

DATE: April 24, 2014

TO: Ms. Oberdan, Ms. Gallicchio

FROM: TMI: Katie Reading, Haley Podeschi, Parker Cromley, Celine Sunga

SUBJECT: Post-Event Analysis

## **Purpose**

The purpose of this memo is to reflect on the ethics slam that was held on April 10<sup>th</sup>. Our group looks at the background research that was conducted, analyzes the event, and provides recommendations and instructions for any future groups that may hold an event like this one. This memo also provides some additional information about what our group completed that may not be obvious from the outside. By reflecting on what our group did, we were able to analyze our strong and weak points, and we were able to see where improvements could be made.

The grade distribution that our group has chosen is the 10%-event/ 15%-post-event analysis and instructions.

## **Background**

The Meeting of Intellectuals (TMI) was responsible for the advertising and student recruitment for the Rutland Institute's Engineering Ethics Slam. Based on our skills and personal experiences, the members of TMI were well qualified for these responsibilities. We were in charge of different aspect of advertising – such as, flyers and social media. As a group, we all distributed flyers around campus and shared the flyer image on Facebook. We advertised not just to engineering majors, but also to all Clemson students. The following describes our group members' strengths and responsibilities.

- ***Parker Cromley*** is a Junior Packaging Science Major and currently serves as a CAFLS Ambassador for Clemson. He used this position to reach out to packaging engineer students and advertise this event to them. Parker was also in charge of advertising to the freshman and sophomore engineering students who were based at Holtzendorf Hall. He frequently passed out flyers in that building.
- ***Haley Podeschi*** is a Junior Mathematics Major with a concentration in Biology. Haley has leadership skills developed from tutoring, major mentoring, and Panhellenic counseling on campus. Haley was in charge of the budget and printing of the flyers. She used her Panhellenic connections to advertise the event by talking about the ethics slam to her chapter and other chapters on campus.
- ***Katie Reading*** is a Sophomore majoring in Mathematics. Her organizational skills were critical for the success of our group. Katie scheduled our due dates and made sure all tasks were executed. As a member of a sorority on campus, she also used these social connections to advertise the event to the students at Clemson. Katie was also in charge of posting the flyers on the bulletin boards on campus.

- **Celine Sunga** is a Senior in Packaging Science. She has experience with Adobe Illustrator, Photoshop, and InDesign, which was used to develop advertisement for the event. Celine designed the flyer for the event. These flyers were passed out around campus and sent as e-mail attachments for the event's invitations. She was also responsible for recruiting engineering students to the event. Celine spoke to Theta Tau, Clemson's engineering fraternity, and Serita Acker of WISE, Women in Science and Engineering.

TMI's advertising responsibilities were part of the pre-event stage. We did all of the work before the event and therefore did not have a major role during the actual event. The only responsibility our group had was to support the event by attending and helping other groups if they needed assistance. Also, two members of TMI participated in the event. Parker and Haley, along with two other students, won first place at the Rutland Institute's Engineering Ethics Slam.

## **Post-Event Analysis**

*1. Flyers.* We were very successful in getting the word out about the event. We were able to pass out all of the printed flyers and posters. Every group member took a turn distributing flyers at Library Bridge or in other buildings during the week of the event. We also put flyers up in the library, the post-office, and the engineering building Holtzendorf. The original plan was to also put flyers up in as many buildings as possible. After speaking with Hendrix, we discovered only a university club could put up flyers in most buildings. Ultimately we decided which buildings to go to by considering which building would have the highest concentration of people that we were trying to attract. Holtzendorf is a building that has many freshman engineering classes, so we decided it would be a good one to put flyers in.

*2. Timeline.* The original date of event was planned to be April 18th, but that had to be moved due to reservation complications. As seen in the Gantt chart provided, (refer to *Figure 1* in Appendix) it is possible to see that our goal was to have the flyers designed by March 28th, and printed by April 4th. Both of these tasks were completed early.

*3. Budget.* During the research stage of the project, we found that the best place to have the flyers printed was at the Campus Copy Shop, Inc (refer to *Figure 2* in the Appendix). We originally expected to have to spend 20 dollars on the flyers and 15 dollars on a banner as seen in our proposal. During the designing stage, we found a better design that would allow us to make more flyers using less paper by using half sheets (refer to *Figure 3* in Appendix). We also decided that a banner was unnecessary. This allowed us to reduce our budget of thirty-five dollars down to just ten dollars.

