

Peer Relations

Shared Competencies Planbook **2021**

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Peer Relations

Student-run agency founded in September 2021



Erika Mosso



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Bryan Brush

Overview

RESEARCH

- Audience Personas
- Social Media Audit

STRATEGY

- Goal Setting and Objectives
- Keywords
- Mockup Tactics and Content Development
- Implementation and Evaluation

Our Target Audience

Undergraduate

Gender	Head Count	Head Count %	FTE Count	FTE %
Female	8,076	54.6%	7,903.0	54.9%
Male	6,702	45.4%	6,504.1	45.1%
Total Undergraduate	14,778	100.0%	14,407.0	100.0%

Undergraduate

Race/Ethnicity	Head Count	Head Count %	FTE Count	FTE %
American Indian or Alaska Native	93	0.7%	86.9	0.6%
Asian	1,033	7.0%	1,022.1	7.1%
Black or African American	1,012	6.8%	964.0	6.7%
Hispanic or Latino	1,595	10.8%	1,565.3	10.9%
Native Hawaiian or Other Pacific Islander	16	0.1%	15.4	0.1%
White	8,023	54.3%	7,822.0	54.2%
Two or more races	592	4.0%	578.0	4.0%
Nonresident Alien	1,943	13.1%	1,926.6	13.4%
Race/ethnicity unknown	471	3.2%	426.7	3.0%
Total Undergraduate	14,778	100.0%	14,407.1	100.0%

Undergraduate Students

- Our Target Audiences were undergraduate students enrolled at SU

Audience Personas

Christian BEAUDRY
 MAJOR: MANAGEMENT
 MINOR: COMPUTER SCIENCE

UNDERGRADUATE FRESHMAN

OUTSIDE INTERESTS:

- EXTRACURRICULAR ACTIVITIES:
 - Plays lacrosse and baseball, very active in sports and working out
 - Enjoys old-school music, and is learning to play the drums

CHALLENGES:

- Currently unemployed.
- Has Dyslexia and finds it hard to keep up with the academic aspects of the school whilst balancing a fun social life.
- Misses his family since it's his first year.
- Wants to be in classes that actually interest him instead of the mandatory first-year requirement classes.

GOALS:

- Wants to work in sports team management, for major sports teams
- Aims to get straight A's throughout college to be able to secure an internship at ESPN
- Hopes to make the lacrosse team as a freshman walk-on

ETHNICITY/RACIAL IDENTITY: Caucasian male

SOCIO-ECONOMIC STATUS: Middle-class; has never had to have an after-school job

DO THEY RECEIVE WORK-STUDY? No

GENERATION Z

SOCIAL MEDIA USAGE:

Instagram - uses it to follow friends, but rarely posts and doesn't spend much time on it

Twitter - uses it often to follow sports, does not tweet

TikTok - not a TikTok page, instead use TikTok for paid promotion (Ads) - uses it to communicate with friends on, but not to post on, interacts with the ads that he finds interesting

Facebook - never

Jessie PEREZ
 THEY/THEM/THEIRS
 MAJOR: COMMUNICATION
 MINOR: RHETORICAL STUDIES

UNDERGRADUATE JUNIOR

OUTSIDE INTERESTS:

- EXTRACURRICULAR ACTIVITIES:
 - Mentor - fullCIRCLE Mentoring Program at the Office of Multicultural Affairs.
 - Fashion and Design Society (FADS)
 - The OutCrowd Magazine
 - Mixtape Magazine
 - TNH Agency
- EMPLOYMENT: Work-study position at Bird Library
- OTHER: PetSmart Unleashed Group Mentoring Program for Emerging Talent

CHALLENGES:

- Receives necessary accommodations for ADHD.
- Funding their education.
- Balancing work, school, and extracurricular activities

GOALS:

- Integrating all projects with Diversity, Equity, Inclusion, Accessibility, and Accurate Representation.
- Maintaining Dean's List throughout their college career.
- Creating a more inclusive and accurately represented space for creatives in the media and entertainment industry. Plans to accomplish this as a public relations practitioner working in external and internal communications in this industry.
- Securing an internship at PetSmart after completing their mentoring program.

