

Student Organization Marketing at Arizona State University: Best Practices and the Future of
Marketing to the ASU Student Population

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Abstract

This thesis investigates how student organizations market to students at Arizona State University as well as opinions from students in how they view marketing on campus. From a collection of data from in-depth interviews and surveys, it has been concluded that not one method is best at marketing on campus. Student organizations need to have a combination of methods to create a well-rounded strategy that will instill brand awareness and recognition on campus and, in turn, produce an increase in engagement for their organization via recruitment of new members and attendance at meetings and events.

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Introduction

Arizona State University (ASU) has one of the largest student bodies in the country and has over 1000 student organizations spread amongst its five campuses. Student organizations are the foundation to getting involved at a university that help students develop personally and professionally. With so many organizations on campus, it can be difficult when marketing to such a large audience. This thesis aims to alleviate some of the challenges that may occur for student organizations when marketing to ASU students.

Throughout my time at ASU, I have been very involved in many student organizations. I have been pursuing a degree in marketing and have held leadership positions in four student organizations where my primary responsibility was to market to ASU students. In my freshman year, I was hired as a brand ambassador for Coca Cola on campus to promote the brand of Coca Cola by creating campaigns on social media as well as handing out free product on campus to students. I also ran social media for six months for my sorority and managed social media plans for Facebook, Twitter, and Instagram. My junior year I was chosen to be Vice President of Marketing for the Programming and Activities Board (PAB), which plans events on campus like the ASU Welcome Concert, Homecoming, tailgates before football games, Devilpalooza as well as weekly programs held in the Memorial Union. As VP of Marketing, I managed multiple marketing campaigns spread among four students who worked as marketing liaisons between our programs and events. I advised in the marketing plans to promote these events on the Tempe campus and worked to advertise the brand and image of PAB. Now in my senior year as Chief of Staff for ASU's Undergraduate Student Government (USG), I manage the creative marketing and brand team for USG, which includes a PR director, Social Media director, and Design director for our campaigns. From my experience, it has always been challenging to market to

students because determining what will get the students' attention is always changing. Social media was not as relevant during my freshman year, as it is now where we are constantly connected on multiple applications. Over time, students' interests change and student organizations need to have marketing that reflects that. Complications for this can include that students are not interested in getting involved with student organizations or are not interested in attending the events that they have. Research needs to be done to see how organizations can maintain the interest of the students and how they can market and appeal to them.

Some misconceptions about marketing on campus are that hanging up flyers or having social media accounts automatically lead to results. This may work for some organizations that already have brand recognition on campus; however, for a new organization on campus, it is more challenging to get recognized by students. Research in this report will reveal insights from interviews with undergraduate students who oversee marketing for their organization as well as perspectives from other students about marketing on campus. This report will be based on primary research from interviews and surveys and secondary research to provide recommendations about what is the best way to engage the ASU undergraduate student population when marketing student organizations and events. The goal of this thesis is to help both current and new student organizations best optimize their resources when marketing to students at ASU.

Background of Student Organizations at ASU

ASU has over 1,000 student organizations with students continuing to register new clubs that pertain to their interests. Just on the Tempe campus alone, there are over 780 student organizations and growing. Student organizations exist due to groups of like-minded individuals wanting to come together over a specific interest, cause or goal in mind. Once students begin at

Arizona State University, they are encouraged to get involved and meet other students. Being involved on campus has evolved from being a hobby to being an opportunity for students to develop skills, as well as build a resume. This is because employers are looking for leadership and campus involvement on resumes (Delaware Valley University). ASU provides students with an opportunity to learn about and join clubs through beginning of the year tabling events like Passport to ASU. For students to start a club on campus, they should have students willing to be in the club, a constitution, and an advisor to lead them. The challenge for both existing and new organizations is getting students interested in their organizations and the programming that they may do. This is where marketing plays an important role in getting students involved.

Student organizations market for two purposes: recruitment and programming, whether that is getting students to attend club meetings or events that they may be having. To achieve this, typical methods of marketing are putting up or handing out flyers, having signs around campus, tabling in high traffic areas, and social media. Organizations have a student in charge of these efforts as a marketing or publicity chair to create and distribute any of these messages externally to potential members or students who may be interested in attending the event they are hosting. Some of the challenges that may come up could be: not having enough resources to allocate towards marketing efforts, not seeing an increase in students at meetings or events even with marketing efforts, having such a large audience to market to without a clear direction of how to market to them, or finding out a marketing method is not all that effective. Especially when technology is growing at rapid rates, it is important for student organizations to stay up to date with the latest trends to stay relevant to students and keep their organization thriving. This research will guide student organizations to better strategize their marketing techniques to accomplish their goals as organizations.

How ASU Student Activities Office Recommends Marketing on Campus

The ASU Student Activities Office can advise existing organizations on campus as well as help new organizations form on campus. They aid student organizations in how to function and thrive on ASU's campus. There is a student organization handbook that assists organizations as well with topics such as starting a club, how to have events, funding the organization and marketing. When coming across the marketing section; however, it was limited, only mentioning three ways to market on campus (*See Appendix A.1*). The proposed resources available to them for marketing include making copies at designated locations on campus where they are allotted a certain amount of copies. The second method recommended is utilizing SunDevil Sync, which is a hub for student organizations, to communicate internally within the organization as well as promoting events and meetings to ASU students outside of the organization. Finally, they recommend utilizing movies available for rental and discuss how to show a movie at an event. This paragraph goes into consequences of showing a movie without its rights, but nothing about marketing. This section in the student organization handbook is lacking as to how ASU student organizations can market themselves on our campus and has very little mention of traditional marketing methods.

Luckily, when students visit the student activities office, they can grab "Marketing on Campus Guide for Student Organizations" (*See Appendix A.2*) which is a one-page guide outlining different marketing methods. This guide is not in the student handbook and is not found online per some restrictions by the university about having this information available on the internet. The guide's "getting started" section recommends when to begin marketing efforts by visualizing a timeline for the marketing assets. They recommend looking "2-3 months out, 1 month out, 1-2 weeks out, and immediately prior to the event" and finding ways to get the

message out for the organization. The following list is what ideas are recommended to help facilitate the marketing for an organization:

- Flyers,
- Tabling,
- Social Media,
- Word of Mouth,
- ASU Events Calendar,
- SunDevilSync Events Calendar,
- Online Advertising,
- Additional Outreach (related departments and organizations),
- Lawn Signs, and
- Design Elements

These proposed methods are followed by a couple of sentences to further clarify how to best use that method. These methods suggested in this mini guide were all brought up in the qualitative and quantitative research that will hopefully detail their effectiveness.

Research

To gain perspective on what student organizations are currently doing, it was important to attain student feedback, through an interview, with student organization leaders for them to share their experiences of marketing a student organization. In-depth interviews were conducted with various marketing chairs of different types of organizations at ASU such those focused on academics (Supply Chain Management Association, Sustainability), philanthropic (Dance Marathon, Camp Kesem), athletic (SAA, 942 Crew), cultural (Hawai'i and Pacific Islander Club at ASU), religious (Chabad), leadership (USG, RHA) and special interests (Ladies Who Lift).

These interviews aimed to gain insight as to what has worked or not worked in terms of marketing their organization. Further research will be conducted to analyze whether conventional marketing methods such as posting flyers around campus, chloroplast signs, and tabling are still beneficial and how students are responding to them. A short five-minute survey was created for students to provide their feedback on student organization marketing at ASU and how they perceive it. The survey also tested out “innovative” marketing tactics such as new ways to post signage and sponsored Facebook ads to see if students would pay attention to something different. Further research focused on Undergraduate Student Government in how it markets to the student body by analyzing our campaigns this past year. Finally, there will be research on how other universities in the country are advising their student organizations in terms of how to market to students as a comparison. This research will draw on some larger themes to devise recommendations for student organizations to utilize in their future marketing efforts.

Methodology of In-Depth Interviews

Setting up the in-depth interviews, consisted of reaching out to the presidents of student organizations through Sundevil Sync. The initial email informed the presidents about the thesis and the research that was needed so that they could direct me to who was responsible for marketing for their organization. I chose organizations that I had heard of and had ideas about what they do as an organization on campus. I emailed over 50 organizations and from that conducted 14 in person interviews with 11 students and three advisors over the end of the Fall 2016 semester and beginning of the Spring 2017 semester. Organizations that were represented in these interviews ranged from those focused on leadership, to athletics, philanthropies, cultural, religious, special interests and those emphasizing academics. These interviews lasted for about 30 minutes and had a set of 12 questions that focused on the following issues:

- If the student had any marketing experience prior to taking on their position,
- Their role and responsibilities in the organization,
- What their organization markets for (e.g. recruitment, events),
- How the organization markets to students, and
- The type of marketing that works best for their organization and what does not work for their organization

Further questions were asked to get a more in-depth understanding of their answers to the set of questions. *(See Appendix B and C for a list of the interview questions and interview participants respectively).*

Findings from Interviews

These interviews were very insightful as to how some organizations conduct marketing and to learn what has worked for these organizations and what has not. Overall, there were overarching themes that give major takeaways from this qualitative research.

What Works for Student Organizations?

Some of the major takeaways that were mentioned in interviews that have proven to be beneficial for student organizations include: in-person marketing/word of mouth, newsletters, and social media.

In-Person & Word of Mouth

In-person marketing and sharing information through word of mouth was mentioned frequently during the interviews. In-person marketing was described as tabling, but in an interactive way as opposed to standing behind a table waiting for students to approach the table. For example, organizations typically table outside of the Memorial Union to pass out information to students, but a way to make this more engaging is to actively try and talk to students or have

an interactive activity to draw them in. A co-marketing chair for an athletic organization mentioned how effective this can be: “In-person marketing has worked best because we are actually talking to the students and establishing that face to face connection that is lacking compared to virtually connecting with them” (Student A, 2017). The student further explained how in-person activities would get students’ attention and would make it easier for the students to follow the organization on social media to further digitally engage with it. This organization does more than just hand out a flyer, it is engaging with students in conversations to let them know about events and programs going on as well as recruiting to join their organization. This was further supported by an advisor for a leadership organization who also explained the effectiveness of “person-to-person marketing”: “Being able to put a face to the name and tell students what the organization is about or the event they are putting on is super important. It gives a student to student feel to what we are trying to market” (Advisor A, 2017). It seems that in-person marketing is effective because it is making the organization more personal to a student by being able to meet an advocate of the organization and then learn more about what the organization can offer.

Word of mouth was also mentioned where members of that organization could act as ambassadors for the organization and share information with other people in hopes of bringing them into their meetings or the events they are having. A VP of Marketing for an academic organization noted that word of mouth marketing helps have members act as spokespeople for the organization and bring new students to meetings or programming they may be having (Student C, 2016). Having a spokesperson is a component to building a brand and having students share their own experience about the organization provides validation and legitimacy to the organization. The marketing and PR coordinator for a philanthropic organization echoed a

similar perspective indicating that it shows the members of the organization are “endorsing” what they believe in and hopefully bring in more members or donations to their organization (Student E, 2017). These two insights were major themes that going the extra mile above just print marketing helps reinforce goals set by the organization and how they can accomplish them through marketing to the students. In-person marketing and word of mouth can go together by creating personal, face-to-face interactions that can increase participation from students.

Newsletters

Two academic organizations brought up that while email marketing may not be that effective, when it is in the form of a newsletter, it has proven to be more advantageous to members of the organization as well as students not involved in it. One organization found that newsletters were successful in getting the word out because it was “re-occurring” and “consistent” and since students opted into the newsletter, they knew it was coming (Student C, 2016). In contrast, this seems to be more useful in comparison to solely sending out emails as reminders. The form of a newsletter makes it seem official and students do have the option to opt-in or out of receiving it. Consistent with this, an advisor regarded that newsletters are helpful for the academic organizations to give a snapshot of what is going on, however, planning the newsletters needs to be well thought out and scheduled at least two weeks prior to sending out the newsletter (Advisor B, 2016). Newsletters could potentially be a way for organizations to engage with students as opposed to spamming them with multiple mass emails. These newsletters can be constructive both internally for the organization and externally for students that are interested in the content. The way to make this more effective is to make sure the content and timing are relevant for both the organization to send out as well as for the student to read.

Social Media

Social media is an integral component not just of student organizations' marketing but of students' lives in general. The average person spends 28 percent of his or her time online on social networks--or 1.72 hours per day (Kim). We are constantly connected to our phones and computers so naturally student organizations gravitate towards this with the hope that they can get information to students regarding their organization or meetings and events they are having. Most organizations advertise through Facebook, Twitter, Instagram and Snapchat to digitally market and engage with students. Some organizations solely market on Facebook or Twitter or they may use all four apps. Most of the organizations I interviewed have determined what works for them and what does not and are able to hone in on their content that way. For instance, for a sorority chapter, the VP of Marketing found that Instagram and Twitter were best used for interacting with members of the sorority and with the student body, whereas Facebook was more efficient in updating parents and alumni (Student B, 2017). There was also a difference where a student leader, who held a marketing position in two organizations, saw that for her leadership organization there was more engagement with in-person marketing; however, for her athletic organization, she saw more engagement with social media. In these interviews, it was less common to interview an organization that used all four platforms in their marketing efforts.

Facebook users use it for life updates between friends and family, events, community interactions, and, more recently, video content. Most student organizations operate on Facebook by creating a Facebook group for members of an organization to communicate internally. Organizations also create a Facebook page to advertise the group itself and any events they are hosting. The PR Chair for a cultural organization prefers to employ Facebook over other methods: "People can just get flyers, but no one ever keeps flyers. It is so much easier to use

Facebook because it is easier to share and most students utilize Facebook so we can reach more students in our friend networks. We did try and implement a Twitter and it wasn't very effective so we had to deactivate it" (Student F, 2017). The power of sharing a Facebook post to a user's own personal social media can double the number of people who might see it (Johnson).

Facebook ads recently became available in the past couple of years for pages to generate brand awareness for a brand and create conversions. With this, Facebook pages have the option to "boost" a post to get more reach and engagement or create an ad where a user can target specific demographics and interests and provide a photo or video to use with it. Ads do cost money starting at a minimum of five dollars. A special interest club has found success in this: "We use them for our larger events such as special guest speakers or networking events we host" (Student D, 2017). Although it does cost money, this could be something to invest in.

For other social media platforms, student leaders have found it valuable in utilizing these for different forms of content. Some similarities that were found among athletic organizations include using Twitter for quick updates as well as fun interactions for athletic games, and giveaways to target students. Memes have been created to engage with students through Twitter in a humorous way (Student A, Student H, 2017). Similarly, to how they manage Twitter, they use Snapchat on game day and have "behind the scenes" content to get students excited about the upcoming game. The reason they found so much success is because the content they were posting was getting retweeted and favorited by students because they found it relevant to them. This works as a form of word of mouth because having a peer retweet something from a brand, makes others more likely to retweet or favorite as well (Chu). It varies per organization because one leadership organization had difficulty when it came to launching Twitter challenges due to seeing the same audience interacting not necessarily bringing in a new audience (Student I,

2017). The consensus on Instagram was that it helps convey an overall aesthetic for the organization while giving information to students. An advisor for an athletic department at ASU remarked how staying on top of popular trends can spark students' interests: "Most recently, the Boomerang feature on Instagram has been our most successful. We find what our students are interested in, and we give it to them" (Advisor C, 2017). Boomerang is an extension of Instagram where you can take a short snippet video that makes it play on a loop of a certain movement. It has become relatively popular and a fun way to animate Instagram photos without taking a full video. This is an interesting point to take note of because these social media apps are constantly updating so being able to take new trends and apps that are coming out like, Boomerang, and being able to appeal to students is crucial. Sometimes these new features may go completely unnoticed and student organizations could be missing an opportunity to create engaging content for students.

Social media is advantageous per all interviewees. It differs per organization depending on who oversees it and how they think they should be distributing content. Most organizations have honed their strengths and what channels are best for them to deliver marketing to students. How it is differentiated is how the person who is responsible for it hones in on the strengths of the organization and the content that is being distributed. Some see social media to reinforce the tangible and in-person marketing methods, while some see it as the main and only way to communicate with students at ASU. Social media will continue to grow and it will be very important for organizations to understand how to use it to their best advantage.

What Does Not Work for Student Organizations?

On the flip side of what has worked best for student organizations, there are some methods that have not worked well. Responses from all organizations found that what did not

work best stemmed from trial and error. Sometimes trying something new resulted in more engagement or was a waste of time and resources. The major themes that came up were challenges in targeting the right audience and creating content based off that audience, print, email, and tabling marketing. There is a disclaimer that print, email, and tabling marketing were found not effective for some organizations due to how the efforts were executed.

Content & Audience

Every marketing effort has a message that is being conveyed to a desired audience. It is important that the content a student organization puts out aligns with the audience it is trying to attract. Messaging on marketing for a sustainability organization would potentially resonate more with students in the sustainability school rather than the business school. Sometimes there is a pressure from a higher department that oversees the organization to push marketing messages out that may not appeal to students. This is the case for one athletic organization interviewed where sometimes it tries to get marketing out as fast as possible with pressure from a higher department within ASU, which can be challenging at times: “Marketing things that aren’t interesting to students and figuring out how to appeal to them can be difficult...Content can be hard to get people to pay attention to” (Student A, 2017). This may result in students not attending or no engagement in the messaging sent out simply because it did not appeal to the audience. This was also seen from an advisor’s point of view where no matter how much marketing was done, if it was not initially appealing to the students, they would not attend: “The issue with events is if students aren’t interested in doing some of things that are advertised, it creates a low attendance and engagement rate” (Advisor B, 2017). This can then be a waste of resources and time of the people who put work into organizing those events. It must be in the organization’s best interest to make sure that the programming it is having is valuable for students and would interest them

and then have marketing reflect that. Another facet to this issue is how much content the organization is frequently distributing. A student leader on campus reflected that sometimes too much content or interaction could have the opposite effect: “There is a fine line between putting out a lot of content versus the right amount of content. Sometimes people think they need to send a lot of information to students all the time but that can have an adverse effect and agitate the students to not even be interested anymore” (Student G, 2017). To alleviate these issues, it is important for the organization to know who its audience is and how it is as an organization is fulfilling the audiences’ needs. From there, it can then create thoughtful marketing messaging that is appealing to the students to get their attention. Planning is critical here in thinking about the frequency of content the organization is distributing, how it is distributing it, and how it is perceived by its desired audience.

Print Marketing

Print marketing on campus is typically seen as flyers, posters, signs, and banners. Students see it every day walking on campus. Most marketing contains information about upcoming events that range from university-wide events like Passport to ASU to ones that focus on an organization that is trying to grab a large audience. A common misconception among student organizations is that they purchase flyers and signs and put them up and that it is automatically going to get students to attend whatever it is they are advertising. An advisor mentioned for the organizations she oversees are beginning to shift from print to entirely digital due to not having seen a great return on investment with print. However, a president of an organization, who was VP of marketing before, summed up why flyers are not the only method to rely on: “Relying on just print marketing and flyers is difficult cause people would take the flyer and then throw it away. It is effective to do more than just print flyers and get the people

involved” (Student K, 2017). It is the norm on campus for student organizations to invest in tangible marketing such as flyers and signs. It varies how many resources a student organization can dedicate towards these efforts due to budgets and funding. Student K proposes an idea that a student organization can have flyers and posters, but they should have in-person marketing and social media to reinforce and support the idea. The marketing pieces may not be clear to students when they initially see it then on campus, but having a face to face conversation with a representative from the organization might entice students further to attend that programming. This is where having that brand recognition is favorable on campus to make a well-rounded strategy.

Email Marketing

Email marketing is quite common in college. Students email inboxes are usually flooded with emails everyday with emails from professors, Blackboard, spam, and personal emails. The purpose for student organizations to email students could be for both internal and external reasons. Internally, there may be information that needs to get out to the whole organization such as previous meetings’ minutes or updates internally within the organization. External emails could be sent to students who have signed up to be on an email list to learn about the organization, when their meetings are and any upcoming events they may have. This differs from a newsletter, due to its format, which we saw has been useful for some organizations. What tends to happen is student organizations get students’ emails from the beginning of the school year involvement fair, Passport to ASU, where students can meet student organizations and get involved. For instance, students may meet a club they are interested in then puts their name on an email list to receive emails. From there, students may receive emails regarding the student organization encouraging them to attend its events and get involved. This can happen several

times to where that student may receive multiple emails from multiple organizations all at once. It also varies if the student acts upon the call-to-action in the emails by attending meetings or events. A PR Chair for a cultural organization has seen that email marketing is not that effective for their organization: “Email was not that effective because people could take it as spam and just delete it or never open it” (2017). Similarly, the brand director for a special interest organization would agree: “Emails do not always have great open rates” (Student D, 2017). This means that students are not even opening the emails this student organization is sending out. As stated in the section regarding newsletters, it may be possible to frame emails as a newsletter that way students can choose whether they want to subscribe to it, it appears to be more formal in format, and the organization can control the frequency of how information is released to the students.

Tabling Marketing

Tabling is a very popular way for students to market on campus. If students were to walk on the Tempe campus and on the north side of the MU during the lunch hours, they would see tables filled all along that area. Tables are typically hosted by student organizations, apartment complexes around ASU, religious groups, and other external organizations trying to deliver marketing to students. Sometimes they give out free items to incentivize students to come to their table. A marketing and PR coordinator for a philanthropic organization to provide more insight as to how it sometimes is not effective: “Tabling isn’t that effective, because it’s hard to get people to stop and listen and people don’t want to be bothered. There is also no further interaction after tabling so we don’t know the result of that interaction should there be one” (Student E, 2017). This is an instance where tabling is not as effective due to not being able to get students to come to the table. Students may be on the way to class, work or meetings and do

not have time to stop at a table. Tabling could have been helpful if they had a way to grab students' attention. Sometimes standing with a table and trying to hand out flyers cannot get as much traction as some student organizations think. It could also be the timing of when the student organization is tabling. Typically, it is better to table at high traffic times of the day and in high traffic areas. It could also depend on the time of year that an organization tables, that which was mentioned by a student leader involved in various organizations on campus: "Tabling is effective at the beginning of the year but then towards the middle of the year it gets hard tabling and still reaching new audiences" (Student G, 2017). Students are more open to meeting and talking with student organizations especially during tabling the beginning of the new school year. The new year brings about possibilities and change for a student who may be willing to join a new organization. For example, W. P. Carey School of Business encourages students to attend Involvement Week or I-Week to learn about the student organizations housed under the business school. It is mandatory for incoming freshmen in WPC 101 class to attend this event for an assignment where they interview two different organizations at I-Week to learn more about them. This assignment is in hopes that they get involved. This is an opportunity for students to learn more; however, some students may just see it as an assignment to finish and not see the objective in getting involved with a business organization. However, after a certain point, students become less willing to try something new after they have already gotten into a routine with the school year so they might not be as attentive to tabling efforts. This is not to entirely discredit the work tabling can do as it has been effective for some organizations. It is effective when an organization can further engage through an activity with the student and have a conversation with them as opposed to handing out a flyer.

