

The National Student Exchange Campaign

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Team Adventure

Kent State University

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Executive Summary

Kent State's National Student Exchange is a study away program available for any undergraduate student enrolled at the university who has sophomore status or higher. The National Student Exchange gives students the ability to study away for a semester or one academic year at any of the program's schools. The cost is equivalent to what the student pays for tuition at Kent State, plus transportation and living costs at their host campus.

The National Student Exchange faces a lack of awareness, excitement and participation among the Kent State student and faculty population. With more than 22,000 undergraduate students enrolled, an average of seven to 13 students study away with the National Student Exchange program each year. In order to successfully reach the undergraduate student population, we narrowed our publics to Kent campus undergraduate students, freshman psychology students, freshman biology students and freshman business management students.

To increase awareness, excitement and participation within these publics, we created a two year plan that includes objectives, strategies and tactics filled with print and digital media, along with small and large scale face-to-face tactics. Through print and digital media, we will connect with students and generate awareness for upcoming events. We partnered with groups associated with specific majors to help promote National Student Exchange events and build a relationship with each key public. Finally, to include the entire campus and show any student is a good fit for the program, we created larger scale events that will encourage students to participate in fun activities and inform them about the National Student Exchange.

I. Research - National Student Exchange

A. Primary Research

- **Face-to-Face Interviews:** Conducted in-person interviews with the client.
 - Pamela Jones, academic program and student development coordinator at Kent State.
 - **Discoveries:** Gained an understanding of the client's expectations, the history of the National Student Exchange at Kent State and the program's lack of awareness and excitement on campus.
 - Joel Hughes, undergraduate coordinator and director of the Applied Psychology Center
 - **Discoveries:** Learned Hughes had never heard of the National Student Exchange but would promote it if he had more information.

- **Email Interviews:** Conducted email interviews with the National Student Exchange President and advisors. Consulted Kent State academic and study abroad advisors. Also interviewed random Kent State students who are potential and current exchange program participants.
 - Bette Worley, National Student Exchange president
 - **Discoveries:** Learned the 2013 participant demographics and other influential factors. Also learned which schools send and accept the greatest number of students.

 - Theresa R. Conley, campus advisor at University of Minnesota Twin Cities
 - Annie Dupéré, campus advisor at Université de Sherbrooke
 - Sheila Brennan, campus advisor at University of Massachusetts Amherst
 - Robert Burford, campus advisor at University of New Mexico
 - **Discoveries:** Learned campus advisors' individual marketing techniques for the National Student Exchange and student participant demographics.

 - Elizabeth Davis, education abroad and exchange student advisor in the Office of Global Education at Kent State
 - Nick Vasiloff, education abroad and exchange student advisor in the Office of Global Education at Kent State
 - **Discoveries:** Learned the annual number of students who participate in study abroad and how the program communicates with prospective participants.

 - Nicole Kotlan, academic advisor in the College of Business Administration at Kent State
 - Amy Kittle, academic advisor in the College of Business Administration International Programs Office at Kent State

- Chelsea Bollinger, president of Delta Sigma Pi, College of Business Administration Fraternity
 - **Discoveries:** Found the number of active members and pledges, the fees and required meetings.
- Chloe Kuncel, secretary of Psychology Club
 - **Discoveries:** Found the number of active members, what kinds of meetings they have and that they have not partnered with an organization before but are interested in doing it.
- **Phone Interview:** Conducted a phone interview with a psychology academic advisor in the College of Arts and Sciences at Kent State.
 - Laura Hilliker, psychology academic advisor at Kent State
 - **Discoveries:** Found the number of freshman psychology majors at Kent State and her opinion about study away programs.

B. Secondary Research

- **Print Sources**
 - Information folder provided by Pamela Jones, academic program coordinator for Kent State's National Student Exchange
 - **Discoveries:** Given a list of where Kent students traveled in the past and a packet of pictures from their trips. The folder also included a National Student Exchange fact sheet, a copy of the program's student guide of policies and procedures, and a draft of the exchange application for fall 2015 and spring 2016.
- **Online Sources**
 - Reviewed the Kent State National Student Exchange website and learned about the exchange program, including the requirements for students, costs and the time and location of information sessions.
<http://www.kent.edu/nse>
 - Reviewed the National Student Exchange website. Found the 2013 student demographics, the schools involved and advantages of the program.
<http://www.nse.org>
<http://www.nse.org/exchange/ssurvey.asp>
 - Reviewed the psychology major roadmap to see if clinical studies or internships were a graduation requirement.
<http://provostdata.kent.edu/roadmapweb/2014/ASBSPSYC.pdf>
 - Reviewed an online fact sheet about the top majors for the incoming freshman class at Kent State.
<http://www2.kent.edu/about/facts/studentbody.cfm>

- Reviewed the student enrollment trends at Kent State to learn the number of freshman business management majors.
<http://rpie-dev.kent.edu/Reports/StudentEnrollment.aspx>
- Reviewed an annual safety report and a breakdown of the crimes at University of Hawaii at Manoa.
http://www.hawaii.edu/security/resources/PDFs/annual_report14.pdf
- Reviewed an annual safety report and a breakdown of the crimes at Kent State.
<http://www2.kent.edu/publicsafety/upload/2014-kcasrrev.pdf>
- Reviewed an article about crime rates in Manoa, Hawaii and discovered an increase in crimes for 2014.
<http://www.hawaiinewsnow.com/story/22698954/>
- Reviewed an article about Kent State's undergraduate enrollment numbers.
<http://colleges.usnews.rankingsandreviews.com/best-colleges/search?name=Kent+State+University&enrollment-min=0&enrollment-max=14000&tuition-min=5000&tuition-max=50000&acceptance-min=10&acceptance-max=90&major=&spp=25&page=1>
- Reviewed an article about the undergraduate student enrollment at the University of New Mexico.
<http://colleges.usnews.rankingsandreviews.com/best-colleges/search?name=University+of+New+Mexico&state=>
- Reviewed the Kent State study abroad website to learn how it compares to the National Student Exchange.
<http://www.kent.edu/globaleducation/education-abroad>
- Reviewed the Kent State undergraduate credit requirements for graduation.
<http://www2.kent.edu/catalog/2013/info/policies?policy=chr>
- Reviewed the website for Kent State's 'Got 15?' campaign to see its effect on Kent State students and their ability to participate in the National Student Exchange.
<http://www.kent.edu/got15>
- Review the University Communications & Marketing staff website to see who is in charge of website creation and content.
<http://www2.kent.edu/ucm/about/staff/index.cfm>

C. Research Summary

The primary and secondary research revealed students and staff are unaware of the National Student Exchange (NSE). After informing psychology, biology and business majors about NSE, the students expressed interest in the program. However, these students said certain obstacles, including jobs, family and credit transfers, would keep them from participating. Advisors often fail to inform their students about NSE because advisors themselves, are uninformed.

