

### **Overview of events:**

Our team focused on bringing awareness to our key publics through in-person events. Our key publics included high school juniors, high school seniors and undeclared University of Wisconsin Oshkosh students. Our events included hands-on activities, creative quizzes, surveys, personal stories, and information on what the journalism department offers.

### **Events:**

#### **March 7th - Classroom Presentation (ACT day):**



- # Students completing form: 67
- # of interested students: 23
- % Interested: 34.33%

Our goal for this event was to bring awareness to the journalism department by highlighting the majors, minors and certificates offered. Our team did a short presentation to students from Brookfield Central, Amherst and New Holstein high schools that explained key aspects of the department such as skills used within various positions in the journalism field. We also shared our own experiences including our career interests and internships.

Our team incorporated hands-on activities for the high school students to participate in regarding the journalism department. These games included cup trivia, pictionary and face the Oreo challenge. This event was a great opportunity to introduce high school students to the creative and fun experiences students have within the journalism department.

Within our presentation we asked the students to take a survey, and there were 67 students who completed it. There were 23 students who were interested in learning more, making this event an overall 34.33% interest rate.

### March 28th - Journalism Information Table Event in Reeve Union:



- Students completing form: 29
- # of interested students: 14
- % interested: 48.28%

Our goal for this event was to connect with fellow students on campus to share our knowledge of the Journalism Department. We provided students with a survey regarding their understanding of the department as well as opportunities to learn more information. Once the survey was completed they earned a donut.

We referenced job examples, internship opportunities and student organizations with the prospective students. Once we shared the information from the tri-fold we learned what their thoughts and interests were surrounding the journalism department.

### April 11th- Classroom Presentation (Neenah High School Students)

Our goal for this event was to bring awareness to the journalism department by highlighting the majors, minors and certificates offered. Our team did a short presentation to students from Neenah high school that explained key skills that we learn within the journalism department including writing, speaking and relationship building. We also shared our own experiences including our career interests and internships.

Our team incorporated activities for the high school students to participate in regarding the journalism department. These games included an AP style Kahoot and pictionary. Overall, this event introduced high school students to skills used within the journalism field.

Within our presentation we asked the students to take a survey, and there were **67 students** who completed it. There were **23 students** who were interested in learning more, making this event an overall **34.33% interest rate**.

### **April 19th NEWSPA:**



Analytics:

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Our goal for this event was to connect with high school students interested in journalism through a day-long event on UW Oshkosh campus. The event offered students many opportunities to connect with like-minded students, learn and hear from potential future professors, and experience journalism in a professional setting.

### **April 21st Titan Preview Day:**



Analytics:

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Titan Preview events take place on the UW Oshkosh campus annually for prospective students and their parents. There is information about clubs and programs, the different majors/minors/certificates, and internship and job opportunities. Our goal was to reach our target audience of highschool students, undeclared students and their parents by sharing conversations revolving around the journalism department offerings.