Resources & Restrictions

The final challenge is due to the difficulty of having resources to execute marketing tactics or having to stay within a certain boundary. The budget that is allotted for a student organization to use for marketing efforts can impact how a student organization markets. For some organizations, it depends on if they have any money allocated towards marketing. Print materials can cost up to \$100 if not more so it depends on if the organization has that within its budget. Sometimes the organization may have a set amount in place, which leaves minimal room to experiment with new marketing tactics. A VP of Marketing for a business organization has found this to be a challenge when he remarked: “Materials and budgets can be limiting so it is hard when you want to try new things but still try and stay within your bounds then having to pull it back and having to retract a campaign” (Student C, 2017). This is something that many student organizations may face when having access to resources to allow them to print materials. For a new organization, it can be extremely challenging to get funding so it may have to be creative in how it markets. Another restriction that may come about is technology available for marketing. With how quickly technology updates, there may be a learning curve in teaching student organizations how to utilize this technology. An advisor for an organization has experienced this learning curve: “Staying up to date with technology and getting the buy in from the university can be difficult...resources and format can be restraining oftentimes and the university has their own requirements on branding and sometimes we have to conform to some things wanted by the University” (Advisor A, 2017). An example of this instance was when the advisor’s student organization started to consider Facebook advertising and saw difficulties with university administration. This was because Facebook ads are new in comparison to traditional marketing methods. The organization did not need approval from the administration, but needed

to show them this could be an opportunity for future marketing efforts and that there is a need to invest. Resources can be restricting and can be out of the organization's control so it can be challenging to combat this.

From these findings, we can see what has been the most impactful for an organization when marketing to the larger population of students at ASU. An interesting finding to point out from these interviews was that out of all the respondents only two had previous marketing experience from being a marketing major to having done social media for another organization prior. For the rest of the respondents, they were asked to be in this marketing role because other members thought that they would be good at it. This shows that some students in these roles are having to learn first-hand how to market on campus with barely any knowledge to help guide them. It is also important to note while some things may work for some organizations, it may not work for others. It all depends on knowing who the organization is marketing to and the content they are providing to students. From this qualitative data that was gathered, we can compare the student organizations' point of view to the audience they have been trying to market to through the survey results.

(See Appendix D for full in-depth interview questions and answers.)

Methodology of Survey

A survey was created to test how students view marketing on campus. Questions ranged from what they think when they come across marketing on campus, how effective they think some methods are such as tabling, posting and handing out flyers and social media. They were asked for opinions on less conventional marketing methods to see if there is potential for new marketing methods for student organizations. There were also free response questions for students to provide any further thoughts about marketing on campus. The survey ended with

general demographic questions to learn more about the student in terms of what year they are, their major, and their level of involvement at ASU. The survey was created on Qualtrics, a website that builds online surveys and was sent to student organization presidents to encourage students to fill out the survey. The survey launched on February 16, 2017 and closed on February 23, 2017 to get a week full of responses. I invited those who participated in an in-depth interview to share it with members of their organizations. I also posted it to my personal social media accounts to encourage students to fill out the survey. Overall, there were 266 responses to the survey that could give a glimpse into how students view marketing on ASU's campus.

Demographics of Respondents

Of the 266 respondents, 77% identified as female and 21% identified as male. The grade distribution followed as 30% are in their senior year, 24% are juniors, 23% are sophomores and 20% are freshmen. Most of the respondents live on the Tempe campus and are a part of the W. P. Carey School of Business and College of Liberal Arts & Sciences, but there was one response from each college at ASU. For if a student was a part of Barrett, the Honors College, 41% of the respondents are Honors students and 59% are not. When a student was asked how involved they are on campus on a scale of 1-10, the average was at a 6.27 as to how they view they are involved at ASU. This was surprising given most of the people I anticipated taking this survey are pretty involved at ASU. The following organization types were the most represented in the survey: Greek Organizations (Fraternity & Sorority) (63%), Academic Organizations (28%), Philanthropic organizations (23%), Business Organizations (21%), Athletics (16%), Undergraduate Student Government (15%), Leadership Organization (15%), and Programming and Activities Board (1%). Other organizations represented were political, coalitions, and other special interest organizations. Overall, my hope was to get a wide spread snapshot of the

different types of students at ASU since we have such a diverse student body. Going through my social network resulted in having more females respond over males as well as the majority being in W. P. Carey students and Greek Life students being the most represented in this data. The data that was gathered from the survey did show some insights into what students think when they see marketing on campus.

(See Appendix E for survey questions.)

Results of Survey

Students' weighed in on all aspects of marketing on campus like effectiveness of flyers and signs, tabling, social media, Sundevil Sync, and some other nuanced marketing methods.

Effectiveness of Flyers and Signs

The survey began by asking how often students take notice of marketing on campus. This was to see how often students pay attention to these flyers and signs since student organizations see this as a normal pillar to marketing on campus. When students were asked how frequently they noticed marketing on campus, 41% of students said they notice marketing sometimes and 28% said about half the time. For how students learn about events on campus, 81% find out through social media and 40% said they learn through flyers and signs. This was further backed by 52% finding flyers and signs moderately effective in comparison to other marketing methods. The most surprising piece of data was when asked about what happens when a flyer is handed to them, 40% of the respondents try and avoid getting a flyer handed to them and then if they happen to get a flyer, 29% throw the flyer away. I assumed that the top choice would be that they throw it away but to see most people try to avoid getting a flyer handed to them shows that this method is already losing its effectiveness. On campus, people may force flyers into hands of students and do not engage beyond that, which further supports the discussion earlier regarding

tabling and in-person marketing. With only about an average of half of the respondents seeing flyers and signs as effective, it may be a marketing method that will slowly fade out as a way of marketing to students on campus. It seems that organizations do it so they still reach a large demographic, but as we are learning that should not be all an organization does to market to students on campus.

Effectiveness of Social Media

Social media was a huge component in the interviews that were conducted, which was relevant in the data from the survey. Of the respondents, 85% follow student organizations on social media. From those respondents: 57% follow organizations in Greek Life, 45% follow athletic organizations, and 37% follow USG. There was a free response question as to why they continue to follow these organizations and answers varied but most answers were similar. Students continue to follow these social media accounts for the updates organizations share on social media, the events they are advertising and/or they are a part of the organization they are following on social media. A free response question was also asked about who does the best job at marketing on social media and the most common organizations mentioned were 942 Crew, PAB and USG. When it comes to social media apps they follow them on, it appeared that 84% follow them on Facebook, 67% on Instagram, and 51% on Twitter. Surprisingly, Snapchat was only followed by 10% of respondents. Another facet to social media marketing has been having members of an organization invite friends to Facebook events or inviting them to “like” the student organization’s Facebook page. I wanted to test this out in the survey because I have both been invited by my friends as well as invited my friends to partake. When students responded to if they would like a friend’s Facebook page based on if they were invited to like it, 42% responded that they might “like” the page and 36% probably will “like” it. That is not even more

than half, which could be concerning because students may be wasting their time inviting friends to like their page if it is not even returning an increase in page likes. For Facebook events, 55% might RSVP to a FB event a friend invites them to and 53% said they would attend the event they RSVP'd to most of the time. This was what I expected because typically my friends will say they will attend an event on Facebook but might not actually attend it.

Effectiveness of Passport to ASU

Passport to ASU is held every year at the start of the school year to help incoming students get involved at ASU. This also helps student organizations advertise themselves and recruit new members or display what they can offer to the student body. Testing the importance of Passport is relevant since it is the biggest tabling event of the year featuring hundreds of organizations in the Memorial Union, Sun Devil Fitness Complex and along the pathway between the two. From the survey, 77% have attended Passport to ASU. The reasons why they attended Passport to ASU included:

- To get involved,
- To attend an event a part of freshmen welcome week, and
- To learn more about what ASU must offer

As well as in the "Other:" portion, some said they attended because they helped the student organization they are a part of in recruitment efforts. The first three options were all over 60% as to why they attended, which is a clear indication of students wanting to learn how to get involved and figuring out what organization to join. From the 77% who said they attended Passport to ASU, 69% of the respondents said they joined a club, which is a relatively high rate of conversion. To test retention, questions were asked to see how long they have continued to stay in that organization. From the respondents, 57% said that they have continued to stay in that

organization, which is more than half. To see how long they have stayed in that organization: 27% stayed in the organization for a semester, 20% was from 1-3 years in the as well as 20% had been in the organization for more than a year and finally 10% have been in the organization for all four years.

This data indicates that Passport to ASU can be an effective way to initially get people to join an organization. The research further showed that while they may be getting involved initially, it is up to the student organization to retain those members. This brings to light potentially an internal issue for some organizations in being able to keep those members they initially recruit.

Utilization of SunDevil Sync

SunDevil Sync is a platform available to ASU students. It is essentially a hub for student organizations to manage membership and organize communication internally within the organization and externally for students who may be interested in their organization. It allows students to see events going on around campus and hear news relative to their campus or university-wide. It was surprising to see that out of all the respondents, 63% have never used SunDevil Sync. From the 37% who have, they primarily use it for managing their student organization or for funding and appropriations through USG. Further findings showed, 11% use SunDevil Sync to join an organization and 5% use it to find events on campus. This section was interesting because ASU has a contract with OrgSync, the platform that has created SunDevil Sync. The Student Activities Office advertises the use of SunDevil Sync for organizations so it is interesting that not many students are using it. This could be from the pool of students who are involved or the majority may be involved in clubs but are not in a leadership position where they would need to use SunDevil Sync. The limitation on data here is that students might not use it

due to lack of knowledge about it or they are not expected or encouraged to use it. Additional research would be needed to determine this.

On Nuanced Marketing Tactics

Giveaways

A giveaway is a free item that student organizations take advantage of to incentivize students to engage with their organization. Examples of this are handing out a free T-shirt to the first 300 students at an ASU Basketball game or giving away free food. Giveaways are a way to entice the student to partake in what the organization is offering. Giveaways can cost a lot of money so it was important to test the actual return on investment on this to see if it is worth it for organizations to continue to invest in giveaways. On a scale from extremely likely to extremely unlikely, 56% said that they are somewhat likely to attend an event based on a free giveaway that is handed out to students and 19% are extremely likely. With 75%, it still seems like a relatively good investment depending on when the student organization decides it needs a giveaway. The flipside to this is that it depends on the item that is being handed out and what the student needs to do to receive the giveaway.

Floor Decals

Floor decals are somewhat of a guerilla marketing tactic where it is not as conventional as posting marketing on walls. It is a piece of marketing that can be placed on the floor so that when students are walking, they can look down and notice it. This came up in research conducted by a colleague in USG that brands devise to get consumers' attention. The survey depicted an example of what a floor decal might look like. On a scale of extremely likely to extremely unlikely to stop and look at this floor decal, 45% said somewhat likely and 17% said extremely likely. With a total majority being 62% in favor of this new marketing tactic, this

could be something to consider. It might depend on the way this decal is presented to someone walking for it to spark interest in what is being marketed.

Facebook Ads

Facebook ads slowly started to become more integrated into a user's timeline in 2012 (Greenfield). This was a way for Facebook to make money by having more spaces for advertising as well as starting to offer "boosts" on posts to get more people to see them or engage with them. Facebook pages today can have sponsored posts where they pay to reach a certain audience and it could be to drive awareness or create conversions for a brand. Pages can also "boost" organic posts to be seen by more Facebook users. Organic posts are content that a page has that may come across a person's newsfeed without having to pay for a user to see it. However, with Facebook's new algorithm it has made it difficult for organic posts to be seen: "If you have a business page, what you may not realize is that less than 0.5 percent of your fans, on average, will actually see your updates" (Kim). The implications of this are alarming because a page could have 20,000 likes but only 100 users on Facebook may see it. An update like this affects all Facebook pages not just businesses so this algorithm also threatens student organizations. In the interviews, there were some testaments to having success with using Facebook ads while other testaments were interested in Facebook ads but do not have enough knowledge in proper execution of them.

This portion of the survey was to test out to see the students' perspective on Facebook Ads to see if it can be beneficial for student organizations to invest in. The survey showed an example of what a Facebook Ad looked like in the form of a "sponsored" post to help the respondents better visualize what one looks like. First, the survey asked how often does the student click on a "sponsored" Facebook post, which 43% responded that they never do, and

42% said they sometimes do. The other responses, which were about half of the time, most of the time, and always were a combined 15%. When asked how effective “sponsored” Facebook posts are on a scale of extremely effective to not effective at all, of the respondents: 0% said extremely effective, 11% said very effective, 37% said moderately effective, 37% said slightly effective and 15% said not effective at all. The next question asked how likely they would be to click on a “sponsored” Facebook post like the one given as an example and of the respondents: 2.7% said extremely likely, 24% said moderately likely, 17% said neither likely nor unlikely, 28% said moderately unlikely and 28% said extremely unlikely. The data from this section was most surprising because some interviews revealed that organizations have had success of utilizing Facebook ads; however, the data from the students shows they do not find Facebook ads effective nor would they be compelled to click on the ad. This could be a case by case instance where it depends on the ad they are being served on Facebook and how that aligns with their interests. Students may admit they do not click on the Facebook ad but they may do more often than indicated or than they realize. We would have to test this out by monitoring their activity while using Facebook.

Free Response Answers

Before the survey ended with demographic questions, there were two free response questions that allowed for the respondent to put in any opinions he or she had. The first question asked, “Is there a particular student organization that you think does a particularly good job of marketing itself at ASU? If yes, what is the name of the organization and why is it so effective?”. This question was asked to see who is doing a good job on campus, as well as to see if an interview was needed with that organization if I had not already met with it. The most mentioned organization was 942 Crew and ASU PAB. 942 Crew was recognized by most respondents for:

handing out giveaways that are relevant, posting entertaining content on Twitter, being most recognizable on social media, talking to students, having consistent messaging, and being seen around campus. Another organization that was mentioned was ASU PAB. They were regarded by respondents for: having a great social media presence, having eye-catching flyers, having events that are relevant to students, utilizing giveaways to incentivize students, utilizing high-traffic areas to market, and being visible to students. Other organizations that were mentioned included USG, Greek Life organizations, and Changemaker for similar reasons as what was mentioned for 942 Crew and ASU PAB.

The second question asked, “Do you have any other thoughts about how to effectively promote ASU student organizations and events to ASU Undergraduate students?”. Students had an option to respond or not. Here are some direct quotes of some of the respondents’ answers that sparked interest:

- Students tend to ignore flyers and social media posts. As in they’ll see it, scroll past, and not actually read it. At this point, it has become clear that wacky and unique marketing ideas work best.
- Get rid of flyers. They just get thrown away and people often don’t read them. So many t-shirts also get thrown away or donated, but having t-shirts in the first place just creates more unnecessary waste coming from the university.
- Having collaboration among different departments at ASU. ASU Athletics, for example, only markets to select groups. If they supported more diverse groups, it would help diversify the campus.
- The Facebook page brings in attention. Of course, it depends on whether I care about the information if I act upon it. Also, there is the timeframe issue—if something comes up as

soon as it begins with a 3-hour window, I might feel rushed and too stressed to go. But also, if a post is made too far in advance, I probably won't go simply because I'll forget about it or it'll sound less interesting.

- Marketing should be specific to the person; I see info about too many things I don't care about. Social media (Facebook, Twitter, Instagram) are the most effective in reaching larger amounts of people, followed by word of mouth and constant updates to ensure the people commit to going.

Other responses said that newsletters, social media, word of mouth and face to face marketing have a great impact. What was interesting is that some responses recommended doing things that already exist such as creating “a consolidated calendar of events by category of student organization available on the ASU website”, which does exist in SunDevil Sync. This could be something to fix in educating the students about the resources available to them. The free response answers did re-affirm points that were made in interviews as well as with the data that will be applicable in formulating final recommendations.

Overall, the survey tested out all facets of how student organization market to students. Some of the data validated what was brought up in the in-depth interviews about what works well for student organizations and what does not.

(See Appendix F for full survey results.)

Undergraduate Student Government – Tempe Marketing

Serving in Undergraduate Student Government, I wanted to consider how we market to students and what works for us as an organization to see if it can be transferable to other organizations. As Chief of Staff for USG, one of my responsibilities is to advise the creative

team in all marketing and PR efforts for USG. At the beginning of the Fall 2016 semester, as a team we set goals for marketing for USG which included:

- Expanding the USG brand and getting more exposure at events, press articles, and face to face contact (via outreach),
- Innovating how we market to USG (social media is important but figuring out other avenues to expand into),
- Utilizing current USG resources to our advantage,
- Creating cohesiveness of all USG promotional items and social media,
- Assuring logo and all social media tags are visible on everything, and
- Increasing engagement and followings through incentives at events.

These goals would help with building awareness about USG and what the organization can offer as well as find more ways to engage with the student body and find new audiences to appeal to over time. Through our marketing efforts so far in the 2016-2017 school year, we saw positive responses in giveaways, social media sharing, and video marketing.

Giveaways

One of the goals set by our advisor was to move away from ordering t-shirts for every giveaway. USG had fallen into a routine for every event or project where a bunch of t-shirts would be ordered as a giveaway. Often, there would be a lot of shirts leftover. Our advisor thought this was wasteful and we could put our time and resources into trying to come up with something creative to give to students since USG is funded by the activity fee students pay for in their tuition. With every giveaway that was requested, the PR team researched and tried finding items that would interest students and could be useful to them.

Our first giveaway of the year was at Passport to ASU where we were tabling to advertise our intern program, Safety Escort Service and Bike Co-Op shop. We decided to order protein shakers with the USG logo on them. We determined this would be something different than handing out a cup or water bottle because fitness and health and wellness is very popular on our campus. Students who work out regularly would find this giveaway useful. We had 500 protein shakers, but kept some to the side to save for random giveaways throughout the year. What we found was that the protein shakers were a huge hit. For a student to receive a shaker, they had to: 1.) follow us on any social media platform and 2.) share or retweet a post regarding the ASU Fall Welcome Concert (since there was a need to get a boost in ticket reservations). This made the relationship mutually beneficial so that the student would receive a free protein shaker and we would get free publicity. We ran out of shakers within the hour and the concert saw an influx in ticket reservations; however, we were unable to tell how much was from our efforts as multiple organizations were pushing for ticket reservations.

Another successful giveaway was given out at Devils on Mill hosted by PAB. Devils on Mill is a tailgate that is held several hours before every home football game. Student organizations and businesses hold booths to engage with students, families, and alumni to get everyone excited for the football game. USG always has a booth with an activity to engage more with people who attend. One of our most successful giveaways was when we gave out phone charger power banks that students could use to charge their phones without an outlet. We had made a game along with this giveaway so that students could win a power bank. While students were waiting to play, members of USG who were working the booth could converse with students and let them know about services USG offers and any upcoming events we had. This

allowed for more students to engage one on one with USG and learn more about us as an organization.

Our most successful giveaway to date was our “#1in Innovation” hats. ASU has been ranked #1 in Innovation by U.S. News and World Report for two years in a row now ahead of Stanford and MIT. Since we have received this award, it has instilled a sense of pride within the Sun Devil community. As USG, we were given the responsibility to get as many students out as possible to the ASU Men’s Basketball game against USC. We felt the best way was to get a giveaway that students would want. We wanted an item that had “#1 in Innovation” on it without doing a t-shirt and a simple black baseball cap seemed ideal so students could continue to wear it after the game. We created a design for the hat, ordered it, and then posted the design to social media letting them know we would be handing these hats out. All 500 hats were gone in 30 minutes. We helped get students to the game and satisfy the needs of Sun Devil Athletics and 942 Crew in filling up the student section. Even after the game, students were asking if we had anymore hats. Because the hats were such a hit, we have plans to have more giveaways with “#1 in Innovation” in the future. The reason it was such a hit was because it was something that resonated with students and it was an item they could continuously use.

From our giveaways, we learned to consider the money we are using to invest in these giveaways and how we can receive something from the students such as gaining social media followers or increasing attendance at events. By handing out items with our logo on it, we create brand recognition. By making students follow our social media to get the giveaway, we gain more followers. We also learned that keeping up with trends and what resonates with students will have a huge impact on the performance of a giveaway. It is important to see what other

students are dedicating time and energy towards and how we can fulfill that need or desire for them.

The Power of Sharing

USG has a Facebook page where we are consistently posting about events we are hosting as well as events other organizations have on campus, university updates and information that needs to be shared with the student body. All our posts on our Facebook page this year have been organic, meaning we have not paid to “boost” any of our posts or have any sponsored ads. To avoid paying for ads, we wanted to see if it is more cost-effective to have members of our organization simply “share” a post. This was found from a statistic reported by Tara Johnson, a writer for CPC Strategy Blog, on likes versus shares on organic Facebook posts: “In our 2014 Social Commerce Breakdown report, we found that Facebook shares were worth, on average, \$0.80 in revenue—340% more valuable than Likes! In addition, traffic coming from shared products converted 544% higher than traffic from Liked products” (2016). This led to us attempting a drive for shares as opposed to likes on our organic posts. Any important information that we need to reach a large audience, we encourage our staff and senators to share on their personal Facebook pages. Some of our highest performing posts from shares reached over 3,000 Facebook users in comparison to posts that did not get shared reached only under 1,000. (See *Appendix G for a comparison of posts.*). The data provided in Appendix G, shows the top performing posts from our Facebook page by how many users we reached organically and the type of engagement that was on the post. For example, the blue bar shows how many clicks the post got and the purple bar shows the amount of interaction on the post, which includes shares, likes and comments. Our highest performing posts also included a photo along with it, while posts that did not have a photo in it were underperforming. This is because having students share

it to their personal pages helps us reach other students in their network who may not be following our Facebook page. This is where having members of an organization act as spokespeople works when getting information out through social media.

Video Marketing

Facebook has recently expanded its network into being more user-friendly to upload and watch videos. Businesses, brands, and celebrities that have a Facebook page have generated content in an engaging way through video that can reach a larger audience than they had before. The content that they are creating is being watched as there has been an increase in Facebook users viewing these videos. By the end of 2015, Facebook videos received 8 billion views daily (Savage). Today over 45% of people watch more than an hour of videos on Facebook each day (Lister). Many brands have seen success with video marketing by seeing an increase in engagement:

Facebook's 6.3% per-video engagement rate is especially impressive considering the highest engagement rates for top brands on Instagram (as determined from our Instagram Brand & Influencer Engagement Rate Case Study) span from a 1.4% (for Instagram's top fashion brand channels) to 3.3% (for top Computer & Electronics brands on Instagram) (Mediakix Team).

With these statistics, we wanted to give video marketing a trial run to see if our organization could benefit from it.