ETHNICITY/RACIAL IDENTITY: 1st Generation Mexican-American; nonbinary

SOCIO-ECONOMIC STATUS: Low-income; Receives FAFSA

DO THEY RECEIVE WORK-STUDY? Yes

GENERATION Z

PASSIONS: DIVERSITY, EQUITY, INCLUSION, JUSTICE

SOCIAL MEDIA USAGE:

TikTok - only use is for sending other TikToks to their family and friends; Does not post any TikToks; Interacts with "For You" page video comments.

Twitter - uses to get a general understanding of relevant and recent news; Posts music and entertainment commentary.

Spotify - keeps track of what their friends are listening to through the "Friend Activity" feature; also makes playlists with their friends.

Miles STEWART
 HE/HIM/HIS
 MAJOR: PUBLIC RELATIONS
 MINOR: MARKETING

UNDERGRADUATE SENIOR

OUTSIDE INTERESTS:

- EXTRACURRICULAR ACTIVITIES:
 - Hill Communications
 - The Daily Orange
 - The Good Life Magazine
 - The Newshouse
 - Z89 Radio
 - PRSSA
 - Newhouse Peer Advising
 - Club Tennis Team
- EMPLOYMENT: Work-study position at the Newhouse CAGE

CHALLENGES:

- Time management
- Balancing coursework and extracurricular commitments
- Determining what career path to pursue

SOCIAL MEDIA USAGE:

Instagram - used as a news source and for entertainment consumption purposes; Posts about personal life

Twitter - used to stay informed about current events and for work as a student journalist; Tweets links to written articles; Provides live updates for SU Athletics sporting events

Snapchat - not used much in general, but primarily used to stay in touch with friends back home

ETHNICITY/RACIAL IDENTITY: Caucasian male

SOCIO-ECONOMIC STATUS: Middle class; Receives FAFSA

DO THEY RECEIVE WORK-STUDY? Yes

GENERATION Z

PASSIONS: Environmental issues/Climate change, Music, Technology/AI, Sports, Movies

GOALS:

- earn Dean's list each semester
- Secure a summer internship and job after graduation
- Plan to effectively pay off student loans as fast as possible
- Find work as an agent for an athlete or celebrity

Social Media Audit



Strengths

- Program is directly related to Syracuse University
- Social media resonates with target audience of SU students



Weaknesses

- There is currently no social media presence for Shared Competencies



Opportunities

- Can utilize social media campaign to increase awareness about Shared Competencies
- Ability to incorporate Shared Competencies into first-year related activities



Threats

- Having to establish social media presence from the ground up
- Competing with all campus organizations and academic programs for students' attention

Goals Setting and Objectives

Goal #1: Our goal is to increase the awareness and understanding of Shared Competencies within the student body.



Objective 1: Increase inclusion of Shared Competencies by 25% in official first-year-related activities.



Objective 2: Increase student knowledge by having 50% of students attend Shared competencies seminars. Maintain consistency amongst student involvement in the Shared Competencies.



Objective 3: Gain 500 total followers on Shared Competencies social platforms by six months after program launch.

Objective #1: Increase inclusion of Shared Competencies by 25% in official first-year related activities.

Strategy #1: Have student leaders (such as RA advisors, peer mentoring programs, freshman-year experience activities) relay important information about SC.



- **Tactic 1:** Have RA advisors advertise SC events and hand out informational flyers for SC activities.
- **Tactic 2:** Have information and event notifications sent through GroupMe's run by student leaders.
- **Tactic 3:** Student leaders should be required to post on social media about the events for SC.

Objective #1: Increase inclusion of Shared Competencies by 25% in official first-year related activities.

Strategy #2:
Incorporate knowledge of the Shared Competencies into the Freshman Orientation.