D. Formal Research Recommendations

For further research, conduct three surveys of Kent State students to formally evaluate their awareness of NSE and assess a change in behavior and awareness of the program. Before the campaign begins, send out a survey through email in January 2015 to evaluate the general level of awareness of NSE among Kent State students before the campaign begins. These will be sent out to all students and faculty enrolled at the Kent campus. Sample questions for all surveys include:

- Which best describes your impression of the National Student Exchange at Kent State?
 - I've never heard of it
 - I know almost nothing about it
 - I know some, but would like to learn more
 - I am well informed about NSE but am not interested in participating
 - I am well informed and plan to apply to study away
- Which characteristic of studying away with NSE is most attractive to you?

- I can choose from more than 180 schools to study away for a semester or a year
- I can do an internship while studying away at another campus
- I can study away with a friend
- My financial aid and scholarships apply to studying away with NSE
- Which information is most important to you in deciding to study away with NSE?
 - Identifying schools that are best suited to my academic and professional interests
 - Learning about the application process and deadlines
 - Learning which semester is best to schedule studying away

During the middle of the campaign, send out a survey via email in January 2016 to evaluate the level of awareness of NSE and measure behavior change among Kent State students one year after the campaign began. These will be sent out to all students and faculty enrolled at Kent State's main campus.

After the campaign has concluded, send out the final survey through email in January 2017 to evaluate the level of awareness of NSE and measure behavior change among Kent State students one year into the campaign. These will be sent to all students and faculty enrolled at Kent State's main campus.

II. Situational Analysis

A. Client Description

NSE, a member based, not-for-profit organization, began in 1968. The founders established the organization to provide diverse study away opportunities and access to numerous courses and experiential programs. Today, NSE partners with nearly 200 accredited colleges and universities in the United States, Canada, Guam, Puerto Rico and the Virgin Islands and has provided exchange opportunities to more than 105,000 students.

Since Kent State adopted NSE in 2002, 114 students have participated. Kent State annually sends between seven and 13 students to study away, while some schools send more than 50. The University of Hawaii at Manoa receives the most Kent State students each year. Pamela Jones has been with NSE from the beginning. Jones is the academic program advisor and also works as a success coach for exploratory students in the Department of Undergraduate Studies. Jones is the only permanent staff member for NSE and currently works with a team of five interns. Originally, she worked with a group of paid interns, but a shrinking budget kept her from rehiring them. In fall 2014, Jones recruited five Kent State students, Breanna Avant, Becky Davis, Maria Parente, Erika Stewart and Rashaad Lyons, as unpaid interns. By interning with NSE, the students can fulfill internship requirements for their majors.

Kent State's NSE invites students from all the university's campuses to study away for one semester or an entire academic year. However, students must fulfill specific participation requirements. According to the website, these include an overall 2.50 GPA, sophomore status and good standing in three areas: academic, behavioral and financial. NSE is funded by institutional membership and student application fees. Students pay Kent State's tuition rather

than the host campus tuition and can use any applicable financial aid. Participants also pay for personal travel and housing expenses and a \$185 nonrefundable application fee.

On average, an NSE campus advisor meets with prospective students five times throughout the application and selection process, which begins in February. The advisor handles campus placement, living arrangements and course credit transfers. Advisors encourage students to select at least three high-probability schools based on personal interests. High-probability universities are more likely to accept students than low-probability universities. All colleges and universities involved honor the student's application to study away once Kent State accepts it.

At an NSE web conference in March, the student's name is submitted to desired colleges and universities in a set of rounds. Advisors submit the student's top destination request in round one. Ninety-eight percent of students get their first choice. If the student's name is denied, it is matched with his/her next choice. The rounds continue until the student is paired with a destination. In April, the student learns the campus he/she will attend. Students can travel alone or travel using the "buddy system," which allows up to four students to attend the same campus together. Host campuses integrate NSE participants and encourage them to experience college life at their new campus.

B. Perceptions and Obstacles

Perceptions of NSE at Kent State are limited because students and advisors lack awareness of it. Lack of awareness is the primary obstacle NSE faces. Emily Creque, a sophomore biology major, has never heard of the exchange program and is not interested in participating. Emily considers herself a homebody and said it is hard for her to "spread her wings and go on adventures." She believes study away programs are great for students who have

a thirst for adventure, but they are not for her. Megan Greives, a junior business management major, also was unaware of NSE and chose instead to study abroad in Florence. Creque and Grievies like the idea of exchange programs to help broaden their academic experience. On the other hand, Austin Parker, a sophomore biology major, said he is uninformed about NSE and isn't interested in learning more. Parker's opinions stem from his disinterest towards the concept of studying away.

Undergraduates at Kent State make up a "latent" public; Their perception of the program changes once they become informed of NSE. Joel Hughes, undergraduate coordinator for the Department of Psychology, said he was not aware of the program until a student asked him to fill out a form for an NSE application. Once informed about the program, Hughes said he would inform students about it because he believes it is a good match with the psychology road map. Jazmine Woods, a current participant in the program, shared these feelings. Woods said she heard about the program through an NSE alumni. She feels the flexibility of the program and the in-state tuition for an out-of-state college are the biggest advantages. Woods said it has been a humbling experience because as a first-generation college student, she never expected to have an opportunity to experience something like NSE.