We created a video regarding the upcoming US election to drive students to vote early or vote on the day of the election. The video was one minute and 28 seconds that captured why students should vote, how they can vote early or mail-in a ballot, and how they can vote on the day of the election. We had members of USG speak while having graphics outline what they

were saying in case someone was listening to it without video. This video reached almost 4,000 users, which was even better performing than our top post that had a photo with it. We posted it organically, then encouraged our members to share it. The 45 shares contributed to being able to reach so many users. We have plans to use videos more in the future and will be having some released before the Spring 2017 semester ends.

Being able to test out different marketing methods through USG, we could see a personal testament as to what works for our organization. We met some of the goals we had set and have laid a great foundation for the next PR team. We aim to reach as many students as possible, which can be difficult given how big ASU's student body is and how fast it continues to grow. However, what works for USG is not going to be the same for other organizations. In comparison to the qualitative and quantitative data, this first-hand experience of experimenting with the marketing of USG will overall help in the final recommendations for this thesis.

What are Other Universities Doing?

Researching what other universities do to help their student organizations in their marketing efforts is important in case there is something that could be helpful to students at ASU. This research shows how other universities are supporting student organizations' marketing efforts. Universities were chosen based on the size of the university with a relatively larger student body so it can be comparable to Arizona State University. Marketing to a student body of 1,000 students compared to marketing to a student body of over 50,000 is very different so selecting larger universities would help provide an appropriate comparison base to see if there is a need for ASU to implement any of these additional efforts.

University of Central Florida

University of Central Florida (UCF) has a student body of over 60,000 and over 300 student organizations. Its student activities office provides some guidance as to how they can market their student organization with banners, flyers, and lawn signs. Two methods of marketing that stood out is that has a publication called the “Central Florida Future”, which is able to have student organizations’ events be highlighted in the “Upcoming Events” section. Student organizations must fill out a form by a certain deadline before the next issue is printed. Finally, it has a newsletter sent every morning by the university called “Good Morning UCF” where students get announcements and events on what is happening at UCF. Student organizations can submit their information then be featured (Office of Student Involvement). UCF is larger in size than ASU and it seems to have resources that help student organizations reach a pretty significant portion of their student body.

Ohio State University

Ohio State University (OSU) has a student body of around 45,000 students and over 1,300 student organizations on campus. The student activities office at Ohio State University also recommended guidelines for putting up flyers on campus as well as getting into its campus publications. Another recommendation OSU offered was “chalking” which is taking chalk and writing information on a sidewalk to distribute information. OSU has guidelines for chalking on campus in advising on how to chalk to draw attention to an event or initiative while students are walking around campus. What was most interesting about the resources the OSU Student Activities Office offers is that it can provide help and consulting on a student organizations’ marketing. Student organizations can put in a request and get help with:

- Graphic Design,

- Ordering of promotional items and apparel orders,
- Photography,
- Videography,
- Getting put on virtual bulletin boards,
- Consulting on web and social media marketing, and
- Consulting overall general marketing strategy (Office of Student Life).

Being able to offer this service to any student organization on campus is an excellent way to help student organizations with marketing on campus. This can be extremely helpful for any new student organizations on campus needing help with their initial branding and marketing strategy. ASU has Student Creative Services, which offers consulting and help in video production, event production and graphic design. This could be something they could expand by helping student organizations with the overall strategy and marketing plans.

University of Wisconsin Superior

Another university that provides resources for its student organizations is the University of Wisconsin Superior. As a supplement to what is recommended for marketing as a student organization, it also provides guidelines to help student organizations brand their organization. In all research, no other university had guidelines for how a student organization should brand itself. This resource gave guidelines to help student organizations with branding by providing a list of questions that can help guide the process of branding:

- What is your organization known for on campus?
- Is there an image associated with your organization?
- What do people think about it?
- Do students know what you do?

- Is there some perception they have that isn't true? (UW Superior).

These questions help especially new organizations that may need more guidance in figuring out how to brand their student organization since they are new to campus. It also directs them to work with University Relations to get help with creating a logo or tag line from experts in branding and marketing on campus. These services where student organizations can receive help is an opportunity for new organizations where they may need more guidance.

Iowa State University

When researching Iowa State University, the most interesting resource that it offers student organizations is called a flyer distribution program through its student activities office. This program cost \$30 for student organizations to use. They need to provide 285 flyers to the activities office and then the flyers get distributed to various spots around campus such as residential halls, Greek life houses, Memorial Union, and additional buildings across campus (Iowa State University). Sometimes student organizations may run into difficulties getting the flyers out to students and different buildings. This service helps alleviate this issue. Iowa State also has a booklet released twice a year that showcases student organizations to help students get involved. Such a booklet could be released before Passport to ASU or the Spring Involvement to help students learn more about student organizations. One final useful resource at Iowa State is a "Best Practice Guide for Social Media". The content here is helpful for any student organization to use for its social media. It provides information about how to start, what to consider in terms of the overall voice in content, and overall best practices. Some of the recommendations included not utilizing every social media platform, collaborating with other groups on campus to expand how many students reached, forming a strategy and establishing a presence, developing a social media plan, and then evaluating and measuring success of how the organization is utilizing social

media (Iowa State University). Providing a clear path to a strategy and social media plan is useful to help guide student organizations in execution. A lot of the points mentioned in this best practices guide were consistent with what was brought up in my interviews.

Major Takeaways

Some other things that were mentioned at other universities included marketing on transit buses, using university television stations or radio stations to advertise, advertising on digital kiosks and banner kiosks around campus. ASU does have these methods available; however, it is not well known whether these methods are available for student organizations. What else can be taken away from looking at other schools is the resources available for student organizations to use. The most interesting programs that could be introduced to ASU was the marketing consultation program at Ohio State University and the flyer distribution program at Iowa State University.

A marketing consultation program for student organizations would be extremely beneficial and useful for organizations at ASU that may not have a lot of background in marketing. A great way that this could be implemented could be having an organization that is dedicating to helping with marketing campaigns on campus. Having students chosen to do this could allow them to gain experience in putting what they have learned in class, by helping with consulting organizations about how to market on campus. This could be built off an existing organization like USG, PAB, Student Creative Services and work as an extension or it could be an entirely new organization housed under W. P. Carey and recruit students within the marketing program. This addition can be a mutually advantageous relationship between the students working as consultants and gaining experience and the student organization that gains valuable knowledge in marketing on ASU's campus.

Finally, the flyer distribution program at Iowa State is another idea that could be useful at ASU in helping student organizations distribute their marketing on campus. ASU is a huge university and sometimes it is hard getting materials distributed to reach different parts of campus. Some organizations may not know how to get their marketing in the residential halls, dining halls, the Memorial Union, and other buildings on campus. This distribution program could be built off the marketing consultation program where an organization could be charged a set dollar amount and then give the program the set number of flyers to be distributed. The organization would have knowledge of where to deliver the flyers and distribute around campus. Student organizations would have to allocate funds should they decide to do this since it would be taxing on the students who distribute the materials around campus. This is a resource that can support organizations as some issues brought up in the research is being able to get materials out to students.

These ideas are something that could be implemented at Arizona State University and would be put to great use by student organizations should they have these resources available to them. Working with the Student Organization office may be helpful in getting the groundwork for these ideas laid out and hopefully implemented.

Final Recommendations

From the research and the data discovered throughout this thesis, there are final recommendations as to what is the best way for student organizations to market to students at ASU. Final recommendations will encompass overall branding of a student organization, how to formulate a strategy, tangible implications such as physical marketing assets, digital implications such as social media, and finally, recommendations on implementation for a student organization.

Branding Recommendations

Student organizations need to consider overall branding of their organization, which will help them create recognition on campus by students. An important component to consider are the elements that make up a brand for a student organization to establish itself on campus. Elements that make up a brand include its name, logo, colors, packaging, characters, slogan, and spokespeople. Although packaging and characters may not apply, when designing these elements as part of a brand, it is important that they are memorable, meaningful and likeable to create brand equity as well as transferable, adaptable and protectable to protect the brand equity that is created (Keller 2013). With the above information, it is critical for student organizations to leverage its brand elements and review them to ensure consistency. The most important brand elements for student organizations to curate and review are the name followed by logo and font and colors that may be incorporated in its marketing.

The name is the most important component as it will help the student organization identify itself on Arizona State University's campus. The ASU Student Organization Handbook when registering a student organization recommends: "Registered student organizations may not use "Arizona State University", "ASU", or "Arizona State" prior to their organization name as it

may imply an official relationship with the University”. The club must look to what its purpose is as a club and make sure the name can describe the organization. The purpose, meaning what does the club do for students at ASU, can be found in the organization’s constitution that is created upon creation of the organization. It is important for the name to either be descriptive or state its suggested benefit and function for being a club. For example, Undergraduate Student Government (USG) identifies as a governing entity to help the students and is for undergraduate students to join. Sometimes club names may be an acronym such as SCMA which stands for Supply Chain Management Association, which may be recommended if the club name extends beyond four words. The name should be displayed on all marketing materials so clear and concise is preferred.

Once a name is created, a logo should be created to display this name and be recognizable when placing it on any marketing materials. This allows the organization to visualize the brand with a design that could be made recognizable. The logo could be related to the name but it needs to be memorable so people understand what the logo entails when it is put on anything marketing related.

As students graduate and turnover occurs within the organization, the brand of the student organization remains. It is important for members currently in the student organization to take note of where the brand is currently at and if any adjustments need to be made. Typically, student organizations that have been at ASU for a while such as SAA or USG must strategize how to keep the brand relevant to students whether that is a change in marketing or how they recruit members. Strategies that can help sustain brands include reinforcing the brand, revitalizing the brand and adjusting the brand portfolio. The last one is rare unless the club must disband and no longer be a student organization. For reinforcing the brand, it is important to look

at the brand or integrated marketing communications (IMC) to see if it is remaining consistent and if anything needs to be changed. IMC includes all the methods to market that we have discussed. It will take creativity and innovation to think of new ways to market a student organization. For revitalizing the brand, it looks at the overall brand awareness and image of the brand. Surveys can gauge where the student organization is on the students' radars and how they can get themselves back in the consideration set (Montoya 2016). The brand elements that were discussed above may need to be reviewed in case they need to be changed to stay with current times.

It is important to recognize that brand awareness and brand image will help a student organization with its efforts in getting students to either join its organization or attend its events. Having brand awareness means that people have registered the student organization in their mind and hopefully placed it into their consideration set. The goal is to become credible in brand awareness so that when students are given the choice they are likely to either join the student organization or attend an event that they are promoting. The best way to establish brand awareness is through repeated exposure. This can be done by having the student organization name or logo represented on any marketing materials posted on social media, around campus and even tabling various times throughout the year to gain exposure. For tabling requests, that can be done through the "Outdoor Events & Tabling Form" through the Memorial Union that can be accessed at: https://eoss.asu.edu/mu/plan_event/events_tabling. This allows for students to begin to recognize the student organization and understand its purpose by consistently seeing it and its marketing on campus. Once students are aware of the student organization, it is important to maintain a brand image that is consistent and favorable so that when students are thinking of

attending the student organization's event or joining the organization they perceive the organization positively beforehand.

Strategy Recommendations

Once a student organization recognizes how it is as a brand, figuring out a strategy is the next step to properly execute any marketing method. The goal is to have a well-rounded marketing strategy that can effectively target the desired audience. It came up in the interviews that having a plan to follow in how the organization is going to market and who they are going to market to helps create more engagement with the student body. The best way to formulate a plan for student organizations is to examine the organization's:

- Target Audience – a desired group of people to aim marketing efforts towards
- Objectives – goals for the organization
- Strategies – a plan to achieve the objectives
- Tactics – different marketing channels used to achieve strategies and objectives (Giles).

Determining a target audience can be simplified as to who would be interested in that organization or the event being put on. An advisor for an organization said in her interview how crucial recognizing the audience is: "Meet the audience where they are and build a connection with them. Once that connection is built, it will be easier to get the audience to respond the way you want them to" (Advisor C 2017). The best way to figure out who that target audience is through mapping out personas like how companies do in determining who would be interested in their products (Giles 9). Creating an ideal persona student that would join an organization or attend an event can facilitate this process. Looking internally to the organization itself and why it is an organization or why it is hosting an event are helpful guidelines as to who they are targeting. The scope of the audience can vary depending on the organization. For example, PAB

has a tailgate before every home game so its marketing is going to be targeted to all Sundevils to attend as it's a way to show school spirit. However, the American Marketing Association may host a marketing network event that is only relevant to marketing majors. One recommendation to increase the scope of the audience can be collaborating with other organizations on campus. Collaborations were mentioned in one interview as helping draw in a larger audience when an organization partners with another for an event. This can put resources together and draw in a larger audience with similar interests. Once a target audience is determined, it can then shape the rest of the process in creating objectives for the student organization.

A brand's objectives signify what the goals are for an organization. Laura Lake, a marketing specialist for "the balance", a marketing consulting blog, offers two questions that are insightful in determining brand objectives: "What is it that you want your brand to do for your company? And, what do you want others to know and say about your products or services?" (2017). These two questions can be asked to student organizations in the form of determining what the student organization does for ASU's campus and how it wants to be perceived by others. Some examples could be wanting to be recognized on campus so that students know exactly who the student organization is or being known for an event that they host. After determining objectives that suit the student organization, the organization can create a strategy that can be executed by tactics. Examples of major strategies brands adapt include strategy to gain: share, status, favor or knowledge (Giles). The strategies that provide the most opportunities for student organizations are to gain favor as well as knowledge. A strategy to gain favor would be to have tactics that make the student organization approachable for students to interact with and recognize on campus. A strategy to gain knowledge looks like when student organizations are trying to learn from students about their interests or needs and how the organization can

benefit them. It is also a way for the organization to teach students about what they do. Both strategies can help student organizations establish themselves with set tactics. As student organizations develop, they can better quantify these goals and strategies with numbers. For example, a student organization could have a goal of having 100 people attend its specific event and then tailor how it is going to accomplish that through a strategy then tactics.

The final component of an overall marketing strategy is to determine tactics that are going to best accomplish the objectives and goals determined by the student organization. Based on the research, what follows are the recommendations for some of the tactics that were found to be suitable for student organizations. From each tactic, content can then be curated to fit each tactic.

Content is important in determining how the student organization is going to use each channel to its advantage. Student organizations need to plan their content and how that is going to be relevant to the students. Some considerations for curating content include: voice and tone, length of content, creating a conversation, making it shareable, and anything to provide with it to support the content (Giles). Student organizations need to have content reflect the students they are trying to appeal to so it appears relevant to them. This can be having a friendlier tone through marketing pieces so it makes the student organization seem appealing to students. Content is going to vary by channel used but having some form of consistency across channels to deliver one message is important. Having content that is engaging and relevant to students is what is going to help student organization best optimize the following tactic recommendations.

Tangible Marketing Recommendations

Tangible marketing assets would include any physical way to distribute a student organizations' marketing. From the interviews the most common methods mentioned were word

of mouth (WOM), tabling, placing flyers and signs on campus and giveaways. The research has shown that word of mouth has been most effective for a lot of student organizations. Tabling and hanging up flyers and signs are still being included in final recommendations because it is a matter of how they are executed to be effective for student organizations. Giveaways can also be profitable depending on the resources available for the organization to purchase those items.

Word of mouth is a great way to get the word out to students about a student organization or event it is having. This is because when having that conversation, it sparks an interest in the student in what the representative of the organization is saying. Elizabeth Cowley, a professor at the University of Sydney Business School, researched the effects of word of mouth and how it affects consumption, which can be relevant to how word of mouth can affect student organizations: “Each time a consumer passes on information through word-of mouth, the decision process of the listener is almost certainly influenced. Above and beyond the effect of the information on the listener, the retrospective evaluation of the storytelling consumer may also be altered in the process of telling a consumption story” (Cowley 1528). This shows that by having members of the student organization talk with other students about themselves can have an influence on who they are interacting with. Regardless of how students respond after the interaction, having the first interaction allows them to learn more about what members of the organization was talking to them about and organization initiatives. With how powerful word of mouth is, it can easily help the effectiveness of tabling, flyers and giveaways.

Tabling can still be effective for some student organizations. It just depends on how it is executed. If members of an organization are not engaged standing behind a table trying to talk to students, most students will not stop and listen. The table acts as a barrier or a crutch when students stand behind it. It helps to have a table with flyers or giveaways like some student

organizations mentioned, but interact with students through an activity or a conversation. Simply handing out a flyer or giveaway could easily be thrown away or have no meaning to it. The flyers and giveaways are best supported through word of mouth to engage the students and tell them about what the organization is marketing. When it comes to flyers though, it may be smart to invest in less because it can be more sustainable for the organization and save money and resources. Students do take notice of signs on campus per the survey results. It can be effective to have signs leading up to bigger events for a student organization. Signs can be great in establishing brand awareness by having the name and logo on signs for major events that way the organization can be registered in a student's consideration set. Giveaways that are relevant to students and can be useful for them are helpful in incentivizing students at tabling or events. Giveaways are also an opportunity to put the student organization logo on items and then have someone else marketing the student organization by utilizing them.

From these recommendations, it can be shown that word of mouth is a best course of action for student organizations in getting the word out, while having minimal flyers and signs as support and giveaways as incentives to get students to listen. These recommendations can create a well-rounded strategy for implementing tangible tactics and we can elaborate even more with having digital marketing support.

Digital Recommendations

Social media plays a large part as a method for student organizations to market to students at ASU. From our findings, the best way to implement a social media strategy is to find what is going to target and engage the student body the best and then develop content based off that. Research has shown that social media can serve as a form of word of mouth, which is an interesting new perspective: "As this new information-sharing paradigm unfolds, marketers have

increasingly recognized its (social media's) potential to foster consumers' "sharing" of information or opinions about brands. This of course directly influences brand electronic word-of-mouth (eWOM)" (Kim 18). Making social media synonymous with "electronic word of mouth" strengthens points made earlier regarding the strength of word of mouth. It is important to find what social media platforms work best for a student organization and how it is going to distributing content to the correct audience. There was not one specific platform that performed for organizations over others because it just depends on the content that was being posted and the audience they were trying to target. The final recommendation for social media in general is to find the medium that best suits the content that is being distributed. Facebook can reach a large audience depending on the content, video marketing and, more recently, live video feeds. Twitter can give updates or curate entertaining content with memes and trends that can be humorous to students. Instagram can reach an audience to provide more updates in the organization as well as visually depict the brand. Developing content that is engaging creates interaction between the student organizations and the student. Examples of this can be found in 942 Crew's content especially on Twitter. It was mentioned frequently in the survey results because it creates content that makes students laugh and excited for athletics on campus. It stays relevant with trends and use gifs, memes, and Twitter polls to engage with the student body. The research showed that developing content pertinent to the organization and the type of social media was more useful than sending out the same content across all social media platforms.

Researching Facebook Ads was important as organic posts for Facebook pages are seeing an all-time low in engagement versus posts that are paid (Kim). From the research, it is still to be determined the overall effectiveness in investing in these ads. Only one organization had seen the benefits in using Facebook ads: "Utilizing Facebook ads this year, really helpful in getting more

ticket reservations. Boosts do help and increase ticket sales for the bigger events, utilize for bigger events as compared to smaller re-occurring events” (Student K, 2017). As well as the advisor for the organization who indicated: “YoY the amount of Facebook impressions [were] up 900% for the student organization’s Facebook page” (Advisor A, 2017). Impressions means how many times a different Facebook user saw the “sponsored” post or page. Having impressions to grow over 900% can help a student organization in overall brand awareness because the Facebook user could register seeing the organization online. Facebook ads can be a great way to reach more people in a very specific target audience: “Typically, \$50 will get your message in front of 5,000 to 10,000 people. And you can be extremely picky about who you target (Kim). When setting a Facebook ad, it can be very tailored to specific interests of the desired audience to as broad as geographical location and demographics of the users. It can be something to invest in depending on what the money is spent on. The organization above has only used it for bigger events and saw a great return on investment. Student organizations can invest in ads for larger programs where they are trying increase attendance. Facebook ads are still relatively new, but can be useful for any student organization if they are needing the extra help in reaching a larger audience.

Video marketing has been a way for student organizations to market; however, it was more popular to post videos on YouTube and Vimeo. The way Facebook has risen to have video playback in the past year has grown tremendously and will continue to grow (Lister). USG tested out video marketing this year and will continue to get important information out to students. This way, video marketing can be a great way to advertise an organization, an event, or to recap an event. Keeping the videos short with content that is relevant to the audience can interest a lot of students on Facebook. It is also important to have visuals or captions on the video so that if users

have the sound off they can still follow along. It can be a fun way to get members of the organization involved and present content in a new and exciting way. This can be effectively done by looking at any events or important messaging that needs to reach the student body. Student Creative Services at ASU can be helpful in filming and production of these videos if no one in an organization has experience with this. They can help with ideas for the video, production of it and then create it to be posted to social media. It can be very costly to contract these services starting at a minimum of \$350 and can go upwards in \$1000 range. For most organizations, they are unable to afford this. These services should be more cost effective for student organizations. Video marketing is relatively new for students to watch on social media so there is opportunity for student organizations to have fun with it to best engage with the student body.

A great overall social media strategy to adopt is viewing content as “Hero”, “Hub”, and “Hygiene” content (Beusekom). Hero content is for big moments throughout the year like a big event or a big push for recruitment. This helps drive overall awareness on a larger scale. Hub content would be generated a little more throughout the year than hero content. Its goal is to have content centered around what the user is passionate about. This is a time to develop content that is relevant to them and can draw them in to engage with the brand. Finally, hygiene content is content that is “always-on” meaning there is content consistently being put out that can target a user’s intent and interests. These types of content can help the student organization better plan their content and have synergy and cohesiveness amongst social media platforms.

From having a more thoughtful plan for social media, the best way to measure success is to consistently run analytics on the platforms being used. Facebook Page’s administration layout allows users to see overall analytics of the page and statistics on posts on the page. It can show

users overtime how many likes the page has and overall engagement on posts. The best way to measure success is seeing how much engagement a post gets as well as how many people are “reached” meaning saw the post even if they did not like or comment on the post. For other social media platforms like Twitter, visit analytics.twitter.com where it can show accounts reports on overall Twitter activity and statistics regarding engagement on tweets. It can also provide recommendations in optimizing tweets. For Instagram success metrics, it can be measured by how many followers the account has and how many likes it averages per post. Simply Measured can give a free Instagram analytics report to help brand’s track success metrics. Looking to success metrics can help see if efforts on social media are effective and producing positive returns such as generating more awareness and recognition for the organization as well as seeing an increase in engagement online and in person.

There is no doubt that the digital space will continue to grow for student organizations so it is important for student organizations to stay up to date with any updates or changes in technology. This will help student organizations figure out if it will benefit them or not and how to optimize it if it does. By knowing how to manipulate the different platforms, develop content for them, and then measure success is critical for online campaigns.

