking the survey, they will still be asked to do so their senior year. Also, the students who have been taking the survey

over the past couple of years when participation has been low could possibly be those who are very involved and happy with their Spring Hill experience. These students, while valued, may not necessarily be the ones that should be sought after to take the assessment. Spring Hill wishes to be able to improve the SHC experience for those who may not be having a pleasant time here, and those are the students that the college needs input from. Finally, the only time that any student gets information about the NSSE is through their email. However, there could be students who do not check their emails on a regular basis or even at all. The email from the NSSE to take the assessment could get buried in days or weeks of unopened mail.

Marketing Objectives

The objectives of this campaign are to create awareness of the NSSE and getting 50% participation. Additionally, this campaign aims to increase awareness to sophomores and juniors about the NSSE since they will take the survey their senior year. Ultimately, three main points are going to be highlighted throughout this campaign. Those points are:

1. The survey is simple.
2. It increases the value of student's degree.
3. It keeps SHC in high regards to graduate schools and employers.

Positioning Strategy

The positioning strategy is to bring humor into the campaign by creating a Nessie creature as the face of the NSSE. We want to make students aware of the importance of the NSSE without making it seem menacing. Bringing in the three main points, the NSSE will be positioned as “A simple survey that gives your degree value and keeps Spring Hill in high regards to both graduate schools and employers.” This strategy will be helpful for the client because it will put a positive spin on taking the survey in the eyes of freshmen and seniors and make it seem more fun and less daunting.

Branding Strategy

The brand of this campaign is Nessie, the friendly Loch Ness monster. She will be a face to the survey and become a brand that students will associate the NSSE assessment with. This

brand will benefit the client because it creates something that will be easily recognizable by the target market each year that the survey is to be taken.

Budget

Item	Unit Price	Quantity	Total
Koozies	\$1.87	100	\$187
Buttons	\$2.45	100	\$245
Tumblers	\$3.99	50	\$199.50
Stickers	\$1.15	250	\$287.50
Print	\$.50	700	\$350
Total			\$1269

Measured Control

In order to assess the effectiveness of the campaign, a variety of tools will be implemented.

- Monitor how many students follow the Facebook page and “Like” the comments and posts
- How many students participate in the promotional event
- How many promotional materials are distributed
- How many students turn in the hidden Nessie
- Use of Google Analytics to measure traffic on the website
- How many freshmen and seniors participate in the actual survey

Campaign Year

February 2013- April 2013

Internet Strategy/Plan

Internet Strategy/Plan

Overview

In order to provide SHC students with NSSE information in all mediums, a website page has been designed to be used as a sub link of Spring Hill's current site. Adding a web page to the existing website will be a more useful tactic than giving NSSE its own internet site. This will allow students to easily access information as they are already familiar with the schools site.

E-Marketing Goals

- Inform students on the purpose of NSSE
- Confirm the importance of NSSE
- Illustrate how the assessment has a positive effect on students future
- Keep students updated with the dates of NSSE activities and special promotion dates
- List the incentives
- Have a place students can get quick access to NSSE information

E-Marketing Objectives

- Raise awareness of what the NSSE assessment is
- Make the survey appealing to take
- Make students understand the benefits NSSE has on their future
- Increase freshmen and senior participation in taking the survey

Strategy for using the web site to communicate with students

- Keep layout simple
- Show the survey is nothing to dread
- Provide the dates of when the survey's open period is along with the dates reminders will go out and events/activities that go along with NSSE

Strategy for using the web site to educate students

- Include an ‘About NSSE’ section with what the survey measures, the survey’s format and the survey’s main audience (Freshmen and Seniors)
- List NSSE fun facts
- Provide the link to the official NSSE website

Strategy for using the web site as a communication tool

- The site will provide an about section of the survey
- There will be an inclusion of interesting facts
- Dates will be listed for the survey’s start date
- All of the events will be presented
- Incentives will be highlighted

Strategy for using the web site as a research tool

- Gives students easy access to research more information on NSSE by clicking the link to the official page
- Josh Wimberly’s contact information will be provided for those who want more assistance

Evaluation of Web Site effectiveness

- Google Analytics will be used to measure the amount of visitors on the entire web site
- The amount of hits each page gets will be tracked
- The length of time in each section will be followed