The program also struggles with a lack of awareness from Kent State faculty and staff. Laura Hilliker, psychology academic advisor at Kent State, advises her students to study away but was not familiar with NSE. While Nicole Kotlan, business academic advisor at Kent State, is aware of the program and its opportunities, she does not personally advise students to participate. She believes students are too focused on graduating on time to participate in study away programs.

The program's obstacles include pressure from partners, parents and peers for the student to remain at Kent State. In past years NSE did not use its alumni to market the program, so potential students have misunderstandings about the program and its opportunities. Student may not understand that their financial aid is portable with NSE. Another significant obstacle is the prerequisite courses within a major's sequence. Nathan Thomas, a junior psychology major, said he worries a study away program would slow down his sequence progression and therefore cause him to graduate late. If students are concerned about their four-year track to graduation, they will be less likely to participate in NSE.

C. Internal Factors

A key strength of Kent State's NSE program is that it resides within a nationally regarded program, which is valuable for a student who wants to study away. Its main weakness comes from the limited internal structure. Jones directs two different departments and is the only permanent staff member for both. In previous semesters, Jones staffed the Kent State NSE program alone, but this year she recruited five unpaid interns to help lighten the load. The constraints on staff and their resources create the limited visibility of the program on campus. Regardless of the small staff, Jones intentionally connects with individual students who show interest in the program. Jones focuses on making sure NSE is a good fit for the student and Kent State. The student must indicate how he/she will benefit academically, personally and/or career wise as an NSE participant. During NSE information session on Oct. 2, 2014, Jones connected with the student who attended. At the session, Jones asked the one student in attendance about her personal goals for college and interests outside of classes. Jones suggested multiple programs which would be beneficial for the student to look into and also helped her decide

which state was most appealing based on her new knowledge of the student. The student was impressed with Jones' interest in students.

Opportunities to improve NSE exist as well. Kent State's new President, Beverly Warren, could become an advocate for NSE and the opportunities it offers. She has already been publicly supportive of study abroad. Once the student body receives credible information in a creative way, the rise in awareness is likely to help improve possible participation. There are also program alumni who can become valuable marketers of the program. When they talk about their experience, it will show prospective participants what NSE can offer them, and this will extend the reach of Jones and her team of interns.

D. Communications and Marketing Analysis

NSE interns, along with Jones, are implementing a marketing plan which combines existing and new ideas. The interns created a Kent State NSE account on Facebook and Twitter to connect with more students. On the Facebook, there are pictures from Kent State NSE alumni trips, dates and times for information sessions, and other information about NSE. The Facebook posts about two to three times every week. Currently on the Kent State NSE Twitter there have not been any tweets since November 2011. Jones said Twitter and Facebook accounts for NSE previously existed but were not utilized well.

In the past, NSE bought advertising on TV2, *The Kent Stater* and Black Squirrel Radio. TV2 reaches more than 7,000 Kent State residents, *The Kent Stater* reaches more than 15,000 people per issue and Black Squirrel Radio averages 10,000 listeners per month. NSE stopped advertising when the cost became too high. The lack of advertising could be a factor in student's lack of awareness.

NSE holds about one information session per week each semester, a total of 15 per semester. The sessions take place in the afternoon, which conflicts with classes and limits the attendance of prospective participants. More students would be able to attend if there were later times offered so it would not interfere with classes. NSE also holds about three Kick-Back! sessions each semester to communicate with students about the program in a relaxed environment. This semester, sessions were held on Oct. 3rd from 10:30 a.m. to 1:00 p.m., Oct. 28th from noon to 2:00 p.m., and Nov. 17th from 11:00 a.m. to 2:00 p.m. However, NSE's marketing is not reaching or attracting enough students. This semester only five students have attended each session, on average. Jones said NSE alumni are speaking about the program at two Kick-Back! sessions this semester; one on Oct. 28th, and the other on Nov. 17th. These events give students first-hand experience regarding what NSE entails. In the past, NSE presented at Destination Kent State and in First Year Experience classes but have stopped because it became too expensive.

In addition to the information sessions, there is a display box on the first floor of the library, behind the resource desk in the Reserve Services Department. Inside the box there is general information about NSE, flags of the different states involved with the program, and how to get in contact and apply to the program. There will be a display box similar to the one in the library in front of the financial aid office in the Schwartz Center. These two locations are heavy traffic areas for Kent State students.

E. Environmental Factors

Kent State recently implemented the 'Got 15?' campaign, which encourages full-time students to take at least 15 credit hours per semester to graduate in four years. While this

campaign will help students graduate on time, it could discourage students from participating in NSE. In discussions with several psychology, biology and business management majors, each student expressed interest in the program, but feared it would postpone their graduation date. The University of New Mexico requires all graduates to have completed at least 128 credit hours and sends more than 50 students to study away with NSE each year. The University of New Mexico has a higher credit hour minimum for their students than Kent State. However, they are still sending more students away per year. Students at the University of New Mexico meet with academic advisors and discuss how their credits will transfer from the host school to the University of New Mexico. Robert Burford, a campus advisor at the University of New Mexico, reassures his students the exchange provides a new college experience in a different location and does not take students off track to graduation. Jones offers the same reassurance to Kent students as Burford does for New Mexico.

While students fear NSE will affect their graduation date, parents worry about the safety of the program. Reported crime rates at the University of Hawaii at Manoa, the most popular host school among Kent State students, have increased for burglary, motor vehicle theft and liquor law violations. Kent State has its own safety issues. While the University of Hawaii at Manoa experienced three arson crimes during 2013, Kent State reported 16. While Kent State reported six on-campus dating violence crimes, the University of Hawaii at Manoa reported none.

F. Competitor Analysis

In many ways, study abroad can be considered a competitor to NSE. Students who know about NSE choose study abroad for a global experience. Heather Miller, a sophomore

psychology major, said she was well-versed on NSE and study abroad. Miller said even though study abroad is more expensive, it is a better experience for Kent State students because it broadens their international horizons. Gina Poulson, a junior biology major, said she would prefer study abroad rather than NSE because it would give her a greater sense of independence.