Implementation

By knowing the desired audience, goals for the organization, strategy and tactics to market to ASU students, the final step is putting the proposed strategies and tactics to action. The best way to put it all into action is having a plan for execution. Any marketing campaign should be planned to allow for enough time to effectively execute. What the ASU Marketing on Campus mini-guide suggested was to plan as far out as possible from 2-3 months out, one month out, weeks, days before and after the event to ensure effective delivery on materials and the campaign

itself. If any tangible items are being ordered, it is important to note how long it takes for those items to be ordered, printed and then delivered. For example, for an organization hosting an event that needs signs and giveaways ordered and will have social media, a best practice would be:

- Design the materials six weeks out from the event,
- Place an order with the company that makes the signs and giveaways so that it allows 2-3 weeks to arrive,
- Put up signs 14 days before the event,
- Plan social media posts around that time frame by creating a content schedule to allow for enough time for the content to be seen on whichever platform,

Social media execution can vary depending on the tactic chosen. It is best to allow for enough time for the content to be seen on social media if it is an event or campaign for the organization. Being able to strategically plan execution of the marketing tactics increases its effectiveness. Thoughtfully sending out marketing messaging to students is going to help gain awareness and recognition on campus and in turn increase engagement via recruitment and events.

Proposed Revision for the Student Organization Office

A revision of the original “Marketing on Campus Guide for Student Organizations” (*See Appendix A.2*), was made to reflect the recommendations above to best communicate this thesis’ findings (*See Appendix H*). The original guide explains tactics that student organizations can use to market on campus. The revision of this guide proposes that student organizations think about the overall branding of the organization, how to create a strategy and what tactics to use to engage with the student body. The front side of the guide is divided into three sections covering: how to brand the organization, how to create a well-rounded strategy, and how to implement

different marketing tactics. On the back side of the guide, it covers an overview of a well-rounded marketing strategy, an example of how to execute the strategy, and resources on campus that can be beneficial for student organizations. This guide gives both new and existing student organizations a clear direction that marketing on campus is not just putting up flyers and signs. Having recognizable branding, tied in with a well-rounded strategy and tactics that are effective and cohesive are critical when marketing to the student body at ASU. Hopefully, this guide can provide a better overview of marketing for students who are less knowledgeable about it. This then can help them as an organization market to students at ASU.

Conclusion

Hopefully, these recommendations can provide a clearer direction to student organizations in how to market to the ASU student body. One of the main issues that was found throughout the research process and findings in this thesis is that there is a restriction of knowledge on ASU's campus. A lot of students and student organizations may not know about a lot of the resources available on campus and that stems from how much information the Student Organization office can distribute online. If a student organization is struggling with marketing on campus, it can set up a meeting with an advisor from the office to get advice. This is to alleviate any confusion because of how vague the handbook and guide may be for students.

It is important to note that these recommendations for how student organizations should market to ASU students are not concrete. Marketing is always constantly changing and so is the student population at ASU. Seeing what works for student organizations while gathering data from students' perspectives was very enlightening and very telling as to how marketing to them is going to continue to evolve. It is important for student organizations to understand who they are marketing to, the content that will appeal to them and through what channels to target them is

going to create an overall well-rounded strategy. Overall, reference to these recommendations will hopefully create a better marketing strategy for student organizations at Arizona State University.

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Appendix

Appendix A

Marketing and Advertising

Copies and Mail

Student organizations are offered a limited number of copies per semester as a registered student group. Number of copies varies depending on whether the copy is black and white, or color.

- Downtown Phoenix: Copies can be made at the student organization office front desk (POST L1-15)
- Polytechnic: Copies can be made at the Student Union Front Desk
- Tempe: Copies are NOT available with the student organization office. Small packages and mail can be delivered to the Student Organization Office. All mail that is not picked up by the end of each semester will be delivered to the campus address of the primary advisor listed in SunDevilSync.
- West: Copies can be made in the USGW offices, located at UCB-226

SunDevilSync

[SunDevilSync](#) helps clubs manage membership and improve communication within their organization as well as with student organization staff. SunDevilSync also offers student organizations an array of online options including:

- A customizable page for your organization where you would be able to post upcoming events and meetings, your organization mission, welcome message etc. (much like a webpage).
- Improved communication within members through wall posts, mass text messaging and discussion boards.
- Storage of important organization files including your constitution and bylaws, meeting minutes, sponsorship information, notes from past events, etc.
- Better organization, through event and meeting tracking (attendance tracking), distributed news and to-do lists, and paperless forms.
- Improved membership and retention. Inviting new members to join is as simple as a click of a button. This is also a great tool to keep in touch with graduated members.

Appendix A.1 Screenshot from ASU Student Organization Handbook 2016-2017

Appendix A.2 “Marketing on Campus: Guide for Student Organizations” from ASU Student Organization Office



marketing on campus

guide for student organizations

getting started

The best approach to marketing an event is to start early and to use different mediums to reach different people. Each marketing type has limited effectiveness and/or accessibility so timing your message is important. Think about what you can do 2-3 months out, 1 month out, 1-2 weeks out, and immediately prior to the event. As an organization, do your best to find creative and unique ways to get the message out to your audience. Here are some thoughts and ideas:

Fliers: Bulletin boards and the 12 campus Kiosks are full of fliers that may compete with your message. Make sure that your flier design is clear, effective, and limits the amount of text.

Tabling: Tabling near the Memorial Union, North Plaza, and Hayden Lawn can be effective for your event but space is extremely limited. Make sure to submit an Outdoor Event Form https://eoss.asu.edu/mu/plan_event/events_tabling

Social Media: Social communication can be helpful in advertising your organization and events. Providing consistent messaging about your organization's meetings, events, and presence on campus will provide others with up to date information about your club and how to get involved and/or attend events. Be sure to visit: <https://socialmedia.asu.edu/>

Word of Mouth: This can be your best tool to market an event. Make sure you and your organization talk to their friends, classmates, and others about your event.

ASU Events Calendar: You can request your event is added to the University's campus calendar. It's helpful to reach a larger audience and to avoid scheduling conflicts. <https://asuevents.asu.edu/>

SunDevilSync Events Calendar: Through you organization's portal, you can post events that will populate on the SunDevilSync Community Calendar. sundevisync.asu.edu

Online Advertising: Advertise your organization's event through The State Press, ASU's online student newspaper. Contact Student Media <http://www.asuadvertising.com/>

Additional Outreach: Contact related departments and organizations to request distribution through their listservs or social media sites. Student organizations are encouraged to ask the respective departments if they may display ads in various buildings around campus. Keep in mind the posting policy and procedure may vary building to building.

Lawn Signs: You may print up to 12 coroplast signs that can be posted around campus in designated locations (See reverse side for locations).

Design Elements: When developing your marketing be aware of policies related to the usage of ASU images and logos. Student organizations are encouraged to review both the [Student Organization Handbook](#) and [ASU Branding Guide](#) before creating marketing materials.

about us

The Student Organizations staff are dedicated to providing registered clubs with support, resources, and guidance. Our offices are located on the 3rd floor of the Memorial Union and are open Monday through Friday from 8 AM to 5 PM.

contact us

 [tempeclubsASU](#)

 **480 - 965 - 9665**

 tempeclubs@asu.edu

Appendix B

In-Depth Interview Questions

1. Year in School
2. Student Organization and years involved in student organization
3. Position in Student Organization
4. How did you get this position?
5. What are your duties involved in this position?
6. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
7. How does your student organization market to students (i.e. social media, flyers, tabling)?
8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
9. What has worked best for getting the word out about your student organization?
10. What has not worked well for your student organization?
11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
12. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
13. Any questions or final thoughts for me?

Appendix C: Interview Participants

Interviewee Name	Year in School	Type of Organization	Position
Student A	Sophomore	Athletic Organization	Co-Marketing Chair
Student B	Junior	Greek & Leadership Organization	Chief Marketing Officer Director of PR – Social Media
Student C	Senior	Academic Organization	VP of Marketing Website Manager
Student D	Senior	Special Interest Organization	Brand Director
Student E	Sophomore	Philanthropic Organization	Marketing and PR Coordinator
Student F	Junior	Cultural Organization	PR Chair
Student G	Sophomore	Religious Organization	Helped with marketing efforts
Student H	Sophomore	Athletic Organization	Marketing Director
Student I	Junior	Leadership Organizations (3)	President, Marketing Liaison, Director of PR
Student J	Senior	Leadership and Athletic Organization	Director of Marketing Committee Chair
Student K	Junior	Leadership Organization	VP of Marketing and President
Advisor A	N/A	Leadership and Athletic Organization	Advisor
Advisor B	N/A	Sustainability Organization	Advisor
Advisor C	N/A	Athletic Organization	Advisor

Appendix D: Interview Manuscripts

Student A Interview

1. Year in School
 - a. Sophomore
2. Major
 - a. Business Entrepreneurship
3. Student Organization and years involved in student organization
 - a. Athletic Org
 - b. Summer before freshman year
4. Position in Student Organization
 - a. co-Marketing chair
5. How did you get this position?
 - a. Offered to help out with Twitter then got more responsibility with hat
6. What are your duties involved in this position?
 - a. Running the social media
 - b. Planning social media strategies
 - c. Social media platforms: facebook, twitter, instagram, and snapchat
 - i. Instagram and FB are having a hard time getting launched, alot for one person to handle especially with events going on everyday
 - ii. Twitter: fun interactions and back and forth with alumni and athletics
 - iii. FB and instagram used for information
 - iv. Snapchat: game days and special behind the scenes
 - d. Help with on campus marketing and usually comes from athletics
7. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
 - i. Marketing club in high school and student body president
 - ii. First real marketing experience
8. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. Tabling is different with flyers
 - b. Marketing 5-6 times a week, usually at night time and drive around and hand out flyers and talk to people
 - c. Overflow of giveaways
 - d. Always having a talking piece to give someone something in order to have a conversation
 - e. Going to them
9. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Events going on campus

- b. Recruitment efforts are more at Passport and every orientation at the Tempe campus where they get a lot of people and some people reach out to them on social media
 - c. Social media presence and TV
 - d. Membership efforts are them coming to them just about what they've heard
 - e. No membership fees or application, if you want to do it you do it, have a problem with retainment
10. What has worked best for getting the word out about your student organization?
- a. On campus marketing and going to the students, they listen more and it's a great way of networking, easier to tell if they are receptive as compared to the computer
 - b. In person marketing and actually talking to people and getting real face to face
 - c. In person marketing to get their attention then get them to follow on social media
 - d. Social media is good to appeal to
11. What has not worked well for your student organization?
- a. Marketing things that aren't interesting to students, having to be creative in a way
 - b. Content can be hard to get people to get to pay attention to
 - c. What is going to make that student want to go?
12. Have you seen more engagement happen based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
- a. Usually didn't use social media before, twitter account has grown over 300%, broken attendance records in 5 sports
 - b. Not seeing an increase in our main sports attendance like basketball and football
 - c. Membership has grown and continues to increase, retaining members is an issue since it is volunteered based
13. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
- a. Yes but technically no resources to help with that since it is an extension of Athletics
 - b. Have to get it granted by Athletics due to funds
14. Any questions or final thoughts for me?
- a. No

Student B Interview

1. What year are you in school?
 - a. Junior
2. What is your major?
 - a. Global Logistics Management
3. What student organization have you done marketing for? And how long have you been involved in this student organization?
 - a. Greek Org

- i. 2.5 years
 - b. Leadership Org
 - i. 1.5 years
- 4. Position in Student Organization
 - a. Chief Marketing Officer
 - b. Director of Public Relations - Social Media Focus
- 5. How did you get this position?
 - a. I was appointed by a nomination committee.
 - b. I was hired on by the elected president and Vice President's
- 6. What are your duties involved in this position?
 - a. I oversaw any function of marketing and public relations for the chapter. I designed shirts, oversaw all social media platforms, and approved all marketing materials such as videos or newsletters.
- 7. Did you have any previous marketing experience prior to this position? Not specifically.
 - a. If so, what previous experience? None
- 8. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. For students specifically our main marketing was through instagram and twitter (facebook was more for parents and alumni). My position heavily focused on the perception of the chapter through apparel. My online media director was mainly focused on our videos for recruitment and our philanthropy.
- 9. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Our main marketing was recruitment, our philanthropy, and our family weekend.
- 10. What has worked best for getting the word out about your student organization?
 - a. Our instagram has gotten us the most credibility from those outside of the ASU student body. Our twitter is best with interacting with other members of greek life, and our t shirts were the main way of marketing ourselves to all ASU students.
- 11. What has not worked well in terms of marketing for your student organization?
 - a. We created a VSCO to appeal to younger girls and it wasn't that popular. It was too much like the tumblr that we stopped using. It wasn't every interactive.
- 12. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Our annual philanthropy is a dodgeball tournament and the video for that was one of our best pieces of marketing, fraternities were very engaged and signed up quickly.
- 13. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. Our social media was to a very specific niche on facebook: just parents, alumni, and occasionally potential new members. The only time we really could have

considered it would have been for our philanthropy. We typically just present to the organizations we believe would be most interested.

14. Any questions or final thoughts for me?

Student C Interview

1. Year in School

- Senior

2. Student Organization and years involved in student organization

- Academic Org

3. Position in Student Organization

4. What are your duties involved in this position?

- Always wanted to be in marketing, wanted hands on and play around with things
- BCSA: fairly new organization, sending emails and managing social media FB, Twitter, Instagram
 - Be appealing and targeting more students
 - Taking over the instagram, a lot of people are in that phase of aesthetic and the overall look and feel, revamping the instagram and gain a bigger following
 - Instagram in May had 40 and 148 followers
 - Twitter gained more followers about what's relevant on campus and is relatable to student life
 - Pictures that are representative of us, group meetings and group events
 - Started the Newsletter for BCSA, 16 subscribers that are not even in the club but 30 members in the club
 - Try to write about items that are interesting to students
 - Relevant at that time
 - Digital age, blogs and newsletter
 - Blog committee that post to the website and update the website
 - Outreach
 - Photography experience
 - @ASUBCSA @ASUBCSA

6. Did you have any previous marketing experience prior to this position?

- Not really but wanted to get more hands on experience
- Disney

a. If so, what previous experience?

- N/A

7. How does your student organization market (i.e. social media, flyers, tabling)?

- Vice President of Recruitment does tabling and have flyers and increase outreach

8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?

- Outreach marketing for recruitment processes

- Deadline to market for meetings and events
9. What has worked best for getting the word out about your student organization?
 - Social Media has picked up because it was different than what we had done before
 - The Newsletter because it's consistent and re-occurring
 - WOM Marketing helps by instilling it in their members
 10. What has not worked well for your student organization?
 - Materials and budgets can be limiting
 - Trying new things but staying within your bonds then having to pull it back and having to retract a campaign
 11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media?)
 - Been getting more brand awareness through efforts
 - Definitely have an increase in people joining and engaging more on social media
 - People sharing it, members being proud of the organization
 12. What are your personal goals in your role to best optimize marketing for your student organization?
 - Increase awareness, get BCSA more up in the ranks of other organizations in W.P. Carey, valuable experience
 13. Any questions or final thoughts for me?
 - Getting involved and spreading awareness

Student D Interview

1. What year are you in school?
 - a. Senior, 4th year
2. What is your major?
 - a. Business Marketing
3. What student organization have you done marketing for? And how long have you been involved in this student organization?
 - a. Special Interest Org. I have been in the club since it's start in 2013, and have held my leadership position since 2014.
4. Position in Student Organization
 - a. Brand Director
5. How did you get this position?
 - a. I became heavily involved in the club during its first year on campus and was elected at the end of my Freshman year.
6. What are your duties involved in this position?

I am responsible for all of the club's marketing efforts. I create all promotional materials and run all of the club's social media accounts.
7. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?

I have had marketing internships since being named the Brand Director, but as I was just a Freshman when I started, I had yet to gain much marketing experience besides running my own personal fashion blog.

8. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. BOF tables at Passport to ASU, as well as both spring and fall I-Weeks. We post flyers around campus with meeting or special event information and heavily rely on social media to get our information to students. We also send weekly emails to students who have signed up for our email communications.
9. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. We mostly market for our bi-weekly meetings, and special events like our networking events or fashion shows.
10. What has worked best for getting the word out about your student organization?
 - a. Social media, and specifically paid advertising on these networks (mostly Facebook) has proven to be very effective for club marketing.
11. What has not worked well in terms of marketing for your student organization?
 - a. Emails do not always have great open rates.
12. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Yes! However, it is hard to track. We try to ask how people find out about us, and surprisingly enough, traditional flyers around campus are always a big draw.
13. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. Yes! We use them for our larger events such as special guest speakers or networking events we host.
14. Any questions or final thoughts for me?

Nope! Good luck on your thesis!

Student E Interview

1. Student Organization and years involved in student organization
 - a. Philanthropy
 - b. Since last July less than a year
2. Position in Student Organization
 - a. Alumni, Marketing and PR Coordinator
3. How did you get this position?
4. What are your duties involved in this position?
 - a. Send a quarterly newsletter
 - b. Keep all social media updated and current
 - i. Facebook
 1. Event for meetings

- ii. Instagram
 - iii. Started twitter back up
 - c. Create and send a holiday gift to the camper families
 - d. Invitations for Make the Magic gala
 - e. Keep in contact with alumni
 - i. In charge of creating alumni events that are lasting
 - f. Creating a senior send off
 - g. Have to keep everything current with each coordinator
 - h. Press Releases but haven't done well at reaching out to media
 - i. Updates to website
5. Did you have any previous marketing experience prior to this position?
- a. If so, what previous experience?
 - b. No
6. How does your student organization market to students (i.e. social media, flyers, tabling)?
- a. Social Media mostly
 - b. Before applications opened, tabled a little bit
 - c. Go and visit Greek chapters
 - d. Passport to ASU
7. What has worked best for getting the word out about your student organization?
- a. Word of mouth has been the biggest help and people endorsing
8. What has not worked well for your student organization?
- a. Tabling isn't that effective, because it's hard to get people to stop and listen and people don't want to be bothered
 - b. No further interaction after tabling, could have also been our fault in not planning well
9. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
- a. Most amount of people coming to meetings by far, steadily are growing in social media
 - b. Giving Tuesday was a really big campaign and got a lot of people involved and really successful
10. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
- a. Considering using it but don't know the rules or bounds of doing it
11. Any questions or final thoughts for me?
- a. :)

Student F Interview

1. Year in School
- a. junior

2. Student Organization and years involved in student organization
 - a. Cultural Org
 - b. Since Freshman Year
3. Position in Student Organization
 - a. PR Chair
4. What are your duties involved in this position?
 - a. Talk with the state press and maintain relations when they visit
 - b. Make flyers and designs for any program or involves CHUSA and what they want to do
 - c. Help with tabling events
 - d. Help with running events and talking to people
 - e. Handles aux cord
 - f. Manages social media with Facebook with Facebook events and updates regarding club
5. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
 - b. No
6. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. Social Media
 - b. Flyers
 - c. Tabling
7. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. To go to events and the programming they put on and then hope that gets them to join
8. What has worked best for getting the word out about your student organization?
 - a. Facebook because people can just get flyers but no one ever keeps flyers, wanting to move away from paper to be more sustainable, for myself i don't hold on to flyers
 - b. So much easier to do facebook because it's easier to share and everyone is on facebook in college and reaching friend base
 - c. Word of mouth for people who are already involved in it
9. What has not worked well for your student organization?
 - a. Tried using Twitter and that wasn't effective, no one ever followed it so it was deactivated
 - b. Email wasn't that effective people because people could just delete it
10. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Increase definitely and helps with Facebook and when collaborations happen between other organizations

- b. Collaboration helps bring more people in
- 11. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. I don't think so
 - b. Just having the funding for it would be difficult and resources for that being available
 - c. Effort of the members of the club
- 12. Any questions or final thoughts for me?

Student G Interview

- 1. Year in School
 - a. Sophomore
 - b. Political Science Major
- 2. Student Organization and years involved in student organization
 - a. Religious Organizations
 - b. Campaign for USG Elections
- 3. Position in Student Organization
 - a. No just had them help with marketing
 - b. Running for Senator position
- 4. How did you get this position?
 - a. Sought him out
- 5. What are your duties involved in this position?
 - a. How to engage students that normally wouldn't attend meetings on Friday nights
 - b. Focusing on branching out and recruitment and retainment of methods
 - c. Campaign:
 - i. Figuring out what people would like and then creating content itself and then implementing
 - ii. Analyzing what worked and didn't work
- 6. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
 - i. No
- 7. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. All of the above
 - b. Jewish students is such a niche that they have to do social media, flyers and tabling all of the time
 - c. Invites on Facebook (don't work at all, gotten to a point where people just say they're going, meaningless for them to go but not actually attend, FB events don't mean as much)
 - d. Jewish organizations will do livestreams
 - e. Campaign

- i. Trial and error so was effective was keeping things brief and concise
 - ii. Reach grew and reached over 10,000 people during the campaign
 - iii. Video was most effective
 - iv. Visuals
8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Recruitment and retainment, meetings and events
9. What has worked best for getting the word out about your student organization?
 - a. Fine line between putting out a lot of content vs. the right amount of content
 - b. Think they have to blast students all the time but has an adverse effect, could be annoying to the student
 - c. Being in their face or being non-chalant
10. What has not worked well for your student organization?
 - a. Blasting jewish students
 - b. Tabling is effective at the beginning of the year but then towards the middle of the year it gets hard tabling
11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Themed events and a lot more people typically show up and get other groups involved
 - b. Partnerships and collaborations
12. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. Did with the campaign and wasn't sure if it helped with likes or name recognition and getting people to vote
13. Any questions or final thoughts for me?

Student H Interview

1. What year are you in school?
 - a. Senior (4th year)
2. What is your major?
 - a. Marketing
3. What student organization have you done marketing for? And how long have you been involved in this student organization?
 - a. Leadership Org
 - b. Athletic Org
4. Position in Student Organization
 - a. Leadership- Director of Marketing
 - b. Athletic- Chair
5. How did you get this position?

- a. Leadership- befriending others within the organization
 - b. Athletic- Most experience/most competent
6. What are your duties involved in this position?
 - a. Leadership- Think of creative ways to market the org to residents. Design/Create promotional materials. Distribute promotional materials to residents. Teach council how to follow suit in their individuals communities.
 - b. Athletic- Think of creative ways to make sports appealing to students. Create/promote these ideas to attract students to games.
7. Did you have any previous marketing experience prior to this position?
 - a. No previous experience
 - b. If so, what previous experience?
8. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. All of the above
 - b. Leadership- mainly word of mouth, tabling, and events (programs), and advertising
 - c. Athletic- mainly social media, advertising, and utilization of student leaders
9. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Leadership- participation, meetings, events
 - b. Athletic- game attendance, events
10. What has worked best for getting the word out about your student organization?
 - a. Leadership- personal marketing and word of mouth
 - b. Athletic- Social Media
11. What has not worked well in terms of marketing for your student organization?
 - a. Leadership- Social media- lack of interest and commitment
 - b. Athletic- personal marketing because we were trying to reach too big of an audience
12. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Leadership- yes, otherwise no one would ever attend meetings
 - b. Athletic- yes, social media engagement increases due to marketing and attendance also goes up.
13. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. Athletic- yes, however, there are only a few instances in which we decide to boost posts to increase engagement and ensure that the word get out about a certain event/game to drive attendance. I believe this happened for Infernofest and for homecoming this year.
14. Any questions or final thoughts for me?
 - a. None. Thanks!