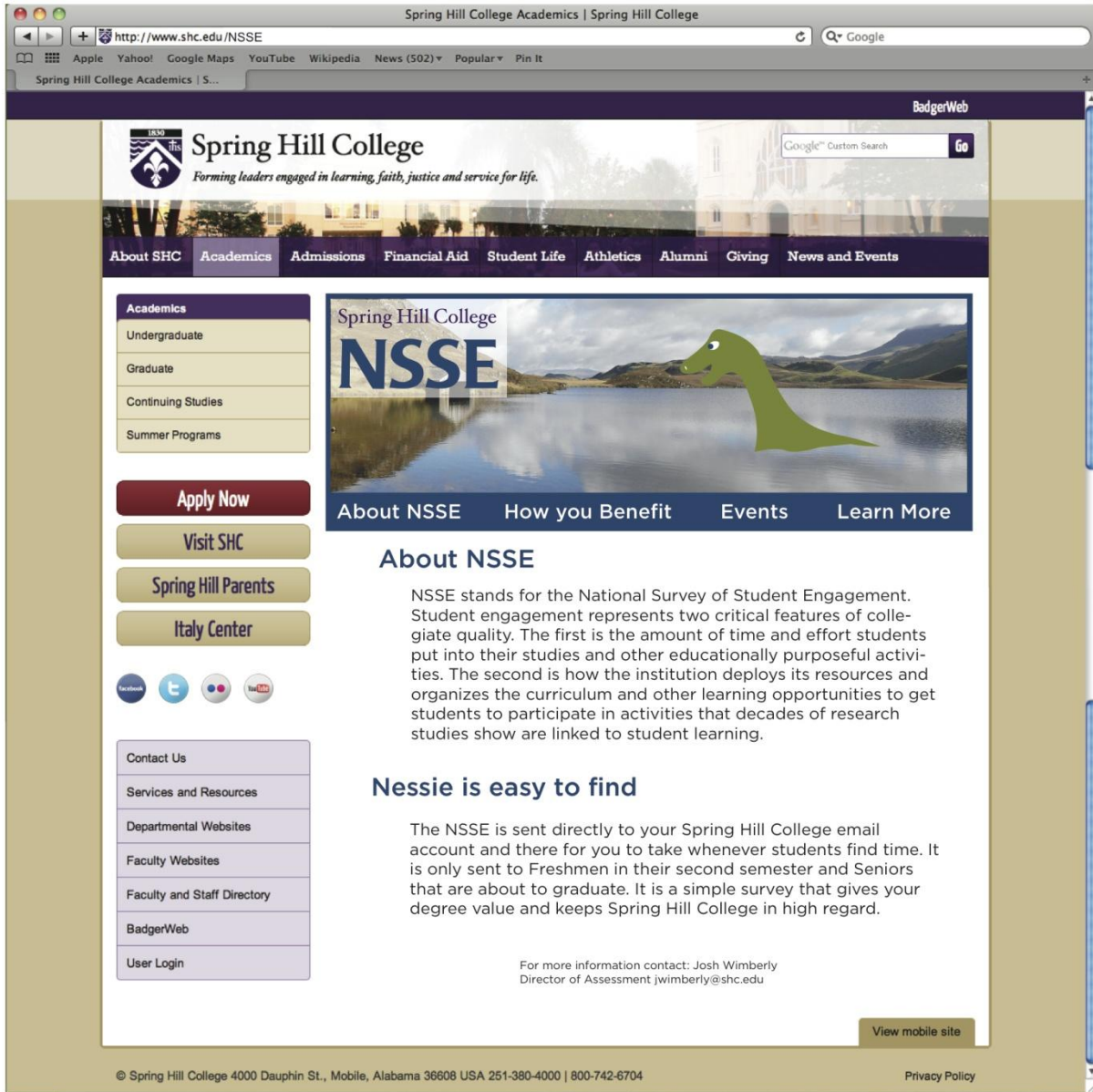
Strategy for using Social Media for ‘branding’, education and research

- *Facebook.com*- This social networking site was chosen because it is an easy outlet to reach students of all grade levels here at Spring Hill College. Facebook will provide students with the important information to know, but nothing too intense for it is going to primarily be an outlet for the fun and games. With Facebook, students can communicate when they will take the survey which will help influence their peers.
 - All students at Spring Hill will be ‘friended’

