

March 7th ACT day:

- Presentation completed
- Cups, cookies, candy (Ava 3/6)
- Run through presentation/games (3/6 12:00 p.m. meet in sage classroom)
- 10:15am on 3/7 meet at Einstein bagels in sage

March 7th Event

- Awareness: 100 students attended event
- Attitude: 50% had positive conversations about the presentation
- Action: 35% took action to receive more info

Reeve Donuts (March 28) 10am-12pm

- Contact Reeve to reserve a table for March 28 (Tommy)
- Table with pamphlet
- Poster board/ tri fold/ spinner (done by March 16)
 - On the board: AMP, program opportunities, applied experiences, internships, etc.
- Work in class on March 8th and 13th
- Tri fold (Vanessa) - bring to class 3-13-23
- Ask Cindy for black table cloth

March 28th Table at Reeve

- Awareness: Stopped at the table, came to the event, listened to presentation
- Attitude: Have positive conversations about journalism
- Action: Signed up for newsletter, asked for more information (goal: 15% action rate)
- Talking Points for Event:
 - Catering to undecided majors
 - Explaining the different majors, minors and certificates
 - Describe the different Job/Internship opportunities
 - Explain what PR/Journalism/Advertising is in our own words
 - Different clubs offered: PRSSA, Ad club, Advance Titan Newspaper, Society of Professional Journalists
- Ways to measure:
 - How many people stopped by the table: 43 people
 - How many people did we have a positive conversation with:
 - How many took the half informative sheet:
 - How many filled out the survey: 29 people
 - How many people said they wanted more information: 14

April 11th Event (Neenah Day)

- Same presentation
- Kahoot - AP Style Questions

<https://create.kahoot.it/details/4df34e6f-bd8a-4677-8c22-7b83633d4728>

- Pictionary Game (2 groups)
 - Microphone
 - Laptop
 - Camera
 - Pencil
 - Notepad
- Candy for everyone (Vanessa)
 - Top 3 finishers for Kahoot get candy bar

NEWSPA April 19th: 9:20am & 11:40am Reeve

- Anna is presenting
- Vanessa working event
- Have people go around and distribute the pamphlets (Ava, Tommy)
- Create sign up for volunteers (April 6th)
- Candy
- QR code to contact them on pamphlet
- Make different AMP stickers

NEWSPA Event

- Awareness:
- Attitude:
- Action:

April 21st Event (Preview Day)

- Bring the trifold to the preview day
- bring swag and candy

- Talking Points for Event:
 - Catering to undecided majors
 - Explaining the different majors, minors and certificates
 - Describe the different Job/Internship opportunities
 - Explain what PR/Journalism/Advertising is in our own words
 - Different clubs offered: PRSSA, Ad club, Advance Titan Newspaper, Society of Professional Journalists

High School visits (5 schools?)

- 499 students back to their home high school
- Talking points for tabling events:
 - Creative and inclusive department
 - Encompassing skills from many different departments

- What subjects do you like? Hobbies?
- Multiple paths to take (majors, minors, certificates)

Email Template for Students interested in Department - finish within the month