*4. Obstacles.* Despite our best efforts of advertising, very few people attended our event. This may be due to the fact that the date was not optimal. Just in our group, two members had an exam the next day, and a third person had a class concert that was mandatory. We were all able to make the event, but this is just a simple example of how many people may not have been able to attend due to a conflicting schedule. Celine also spoke with the Engineering Fraternity and

was unable to bring people to the event. The texting and calling of our friends resulted in no responses, or people were busy on the night of the event. We even resorted to asking our classmates to come to the event or be on a team, but most were busy or said they would only come if this was the last resort. These made us feel slightly awkward, so we felt bad pressing for them to come.

Our group also struggled with social media. On Facebook, we shared the flyer photo on our walls. No one ever responded to this form of social media.

## **Instructions for Future Groups**

In order for future groups to have successful advertising for the ethics slam, we recommend they follow the subsequent steps:

1. *Budget.* To keep costs low the only printed advertising needed is flyers. The Campus Copy Shop (384 College Ave, Clemson, SC 29631, (864) 654-3863) was the most convenient and cost effective for printing our flyers. We printed about 80 half-sheet handouts and 5 full-page hanging flyers, for \$10. The first step future groups will want to complete is to determine how many flyers they would like in order to get a cost estimate. This way the group managing the budget can plan for other areas.
2. *Flyer Design.* This step was the most time consuming for our group (more than one week), so future groups will want to budget their time around this. We went through several rough draft designs before settling on the one we decided was the most appropriate. The flyer needs to be simple enough and eye catching while also containing all of the pertinent information (refer to *Figure 3* in the Appendix). By printing in black and white costs, are minimized, but using a colored paper makes the flyers stand out more. If the group desires to hang flyers around campus, they will need to go to Hendrix for flyer approval. However, because we were not an official university student group we were unable to get the flyers approved, and could only hang them in the post office and Cooper Library. In the future, if a student group puts this on, they will be able to hang flyers in more places than this.
3. *Social Media.* In the several weeks leading up to the event, it is important to get the word out using social media. Facebook events can be used to invite professionals and other students to the event. However, often events can be ignored. Another useful method is to upload an image of the flyer to share around on Facebook and Twitter so that more Clemson students are reached than just those who would see the flyers. By sharing an image, groups will be able to cover more ground than just Facebook events.
4. *Flyer Distribution.* If future groups are also unable to hang flyers around campus, it will be very important to hand out the half-sheets around campus. Library Bridge is a great location to hand out flyers because of the great amount of student foot traffic during the day. Another good option is to leave stacks of flyers in the engineering buildings. Whether they are able to get the flyers approved by Hendrix or not, they will still be able to post in the post office and Cooper Library. This step is best done the week of the event. If it is too far in advance, students may

forget about the event.

## **Recommendations**

The pilot run for this event was a success. There was a decent turn out for the event. TMI's responsibility of advertising was a relative success. We encountered problems such as not having permission to post on campus bulleting boards. For future groups, we would suggest trying to affiliate with a recognized campus organization in order to have the authorization to hang up flyers. Also, it seemed that the sole responsibility of advertising was left to the members of our group. I would suggest the cooperation of the whole class for flyer distribution and Facebook events. The whole class needed to be involved in handing out the flyers in order to reach more students.

For the future, we would recommend that the group in charge of advertising and student recruitment should have more time before the event. The set time and place of the event should be done as soon as possible. The responsibility of advertising should be given a month before the actual event in order to inform as many students as possible about the event.

Being part of the ethics slam was a great opportunity for all the students involved. Every student in the class was able to develop his or her interpersonal skills and cross-functional skills. Each group was assigned a specific task but each group cooperated with one another. All groups had to work together in order to make the event a success. The skills that were developed during the planning and execution of the event are valuable skills for the future. This event should definitely become an annual event. We can predict that future events will have larger crowds as more student learn about Rutland Institute's Ethics Slam.