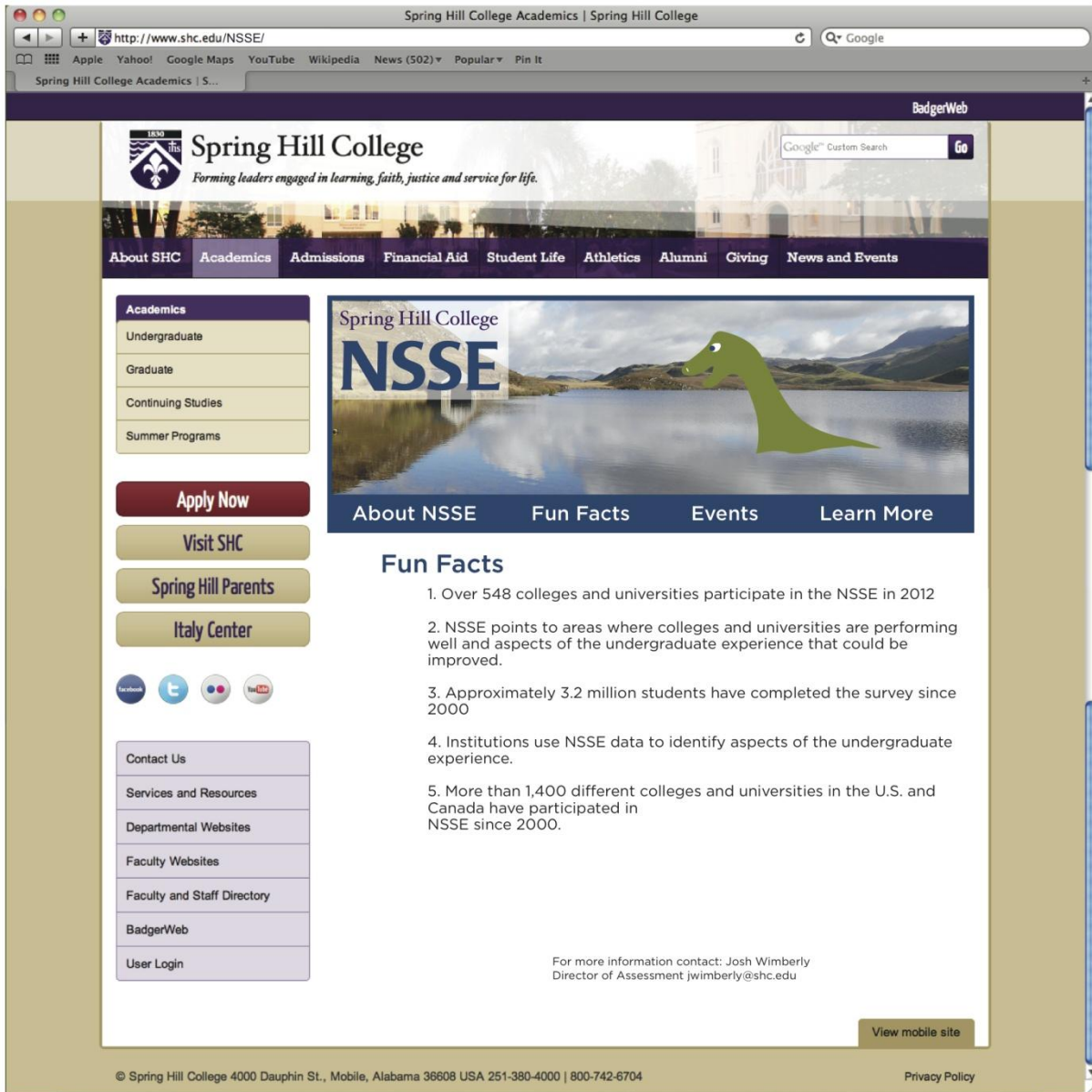
- The about section will include a snippet of what NSSE and how the survey is used
- Logo will be the profile picture
- Status updates will be used to inform SHC's community about the special events such as the Loch Ness Social and the 'Spot Nessie' event.
- Social media will help educate on a lighter note as well as give students a place to communicate and a spot for the Office of Assessments to track involvement/awareness.
- When creating a fan page on Facebook, the creator can view how many likes as well as other statistics of the pages use. The creator can see how many people viewed what and for the amount of time each was looked at. The amount of people talking about it is also another factor that can be looked at

Strategy for using other forms of electronic communication

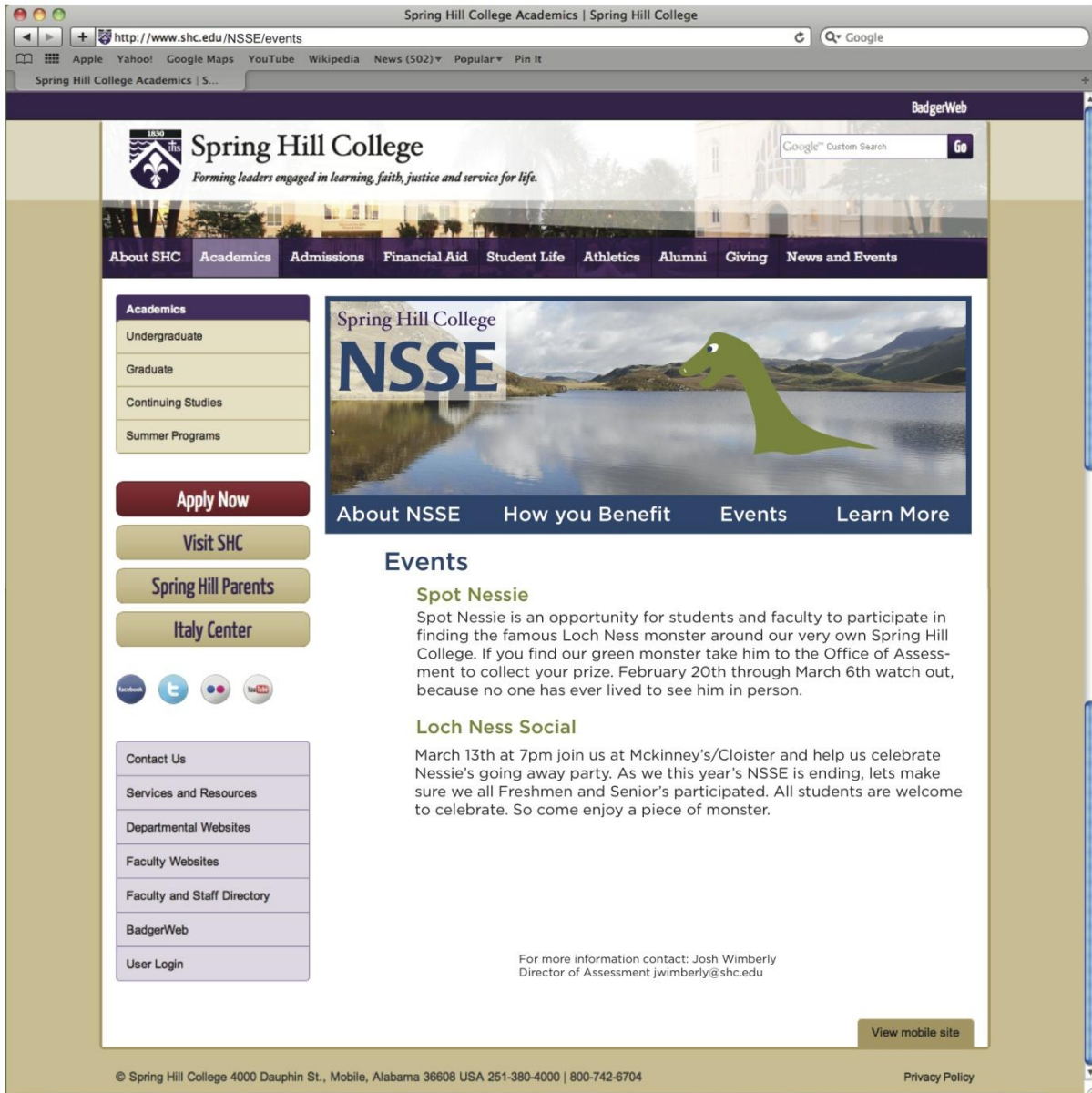
- An invitation to take the survey will be sent to Freshmen and Senior school emails on a set date
- Email reminders to these students will be sent out on other set dates