Annually, about 800 Kent State students study in international locations like Florence, Hong Kong and the United Kingdom. The Office of Global Education (OGE) communicate with prospective students through Facebook, Twitter and email, which makes it easier for two-way communication between the study abroad advisors and their students. OGE is also hiring a developmental officer to increase study abroad scholarships, which will likely increase student participation. Study abroad is supported by a larger staff than NSE. Study abroad also benefits from an Advisory Board, comprised of deans across the university, giving it greater visibility. President Warren has already spoken publicly about the importance of studying abroad. Programs such as fashion and architecture require study abroad. The advisors for study abroad, Nick Vasiloff and Elizabeth Davis, believe the program is an important addition to a student's college career. They believe the experience of completing a semester or more abroad is invaluable. Vasiloff and Davis said students choose study abroad because it is financially affordable and academically and culturally enriching.

Time-consuming programs on campus may be an indirect competitor for NSE. For some students this could be Greek life, which requires members to attend weekly chapter meetings, involvement in chapter events and volunteering. Involvement with religious organizations and other extracurricular activities may also compete with students' participation in NSE.

Employment competes with NSE indirectly as well. Students fear losing their jobs if they leave to study away. Justin Leiter, a junior psychology major, said working a full-time job

at Jazzman's Cafe & Bakery at Kent State and volunteering make it difficult to participate in extra activities. Other competitors include internship opportunities, clinicals for nursing majors, and other academic requirements. NSE offers an opportunity for students, but they must factor in other college and life activities.

III. Problem Statement

Kent State students, faculty and staff are generally unaware of the benefits and affordability of NSE, and consequently, participation is limited. A well-focused communication program can create greater awareness of and excitement about NSE and help generate more participation.

IV. Publics

To increase the potential success of NSE at Kent State, our team used research to identify and narrow the most promising publics to benefit from studying away. Within these publics, NSE will follow participation trends represented at Kent State and nationally. To effectively reach the publics, NSE will focus on freshmen within those majors. Focusing on freshmen will allow the prospective students adequate time to learn about the program and make any necessary preparations to study away. Additionally, this will allow the NSE staff the time to prepare for growth over the two-year campaign period. After the initial campaign, NSE will be able to incorporate lessons learned into later growth campaigns.

A. Primary

○ **Kent Campus Undergraduate Students**

- Kent State's undergraduate enrollment is more than 22,000 undergraduate students

○ **Freshman Psychology Majors**

- Psychology is the fifth most popular major of Kent State's incoming freshman class of 2014 and the top major of participating NSE students nationally.
- Psychology is the most popular major in the College of Arts and Sciences amongst the incoming freshmen class of 2014, with 250 majors.
- In 2013, on a national level, juniors accounted for majority of students who participated in NSE. By targeting freshmen, the campaign can build awareness early and encourage them to participate as sophomores and juniors.
- Over the past 12 years, 13 psychology majors participated in Kent State's NSE.

○ **Freshman Biology Majors**

- Biology is the third most popular major of Kent State's incoming freshman class of 2014, and the second most popular major of NSE students nationally.
- Biology is the second most popular major in the College of Arts and Sciences among the incoming freshman class of 2014, with 201 majors.

- Within the past 12 years, five biology majors participated in Kent State's NSE.
- **Freshman Business Management Majors**
 - Business management is the fourth most popular major of Kent State's incoming freshman class of 2014. Business management is a popular major for students participating nationally.
 - Business management is the most popular major in the College of Business Administration amongst freshmen, totaling 187 majors.
 - Within the past 12 years, three business management majors participated in Kent State's NSE.

B. Secondary

- **Parents and guardians of perspective NSE participants**
 - Jones said parents and guardians influence the decisions of students.
- **Psychology, biology and business academic advisors of prospective NSE participants**
 - Advisors inform, encourage and influence students about different programs for their specific majors.
- **NSE alumni who have graduated in the past four academic years or are currently still undergraduate students**
 - NSE alumni have testimonials about the program and influence the public to participate.

V. Objectives

- The main campaign goal is to increase awareness, excitement and participation about NSE at Kent State. This goal leads to five objectives:
 - To increase awareness and generate excitement about NSE on the Kent Campus by 30% by February 2017.
 - To increase the annual average of Kent State NSE participants to 30 by February 2016, and to 55 by February 2017.
 - To increase the number of freshman psychology majors who participate in NSE to 10 students by February 2016.
 - To increase the number of freshman biology majors who participate in NSE to 10 students by February 2016.
 - To increase the number of freshman business management majors who participate in NSE to 10 students by February 2016.

VII. Themes and Key Messages

A. Theme

- Explore Your Horizons: Study Away with the National Student Exchange

B. Key Messages

- Affordable Adventure
 - Financial aid and scholarships apply to the program. Students pay their normal Kent State tuition, whether it is in-state or out-of-state.
 - Students pay a one-time application fee along with their travel and living expenses.

- Opportunities for Hands-On Experiences
 - While studying away, students can complete internships, work on career advancement and investigate potential graduate schools.
- Easy Application
 - Academic advisors and campus coordinators work closely with the students to ensure credits will transfer
 - Students can choose from more than 180 schools to attend.
- Easy Transition Process
 - Studying away at a different school is made easy with friends by your side.

VIII. Strategies and Tactics

A. Use multimedia tactics and face-to-face communication to build a relationship with prospective undergraduate students on Kent campus, raise awareness and encourage participation in NSE and make it a more common conversation topic for students.

- Print and Social Media Blitz
 - Order print media, handouts and posters for all face-to-face events. Papers will include the dates, times and places for the information and Kick-Back! sessions. Posters will be apart of our print and online blitz.
 - NSE will create a consistent voice and posting schedule for Facebook, Twitter and Instagram. Use #ExploreNSE with every post and at all NSE events. A digitally skilled intern will be designated as the head of social

media. The posts will provide general information about NSE, upcoming events and destination campuses but will be fun, clever and designed to generate conversation, comments and shares.