Student I Interview

1. Year in School
 - a. Junior
2. Student Organization and years involved in student organization
 - a. Leadership Org
 - b. Started in Fall of 2016
3. Position in Student Organization
 - a. Started as VP of marketing and now president
4. How did you get this position?
 - a. applied
5. What are your duties involved in this position?
 - a. Coordinate with marketing liaisons and make sure event marketing was getting done
 - b. Tweaking designs of ads
 - c. Making sure placement of ads
 - d. Strategic purpose of ads
 - e. Social media was a big component, making sure it was getting posted
 - f. Maintain a brand and using a voice and syntax
 - g. Tried to do a training to help them, ppt and this is what you should expect when marketing to students just overall expectations
 - i. Done more of individualized workshops based on how to do designs or
6. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
 - i. Completely relevant marketing experience for big events but had some experience
 - ii. Marketing
7. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. This year implemented a new strategy
 - i. Print marketing
 1. Flyers
 2. Posters
 3. Distributed through tabling and hanging up throughout dorms
 - ii. Interactive marketing
 1. Talking to people
 2. Getting people hyped about the event
 3. MUAD dressed up as aliens to attract people to event
 - iii. Organizational marketing
 1. Didn't work as well because wasn't defined as properly
 2. Understood what PAB was and what events they put on
 - iv. Social Media

1. Tied into all of that and this is what's something that's going on
8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Events
 - b. Recruitment purposes of general members and then hiring for paid positions
9. What has worked best for getting the word out about your student organization?
 - a. Biggest thing was just a combination and making sure everything was consistent
 - b. Flyers for the tangible, but then a person to back it up and reinforce the original idea
 - c. Incorporating both of those had bigger numbers and reach
 - d. Social media as a tool as to entice them about what could be and to have that start them thinking about it
10. What has not worked well for your student organization?
 - a. Back to just relying on print and people would take the flyer and throw it away
 - b. Tweaked it to do more than just print flyers and get more people involved
11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media?)
 - a. Definitely had an increase 302% in engagement on facebook
12. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. Utilizing Facebook ads this year, really helpful in getting more ticket reservations
 - b. Boosts do help and increase ticket sales for the bigger events, utilize for the bigger events as compared to smaller re-occurring events
 - c. Reveal for devilpalooza video

Any questions or final thoughts for me?

Student J Interview

1. Year in School –
 - Sophomore
2. Student Organization and years involved in student organization –
 - Athletic Org 2 Years involvement
3. Position in Student Organization –
 - Marketing Director
4. How did you get this position? –
 - Voted in
5. What are your duties involved in this position?
 - To promote events and the club through marketing.
6. Did you have any previous marketing experience prior to this position? Yes.
 - a. If so, what previous experience?
 - I helped market for Senator John McCain and his reelection

7. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - Through Facebook, Twitter, Instagram, Flyers, Giveaways, Tabling and Networking
8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - Events, and Recruitment
9. What has worked best for getting the word out about your student organization?
 - Twitter has worked the best for hitting the market of students we want to.
10. What has not worked well for your student organization?
 - Facebook, as most people who engage on Facebook are older or no longer students at ASU
11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - Yes attendance at events increased as a result of marketing efforts
12. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - We have, however paid Facebook ads don't do well in comparison to twitter. With Twitter we have 10 to 15 times the reach than Facebook with 1/5 the amount of people following and not having to pay.
13. Any questions or final thoughts for me?

Student K Interview

1. What year are you in school?
 - a. Junior
2. What is your major?
 - a. Design Management with a Business Minor
3. What student organization have you done marketing for? And how long have you been involved in this student organization?
 - a. I have done Marketing for: Man Up (3yrs of involvement), PAB (1yr), USG (1yr),
4. Position in Student Organization
 - a. Man Up President, PAB Marketing Liaison, USG PR Director
5. How did you get this position?
 - a. Man Up through Nomination, PAB I was hired, USG I was hired.
6. What are your duties involved in this position?
 - a. I have had similar roles in all three. First being to spread the word as much as possible in face to face interactions. Second being to get people to events and to see them actively involved in our organization. Once we get people excited about what we are about the likes, follows, reposts, share usually go up!
7. Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?

- i. Yes, I have done freelance work. I designed a new logo for my uncles company this summer. Ive also been learning and designing for fun since I was in HS. I have build my marketing interests off my love of design.
- 8. How does your student organization market to students (i.e. social media, flyers, tabling)?
 - a. In Man Up, we try to post fun and exciting info on our accounts as well as announcements. We try and interact with people by sharing their points of view on our platforms. That's how we get our personality, from the people we interact with.
- 9. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
 - a. Yes, we post all of our meeting info and recruiting information online and on our social media sites. We try and make it interactional by making contests up as we go etc!
- 10. What has worked best for getting the word out about your student organization?
 - a. The things that have worked best are when we reveal social media campaigns at events and get buy in from the people in the crowd
- 11. What has not worked well in terms of marketing for your student organization?
 - a. In the past we have tried to get people involved through twitter challenges and we tend to see just the same people interacting. Not necessarily new people.
- 12. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media)?
 - a. Yes, for an example we help sponsor an event at the beginning of the year called Sun Devil Survivor. At this event students teams can get points in the competition for gaining traction on Social Media. It has been really cool to see these events help reach students that aren't on the trip and to have paced meetings when we get back from the trip.
- 13. Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. We have. We haven't had the funds to do too many of them but when I worked for PAB we did and they were really effective.
- 14. Any questions or final thoughts for me?
 - a. Based off your research, have you found any interesting statistics on what types of people are the most engaged with organizations on social media. Do they tend to be involved at meetings etc?

Advisor A Interview

- 1. Title
 - a. Leadership, work with an athletic committee, Student Creative Services Live Team, student orgs that do events
 - b. Associate director of student events and programming

2. How do the organizations you advise, market to students?
 - a. A lot of methods: posters, poster cases in the MU, started to use Facebook with increasing frequency, gotten away from signs, occasionally do banners, personal marketing so straying away from intangible, having people marketing and tabling
3. What have you found to be some of the most effective ways in getting the word out about events or marketing on campus?
 - a. Person to person marketing
 - b. Increasing effectiveness with social media both in Facebook ads and sponsored posts
 - c. Consistency of Facebook posting and organic feel to marketing
 - d. YoY amount of facebook impressions up 900%
 - e. Game Day is seeing more organic, with videos and doing them at games and getting more likes
 - f. Feeling that it is student to student conversation and tone in the marketing
4. What are some things that you have found challenging when marketing to ASU students?
 - a. Staying up to date with the technology and getting the buy in from university to buy in to the
 - b. Coming around to staying in tune
 - c. Top down perspective the feeling of there's no signs and posters then it's not being promoted even though it's difference
 - d. Finding a balance between the old and new
 - e. Resources and format can be restraining oftentimes and university has a handle on their own brandings and having to conform to some things
 - f. Processes can sometimes hold back
 - g. Trying not to bombard students with information
 - h. Making marketing tailored to them
5. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media?)
 - a. Hard to equate and there isn't a good metric to track to see the success of it being the events and marketing
 - b. Putting together more cohesive and better events along with marketing so could be a blend of both
 - c. Hard to pinpoint and gauge exactly
 - d. Done some radio advertising with DOM and gave some legitimacy to it and showing that it's a real event being done for game day can be done through facebook
 - e. Facebook sponsorship ads can really target what students we want to get and getting people in their interests can really get people
 - i. 8-1000 impressions a week for Devilpalooza
 - ii. Finding people who would care in not getting

6. Have you utilized paid Facebook ads in order to boost more engagement with your student organization and did you see it being effective?
 - a. Yes and utilizing it for Game Day and Devilpalooza
 - b. Downside being aware of once Facebook knows you'll pay for it, then it hold down the organic post
 - c. Being careful in not boosting everything because now FB knows you'll pay for it

Advisor B Interview

Year in School

- Student Engagement Coordinator
2. Student Organization and years involved in student organization
 - Staff Advisor for Sustainability
 - College Council
 - Buddies
 - Honors Society
 - President's
 - CSSI Group
 - US Green Building Council
 - Barrett Sustainability Group
 - Tap into other groups
 3. Position in Student Organization
 - Staff Advisor
 5. What are your duties involved in this position?
 - Buddies: New students have the opportunity to get paired, they'll get invited to events
 - Sign up sheet at orientation and advising session
 - Interest Form, Then email communication
 - Balance of not being too pushy
 - Piggy back on a lot with what the college council does
 - WOM and personal invitations
 - College Council partnership
 - Collaboration
 - College Council
 - They host activities that are open
 - Advertise through FB Groups, Newsletter to go out in weekly newsletter, Not as much orgsync
 6. Did you have any previous marketing experience prior to this position?

N/A
 - a. If so, what previous experience?

N/A
 7. How does your student organization market (i.e. social media, flyers, tabling)?

- Participate in Fall Welcome and not all did Passport
 - CSSI, Barrett, Greenlight Solutions and Honors Society with Passport
 - All were at the undergrad Fall Welcome before passport
 - It just depends on the majors
 - FB Groups to get the word out internal
 - Student Services Office will put flyers every once in a while there depending on targeting, collaboration spaces on a TV with slides, dry erase boards, coffee tables that you can write with information on them
8. What does your student organization have marketing efforts for (i.e. recruitment, meetings, or events)?
- Activities and meetings
 - Recruitment
 - Community Space with activities, meetings with the dean, mentor reveal, speakers
9. What has worked best for getting the word out about your student organization?
- Orientations helped best when targeting the students
 - FB a lot for communication
 - Newsletter is helpful when it is optimized correctly, 2 weeks to plan out
 - Mail Merges are more effective in getting student attention as opposed to just a “Hey Student” kind of message to make it more personal in email communication. Upcoming events once
 - Residential Community, days of the week with CAs communicate
 - Making door decks for their Barrett Students to integrate them within the school
 - College Council welcome event, white shirts with logo on them and did a tie dye event
10. What has not worked well for your student organization?
- College Council had a scavenger hunt through the spring semester, FB events and electronic flyers, 1 person come. The times and the day maybe wasn’t good to plan for so maybe miscommunication
 - Issues with events where students aren’t interested in doing some of the things
 - 30 students attending Grand Canyon Trip
 - Having to open it up to get more people
11. Have you seen more engagement happened based off your marketing efforts (i.e. more attendance at meetings or events or more engagement on social media?)
- 1st year in there but there has been an increase and it’s been the students being more excited and more interested
 - Dynamic of the students
12. What are your personal goals in your role to best optimize marketing for your student organization?
- I would like a cross campus list of newsletter and listerv contact information, not appropriate to email people who are not my students
 - Here’s how you can get in contact with cross-campus communications

- Increase communication across other schools to prevent emailing random

13. Any questions or final thoughts for me?

Advisor C Interview

- Who do you do marketing for?
 - Athletic organizations
- What is your official title?
 - Management Intern
- How did you get this position?
 - I was a Student Coordinator for the Marketing Department at this athletic dept. to take the next step during Graduate School, so I applied to be a Management Intern.
- What are your duties involved in this position?
 - As I briefly mentioned earlier, I oversee the student marketing teams within the organization on all four campuses. I serve as the professional staff support for the students and lead them to continue to improve our marketing efforts. I also do the same for our Outreach teams on each campus, which serves as an extension of our marketing team; they are on the floor, engaging with the students face-to-face, promoting all that it has to offer to students.
- Did you have any previous marketing experience prior to this position?
 - a. If so, what previous experience?
 - When I started at the athletic organization, I worked as a Social Media Specialist, posting on social media for the complex. I was then promoted to Marketing Program Manager for the team downtown, where I helped oversee the team. Shortly after, I was promoted to Student Coordinator for the team, where I was responsible for the function of the team and improving our marketing strategies. All of these positions were simply stepping stones to the position I have now, where I oversee the team I used to work with, as well as all the other campuses local teams.
- How does the org market to students for example: social media, flyers, tabling?
 - We market in many ways, as we have many different audiences within our student body. We use the majority of social media platforms, including Facebook, Instagram, Twitter, and Snapchat. We also use flyers, posters, and banners all throughout the campuses. Our outreach team is then responsible for further promoting/distributing those print materials, as well as tabling.
- What does the org have marketing efforts for example: recruitment, meetings, or events?
 - The majority of our social media marketing goes towards simply engaging with the students and building a relationship with them. We also market our events, and do so in a way that educates the students on why they should join us for the event and how they can benefit from it.
- What do you think has worked best in marketing to ASU students?

- Social media has been our biggest success when marketing to students so far. We stay on top of the popular trends, to best grab their interest. Most recently, the Boomerang feature on Instagram has been our most successful. We find what our students are interested in, and we give it to them.
- What are some of the challenges when marketing to ASU students?
 - Some of the biggest challenges we have faced in the past was getting students to engage with our marketing efforts, but as we have recently shifted our efforts to less of a print-based attempt and more of a digital/social attempt, we have seen much improvement. It's difficult to satisfy everyone, as all of our students are unique and prefer different platforms and ways of communication. It is our hope, however, to better reach those unique audiences by shifting our marketing attempts and taking more than one route to our marketing.
- Have you seen more engagement happen based off your marketing efforts?
 - As I already began to mention in a previous question, we have already seen improvements as a result of our new focus towards digital marketing campaigning. Boomerang, Instagram story, and Snapchat are a few of our biggest tools to reach the students. Once we began communicating to the students in the way they interact with the rest of their social media platforms, we saw the results we have been looking for.
- Have you considered utilizing paid Facebook ads in order to boost more engagement with your student organization?
 - a. If you have used it in the past, were the results positive and would you recommend utilizing them in the future?
 - I personally have not tried using paid Facebook ads, but I have considered using them. I also just discovered that Facebook for businesses just added a Job Posting feature where people can directly apply through the posting on Facebook. I found that to be a very interesting feature, and one I will be looking in to for our SDFC Facebook account.
- Any questions or final thoughts for me?
 - Just to share some things I have learned about social media thus far: meet the audience where they are and build a connection with them. Once that connection is built, it will be easier to get the audience to respond the way you want them to. Many businesses fail to understand this and expect their marketing attempts to work, but consumers must be catered to.

Appendix E Survey Questions

Marketing to ASU Students Survey

Q1 Marketing to Students at ASU Survey I am an honors marketing student in W.P. Carey School of Business and Barrett, the Honors College at Arizona State University. I am conducting a research study as to how effective student organization marketing efforts are perceived by the ASU student body. I am inviting your participation, which will involve a short 10-minute survey regarding your opinions and observations of student organizations' marketing efforts. You have the right not to answer any question, and to stop participation at any time. Your participation in this study is voluntary and must be 18 years of age to participate. If you choose not to participate or to withdraw from the study at any time, there will be no penalty. Your responses to the interview survey will be used to understand how student organizations are marketing to ASU's campus. There is no direct benefit to you. There are no foreseeable risks or discomforts to your participation. Your responses will be anonymous. The results of this study may be used in reports, presentations, or publications but your name will not be used. If you have any questions concerning the research study, please contact the research team, Adrianna Ramos, adrianna.ramos@asu.edu or PI of this study, Amy Ostrom, at amy.ostrom@asu.edu. If you have any questions about your rights as a subject/participant in this research, or if you feel you have been placed at risk, you can contact the Chair of the Human Subjects Institutional Review Board, through the ASU Office of Research Integrity and Assurance, at (480) 965-6788. By continuing with the survey, you are agreeing your consent to this study.

Q2 How often do you look at marketing materials while walking on campus? (i.e. flyers or signs)

- ☐ Never (1)
- ☐ Sometimes (2)
- ☐ About half the time (3)
- ☐ Most of the time (4)
- ☐ Always (5)

Q9 How do you hear about events on campus? (Check all the apply)

- ☐ Flyers (1)
- ☐ Signs (2)
- ☐ Social Media (3)
- ☐ Word of Mouth (4)
- ☐ Other: (5) _____

Q12 How effective do you think flyers and signs around campus are when it comes to marketing a student organization or event?

- ☐ Extremely effective (1)

- ☐ Very effective (2)
- ☐ Moderately effective (3)
- ☐ Slightly effective (4)
- ☐ Not effective at all (5)

Q3 Do you attend events or join an organization based on flyers or signs you see on campus?

- ☐ Yes (1)
- ☐ No (2)
- ☐ Depends (3)

Q36 Imagine you are walking on campus and someone hands you a flyer, what do you do with it?

- ☐ Keep it and make a note of what is on the flyer (1)
- ☐ Keep it and forget about it (2)
- ☐ Throw it away (3)
- ☐ I avoid getting a flyer handed to me (4)

Q4 Do you follow any student organizations on social media?

- ☐ Yes (1)
- ☐ No (2)

If Yes Is Selected, Then Skip To If "yes" to previous question, which ...If No Is Selected, Then Skip To Do you attend Passport to ASU?

Q5 If "yes" to previous question, which ones? (Check all that apply)

- ☐ Undergraduate Student Government (USG) (1)
- ☐ Programming and Activities Board (PAB) (2)
- ☐ Greek Organizations (Fraternity & Sorority) (3)
- ☐ Athletics (942 Crew, SAA, Sun Devil Athletics) (4)
- ☐ Business Organization (Business of Fashion, SCMA) (5)
- ☐ Academic Organization (6)
- ☐ Leadership Organization (7)
- ☐ Philanthropy (Dance Marathon, Camp Kesem) (8)
- ☐ Other: (9) _____

Q6 What platforms do you follow them on? (Check all that apply)

- ☐ Facebook (1)
- ☐ Twitter (2)
- ☐ Instagram (3)
- ☐ Snapchat (4)

Q39 If you picked more than one, which of those do you think does the best job at marketing on social media?

Q38 Why do you continue to follow that organization on social media?

Q19 If a friend "invites" you to like a Facebook page, do you "like" the page?

- ☐ Definitely yes (1)
- ☐ Probably yes (2)
- ☐ Might or might not (3)
- ☐ Probably not (4)
- ☐ Definitely not (5)

Q18 If you're invited to an event by a student organization via a Facebook event page, do you RSVP that you're attending?

- ☐ Yes (1)
- ☐ Maybe (2)
- ☐ No (3)

Q34 How often do you attend the event you RSVP'd to on Facebook?

- ☐ Always (11)
- ☐ Most of the time (12)
- ☐ About half the time (13)
- ☐ Sometimes (14)
- ☐ Never (15)

Q24 The following questions relate to this type of "sponsored" Facebook post below:

Q25 How often do you click on "sponsored" Facebook posts?

- ☐ Always (1)
- ☐ Most of the Time (2)
- ☐ About half of the time (3)
- ☐ Sometimes (4)
- ☐ Never (5)

Q26 How effective do you think "sponsored" Facebook posts are?

- ☐ Extremely effective (1)
- ☐ Very effective (2)
- ☐ Moderately effective (3)

- ☐ Slightly effective (4)
- ☐ Not effective at all (5)

Q32 How likely would you click on a "sponsored" Facebook post similar to the one above?

- ☐ Extremely likely (1)
- ☐ Moderately likely (2)
- ☐ Neither likely nor unlikely (4)
- ☐ Moderately unlikely (6)
- ☐ Extremely unlikely (7)

Q7 Have you attended Passport to ASU?

- ☐ Yes (1)
- ☐ No (2)

If Yes Is Selected, Then Skip To If yes, why did you attend Passport t...If No Is Selected, Then Skip To Click to write the question text

Q8 If yes, why did you attend Passport to ASU? (Check all that apply)

- ☐ To get involved at ASU (1)
- ☐ Learn more about what's offered at ASU (2)
- ☐ Freshman Welcome Week event (3)
- ☐ Other: (4) _____

Q13 Did you end up joining a club as a result of attending Passport to ASU?

- ☐ Yes (1)
- ☐ No (2)

Q22 Have you continued to stay in that organization?

- ☐ Yes (1)
- ☐ No (2)

Q29 How long have you stayed in that organization?

- ☐ A semester (1)
- ☐ One year (2)
- ☐ Two years (3)
- ☐ Three years (4)
- ☐ All four years (5)

Q17 How frequently do you use SunDevil Sync?

- ☐ Never (1)
- ☐ Once a week (2)
- ☐ 2-3 times a week (3)
- ☐ 4-6 times a week (4)
- ☐ Daily (5)

Q23 Why do you use SunDevil Sync? (Check all that apply)

- ☐ For my student organization (1)
- ☐ To join a student organization (2)
- ☐ To find events on campus (3)
- ☐ I do not use SunDevil Sync (4)
- ☐ Other: (5) _____

Q37 Are you likely to attend an event based on a free giveaway that is handed out to students?

For example: t-shirts, hats, etc.

- ☐ Extremely likely (1)
- ☐ Somewhat likely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat unlikely (4)
- ☐ Extremely unlikely (5)

Q30

Q31 How likely would you stop to read a floor decal ad similar to what is pictured above?

- ☐ Extremely likely (1)
- ☐ Somewhat likely (2)
- ☐ Neither likely nor unlikely (4)
- ☐ Somewhat unlikely (5)
- ☐ Extremely unlikely (7)

Q37 Is there a particular student organization that you think does a particularly good job of marketing itself at ASU? If yes, what is the name of the organization and why is it so effective?

Q35 Do you have any other thoughts about how to effectively promote ASU student organizations and events to ASU Undergraduate students?

Q32 What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Trans (3)
- ☐ Other: (4) _____
- ☐ Prefer to not disclose (5)

Q31 How old are you?

- ☐ 18 (2)
- ☐ 19 (3)
- ☐ 20 (4)
- ☐ 21 (5)
- ☐ 22 (6)
- ☐ 23 (7)
- ☐ 24+ (8)

Q30 What grade are you in?

- ☐ Freshman (1)
- ☐ Sophomore (2)
- ☐ Junior (3)
- ☐ Senior (4)
- ☐ Other: (5) _____

Q33 What ASU campus are you apart of?

- ☐ Downtown (1)
- ☐ Polytechnic (2)
- ☐ Tempe (3)
- ☐ West (4)

Q35 What school are you apart of at ASU? (Check all that apply)

- ☐ W.P. Carey School of Business (1)
- ☐ Herberger Institute for Design & The Arts (2)
- ☐ Mary Lou Fulton, Teachers College (3)
- ☐ Ira A. Fulton School of Engineering (4)
- ☐ College of Health Solutions (5)
- ☐ College of Integrative Sciences and Arts (6)
- ☐ New College of Interdisciplinary Arts and Sciences (7)
- ☐ Walter Cronkite School of Journalism and Mass Communication (8)
- ☐ College of Liberal Arts and Sciences (9)
- ☐ College of Nursing and Health Innovation (10)
- ☐ College of Public Service and Community Solutions (11)

☐ School of Sustainability (12)

Q36 Are you in Barrett, The Honors College?