Web site Homepage



Web site Fun Facts page



Web site events page

("Learn More" takes the viewer to www.nsse.iub.edu)

Creative Plan

Creative Plan

Strategy

This campaign will consist of a variety of creative materials that will showcase the NSSE brand. Creating a multitude of materials will ensure that the NSSE name is placed in front of the target audience as much as possible.

Concept

Incorporating the NSSE logo in every creative material will ensure continuity within the campaign. Using Nessie as the face of the assessment is the main objective of the creative concept. The goal is for the target audience to always associate Nessie with the NSSE survey.

The following phrases/slogans/sayings will be repeated throughout the creative materials:

- “I spotted Nessie”
- “Nessie is your friend.”
- “Uncover the truth about Nessie.”
- “Don’t be afraid of Nessie.”
- “Have you seen Nessie?”




Spring Hill College's NSSE logo

A.K.A. Nessie

Uncover the Truth about Nessie

Nessie isn't scary. In fact, Nessie is here to help. The NSSE is a simple survey that gives your degree value and keeps Spring Hill College in high regard. The NSSE makes Spring Hill College's name and degrees stand out among other colleges. Freshmen and Seniors take the survey that is sent directly to your email and keep your degree at the top.



NSSE
www.nsse.iub.edu/

For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

Have you seen Nessie?

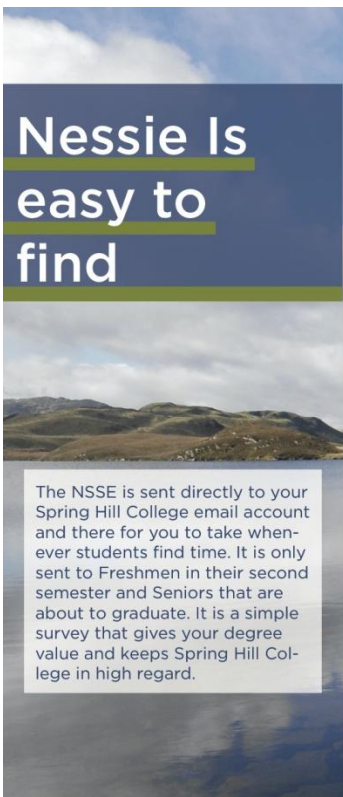
February 20th through March 6th spot Nessie around campus and win. Just take a picture of our Loch Ness monster and send it to jwimberly@shc.edu. Win big and Freshmen and Seniors don't neglect taking this influential survey sent directly to your email.



NSSE
www.nsse.iub.edu/

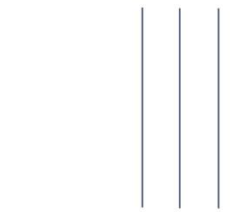
For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

Springhillian Newspaper ads 1/2page and 1/4page

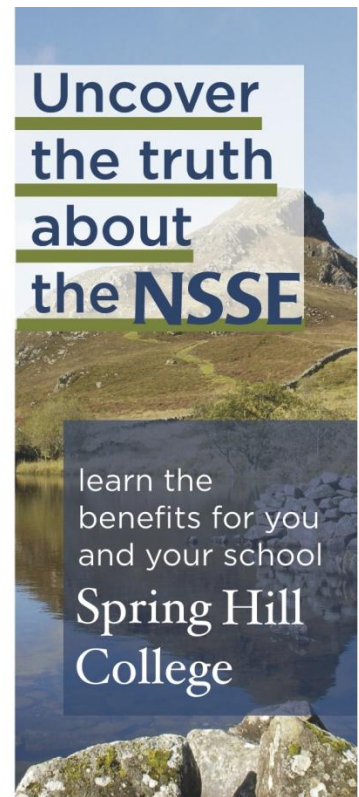


Nessie Is easy to find

The NSSE is sent directly to your Spring Hill College email account and there for you to take whenever students find time. It is only sent to Freshmen in their second semester and Seniors that are about to graduate. It is a simple survey that gives your degree value and keeps Spring Hill College in high regard.