- **Tactic 1:** In the first information session, there will be a short video that is displayed explaining the main concepts and overview of the SC.
- **Tactic 2:** There should be a more in-depth and interactive panel event that students will need to visit during their Orientation about the SC. Make it a game where students will be in teams and have some sort of a relay race where they answer questions, do an activity, and whoever completes it first, gets a prize.
- **Tactic 3:** Have the Orientation Leaders encourage students to attend SC events throughout the year by telling them that they will have food, giveaway prizes, etc.

Objective #2:

Increase student knowledge by having 50% of students attend Shared Competencies seminars. Maintain consistency amongst student involvement in the Shared Competencies.

Strategy #1: Hold student webinars/seminars that about 25% of students attend outside of class.



- **Tactic 1:** Have Shared Competencies host mock interviews and career workshop events.
- **Tactic 2:** Host webinars on Zoom with guest speakers/alumni that give tips on how to stand out in one's industry of interest.
- **Tactic 3:** Start a webinar/seminar series that creates a space for students to talk about common challenges they might encounter in college (imposter syndrome, time management, etc.).

Objective #2:

Increase student knowledge by having 50% of students attend Shared Competencies seminars. Maintain consistency amongst student involvement in the Shared Competencies.

Strategy #2: Host fun activities and events as a source of promotion for the Shared Competencies throughout the first Academic Year of Shared Competencies launch.



- **Tactic 1:** Encourage students to attend by offering food for every attendant (ex. Waterstreet Bagels or Glazed and Confused doughnuts).
- **Tactic 2:** Offer a “swag” bag of promotional items like free notebooks, bookstore coupons, Syracuse tailgating gear to every individual who stays for the entirety of the event.
- **Tactic 3:** Have an information table be set up during the student involvement fair with a representative from SC, have the table also have journals, pens, etc. marked with the SC logo.

Objective #3:

Gain 500 total followers on Shared Competencies social platforms by six months after program launch.

Strategy #1: Create Social Media accounts and website associated with Shared Competencies.



- **Tactic 1: Hire students to manage SC social media accounts for internship credit.**
- **Tactic 2: Cross-promote through other already existing bigger accounts (i.e. contests, raffles, giveaways).**
- **Tactic 3: Utilize the use of hashtags and engage with followers in the comment sections.**

Objective #3:

Gain 500 total followers on Shared Competencies social platforms by six months after program launch.

Strategy #2: Establish a content calendar that spans six months after program launch.



- **Tactic 1: Send out an e-newsletter to all freshman students at SU.**
- **Tactic 2: Make the e-newsletter eye-catching/attention grabbing in the hopes that students will be more likely to interact with it.**
- **Tactic 3: Add content such as short videos or Instagram “Guide” books that explain the six strategic goals.**

