STUDENT ENGINEERING COUNCIL PRESENTS
6TH ANNUAL
FIRST YEAR
CASE COMPETITION

SIGN UP AT
https://tinyurl.com/UTFCC20

FIRST PLACE: $500
SECOND PLACE: $300
THIRD PLACE: $200

KICKOFF: OCTOBER 30
EVENT: NOVEMBER 7

FRESHMAN CASE COMPETITION

EVENT BRIEF
MARKETING & ANALYTICS COMMITTEE, FALL 2020
### KEY FINDINGS

**OUTCOMES, & IMPROVEMENTS**

#### PLANNING OUTCOMES

<table>
<thead>
<tr>
<th>Weeks of Planning</th>
<th>Aspects of Student Life Panel</th>
<th>Sec Members Staffed on Event,</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>5</td>
<td>9</td>
</tr>
</tbody>
</table>

- Filling out the slide deck was pretty straightforward and enabled all MAL’s to contribute.
- Input from different MAL’s allowed the content to be varied and multidisciplinary.

#### PUBLICITY IMPACT

<table>
<thead>
<tr>
<th>Attendees Found Out About Event Through Friends</th>
<th>Attendees Found Out About Event Through Slack</th>
<th>Average Views on Instagram for Student Life Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>40%</td>
<td>90%</td>
<td>241</td>
</tr>
</tbody>
</table>

- Publicity on Instagram was put out Oct 4 (two days before) and Slack was put out one day before.
- 90% percent retention rate from past SFE events.

#### EVENT IMPACT

<table>
<thead>
<tr>
<th>Total Attendees</th>
<th>Signed Up as Individuals</th>
<th>Would Participate Again</th>
</tr>
</thead>
<tbody>
<tr>
<td>45</td>
<td>18%</td>
<td>94%</td>
</tr>
</tbody>
</table>

- First-years found the content helpful and engaging.
- Most attendees felt they were able to connect with the mentors well.
- Room to improve in regards to connectivity with other first-years (4.3/10 score).
MARKETING

Improve marketing by reaching out to FIGS, releasing the social media posts earlier, and creating more event hype in the Slack.

INCREASING STUDENT ENGAGEMENT

Students could be more engaged by having one on one time during events for students to connect with each other. If event is in person have a scavenger hunt or speed dating portion to build community.

PLANNING AROUND MIDTERMS

Keep in mind when midterms are for the first years and plan around these times and better adjust the date/time of events to suit the needs of the potential attendees.