The Office of Assessment
4000 Dauphin St.
Mobile, AL 36608



Uncover the truth about the NSSE

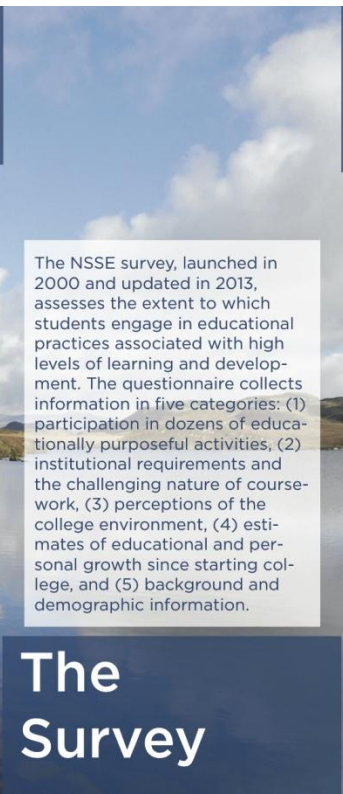
learn the benefits for you and your school

Spring Hill College



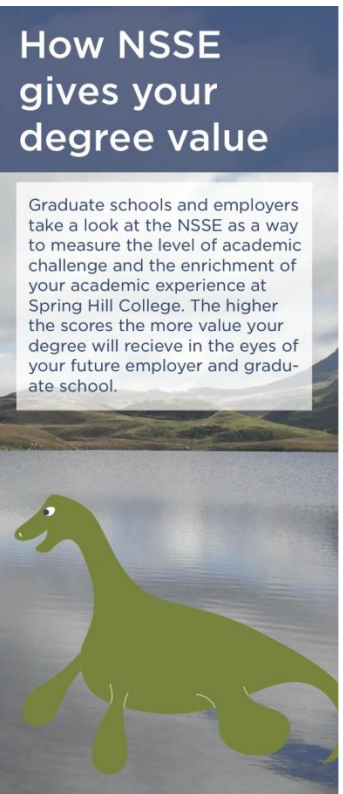
What does the NSSE stand for?

NSSE stands for the National Survey of Student Engagement. Student engagement represents two critical features of collegiate quality. The first is the amount of time and effort students put into their studies and other educationally purposeful activities. The second is how the institution deploys its resources and organizes the curriculum and other learning opportunities to get students to participate in activities that decades of research studies show are linked to student learning.




The NSSE survey, launched in 2000 and updated in 2013, assesses the extent to which students engage in educational practices associated with high levels of learning and development. The questionnaire collects information in five categories: (1) participation in dozens of educationally purposeful activities, (2) institutional requirements and the challenging nature of coursework, (3) perceptions of the college environment, (4) estimates of educational and personal growth since starting college, and (5) background and demographic information.

The Survey



How NSSE gives your degree value

Graduate schools and employers take a look at the NSSE as a way to measure the level of academic challenge and the enrichment of your academic experience at Spring Hill College. The higher the scores the more value your degree will receive in the eyes of your future employer and graduate school.



Brochure

Uncover the Truth about Nessie

Nessie isn't scary. In fact, Nessie is here to help. The NSSE is a simple survey that gives your degree value and keeps Spring Hill College in high regard. The NSSE makes Spring Hill College's name and degrees stand out among other colleges. Freshmen and Seniors take the survey that is sent directly to your email and keep your degree at the top.

NSSE

www.nsse.iub.edu/

For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

Flyer 1

Have you seen Nessie?

February 20th through March 6th spot Nessie around campus and win. Just take a picture of our Loch Ness monster and send it to jwimberly@shc.edu Win big and Freshmen and Seniors don't neglect taking this influential survey sent directly to your email.



For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

NSSE
www.nsse.iub.edu/

Flyer 2

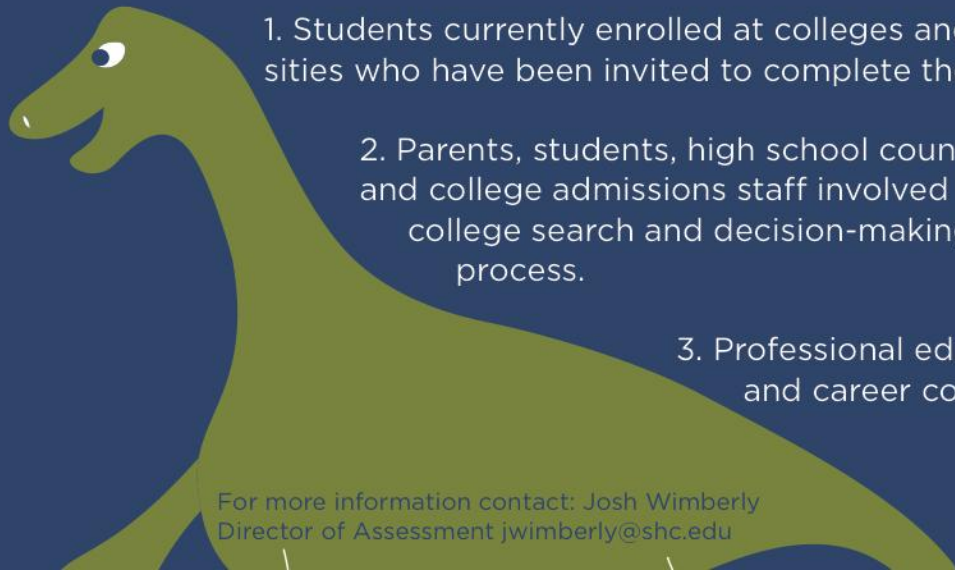
Take a bite out of Nessie at the Loch NSSE Social

We spotted Nessie
We caught Nessie
Lets eat her!