☐ Yes (1)

☐ No (2)

Q34 On a scale of 1-10 (1 being not involved and 10 being very involved), how involved are you on ASU's campus?

_____ 1 (1)

Q33 What type of organization are you apart of? (Check all that apply)

☐ Undergraduate Student Government (USG) (1)

☐ Programming and Activities Board (PAB) (2)

☐ Greek Organizations (Fraternity & Sorority) (3)

☐ Athletics (942 Crew, SAA, Sun Devil Athletics) (4)

☐ Business Organization (Business of Fashion, SCMA) (5)

☐ Academic Organization (6)

☐ Leadership Organization (LSP, Medallion Scholars) (7)

☐ Philanthropy (Dance Marathon, Camp Kesem) (8)

☐ Other: (9) _____

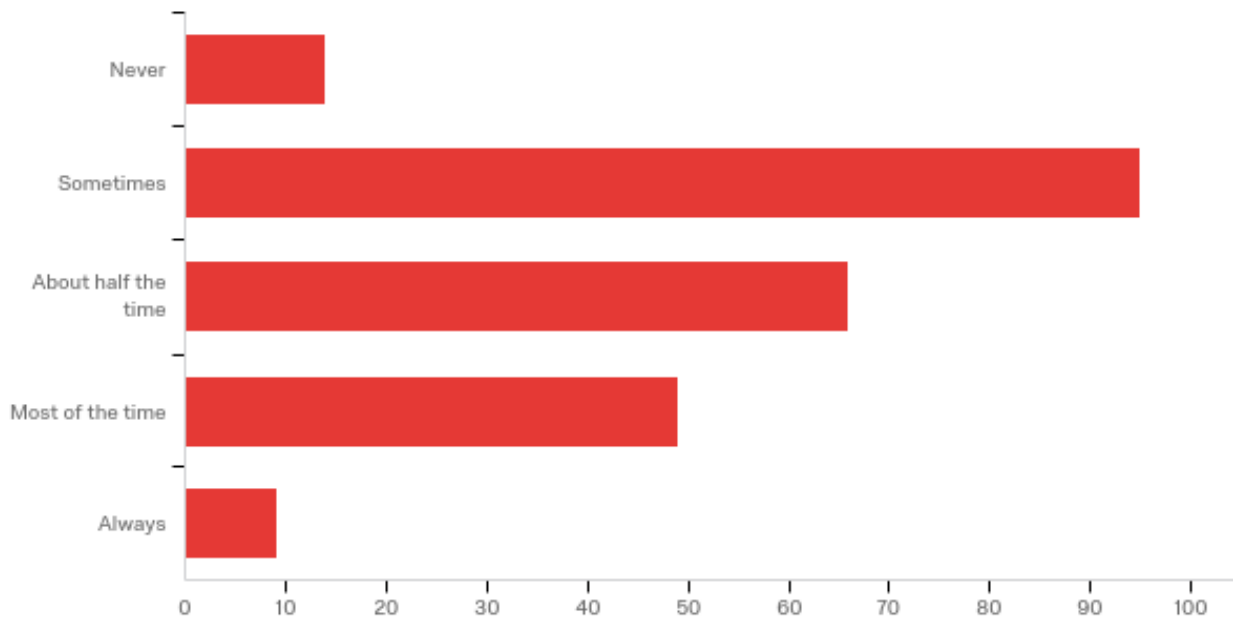
Q28 Thank you so much for taking the time to answer these questions. If you would like to provide more feedback, you may email me at adrianna.ramos@asu.edu.

Appendix F: Survey Results

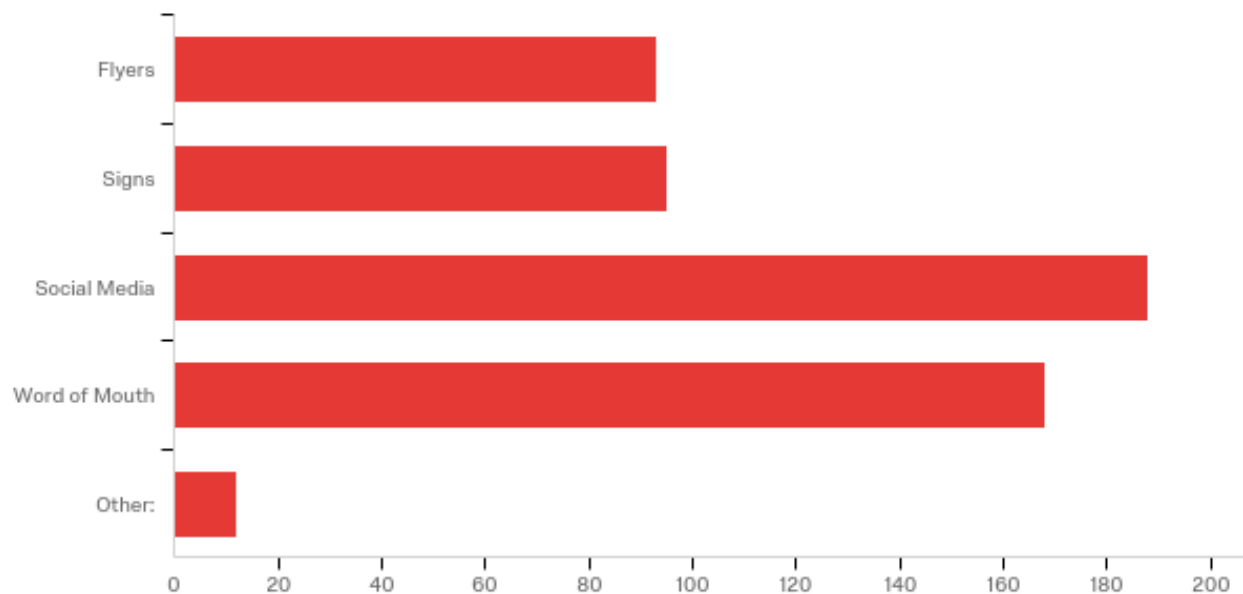
Default Report

Marketing to ASU Students Survey

March 15th 2017, 9:24 pm MST

Q2 - How often do you look at marketing materials while walking on campus? (i.e. flyers or signs)

#	Answer	%	Count
1	Never	6.01%	14
2	Sometimes	40.77%	95
3	About half the time	28.33%	66
4	Most of the time	21.03%	49
5	Always	3.86%	9
	Total	100%	233

Q9 - How do you hear about events on campus? (Check all the apply)

#	Answer	%	Count
1	Flyers	39.91%	93
2	Signs	40.77%	95
3	Social Media	80.69%	188
4	Word of Mouth	72.10%	168
5	Other:	5.15%	12
	Total	100%	233

Other:

Other:

Emails/Newsletters too

Barrett Email

Email

Email

Email

Dorm floor Facebook page

Emails

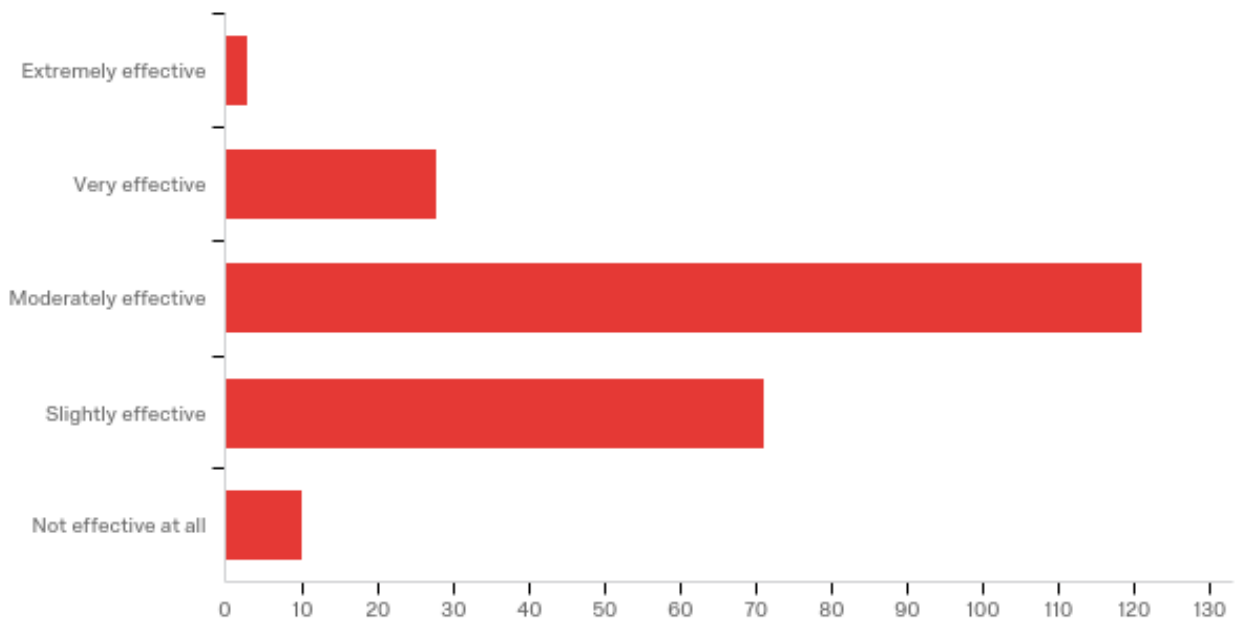
Email

email, list serves

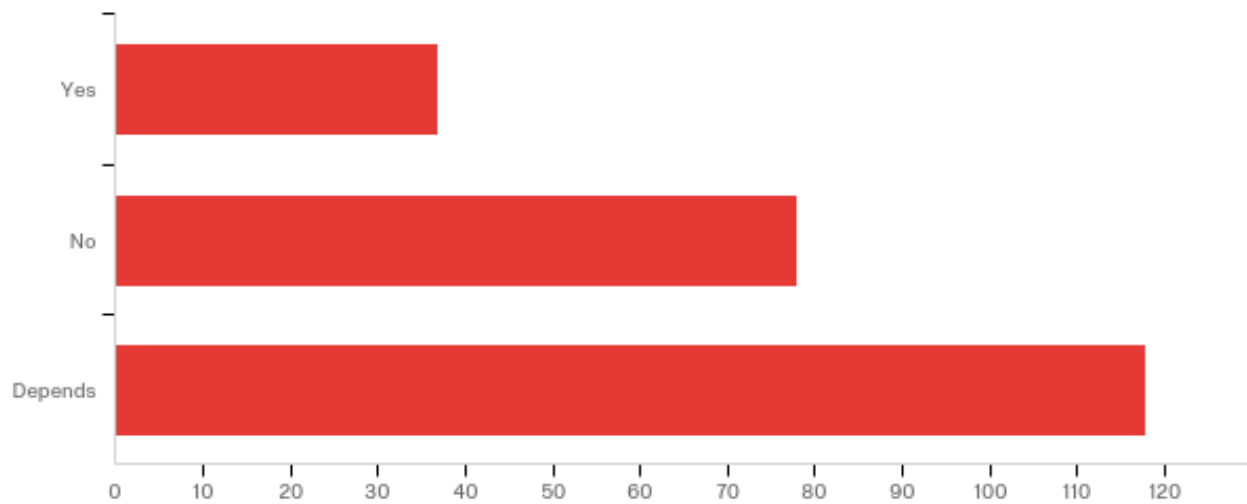
emails

Email

Q12 - How effective do you think flyers and signs around campus are when it comes to marketing a student organization or event?

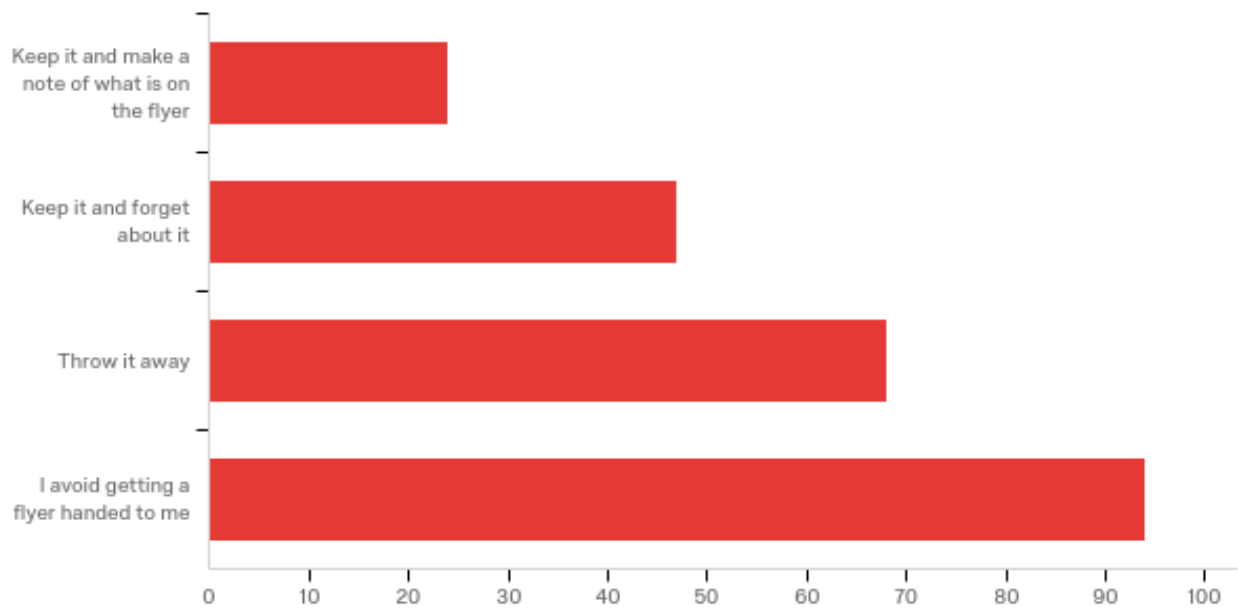


#	Answer	%	Count
1	Extremely effective	1.29%	3
2	Very effective	12.02%	28
3	Moderately effective	51.93%	121
4	Slightly effective	30.47%	71
5	Not effective at all	4.29%	10
	Total	100%	233

Q3 - Do you attend events or join an organization based on flyers or signs you see on campus?

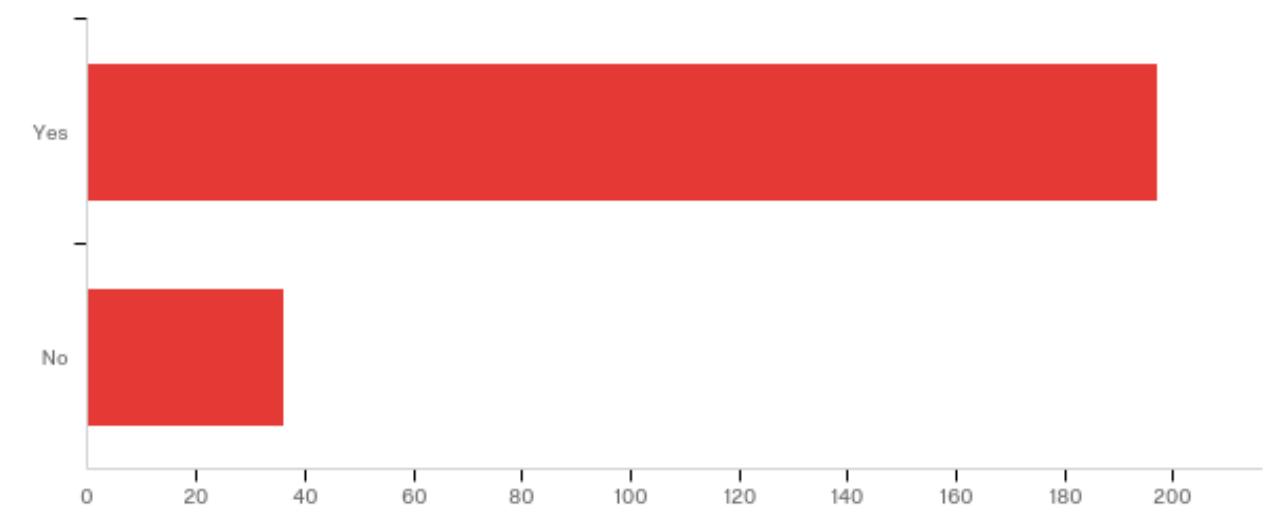
#	Answer	%	Count
1	Yes	15.88%	37
2	No	33.48%	78
3	Depends	50.64%	118
	Total	100%	233

Q36 - Imagine you are walking on campus and someone hands you a flyer, what do you do with it?



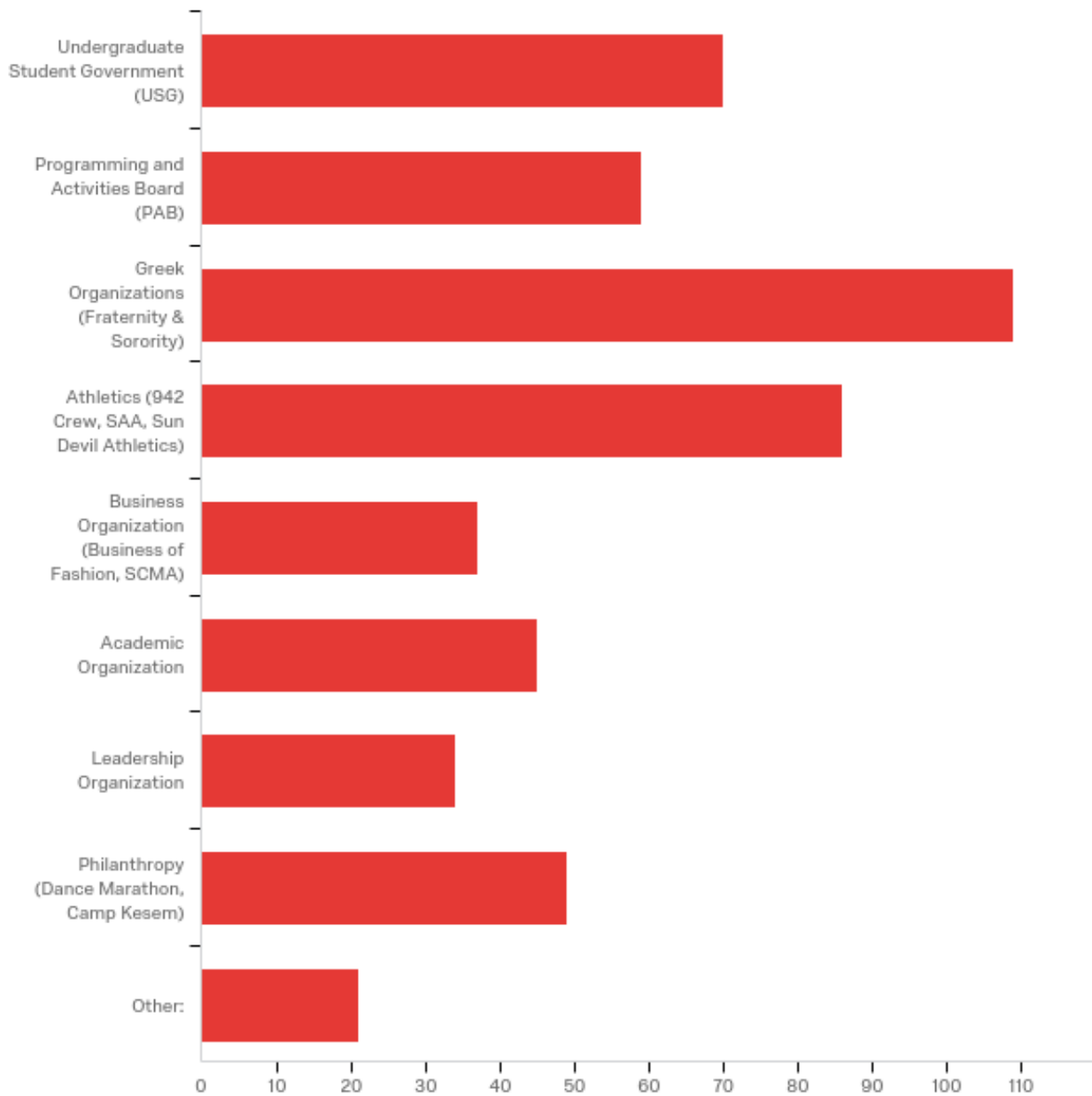
#	Answer	%	Count
1	Keep it and make a note of what is on the flyer	10.30%	24
2	Keep it and forget about it	20.17%	47
3	Throw it away	29.18%	68
4	I avoid getting a flyer handed to me	40.34%	94
	Total	100%	233

Q4 - Do you follow any student organizations on social media?



#	Answer	%	Count
1	Yes	84.55%	197
2	No	15.45%	36
	Total	100%	233

Q5 - If "yes" to previous question, which ones? (Check all that apply)



#	Answer	%	Count
1	Undergraduate Student Government (USG)	37.23%	70
2	Programming and Activities Board (PAB)	31.38%	59
3	Greek Organizations (Fraternity & Sorority)	57.98%	109
4	Athletics (942 Crew, SAA, Sun Devil Athletics)	45.74%	86

5	Business Organization (Business of Fashion, SCMA)	19.68%	37
6	Academic Organization	23.94%	45
7	Leadership Organization	18.09%	34
8	Philanthropy (Dance Marathon, Camp Kesem)	26.06%	49
9	Other:	11.17%	21
	Total	100%	188

Other:

Other:

Engineering Orgs

Student organizations associated with my major

Wellness at ASU

El Concilio

Coalitions

college republicans

Neurodevils, START

Sun Devils Wear Prada

Other clubs I'm in

SFIS, ChangeMaker

Students for Life

I thought this included clubs too

Sun Devils Are Better Together

Barrett Residential Council (BRC)

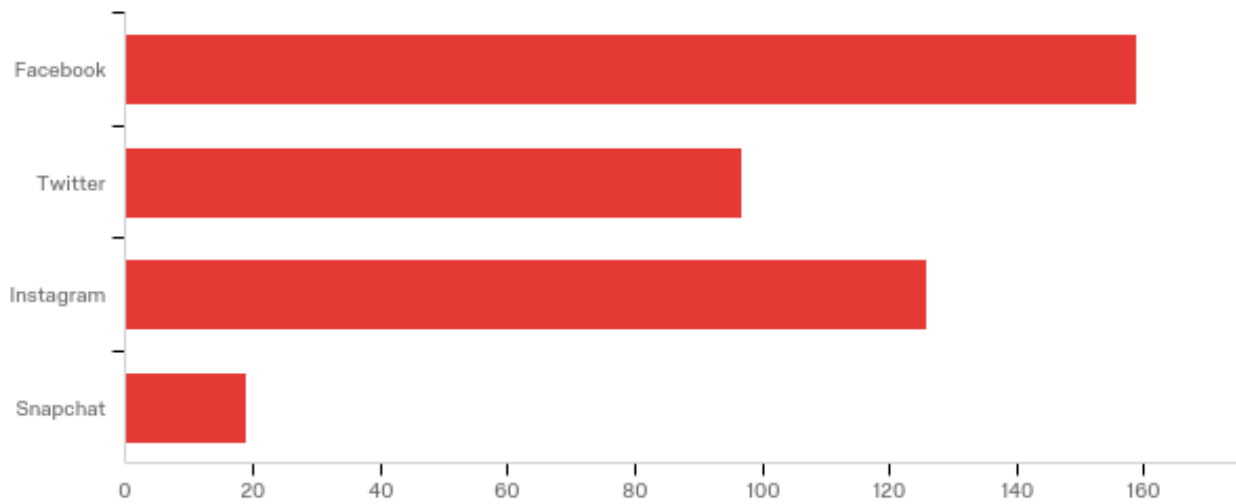
TedxASU

Barrett Digest

Devils Advocates

ASU Photo Club

Barrett, the Honors College

Q6 - What platforms do you follow them on? (Check all that apply)

#	Answer	%	Count
1	Facebook	84.13%	159
2	Twitter	51.32%	97
3	Instagram	66.67%	126
4	Snapchat	10.05%	19
	Total	100%	189

Q39 - If you picked more than one, which of those do you think does the best job at marketing on social media?