- Potential tweets include:
 - Affordable adventures are the best way to learn.
#ExploreNSE <http://bit.ly/1zmwjsD>
 - Open the doors of opportunity by attending this week's info session #ExploreNSE <http://bit.ly/15hpHmH>
 - Take a selfie with your bestie at Adventure Day on the K
#ExploreNSE (include photo of Adventure Day on the K
flier)
- The schedule for posting will be:
 - One post per day on Facebook
 - One tweet per day on Twitter
 - One post per week on Instagram
- NSE will invite undergraduate students to compete in a video competition, NSE Close-Up Contest, to create a video for the Kent State NSE homepage. The video submission which best explains the theme and key messages of NSE will win a \$500 prize. Jones will hold a kick-off event in the First Energy auditorium in early February 2015 to excite students interested in making the film and further explain NSE. Handouts will be given to the students explaining the guidelines of the film and deadline of

March 13, 2015. Jones and her interns will review the submitted videos and choose a winner by April 2015.

- NSE will create a page on the Kent State NSE website for parents and guardians. This page will provide families with information about NSE, like campus choices and how much it costs, and the benefits of their child participating.
- Small-scale face-to-face tactics
 - NSE will host 10 minute in-class presentations in February 2015 for general education classes which tailor to our key publics' majors, such as General Psychology, Principles of Microeconomics, Principles of Marketing and Life on Planet Earth. Two to three NSE alumni will be trained to become "Adventure Guides" and NSE alumni from the three targeted majors will speak to the classes wearing NSE shirts provided by Jones. Adventure Guides will provide handouts with dates and times for information and Kick-Back! sessions as well as promote events like the Explorer Series. Being an Adventure Guide comes with perks: the program would be a resume builder as well as students would receive a letter of recommendation. NSE will also ask professors of the general education classes to offer extra credit to students who attend the large-scale events.
 - NSE will offer a larger variety of times to increase attendance at information sessions. They will hold the sessions once per month during

the fall and spring semesters. The sessions will start January 2015. The session will be held the first week of each month from 6 p.m. to 7 p.m. at the Kent State Student Center in room 315. There will be 10 information sessions per academic year. The estimated turnout is 15 students per session.

- NSE will have booths at Blast Off and Black Squirrel Fest at the beginning of the 2015-2016 academic school year. One intern and one Adventure Guide will be at each booth giving handouts with general information about the program and dates and times of the information sessions and NSE Kick-Backs. On the front of the booths, NSE will place a large banner with the NSE logo and “Explore Your Horizons: Study Away with National Student Exchange.” Interns will also hand out bags of trail mix with an attached luggage tag labeled with NSE social media websites and their website URL.
- NSE will attend Destination Kent State sessions during the summers of 2015 and 2016 and host a session for parents about opportunities, like internships, for students after they are farther along in their college careers.
- NSE will create an advisory board amongst the academic advisors on the Kent State main campus. Each school will have a representative advisors who will engage with other academic advisors advisors and students, informing them about NSE.

- Large-scale face-to-face tactics
 - **Breakfast Buds** is a pancake breakfast hosted by NSE. The event will be held on the second floor of the Kent State Student Center in October 2015 and 2016 from 10 a.m. to 12 p.m. Kent State Banquet Sales will cater the food. NSE will invite President Warren, the Provost, James L. Blank, the Deans of every school on campus to attend the event and help serve pancakes to the students. Students are asked to attend with a friend or make a new friend while they are at the event. During the event, the students will be provided with dates and times of future information sessions and NSE Kick-Backs. NSE will reach out to alumni who used the buddy system to give a short presentation. Two weeks prior to the event, the intern in charge of social media will begin posting on Facebook, Twitter and Instagram about the event. Students will be asked to R.S.V.P. through Facebook. NSE will partner with CSI/FLASHperks, so the students can earn flash points for attending. The anticipated turnout will be 50 students.
 - **Pizza and Paperwork** is a pizza party hosted by NSE. The event will be held on the fourth floor of the Kent State library. During November 2015, the pizza party will happen the first and third weeks; the first from noon to 3 p.m., and the second from 5 p.m. to 8 p.m. During November 2016, the party will be held the first and third weeks; the first from 12 p.m. to 3 p.m., and in the third week from 5 p.m. and 8 p.m. These events will be held during November because this month is when the application process

begins. At the event, students will get help from the interns filling out their NSE application. Two weeks prior to the event, the intern in charge of social media will begin posting about the event on Facebook, Twitter and Instagram. Students will be asked to RSVP through Facebook. The anticipated turnout is 15 students per event.

- **Adventure Day on the ‘K’** is a bigger event sponsored by NSE at Risman Plaza. The event will take place in mid September of 2015 and 2016 on a Friday from 1 p.m. to 2 p.m. There will be booths ran by the interns, which provide students with information about different campuses they could study at and the adventures awaiting the students in the different states. There will be two specific booths for west coast and east coast schools, which include the low probability schools. These states include Hawaii, California, New Mexico, Colorado, Florida and New York. Adventure Guides will also provide students with general information about NSE and give their personal experiences with NSE to students at the booths. NSE will partner with Kent State’s food truck, Fork in the Road. The truck will be parked near the K to create more traffic for the event and allow students to buy food. There will also be a cotton candy machine at the event to help attract more students who are walking by. Students can participate in partner games, like cornhole and a two-legged race to help introduce the idea of the buddy system. Four weeks prior to the event, the intern in charge of social media will begin posting on Facebook, Twitter and Instagram. NSE will ask students to live tweet the event using the

hashtag #ExploreNSE. They will hold an Instagram contest for the “Best Buddy Pic” and “Best Adventure Pic.” NSE will provide them with props and costumes like safari hats, binoculars, Hawaiian shirts and sunglasses. Students will post their pictures to Instagram using the hashtag #ExploreNSE and will be entered to win one of two \$15 Chipotle gift card. NSE will have President Warren and Flash take a picture together to post on the NSE instagram using the hashtag #ExploreNSE. The picture will be used to encourage students to participate in the contest and attend the event. President Warren and Pamela Jones will select the winners of the contest. The anticipated turnout is 100 students.