March 13th at 7pm join us at Mckinney's/Cloister and help us celebrate Nessie's going away party. As we end this year, NSSE is ending also. So lets make sure all Freshmen and Senior's participated. All students are welcome to celebrate. So come enjoy a piece of monster.

For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

WHO BENEFITS FROM TAKING PART IN THE NSSE



1. Students currently enrolled at colleges and universities who have been invited to complete the survey.

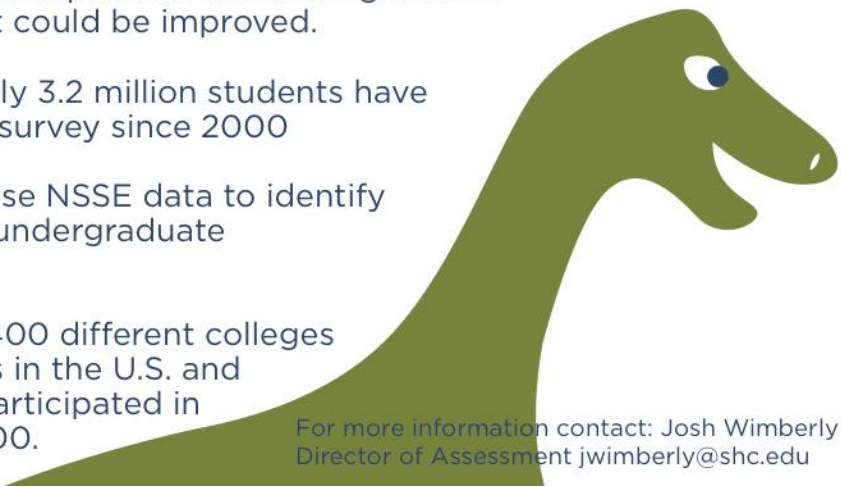
2. Parents, students, high school counselors, and college admissions staff involved in the college search and decision-making process.

3. Professional education and career counselors.

For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

Fun Facts about NSSE aka Nessie

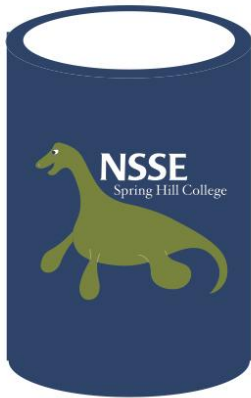
1. Over 548 colleges and universities participate in the NSSE in 2012
2. NSSE points to areas where colleges and universities are performing well and aspects of the undergraduate experience that could be improved.
3. Approximately 3.2 million students have completed the survey since 2000
4. Institutions use NSSE data to identify aspects of the undergraduate experience.
5. More than 1,400 different colleges and universities in the U.S. and Canada have participated in NSSE since 2000.



For more information contact: Josh Wimberly
Director of Assessment jwimberly@shc.edu

Napkin holder info cards

Koozie



Sticker



Magnet



Tumbler



Button



Promotional Materials

Client: Assessment Department at Spring Hill College
60-second YouTube Video
“Loch Ness Social”

SoundFX:

(keyboard clicking and book bag zipping)

OC: College Boy 1
and College Boy 2

College Boy 1: Hey man! Where are you going?

College Boy 2: Going to the Cloister for the Loch Ness social.

College Boy 1: What is that?

College Boy 2: We are celebrating Nessie’s going away party. The N.S.S.E stands for National Student Survey of Engagement. It is a survey that freshmen & seniors are highly encouraged to fill out. It is essential all students are aware of the importance and value this survey provides. Graduate schools and employers examine results from various schools. They compare the results to Spring Hill College’s students, based on their academic excellence and enrichment of their educational experience.

College Boy 1: Oh that’s cool! Can I come?

College Boy 2: Yeah man, of course!
Remember to take the survey and spread the word about NSSE.

SoundFX:

(footsteps)

Black Screen:
(logo) Nessie, Spring Hill
College, and NSSE
“To learn more information
visit www.shc.edu/nsse”

YouTube Story Board
 60-second video
 Client: Assessment Department at Spring Hill College
 "Loch Ness Social"



SoundFX: (keyboard clicking)



OC: College Boy 1 and College Boy 2

V-O College Boy 1: Hey man!
 Where are you going?



OC: College Boy 1 and College Boy 2

College Boy 2: (Explains NSSE)
 See Copy format



OC: College Boy 1 and College Boy 2

College Boy 1: Oh that's cool!
 Can I come?



SoundFX: (footsteps)
 OC: College Boy 1 and College Boy 2

College Boy 2: Yeah man, of course! Remember to take the survey and spread the word about NSSE.



Black Screen: Computer screen with (logo) Nessie, Spring Hill College, and NSSE
 "To learn more information visit www.shc.edu/nsse"

Client: Assessment Department at Spring Hill College

30-second YouTube Video

“Spot Nessie”

SoundFX:

(Rocky theme song)

V-O (announcer):

(Scottish accent) I’ve been searching for days without luck. There is no sign of the monster I seek. I will not rest until he has been found. I desire the prize for his retrieval. But wait what is that? Could it be? Victory and Nessie are mine at last!