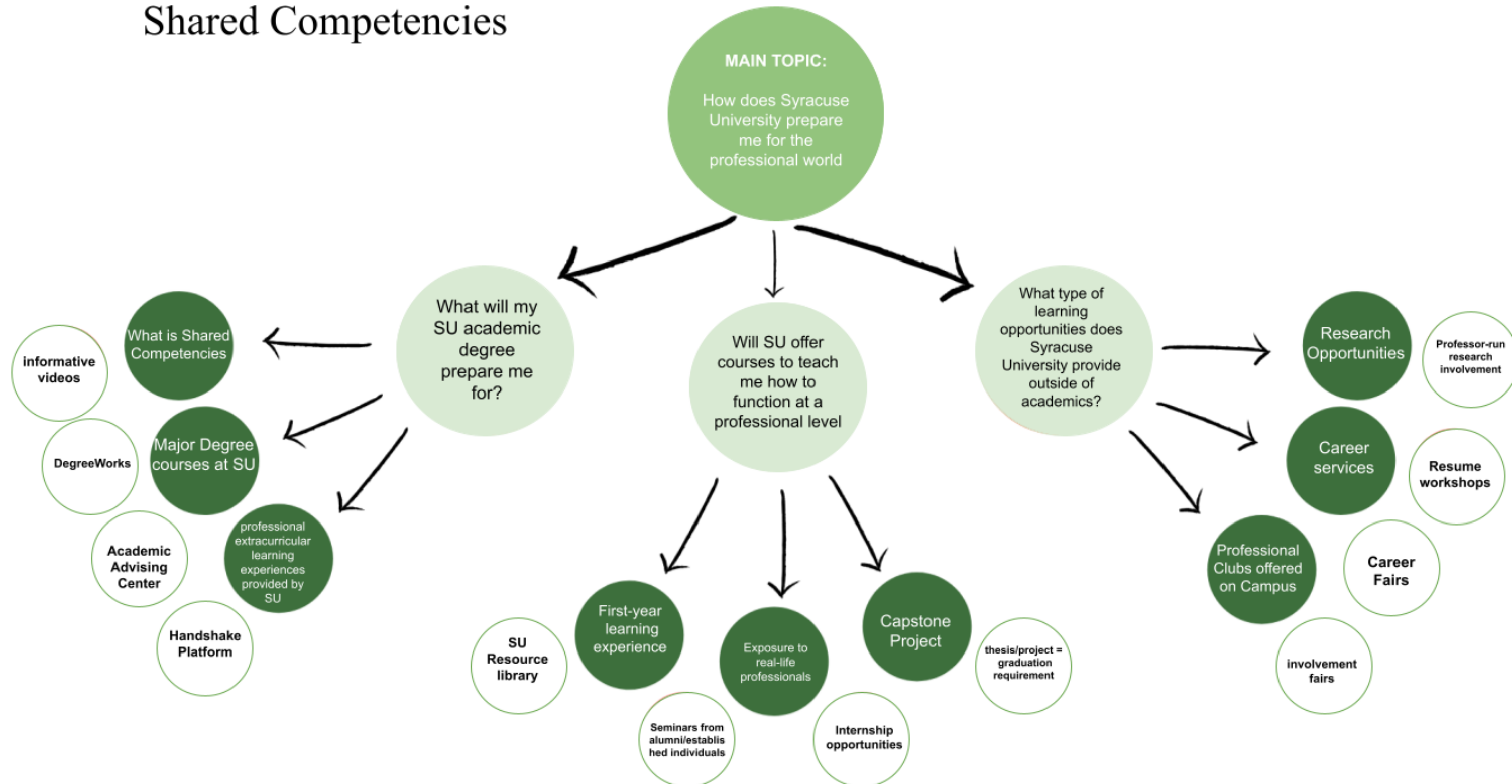
Keywords

Through our research into what Shared Competencies stood for in the eyes of students, we found that when told what Shared Competencies was, students assumed the program worked as a sort of first-year immersion course into the professional world. From this, we collected keywords like, Academics, Professional, Opportunities, Career

Keyword Peso Model

We posed a hypothetical question that would fit in relation to SC and from it found answers/solutions to the question that are offer by SU and Shared Competencies