B. Use face-to-face and digital communication to create excitement about possible volunteer and internship opportunities for psychology students through NSE.

- **The Explorer Series** is a speaker series sponsored by NSE for freshman psychology majors. This series will take place during September 2016. NSE will invite psychology alumni who travelled with the program during their undergraduate career. They will also invite academic advisors from the department of psychology to the event as well as have them email their students and ask them to attend the event. Jones will choose which alumni she would like to invite to speak based on who would be best to talk about their experiences. Each speech will take place in Kent Hall, which is the designated building for psychology students. Speakers will address topics like what they wish they knew before participating and why they chose to travel with NSE. They will also talk

about their best experience and their academic, social and experiential growth. Four weeks prior to the event, the intern in charge of social media will begin posting about the event on Facebook, Twitter and Instagram. The posts will remind students of dates, places and times for each speaker. The interns will create posters to hang up in the specific buildings where the series will take place. NSE will ask students to live tweet the event using the hashtag #ExploreNSE. The anticipated turnout is 30 students per speaker.

- NSE will partner with the Psychology Club to build relationships with students and possible opinion leaders within psychology. The interns will promote NSE events within the club, like the Explorer Series, by going to one club meeting each semester to promote NSE to the members.

C. Use digital tactics and face-to-face communication to generate awareness about potential research and graduate school opportunities for biology students through NSE.

- **The Explorer Series** is a speaker series sponsored by NSE for biology majors. This series will take place during September 2016. NSE will invite biology alumni who travelled with the program during their undergraduate career. They will also invite academic advisors from the department of biological sciences to the event as well as have them email their students and ask them to attend the event. Jones will choose which alumni she would like to invite to speak based on who would be best to talk about their experiences. Each speech will take place in Cunningham Hall, which is the designated building for biology students.

Speakers will address topics like what they wish they knew before participating and why they chose to travel with NSE. They will also talk about their best experience and their academic, social and experiential growth. Four weeks prior to the event, the intern in charge of social media will begin posting about the event on Facebook, Twitter and Instagram. The posts will remind students of dates, places and times for each speaker. The interns will create posters to hang up in the specific buildings where the series will take place. NSE will ask students to live tweet the event using the hashtag #ExploreNSE. The anticipated turnout is 30 students per speaker.

- NSE will partner with Biology Club to build relationships with students and possible opinion leaders within biology. The interns will promote NSE events within the club, such as the Explorer Series, by going to one club meeting each semester to promote NSE to the members.

D. Use face-to-face and digital communication to create enthusiasm about internship and career opportunities promoted for business management students through NSE.

- **The Explorer Series** is a speaker series sponsored by NSE for freshman business management majors. This series will take place during September 2016. NSE will invite business management alumni who travelled with the program during their undergraduate career. They will also invite academic advisors from the department of management and information systems to the event as well as have them email their students and ask them to attend the event. Jones will choose

which alumni she would like to invite to speak based on who would be best to talk about their experiences. Each speech will take place in Business Administration, which is the designated building for business management students. Speakers will address topics like what they wish they knew before participating and why they chose to travel with NSE. They will also talk about their best experience and their academic, social and experiential growth. Four weeks prior to the event, the intern in charge of social media will begin posting about the event on Facebook, Twitter and Instagram. The posts will remind students of dates, places and times for each speaker. The interns will create posters to hang up in the specific buildings where the series will take place. NSE will ask students to live tweet the event using the hashtag #ExploreNSE. The anticipated turnout is 30 students per speaker.

- NSE will partner with Delta Sigma Pi, the business fraternity, to build relationships with students and possible opinion leaders within business management. The interns will promote NSE events within the fraternity, such as the Explorer Series, by going to one club meeting each semester to promote NSE to the members.

X. Budget

A. Bulk Order Print Media

- Large 6' x 2.5' banner with the NSE logo and "Explore Your Horizons: Study Away with National Student Exchange" purchased from Staples - \$40.00

- First Year - 1,000 color, 8.5" x 11", general information handouts with dates and times for information and Kick-Back! sessions written by Jones purchased from Staples - \$60.00
- Second Year - 1,000 color, 8.5" x 11", general information handouts with dates and times for information and Kick-Back! sessions written by Jones purchased from Staples - \$60.00
- 500 color, 5.5" x 8.5", postcards with NSE logo and the schools students can study at purchased from Staples - \$155.00
- 500 color, 3.7" x 8.5" (closed), brochures with general information about the program and dates and times for information and Kick-Back! sessions purchased from Staples - \$700.00
 - All of the above will be used at information and Kick-Back! sessions, Blast Off and Black Squirrel Festival.
- 15 color printed posters advertising the speaker series dates and times purchased at Staples (five per each building) - \$105.00
 - The above posters will be used to promote The Explorer Series

B. Online and Social Media Tactics

- Consistent voice on social media
 - People
 - Train one NSE intern to post on all three social media accounts and follow the posting schedule
 - Resources

- Facebook, Twitter and Instagram accounts
 - Computer in Undergraduate Studies office to access social media accounts
- Video on Kent NSE website
 - Money
 - Prize for the winner of the film contest - \$500.00
 - People
 - Sara Smith, electronic communications and web content services coordinator for University Communications and Marketing department, will post the video on the Kent State website under the NSE page.
 - KSU undergraduate students
 - Pamela Jones will judge the contest and select a winner
 - Resources
 - Photos and videos of NSE alumni experiences
 - Kent State website as a platform for the video

C. Small-scale face-to-face tactics

- Class presentations in General Psychology, Principles of Microeconomics, Principles of Marketing and Life on Planet Earth
 - People
 - One “Adventure Guide” will present to the class.
 - One NSE intern will create a handout to give to students.