## Appendix

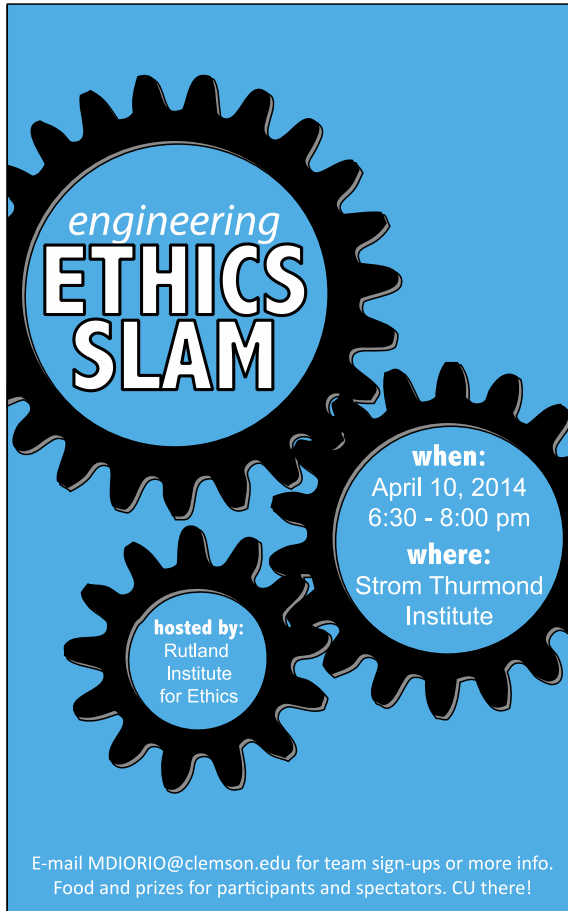
Figure 1

	March				April		
	3/3-3/7	3/10-3/14	3/17-3/21 (Spring Break)	3/24-3/28	3/31-4/4	4/7-4/11	4/14-4/18
Design posters and flyers							
Create social media events							
Post flyers around campus							
Tabling on library bridge							
Recruit judges							
Develop ethical topics for debate							
Plan format of debate							
Brainstorm incentives							
Talk to professors about extra credit							
Plan other incentives							
Recruit professionals							
Choose location/date/time							
Coordinate needs for room (tables, chairs, etc.)							
Set up for event							
Recruit friends/classmates for ethics teams							
Groups:							
Advertisement							
Debate							
Incentives							
Recruiting Professionals							
Logistics and Setup							
All Groups							

Figure 2

	Flyers	Banners	Social Media
<b>Campus Copy Shop</b>	50 B&W \$5.50 50 Color \$45.50	18"X24" \$15.00	\$0
<b>Staples</b>	B&W \$0.025 Color \$0.15	3' X 1.5' \$24.99	\$0

Figure 3



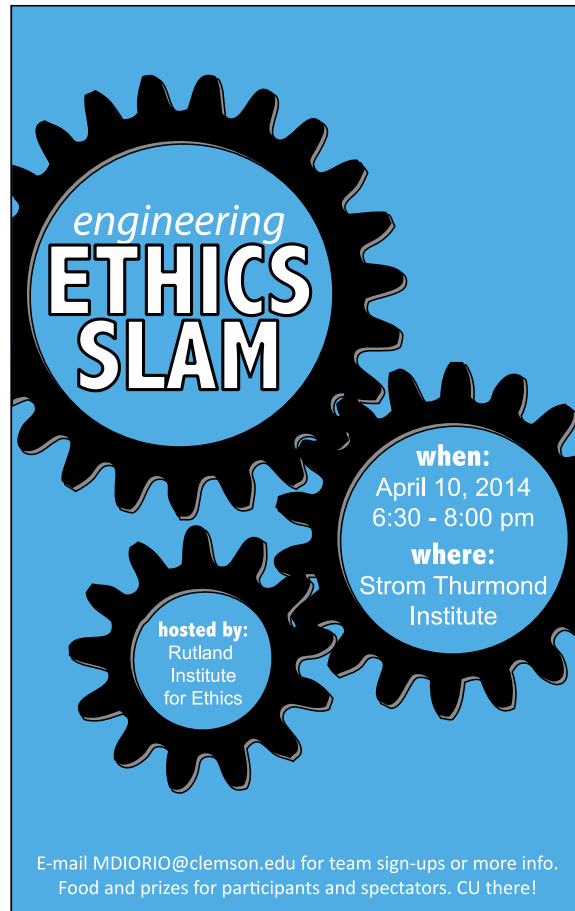
engineering  
**ETHICS  
SLAM**

**when:**  
April 10, 2014  
6:30 - 8:00 pm

**where:**  
Strom Thurmond  
Institute

**hosted by:**  
Rutland  
Institute  
for Ethics

E-mail MDIORIO@clemson.edu for team sign-ups or more info.  
Food and prizes for participants and spectators. CU there!



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