Peer Relations Content Map: Shared Competencies



Mockup Tactics & Content Development

SC Flyer Mock-Up



Editorial Content Calendar										
Platform	Publish Date	Due Date	Author	Posting Time	Post Image (Thumbnail or Image Link)	Post Topic or Title	Post Content or Caption	Keyword(s)	Hashtags	Offer/CTA
Information Session Video on website - Script (objective 1)	12/20	12/19	Shared Competencies communications team	1:00 PM		Video information session that identifies and explains purpose and main concepts of Shared Competencies	"What is Shared Competencies? Stay tuned to listen about the initiative's six institutional learning goals and how Shared Competencies will benefit your education here at SU!"	Shared Competencies, institutional learning goals, benefit, education, SU		
GroupMe chat (objective 1)	create account on 12/18 and send out weekly messages to group members	12/17	RA advisors	during school hours		Dissemination of information about Shared Competencies from student leaders (RA advisors)	Sample message: "Good morning!! I hope you enjoyed your weekend. Shared Competencies is having a table at the Student Involvement Fair! They're gonna have some Syracuse merch and goodies, come out!"	events, information, messages, Shared Competencies, goodies, merch, Involvement Fair		
Informational flyer (objective 1)	one week before event	two weeks prior	Shared Competencies communications team	all day on campus		Information about Shared Competencies' presence at a student involvement fair	"Shared Competencies at the Involvement Fair! September 12th, 4-7 p.m. on the quad. For updates, follow us on social media @susharedcompetencies"	Shared Competencies, Involvement Fair, September 12th, 4-7 p.m., quad, updates, social media,		
Zoom (objective 2)	monthly throughout the second semester	1/1/21	Shared Competencies	7:00 PM		Zoom meetings/events where Shared Competencies hosts guest speakers and alumni, so students can learn about their careers, ask questions, network, make connections, etc.	"Interested in the world of finance? Attend a Shared Competencies zoom speaker event featuring Dr. X, one of the finance industry's top professionals and a former syracuse graduate! Bring your questions and prepare your linkedins!"	network, events, alumni, guest speaker, career		
Informational flyer (objective 2)	1/5/21	1/4/21	Shared Competencies communication team	all day, around campus		Career workshops through Shared competencies, flyers will offer information on the workshops dates and times, who will be there, where it is etc.	"Join shared competencies this wednesday in HOL 122 and learn how to apply for entry level internships with professor X"	career, workshops, internships		
Handshake - (objective 3)	12/18	12/17/21	Shared Competencies	12:00 PM		Handshake Job listing under "On-Campus" and label it as "CuseWorks Shared Competencies social media student intern"	Shared Competencies is looking to hire SU students to manage our social media accounts! (internship credit offered)	hire, social media, students, internship		
Email - (objective 3)	12/18 (then continue doing so the once a week until the internship spots are filled)	12/17/21	SU Career Service Center	2:00 PM		Sent via Career Service Emails, subject line say "SU social media internship opportunity"	Looking for an internship opportunity? SU's very own Shared Competencies is looking to hire SU students to manage our social media accounts! SC is also offering internship credit for classes for students who fill the position!	credit, SU, social media, students, internship		
Instagram - (objective 3)	12/18/2021-post weekly	12/17/21	Shared Competencies	3:30 PM		Create insragram account for shared competencies that will feature guide posts, event reminders, student stories, and videos detailing shared competencies	Potential caption: "Wondering what shared competencies is? Watch to learn about our six step process, and more!"	shared competencies, social media, students, events		