- Resources
 - The class lecture halls located in Kent Hall, Cunningham Hall and the Business Administration building
 - 17 professors who teach the general education courses to allow NSE to speak during class time
- Money
 - 10 NSE “Adventure Guide” t-shirts - \$180.00
- Information and Kick-Back! sessions
 - Money
 - 15 pounds of bulk candy for 20 information sessions (10 per year) - \$69.00
 - Three dozen cookies for 10 Kick-Back! sessions (five per year) - \$200.00
 - Six 22 ounces bags of pre-popped popcorn - \$36.00
 - People
 - Train two NSE interns to host sessions
 - Resources
 - Reserve room 315 in the Kent State Student Center to host the events
- Blast Off and Black Squirrel Festival booths
 - Money
 - 1,000 plastic bags to package trail mix to give away at Blast Off and Black Squirrel Festival - \$15.00

- 10 cases of 25 pounds of trail mix to package and give away at Blast Off and Black Squirrel Festival - \$747.50
 - 15 packs of three sheets of 24 custom printed stickers to put on the packages of trail mix - \$180.00
 - Two packages of string to close the packages of trail mix - \$5.58
 - 1,000 luggage tags custom printed to put on the packaged trail mix - \$115.00
 - Instagram photo frame poster board - \$11.79
 - White, blue and black paint to decorate the poster board - \$14.97
 - Gold glitter glue to decorate the poster board - \$6.29
 - People
 - Two NSE interns to run the booth, hand out fliers and answers student's questions
 - Resources
 - Fill out form for booth space and turn in a month before the event
 - Booths provided by the event staff
- Destination Kent State
 - People
 - Two NSE interns and Pamela Jones to host the parent sessions during the summer
 - Resources
 - Fill out form to be apart of Destination Kent State sessions, turn in during Spring Semester

- Room and booth provided by event staff
- NSE Advisory Board
 - People
 - Two NSE interns and Pamela Jones to invite academic advisors to be apart of the board and run meetings
 - One academic advisor from each school to represent their students and fellow advisors
 - Resources
 - Room for meetings, scheduled a month in advance

D. Large-scale face-to-face tactics

- Breakfast Buds
 - Money
 - Kent State Banquet Sales' "Kent Buffet" (feeds 50 people) - \$1,250.00
 - Rent room 204 in the Kent State Student Center for one day - \$350.00
 - People
 - Two NSE interns to hand out information sheets to students
 - Resources
 - Tables and chairs provided by the Kent State Student Center
 - Plates, cups, eating utensils and napkins provided by Kent State Banquet Sales

- Pizza and Paperwork
 - Money
 - Three large pizzas from Hungry Howies (four times) - \$123.00
 - 10 packs of 24 bottles of water - \$34.00
 - Two packages of 200 count napkins - \$5.76
 - Two packages of 140 count paper plates - \$11.88
 - Print out 25 applications per event (four times) - \$150.00
 - People
 - Two NSE interns to help participants fill out their application and answer questions
 - Resources
 - Fourth floor of the Kent State library to host the event
 - Tables and chairs provided by the library
- Adventure Day at the “K”
 - Money
 - Inflatable obstacle course rental - \$1000.00
 - One-day cotton candy machine rental - \$400.00
 - Two-day corn hole rental - \$50.00
 - Props for Instagram contest photo booth - \$20.00
 - Rope for three-legged race - \$8.99
 - 500 wristbands with “Explore Your Horizons” printed on them - \$340.00

- Large 6' x 2.5' banner with the NSE logo and east coast schools featured at the event purchased from Staples - \$40.00
 - Large 6' x 2.5' banner with the NSE logo and west coast schools featured at the event purchased from Staples - \$40.00
 - Chipotle gift cards for the winners of the Instagram contest - \$60.00
- People
 - Five NSE interns and Pamela Jones to run the event
- Resources
 - Reserve Risman Plaza to host the event during the spring semester, no cost to rent
 - Partnership with Fork in the Road to provide attendees with food, students have to pay
 - Three tables provided by the Kent State Student Center

E. Freshman Psychology Tactics

- Explorer Series
 - People
 - Two NSE interns who will plan the event, promote the event on social media and print media and will pass out NSE information at the end of each speaker
 - Alumni speakers with degrees in psychology
 - Resources

- Reserve room 102 in Kent Hall to host the event
 - Partner with Psychology Club
 - People
 - One NSE intern who will go to meetings of the Psychology Club to talk about events for their major
 - Resources
 - Partnership with Psychology Club to build relationships with psychology students

F. Freshman Biology Tactics

- Explorer Series
 - People
 - Two NSE interns who will plan the event, promote the event on social media and print media and will pass out NSE information at the end of each speaker
 - Alumni speakers with degrees in biology
 - Resources
 - Reserve room 100 in Cunningham Hall to host the event
- Partner with Biology Club
 - People
 - One NSE intern will go to meetings of the Biology Club to talk about events for their major.
 - Resources

- Partnership with Biology Club to build relationships with biology students

G. Freshman Business Management Tactics

- Explorer Series
 - People
 - Two NSE interns who will plan the event, promote the event on social media and print media and will pass out NSE information at the end of each speaker
 - Alumni speakers with degrees in business management
 - Resources
 - Reserve room 101 in Business Administration Building to host the event
- Partner with Delta Sigma Pi
 - People
 - One NSE intern will go to meetings of Delta Sigma Pi to talk about events for their major.
 - Resources
 - Partnership with Delta Sigma Pi to build relationships with business students

H. Research

- Three surveys: before, during and after the campaign

- Money
 - 10 question survey distributed through www.surveymonkey.com - Free
- People
 - One NSE intern will create questions to gauge student and faculty awareness of the program during all points of the campaign.

