Shared Competencies Planbook 2021

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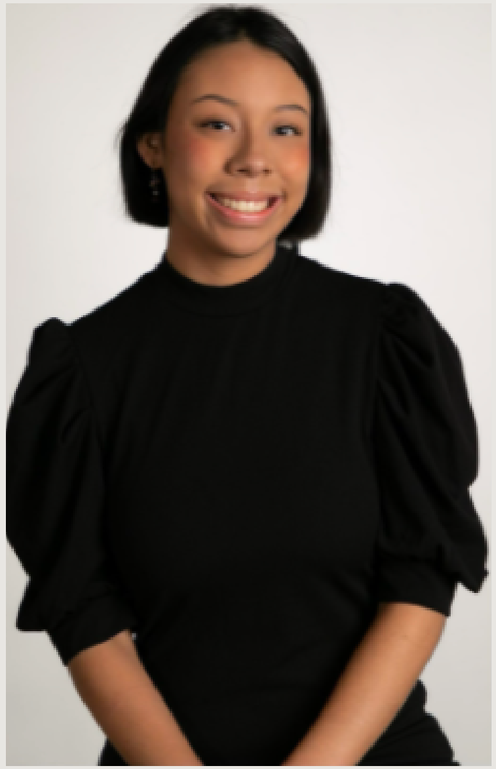
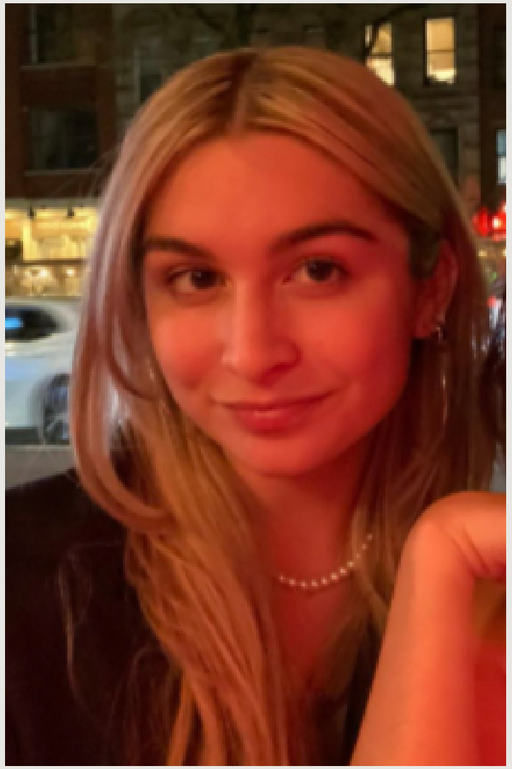
Peer Relations