If you picked more than one, which of those do you think does the best job...

Facebook

Facebook

PAB

PAB

Academic Organizations

Facebook

Alpha Phi

USG/Business of Fashion

Greek Orgs, and Athletics

Greek life

942 Crew

Instagram

Twitter

942 Crew

942

Instagram

Facebook and Twitter

Facebook

Twitter

Facebook

The sorority grl

Photo quality

Facebook

Instagram

college republicans

n/a

facebook

PAB

Camp kesem

PAB

Facebook

Instagram

Sun Devil Athletics

942 Crew

Facebook because it can show you a snippet and then you can click on it and see more information and then you can also share it or invite people that might like to go

USG

Fraternity and Sorority Life

942 crew

Instagram

All

Sun Devil Athletics

Both I guess?

FSL

Facebook

Instagram

Facebook

Facebook

USG

Facebook or instagram

PAB

Undergraduate Student Government - Tempe Campus

Sororities

Greek life

Sorority

Facebook

Instagram

PAB

Greek life

Facebook

PAB

USG

USG

Twitter

Twitter

PAB

Facebook

942 crew

Facebook

Greek

Instagram

Instagram

Twitter

PAB, philanthropy, athletics and greek life organizations do a great job on their social media.

Athletics / USG

Instagram

Instagram

Instagram

greek organizations

Facebook

Facebook

N/a
Instagram
PAB
Instagram
USG
PAB
942 Crew (twitter), Sororities (instagram)
Facebook
Twitter and instagram do the best job! If you mean which organization, Greek life does the best job.
facebook
Twitter
Facebook
Facebook
Greek Life
Business of fashion
Instagram
Student Athletics
Greek organizations
Athletics
PAB
Instagram
Facebook
Facebook
Greek Life
Facebook
Instagram
942
Facebook

All
Greek and usg
Twitter
Instagram
sororities
Twitter
Facebook
Greek Life
Greek Organization
Facebook
Facebook
Greek
PAB has very good marketing
PAB
942 Crew
Facebook
Instagram
Facebook
Twitter
Facebook
Twitter
Instagram
Instagram
Instagram
Instagram
Twitter
Instagram
Instagram or Twitter

Instagram

twitter

Q38 - Why do you continue to follow that organization on social media?

Why do you continue to follow that organization on social media?

I wanna know whats up

I used to be in their organization

Get updates in cool events and links provided

To be involved in campus events

They post useful information for people that cannot attend the meetings.

I like being up to date on what is going on at ASU and in my community!

I am thinking about rushing

I am a member of those orgs.

I am a member

i like to be informed of what is going on.

It's entertaining

Want to know upcoming events

Be updated

They update constantly and the posts are catchy

Best way to stay up to date on Athletics, entertaining, and they tell us about giveaways!

They post regularly and consistently

Interesting content and updates on meetings

I am a member of SAA's marketing committee

To be more involved

They always have events

I like to stay informed. It reminds me of events and keeps me involved.

I am a lifetime member

To stay up to date with events

Engaging, clear details, I can set an event reminder

I am apart of the organization

It markets products and nice pictures of friends

Because they continuously post content

To be notified about big events like concerts

I am apart of it.

Because I need the info about mandatory meetings

I continue to follow PAB because they organize fun events for the student body,

I'm in them. Or for PAB, they have events that may interest me

I'm part of the organization

They provide useful and interesting content

They post information relevant to my interests

to stay up to date and hear about events

It's relevant to what's going on around campus -- it offers information on all general components of ASU -- social events, health events, etc.

I'm in the specific sorority that I follow and love fashion/was in SDWP for a short time.

I am involved in a sorority

They keep me updated on games and free stuff. College students love free stuff.

Because they haven't done anything to irritate me into unfollowing them

It tells me what's going on

I work for the department.

I am part of both and it would be rude not to. I honestly don't pay that much attention to it though

I am a part of it, the posts are always interesting and relatable.

Interest in information

They are constantly updating their followers

Valuable updates on events

We can click links in facebook easily. Plus I go on it the most.

To stay informed

Loyalty to my people

Updates

They have a hand in all areas on campus, not just one specific area.

I want to hear about their updates/events

I'm in Greek life and athletics

Shows things happening, people in photos actually doing something, not just a graphic

To learn about upcoming events

Why not

To hear about what events are going on

Continuously posting about events they do

To stay updated on their achievements and what activities I can join

Hear about events and receive reminders

I am apart of it and like to know whats going on and support it

They put out constant information.

I'm on good terms with the members of the organization

They are important to me and keep me informed

Stay informed

To know when meetings are

Creative marketing and events

I like to know when events are

I'm on their Executive Board

They post game updates so I know when they are happening

Because I am either affiliated or closely affiliated

I enjoy seeing what they post and hearing about events

Keeps me informed and interested

I'm in it

It doesn't bug me to follow them.

To see what I can do to help those around me

They post consistent, quality content.

their posts are exciting to read but not too frequent

Content

Because I like to keep informed

i am interested in the organizations and what they are posting about

To know about upcoming events.

To know about upcoming events

Important dates (game days)

Cuz I'm a part of it

It's where i work

Make it easy and update on the daily

To see upcoming events/things they have been doing.

Good info

They post about events I am interested in

stay informed on sports

Because I'm a part of it

It keeps me updated with things that I'm interested in

Relevant posts and event information

Market their events well using Facebook Events effectively and resharing them regularly

Stay updated and know what's going on

To stay updated

Cause they're the best fraternity ever created

I am a part of them so I usually also try and spread information or marketing that they post

There hasn't been a reason to unfollow.

Consistent content

Different, interesting, and relevant content

To stay up to date

to see what they're doing in their meetings and events

Stay informed for all games

Relevant posts

They show off lots of cool things to do around campus and make things fun and enjoyable!

Here about free events on campus.

I am part of it

I have worked with the organizations in the past

They don't post too much but just enough to keep me updated.

Because I'm in Greek Life

Keep up to date

Cause they give updates on what they are doing

I'm a part of the organization

Interesting posts, I want to stay updated on their events, meetings, etc.

Keeps me updated

Updates and part of the organization

They post interesting content and I feel connected

They're my organization! I'm interested in what they have to say/offer and the opportunities they put fourth

they tell me about events that I am interested in

I want to be aware of what is going on around campus.

I am involved

i am apart of it

They host events throughout the year that interest me

Updates and Events

They have some cool events and giveaways

Great events that are open to all students - fun opportunities for everyone

Because I am interested in what they do

I'm apart of it

I'm a part of the greek community, and I like to be involved in the community; I also enjoy doing service work so it makes me happy to see others contributing, and providing opportunities for me to do so as well.

I like to stay updated with what's going on around campus

The content is worth reading usually

I like attending events

Updates

Important information

Because it keeps me updated by visual memory

Keep up to date

To receive updates on what their next event is or when meetings are

Relevant to me

Helps me stay in the loop about what organizations are hosting on campus

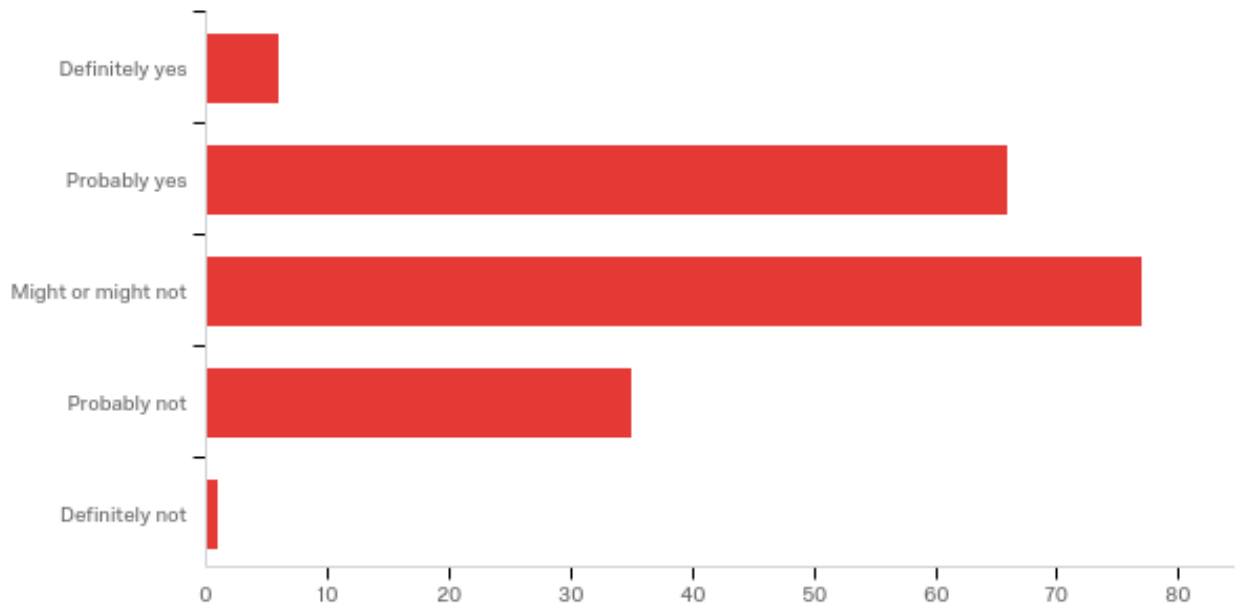
I'm a part of it

To hear about events

To see what the organization has going on

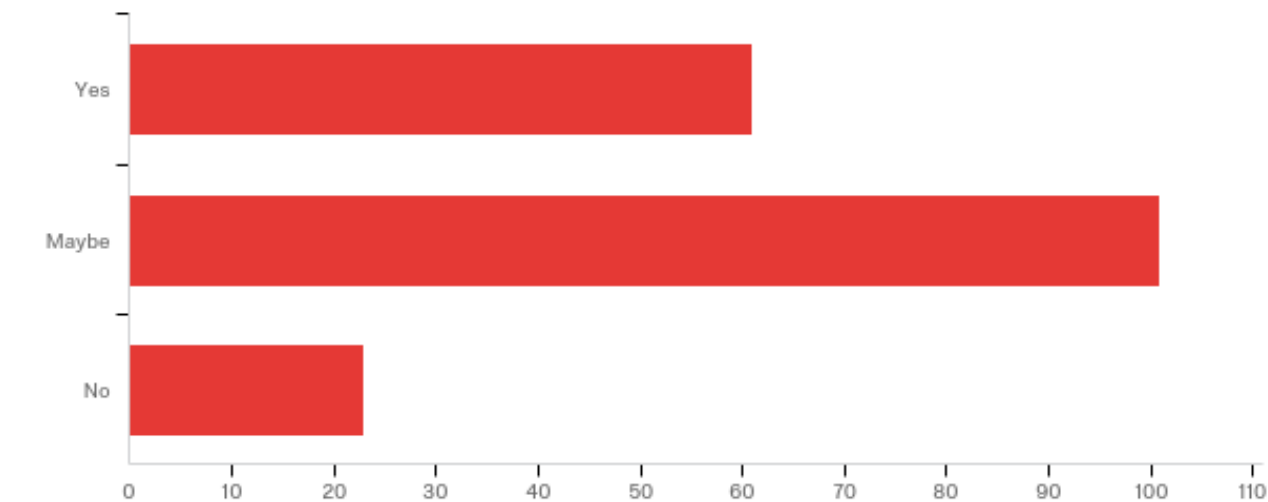
bc reasons

Q19 - If a friend "invites" you to like a Facebook page, do you "like" the page?

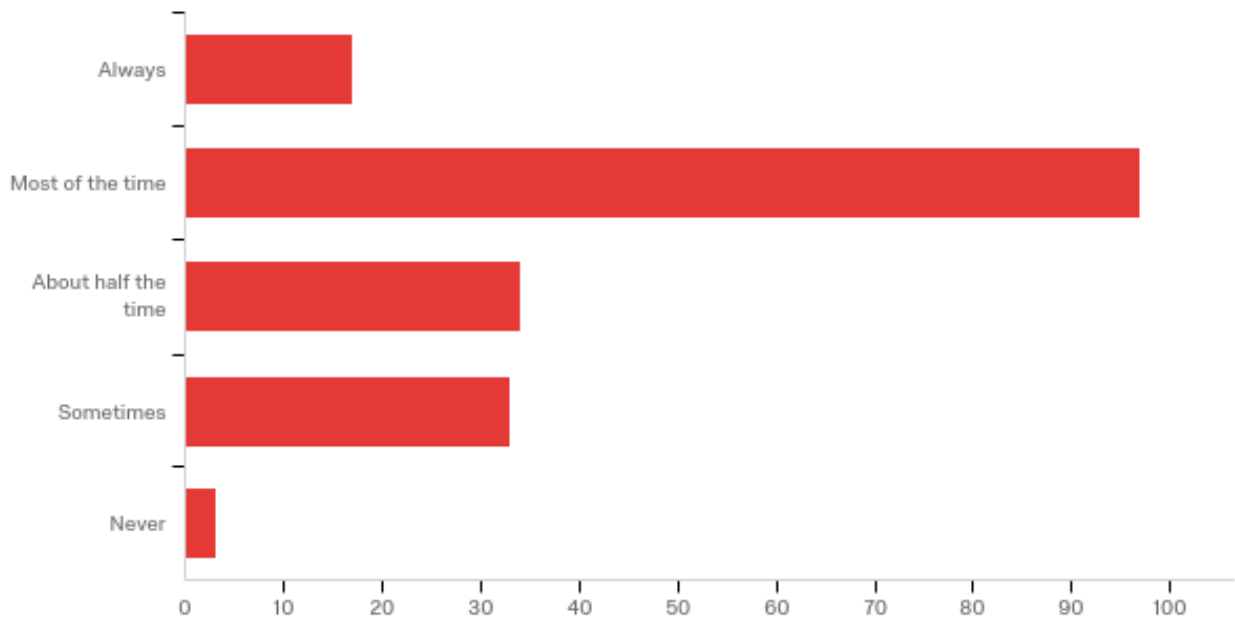


#	Answer	%	Count
1	Definitely yes	3.24%	6
2	Probably yes	35.68%	66
3	Might or might not	41.62%	77
4	Probably not	18.92%	35
5	Definitely not	0.54%	1
	Total	100%	185

Q18 - If you're invited to an event by a student organization via a Facebook event page, do you RSVP that you're attending?

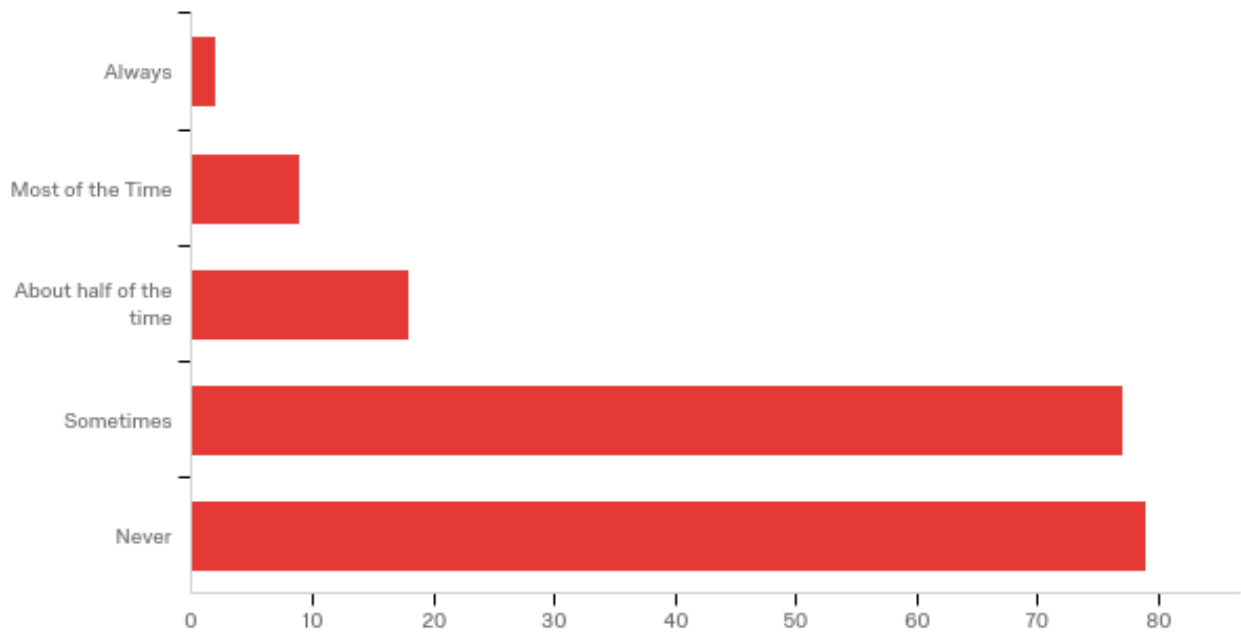


#	Answer	%	Count
1	Yes	32.97%	61
2	Maybe	54.59%	101
3	No	12.43%	23
	Total	100%	185

Q34 - How often do you attend the event you RSVP'd to on Facebook?

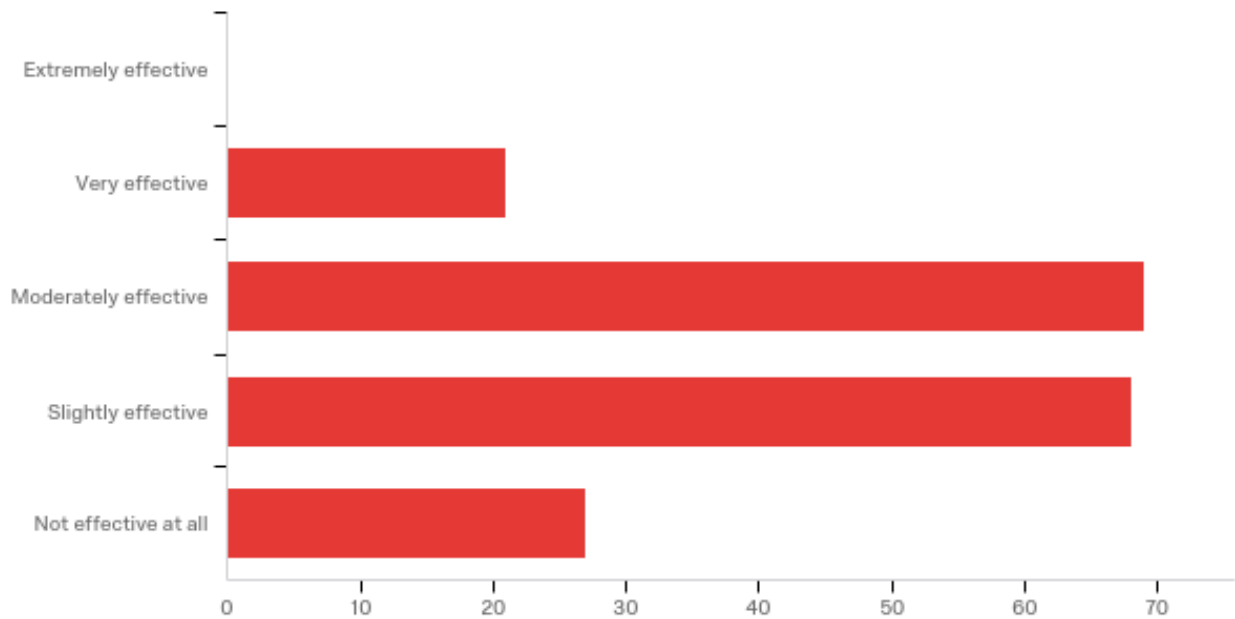
#	Answer	%	Count
11	Always	9.24%	17
12	Most of the time	52.72%	97
13	About half the time	18.48%	34
14	Sometimes	17.93%	33
15	Never	1.63%	3
	Total	100%	184

Q25 - How often do you click on "sponsored" Facebook posts?



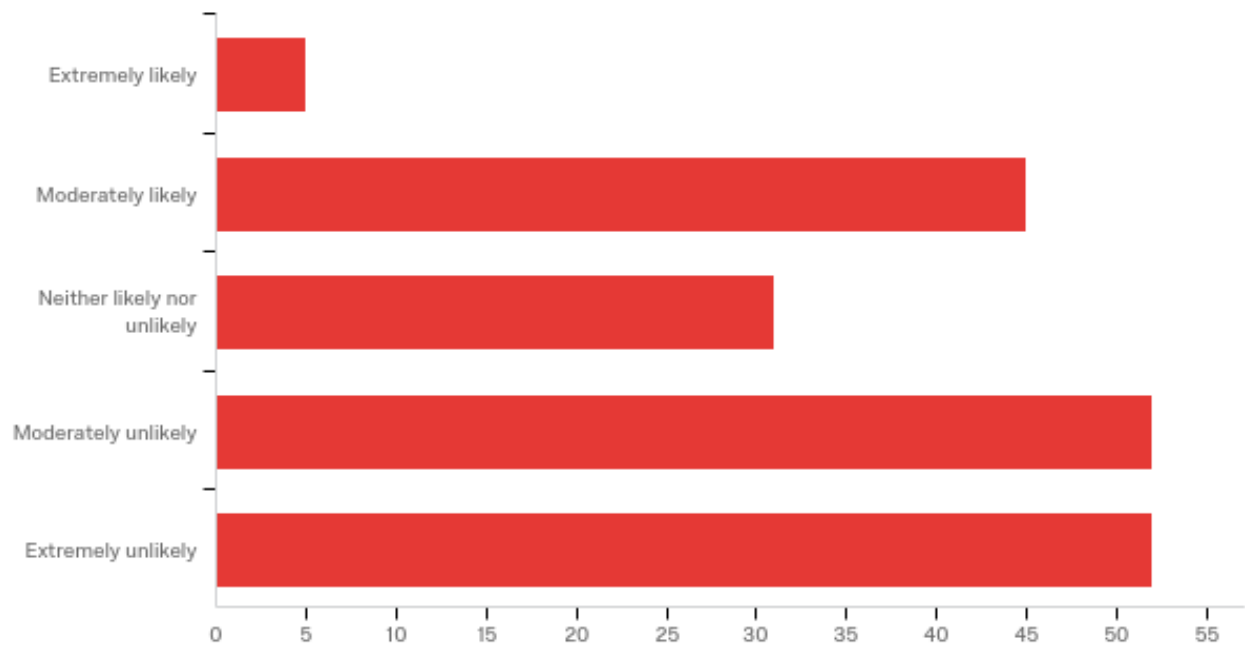
#	Answer	%	Count
1	Always	1.08%	2
2	Most of the Time	4.86%	9
3	About half of the time	9.73%	18
4	Sometimes	41.62%	77
5	Never	42.70%	79
	Total	100%	185

Q26 - How effective do you think "sponsored" Facebook posts are?