SoundFx:

(Rocky theme song gets louder)

YouTube Story Board

30-second video

Client: Assessment Department at Spring Hill College

"Spot Nessie"



SoundFX: "Rocky" theme song



SoundFX: "Rocky" theme song



SoundFX: "Rocky" theme song

V-O (announcer): (Scottish accent)

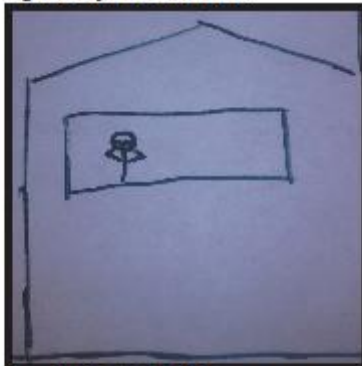
V-O (announcer): I've been searching for days without luck.

V-O (announcer): There is no sign of the monster I seek.



SoundFX: "Rocky" theme song

V-O (announcer): (hopeless expression)



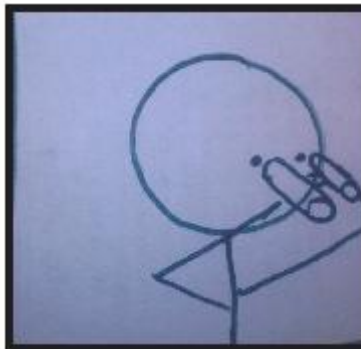
SoundFX: "Rocky" theme song

V-O (announcer): I will not rest until he has been found.

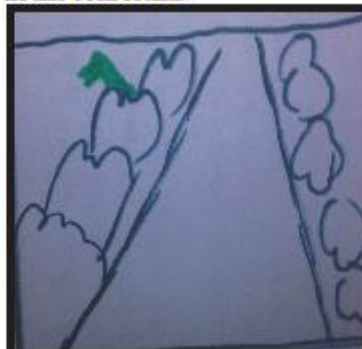


SoundFX: "Rocky" theme song

V-O (announcer): I desire the prize for his retrieval.



SoundFX: "Rocky" theme song
V-O (announcer): But wait what is that?



SoundFX: "Rocky" theme song
V-O (announcer): Could it be?



SoundFX: "Rocky" theme song
V-O (announcer): Victory and Nessie are mine at last!

Client: Assessment D department at Spring Hill College

30-second Radio

February 2012 “Sports Memories”

Sound FX: (Sound of dry leaves being stepped on, branches being brushed by.)

V-O (College Girl #1): Woah Jill! Why were you in that shrub? And WHAT is that GREEN THING you’re holding!?

College Girl #2 (Jill): I spotted Nessie! In honor of the national survey of student engagement, Spring Hill is hiding her all over campus and when found you send a picture to jwimberly@shc.edu to receive a prize!

And look what is written on her! “Don’t forget to take the NSSE starting before March 12th, find out information at www.shc.edu/NSSE.”

Sound FX: (foot steps walking away)

**Public
Relations/Promotions
Plan and Schedule**

Public Relations/Promotions Plan and Schedule

Overview

The goal of the PR and Promotions plan for the NSSE is to get the assessment name out to the students as much as possible. In the past, the only time that freshmen and seniors hear about the NSSE assessment is when they get the email in their student email account. When this campaign is over with, students will know what the NSSE is and will want to fill out the assessment. All of the printed items for the NSSE will have the logo, as well as highlight why students should take the NSSE and what the results could do to benefit them in their future. By creating promotions, ordering items, offering incentives and planning an event, this campaign will further educate all students on the importance of taking the NSSE while also creating as much exposure as possible to increase awareness.

In order to promote the NSSE name, the following outlets will be utilized:

- Springhillian: An ad for the NSSE will be in some of the issues of the newspaper. Also, an article about the NSSE could be written that features Josh Wimberly explaining the importance of the assessment and what students could gain from taking it. The results of the NSSE are going to be used to make the Spring Hill experience better for our students, and it would be beneficial for all to read about the plans that Josh has to use the NSSE results to do just that.
- Flyers posted around campus (mail room, residence halls, academic building, Java City, library, recreation center, Student Center, McKinney's) - In the beginning of the PR campaign, the flyers will clarify that NSSE is pronounced as "Nessie"
- A-frame posters in Student Center
- Television behind help desk in Student Center
- Mailbox stuffers (brochures)
- Facebook page
- Badgerweb homepage (with link to website)
- SHC homepage (with link to the website)

- Napkin holders in the cafeteria/McKinney's (There will be five different flyers for these holders that have facts about the NSSE printed on them)
- Campus Update (With a reminder for students to check their email for the NSSE)

Since all of these outlets are going to get the NSSE name out in front of the target market, students will better understand what the assessment is and be more inclined to take it. The more students are exposed to what NSSE is all about, how simple it is to take, and the benefits of filling it out, they will understand the importance of taking a few moments out of their day to take the assessment.

Each of the aforementioned outlets is one that reaches the highest number of all Spring Hill college students. Not every student checks their email to see that a NSSE survey has been sent to them. However, within some point during the period of this campaign, students are bound to see the flyers posted around campus or check their mailbox for the brochure. Also, many of Spring Hill's students utilize Facebook, so they are likely to see the NSSE page or a status update through that outlet. Furthermore, any student that dines in the cafeteria or McKinney's will be exposed to the napkin holders. Brochures in mailboxes will act as a reminder to freshmen and seniors to complete the NSSE survey. Spreading the word about NSSE will raise awareness and will make for an effective campaign.