TOTAL = \$7,119.76

XI. Timeline

A. Bulk Order Print Media

- First Year - 1,000 color, 8.5" x 11", general information handouts with dates and times for information and Kick-Back! sessions- order in bulk first week of January 2015
- 500 color, 5.5" x 8.5", general information postcards with dates and times for information and Kick-Back! sessions- order in bulk first week of January 2015
- Second Year - 1,000 color, 8.5" x 11", general information handouts with dates and times for information and Kick-Back! sessions- order in bulk first week of January 2016

B. Online and Social Media Tactics:

- Consistent voice on social media
 - Train at least one intern to effectively use social media- January 12, 2015, first week of spring 2015 classes, two weeks in advance

- Begin posting on social media- Feb. 1, 2015
- Video on Kent NSE website
 - Begin social media posts, hang fliers and send informational emails to the JMC listserv about the contest- January 2015, two months in advance
 - Reserve the First Energy auditorium- January 2015, two months in advance
 - Hold kick-off event- February 2015, one month in advance
 - Remind participants of March deadline via email- February 2015, two weeks before submission deadline
 - Review submitted videos- March 2015, two weeks before sending video
 - Send winning video to Sara Smith- March 30, 2015, two days in advance
 - Post the video online and announce winner- April 1, 2015

C. Small-scale face-to-face tactics:

- Class presentations
 - Contact professors and ask to speak in the class- February 2015, one month in advance
 - Create handouts with NSE information- February 2015, three weeks in advance
 - Train interns to speak in class- February 2015, two weeks in advance
 - Remind professors via email NSE will speak in their class- one week in advance

- Information sessions
 - Reserve room 315 in the Kent State Student Center- begin first week of spring semester, Jan. 12, 2015 and host session every other week, reserve one month in advance for each session
- Blast Off and Black Squirrel Fest booths
 - Reserve Blast Off booth- July 2015, one month in advance
 - Buy trail mix and bags- three days in advance
 - Assemble trail mix and NSE materials- two days in advance
 - Attend Blast Off- August 2015
 - Reserve Black Squirrel Fest booth- August 2015, one month in advance
 - Create handouts with NSE information- August 2015, three weeks in advance
 - Buy trail mix and bags- three days in advance
 - Assemble trail mix and NSE materials- two days in advance
 - Attend Black Squirrel Festival- Sept. 11th, 2015
- Destination Kent State
 - Contact Destination Kent State event staff - March 2015
 - Train interns and develop presentation for parents - May 2015
 - Attend Destination Kent State summer sessions - Summer 2015 and 2016
- NSE Academic Advisory Board
 - Contact advising offices on the Kent main campus - August 2015
 - Create advisory board - August 2015

- Educate advisors on NSE information to give to other advisors and students - August 2015

D. Large-scale face-to-face tactics:

- Breakfast Buds
 - Reach out to NSE alumni-July 2015
 - Reserve room 204 in the Kent State Student Center- September 2015, one month in advance
 - Contact Kent State Banquet Sales to request catering- September 2015, four weeks in advance
 - Contact FLASHperks to request Breakfast Buds as a FLASHperks event- September 2015, three weeks in advance
 - Contact Undergraduate Studies to establish a partnership- September 2015, three weeks in advance
 - Begin social media posts and Facebook reservation invite- September 2015, two weeks in advance
 - Remind students to RSVP on Facebook and send email reminders- October 2015, two days in advance
- Pizza and Paperwork
 - Reserve space on the fourth floor of the Kent State library- October 2015/2016, one month in advance
 - Begin social media posts and Facebook reservation invite- November 2015/2016, two weeks in advance

- Print and assemble application forms- November 2015/2016, one week in advance
- Place pizza order- one week in advance
- Remind students to RSVP- November 2015/2016, two days in advance
- Follow up with pizza order and purchase paper products- one day in advance
- Adventure Day on the “K”
 - Reserve space on Risman Plaza- July 2015, four months in advance
 - Establish a partnership with Fork in the Road-July 2015, two months in advance
 - Invite President Warren and Flash to attend the event- August 2015, one month in advance
 - Purchase flags and create and print NSE information handouts- August 2015, three weeks in advance
 - Buy materials for games and picture opportunities- September 2015, two weeks in advance
 - Choose two interns to run the booth and brief them on the states they will represent at the booth- September 2015, two weeks in advance
 - Begin social media posts- September 2015, two weeks in advance
 - Increase social media posts- September 2015, one week in advance
 - Have President Warren and Flash take “buddy picture” together to post on Instagram- September 2015, one week in advance
 - Purchase Chipotle gift cards- September 2015, one week in advance

E. Freshman psychology tactics:

- Explorer Series
 - Contact potential speakers, July 2016, two months in advance
 - Solidify speakers and send invitation to speak- August 2016, one month in advance
 - Reserve room 102 in Kent Hall- August 2016, one months in advance
 - Begin social media posts- August 2016, one month in advance
 - Increase social media posts- September 2016, one week in advance
- Psychology Club partnership
 - Establish a relationship with Psychology Club- January 2015

F. Freshman biology tactics:

- Explorer Series
 - Contact potential speakers, July 2016, two months in advance
 - Solidify speakers and send invitation to speak- August 2016, one month in advance
 - Reserve room 100 in Cunningham Hall- August 2016, one months in advance
 - Begin social media posts- August 2016, one month in advance
 - Increase social media posts- September 2016, one week in advance
- Biology Club partnership
 - Establish a relationship with Biology Club- January 2015

G. Freshman business management tactics:

- Explorer Series
 - Contact potential speakers, July 2016, two months in advance
 - Solidify speakers and send invitation to speak- August 2016, one month in advance
 - Reserve room 101 in Business Administration Building- August 2016, one months in advance
 - Begin social media posts- August 2016, one month in advance
 - Increase social media posts- September 2016, one week in advance
- Delta Sigma Pi partnership
 - Establish a relationship with Delta Sigma Pi- January 2015

XII. Evaluation

A. Participation

- Did the tactics inspire students to want to study away with NSE?
 - Measured by total applications received by February 2016 and February 2017
 - Measured by total number of students who study away in 2017

B. Awareness and Excitement

- Did the tactics generate campus wide awareness and excitement for NSE?

- Measured by students' answers to awareness surveys sent out
 - Two different surveys
 - Campus wide for all students and faculty
 - Specific for the key publics within psychology, biology and business management majors
- Measured by social media hits and trending topics
 - Amount of times was the hashtag #ExploreNSE used during the course of the campaign