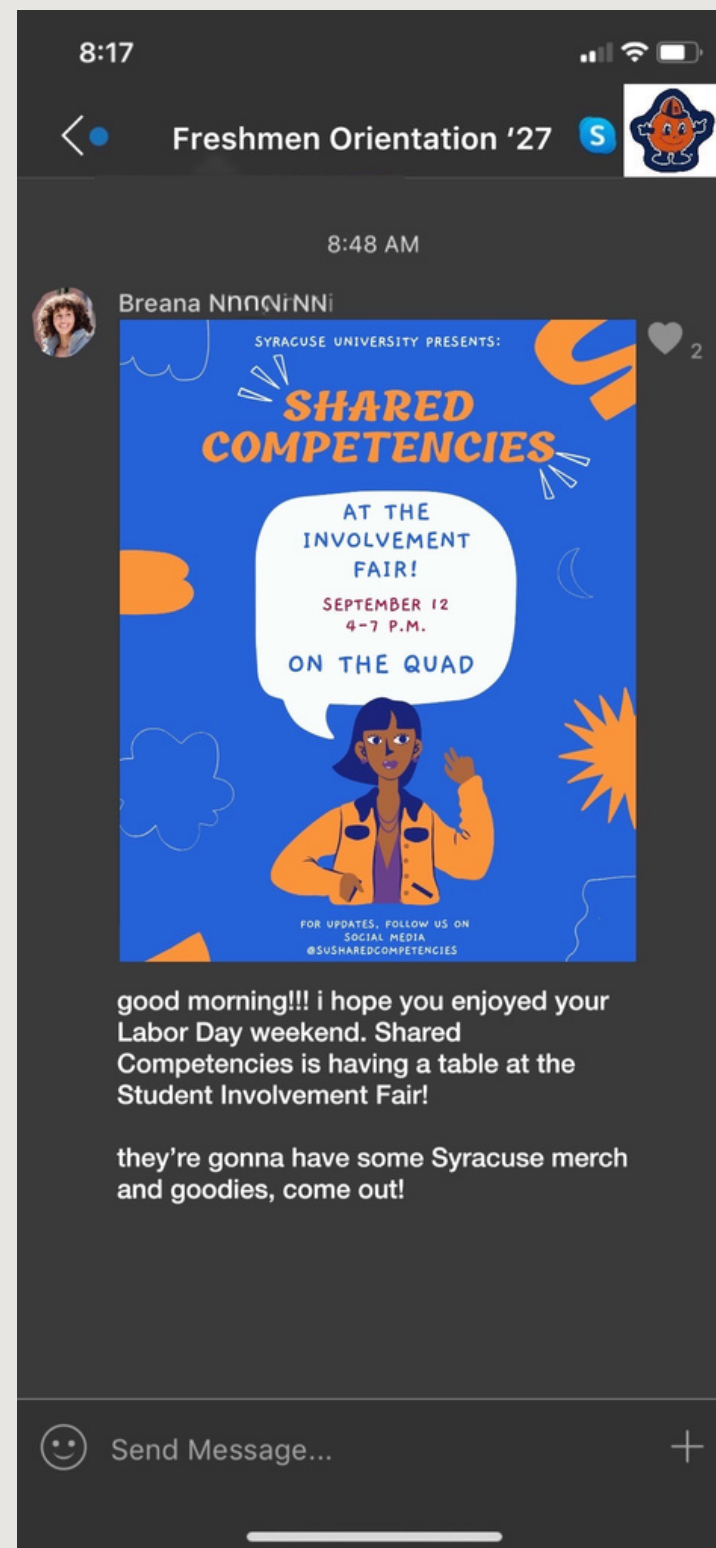
Editorial Content Calendar

Mockup Tactics & Content Development

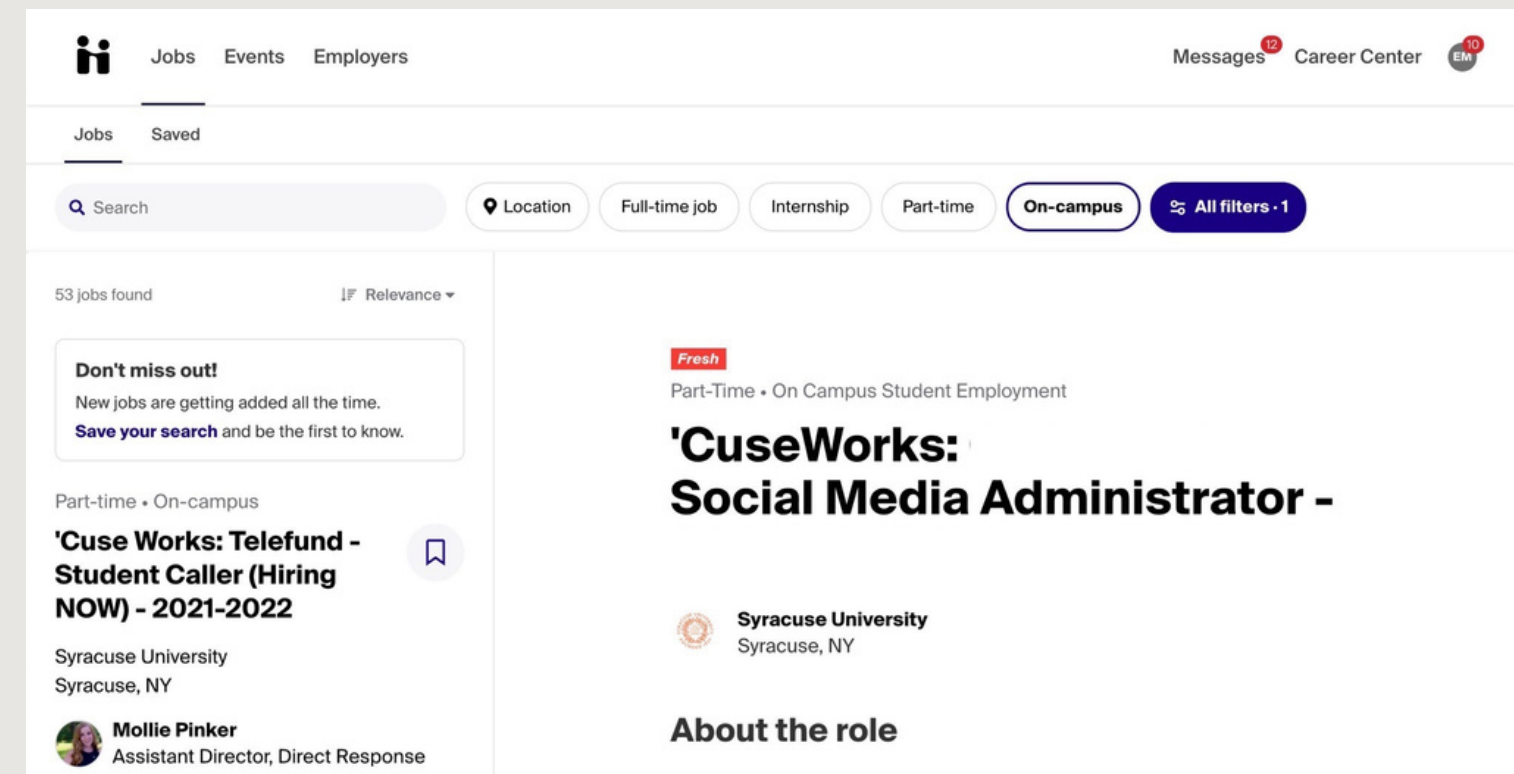
SC Handshake Job Listing Mock-Up



SC Informational Video Mock-Up




SC GroupMe Group Chat Mock-Up



Implementation Timeline (Gantt Chart)



Budget

	CAMERA/ VIDEOGRAPHY EQUIPMENT:	SOCIAL LISTENING AND MEDIA MANAGEMENT SOFTWARES:	 ENTERTAINMENT/ EVENTS:
Budget - Low range	(Free) Using the CAGE equipment from the Newhouse School of Communications	<ul style="list-style-type: none"> (Free) Hootsuite - limited plan (Free) TweetDeck - unlimited # of Twitter accounts (Free) Later Application 	\$1,000/yr for raffle prizes and Syracuse merchandise; Hired student interns; Faculty/Staff volunteering for events; Work with local businesses to get donated food for events.
Cons from Low budget range options:	Reserving equipment can be an issue since the equipment is in high demand by Newhouse students.	All free versions of the social listening applications (excluding TweetDeck) have limited features.	External business handling food can cause problems; businesses might not be willing to offer free services; Students need to be trained/ supervisors also need to be hired.
Budget - High Range	2-3 good quality cameras - suffice for promotional and marketing needs	Hootsuite - \$49/month or \$588/year; \$129/month or \$1,548/year Later Application - <i>Basic Plan</i> : \$8/month or \$96/year; <i>Advanced Plan</i> : \$165/month or \$1,980/year Prowly - \$189/month; Cision - \$7,200/yr; Meltwater - \$4,000/yr.	\$6,000/semester - food for events; \$2,000 for promotional items
Cons from High Budget Range	The cost of each camera for content can range from \$700-\$1,000+ each.	The cost of most unlimited analytics software plans are expensive	About \$15,000/yr would be needed to fund only entertainment and events.



Evaluation

- Developed a plan to improve the Shared Competencies student reach and communication methods with primary goal of increasing awareness
- Progress evaluation through social media listening
- Hootsuite, Meltwater, Later to analyze likes, views, clicks, etc. and determine awareness, interest, and feelings about Shared Competencies



Thank you!

Any questions?