Promotional Items

- Koozies with Nessie logo
- Closed containers
- Small stickers ("I spotted NSSE")
- Magnets
- Buttons

These items will have the logo printed on them. By giving away these items as incentives and at the planned event, it will further reinforce the NSSE name. It promotes the assessment in more fun ways and allows for the target audience to continue seeing the NSSE name out there in front of them.

Incentives

- Freshmen put in a drawing for a higher lottery number to choose housing for their sophomore year (would need to work with Residence Life office)
- Gift cards
- One free meal from McKinney's (would need to negotiate with Aramark)
- Promotional items
- Fall meal plan for freshmen

For college students, simply taking the survey may not be enough. They need to know that something is in it for them. By offering incentives, students will want to take the assessment and do so seriously. This is just another way to show the target audience that taking the NSSE is fun and that you can get something of value out of it, even if the most immediate value is a promotional item.

Promotional Event(s)

In order to get students to take the NSSE, an event will be planned and executed. This event will take place towards the end of the assessment window in order to entice those students who have not yet taken it to do so. The Loch Ness Social will be held in McKinney's, and it could be planned in conjunction with a CPB or RHA mixer. At this social, cupcakes or a cake with Nessie on it will be served. There will be a kiddie pool with little plastic ducks on them will be placed in the pool. Each duck will have something on the bottom of it, but those that have Nessie on the bottom are the ones that students are trying to get. If they pick the correct duck, they will win a prize. Also, the computers located outside of McKinney's can be used for student use in order to log into their account and complete the survey.

The goal of this event is to have a fun way to remind the target audience that the NSSE is a simple assessment that does not take much time, but could provide great benefits for them. The event is aimed at lightening the mood and creating a more positive image of the NSSE in the minds of students.

“Spot Nessie” is going to be another event that will allow students to interact with the NSSE and the Nessie brand. It will take place during the middle of the window that the NSSE

assessment will be open. Each day for two weeks, one card board cut out of Nessie will be hidden on campus. To inform students that this is taking place, flyers will be posted, it will be in the Campus Update, the Facebook page will be updated, as will the website. The Nessie will have a fact about the NSSE survey on the back, as well as instructions on where to bring her to claim a prize. Doing this event during the time that it is planned will ensure that students have already been exposed to flyers around campus that further explain the NSSE, which will make them more inclined to participate in “Spot Nessie.”

Schedule of the PR/Promotions Plan:

- *February 5th*
 - i) Brochures in freshmen and senior mailboxes
 - ii) “Uncover the Truth About Nessie” Flyer is posted around campus
 - iii) Springhillian newspaper ½ page flyer is published
 - iv) Facebook Page opens for students to join/like the Nessie/NSSE Facebook page
- *February 5th- March 8th*
 - i) Post flyers around campus
- *February 10th*
 - ii) Napkin Holders are placed in cafeteria, McKinney’s, and Java City
- *February 15th*
 - iii) Springhillian newspaper ¼ page flyer “Spot Nessie” is published
 - iv) Begin to Promote “Spot Nessie” by posting flyers in buildings and bulletin boards
- *February 20th- March 6th*
 - i) “Spot Nessie” will begin and go until the third reminder is sent out on March 6th.
 - ii) Radio announcement is published
 - iii) YouTube “Spot Nessie” video is posted
- *March 6th*
 - i) YouTube “Say good-bye to Nessie” video is posted
 - ii) Last flyer “Loch Ness Social” is distributed around campus
- *March 13th* - Loch Ness Social to celebrate NSSE
- *April 1st* - Assessment of the campaign to be completed.

Appendix

Appendix A

Meetings with Josh Wimberly

Meeting One:

- Discussed who administers the survey (SHC or the NSSE)
- Talked about what types of questions are asked in the survey
- Discussed when it will be administered
- Got insight on previous incentives for taking NSSE
- Josh expressed what he hopes to be able to do with the results of the NSSE

Meeting Two:

- We were given results of the NSSE from 2004-2012
- Josh mentioned that it might be better to encourage participation in the survey in the beginning of February and mid-March when there is not a lot of other things going on
- Josh mentioned that the students who may have been taking the survey in the past couple of years when the numbers have been low are those students who are very involved and are satisfied with their SHC experience. We want to target those students that may not have the best experience so that the college can make constructive changes.

NSSE web site

<http://nsse.iub.edu>

Appendix B

Task descriptions

Payton Tanner- Collaborated ideas and made them into formal ideas in the Marketing Plan and Creative Plan which she typed.

Abbey Roam- Created all print promotional materials and collaborated on copy used within each. Formatted the Integrated Marketing and Communications Plan. Put together a 30 second Youtube video.

Andy Poveda- Helped brainstorm ideas for all plans and edited Integrated Marketing and Communications Plan. Created Facebook page. Wrote copy and drew Loch Ness Social story board.

Leslie Garza- Helped collaborate ideas for the Marketing and Creative plan. Typed up copy format and storyboard for both YouTube videos. Typed finalized schedule.

Erena Connon- Typed up the executive plan, as well as the internet strategy plan. She also had a contribution in the ideas used in the concept as well as a input in the radio advertisement.