Student-run agency founded in September 2021



Erika Mosso



Campbell Ferrick

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%**

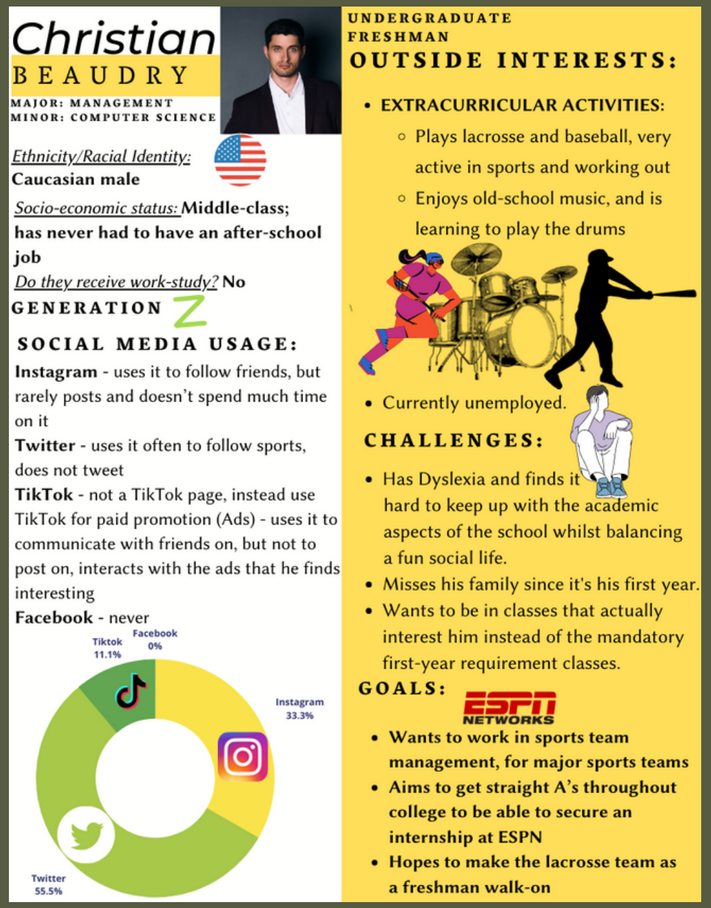
Undergraduate

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



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.**

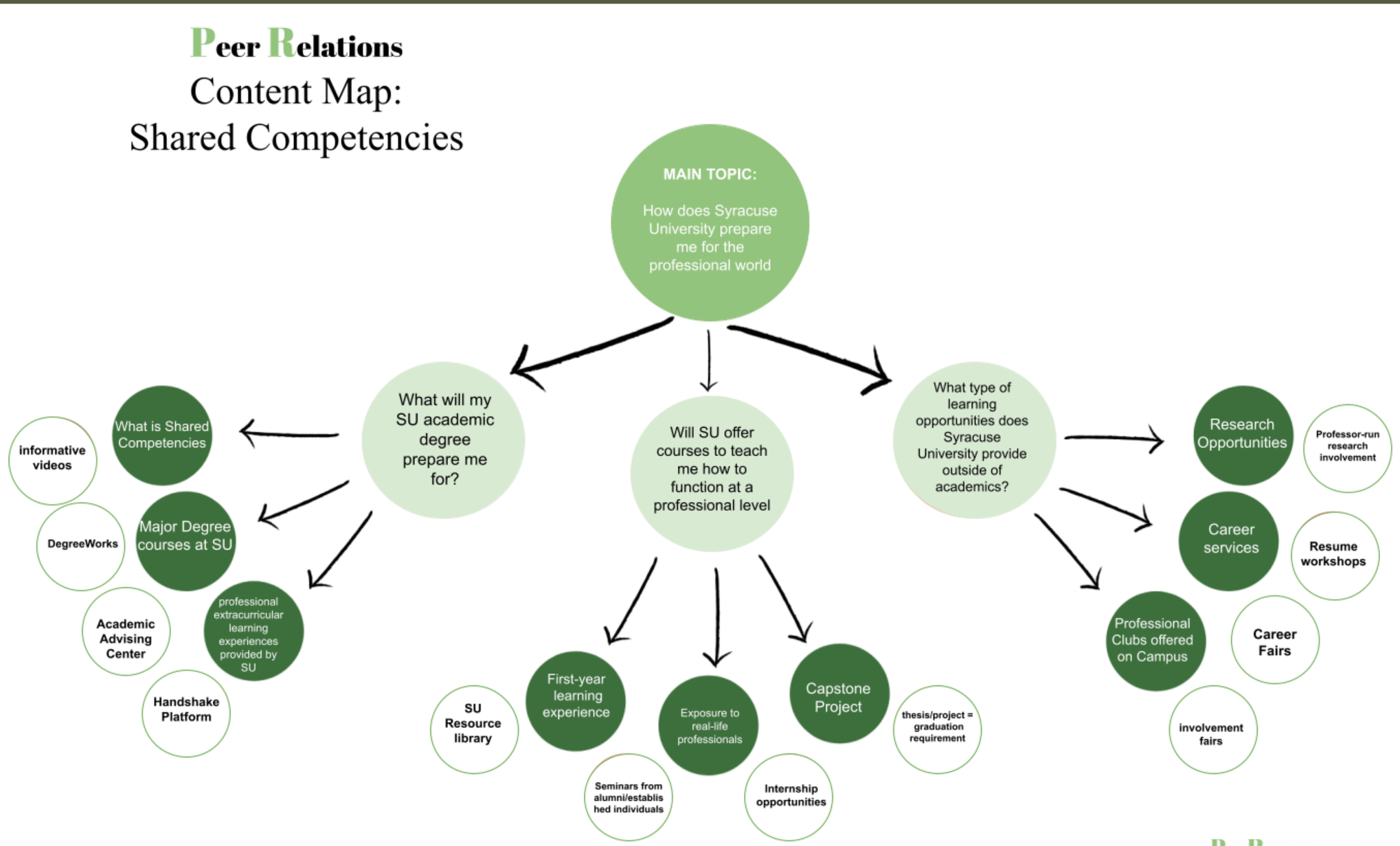
Keywords

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 emersion 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



