# Key Findings

## Outcomes, & Improvements

### Planning Outcomes

<table>
<thead>
<tr>
<th>Days of Events Planned</th>
<th>SEC Members Staffed on Advertising Event</th>
<th>SEC Members Staffed on Event, Including Directors</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

- Plan and confirm collaboration with other orgs earlier and have them advertise as well.
- More clearly define inter-committee and intra-committee roles earlier.
- After initial planning, progress moved smoothly.

### Publicity Impact

- **16.2%** Attendees found out about event through social media.
- **10.0%** Attendees found out about event through ESL newsletter.
- **257** Average views on Facebook for Cockrell kickoff events.

- Social media takeover on Cockrell School page successful (1000-1500 people viewed).
- Event could benefit from earlier promotional campaigning.
- Though engagement on social media was high, process could be streamlined to remove glitches/mistakes.

### Event Impact

<table>
<thead>
<tr>
<th>Total Attendees</th>
<th>Subevents Planned Throughout 3 Day Kickoff</th>
<th>Attendees Who Were First-Year Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>15</td>
<td>48.5%</td>
</tr>
</tbody>
</table>

- There was 1 sign-in on day 1. Make sure the form is set up and orgs push people to sign in.
- Good engagement/interaction on social media.
- Some earlier lunches with smaller orgs had low overall turnout.
- Some events had low first-year turnout; target first-year pages/groups.

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SUGGESTED TARGETS

01
COLLABORATION WITH OTHER ORGS
COMMUNICATE AND CONFIRM PLANS WITH OTHER ORGS EARLIER. MAKE SURE THESE ORGS ADVERTISE THE EVENT ON THEIR OWN PAGES AS WELL.

02
SOCIAL MEDIA GUIDE
ENSURE MEMBERS ARE TRAINED ON SOCIAL MEDIA AND HAVE A STREAMLINED PROCESS/GUIDE TO REDUCE DIFFICULTIES

03
MARKETING ADJUSTMENTS
TARGET FRESHMAN-ORIENTED PAGES/GROUPS, BUT ENSURE THAT THE ADVERTISING APPEALS TO A BROADER AUDIENCE