Mockup Tactics & Content Development

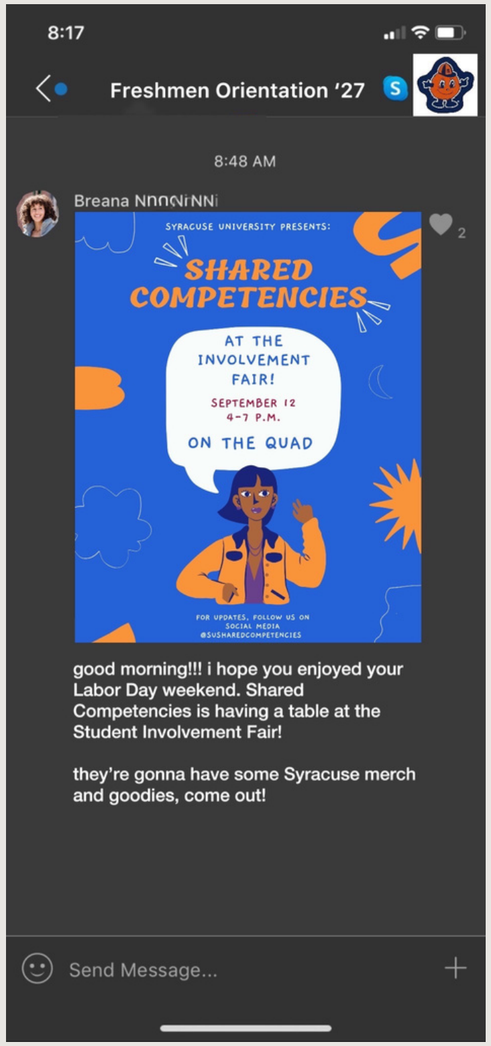
SC Flyer Mock-Up

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 Compentencies' 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 aluni, 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 pofessionals 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 infor mation on the workshops dates and times, who will be there, where it is etc.	"Join shared competenices 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 Compentecies 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 oppourtunity"**	Looking for an internship oppourtunity? SU's very own Shared Compentecies 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		

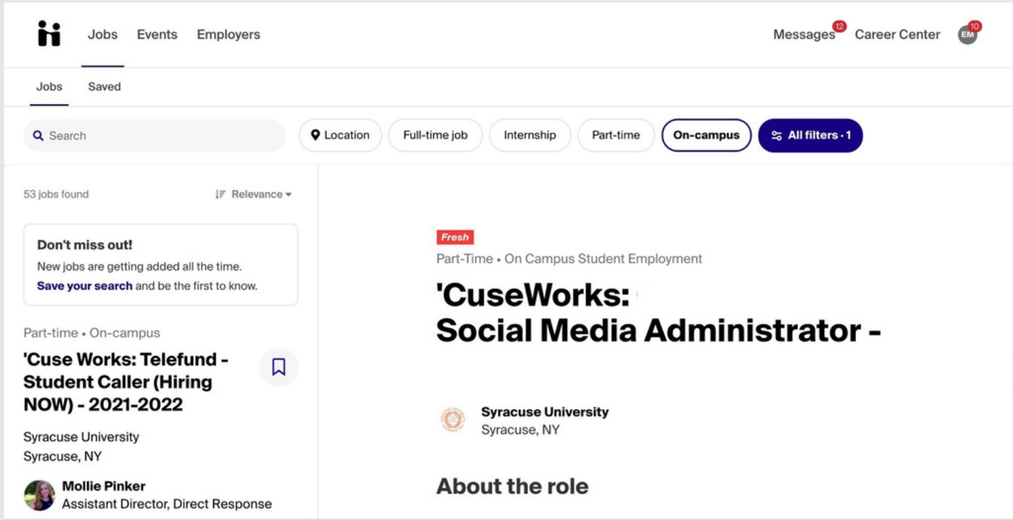
Mockup Tactics & Content Development

SC Informational Video Mock-Up



SC GroupMe Group Chat Mock-Up

SC Handshake Job Listing Mock-Up



Implementation Timeline (Gantt Chart)

2019-2020

Launch of Shared Competencies

Present

Fall 2021

Spring 2022

Phase 1 - Goals and Objectives

Phase 2 - First-year integration

Summer 2022

Fall 2022

Phase 3 - Student Knowledge

Phase 4 - Social Media Presence and Tracking

Spring 2023

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	• **(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 bydget 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** - *Basic Plan*: $8/month or $96/year; *Advanced Plan:* $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?