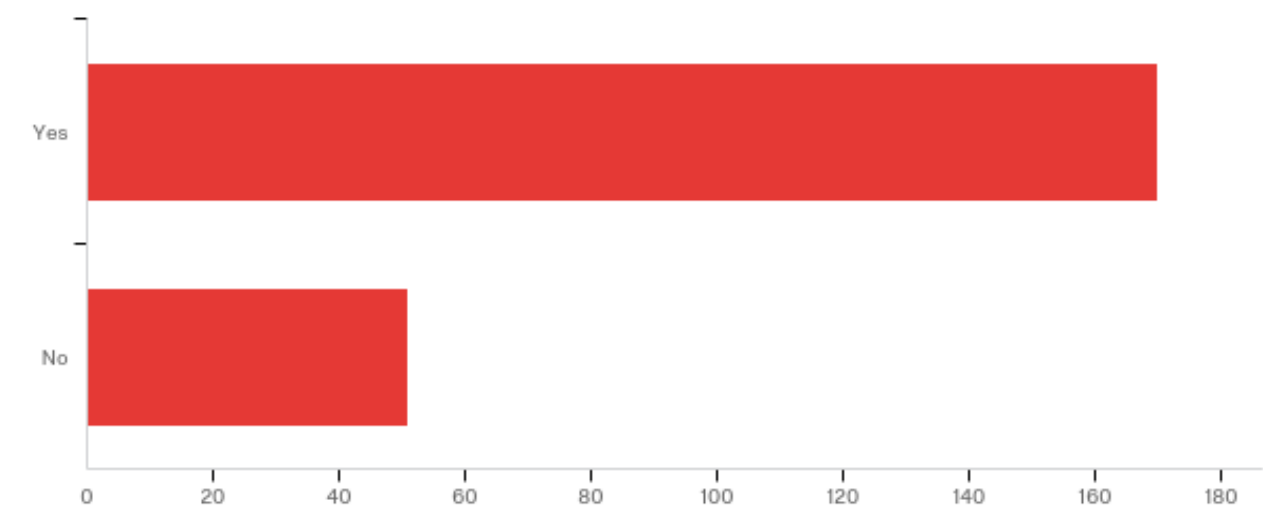
#	Answer	%	Count
1	Extremely effective	0.00%	0
2	Very effective	11.35%	21
3	Moderately effective	37.30%	69
4	Slightly effective	36.76%	68
5	Not effective at all	14.59%	27
	Total	100%	185

Q32 - How likely would you click on a "sponsored" Facebook post similar to the one above?



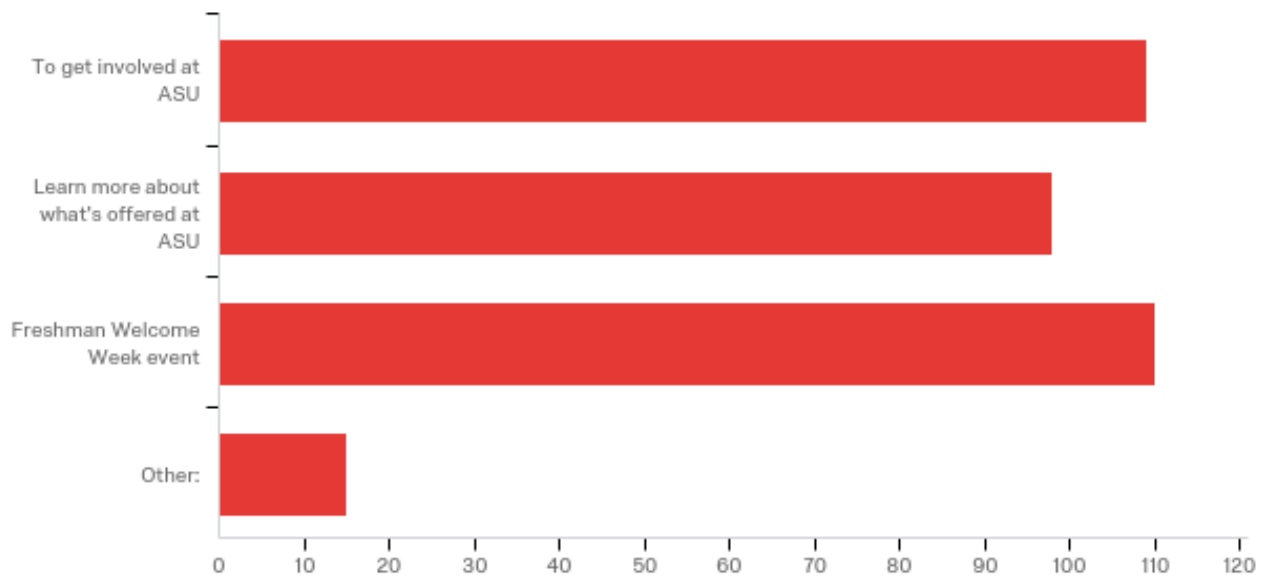
#	Answer	%	Count
1	Extremely likely	2.70%	5
2	Moderately likely	24.32%	45
4	Neither likely nor unlikely	16.76%	31
6	Moderately unlikely	28.11%	52
7	Extremely unlikely	28.11%	52
	Total	100%	185

Q7 - Have you attended Passport to ASU?



#	Answer	%	Count
1	Yes	76.92%	170
2	No	23.08%	51
	Total	100%	221

Q8 - If yes, why did you attend Passport to ASU? (Check all that apply)



#	Answer	%	Count
1	To get involved at ASU	64.50%	109
2	Learn more about what's offered at ASU	57.99%	98
3	Freshman Welcome Week event	65.09%	110
4	Other:	8.88%	15
	Total	100%	169

Q8_4_TEXT - Other:

Other:

I was in the clubs who were advertising there

Leader of Student Organization

Tabling

Host a booth at Passport

Worked the SAA booth

Running a table

Attended to table for my organization

Was in club leadership

Tabling

1 and 3, plus I was running a table

I ran a table

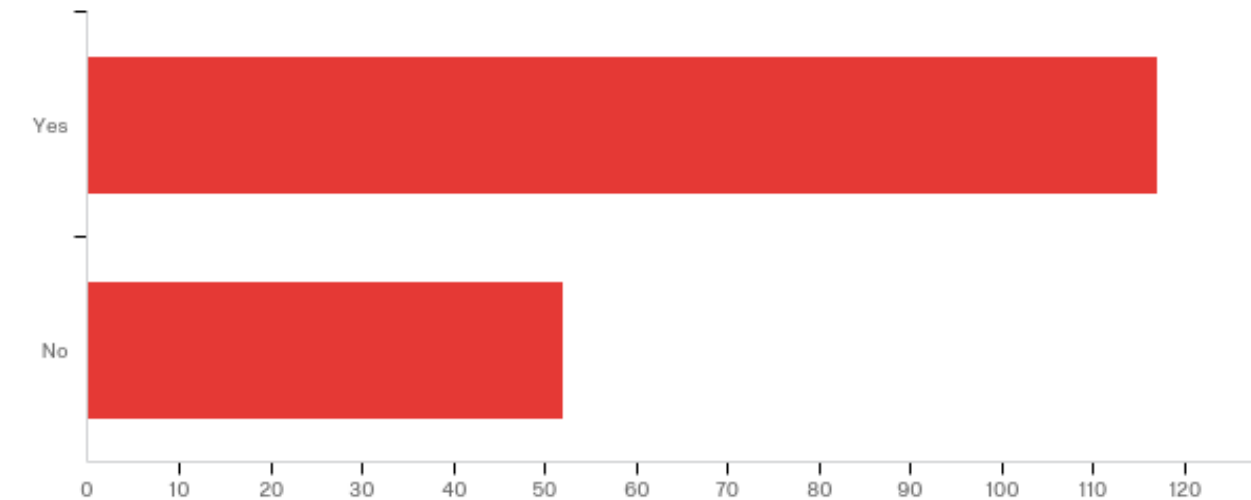
to work an organizations table

Volunteering with a student organization

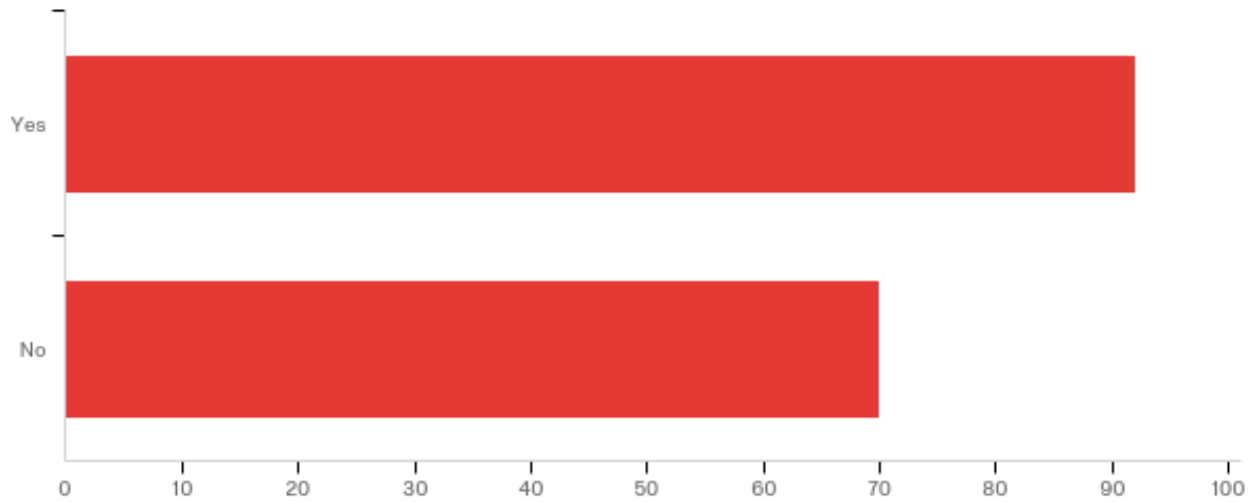
For a class, WPC 101

to recruit kids for my dope ass clubs like Ass Eaters Anonymous

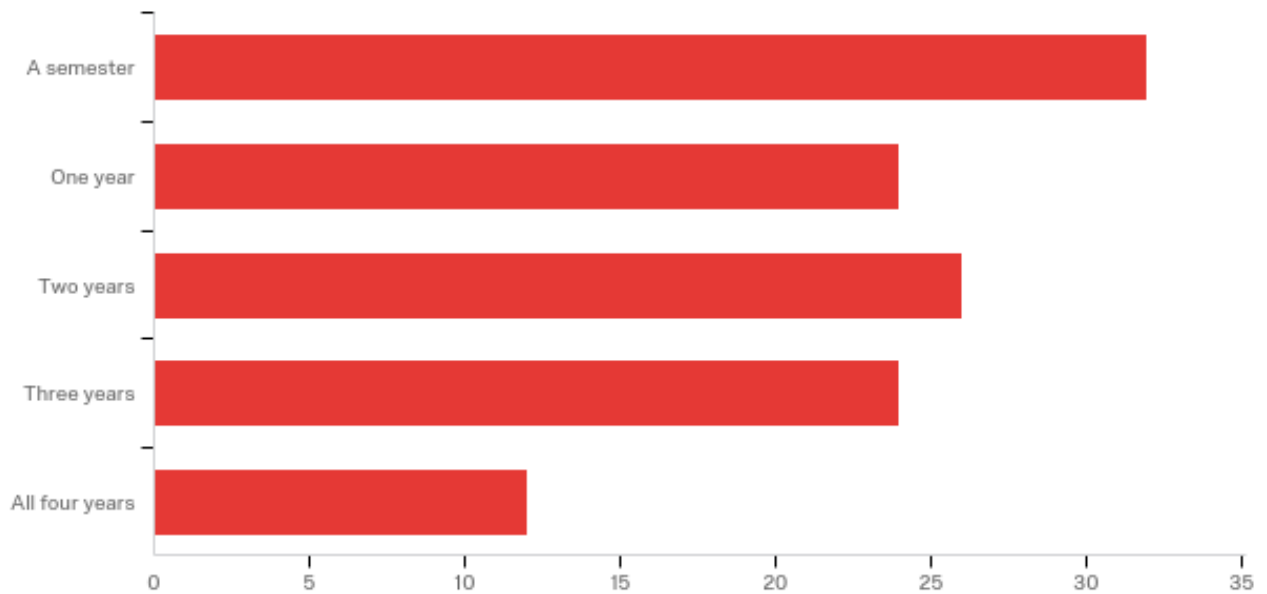
Q13 - Did you end up joining a club as a result of attending Passport to ASU?



#	Answer	%	Count
1	Yes	69.23%	117
2	No	30.77%	52
	Total	100%	169

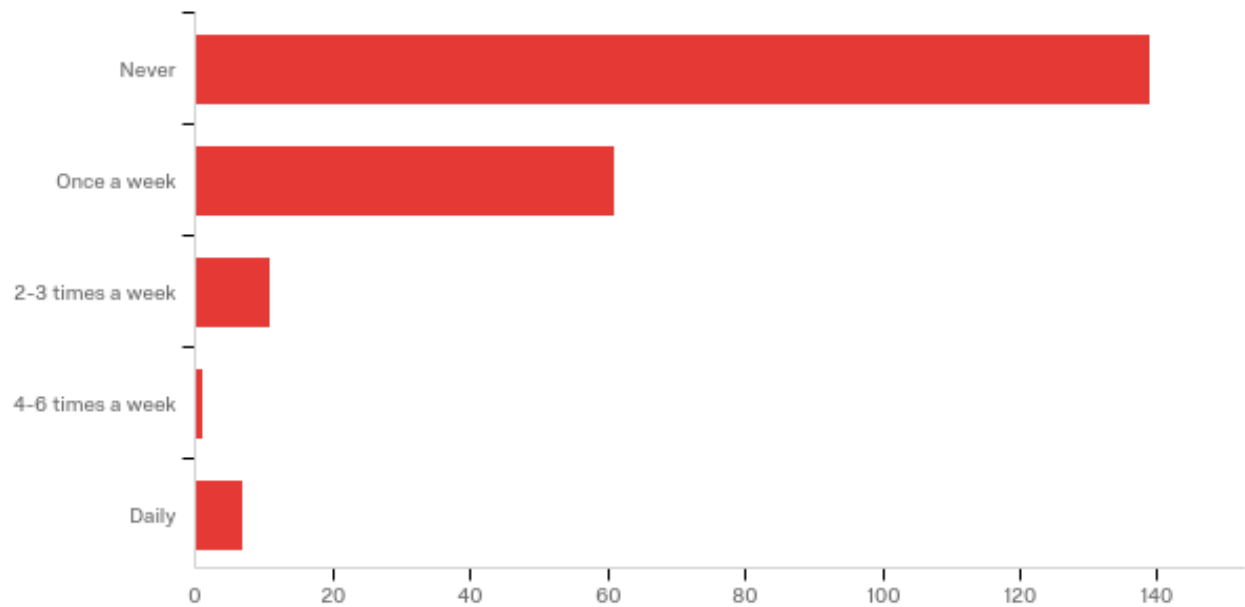
Q22 - Have you continued to stay in that organization?

#	Answer	%	Count
1	Yes	56.79%	92
2	No	43.21%	70
	Total	100%	162

Q29 - How long have you stayed in that organization?

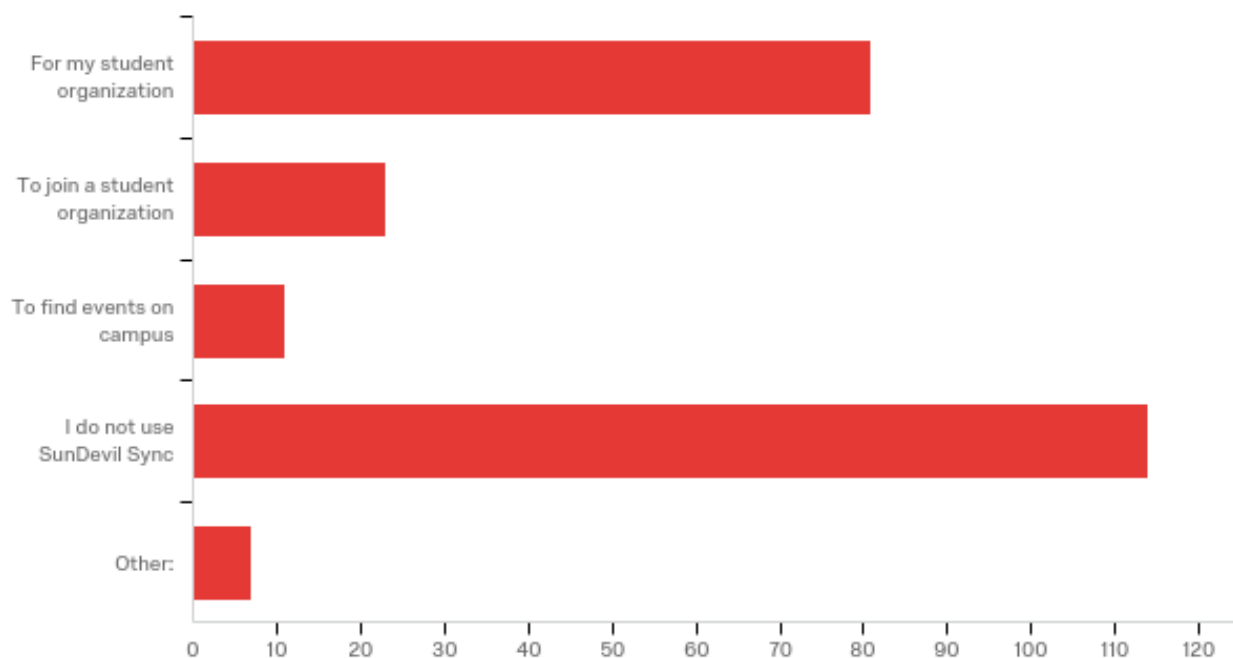
#	Answer	%	Count
1	A semester	27.12%	32
2	One year	20.34%	24
3	Two years	22.03%	26
4	Three years	20.34%	24
5	All four years	10.17%	12
	Total	100%	118

Q17 - How frequently do you use SunDevil Sync?



#	Answer	%	Count
1	Never	63.47%	139
2	Once a week	27.85%	61
3	2-3 times a week	5.02%	11
4	4-6 times a week	0.46%	1
5	Daily	3.20%	7
	Total	100%	219

Q23 - Why do you use SunDevil Sync? (Check all that apply)



#	Answer	%	Count
1	For my student organization	39.13%	81
2	To join a student organization	11.11%	23
3	To find events on campus	5.31%	11
4	I do not use SunDevil Sync	55.07%	114
5	Other:	3.38%	7
	Total	100%	207

Other:

Other:

President of an organization so I have to for my position

Appropriations

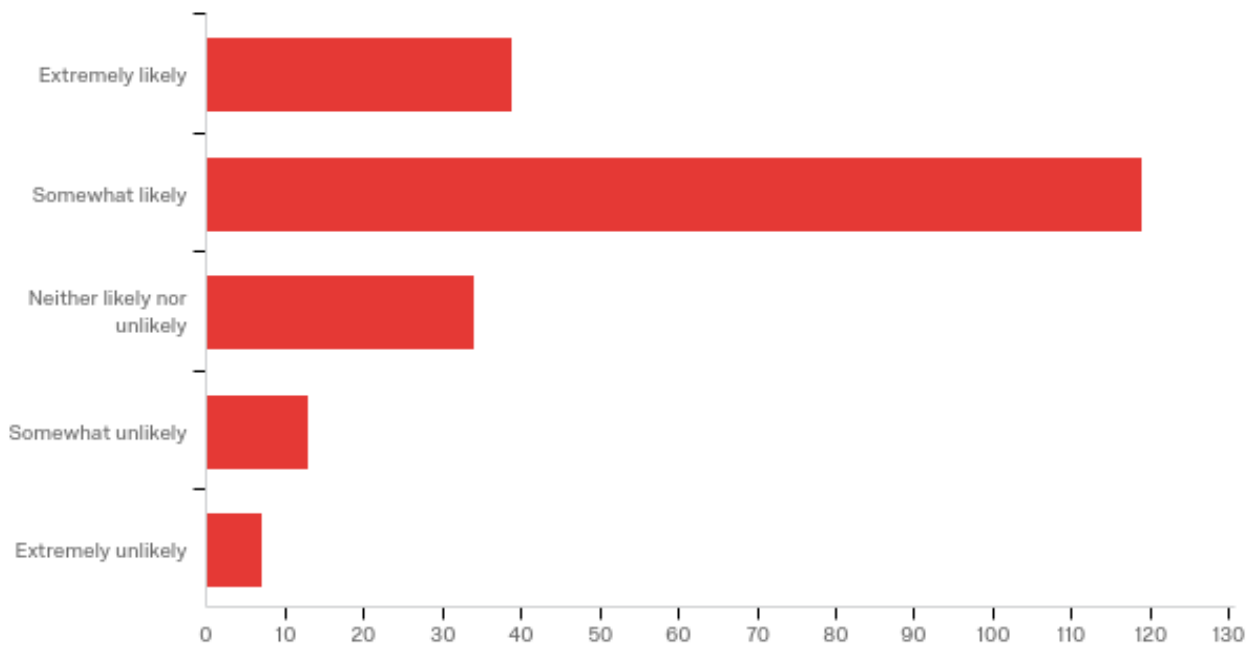
USG Appropriations

For clarification: it is for Travel Funding and College Council budgets for USG

Find possible sponsors for my event

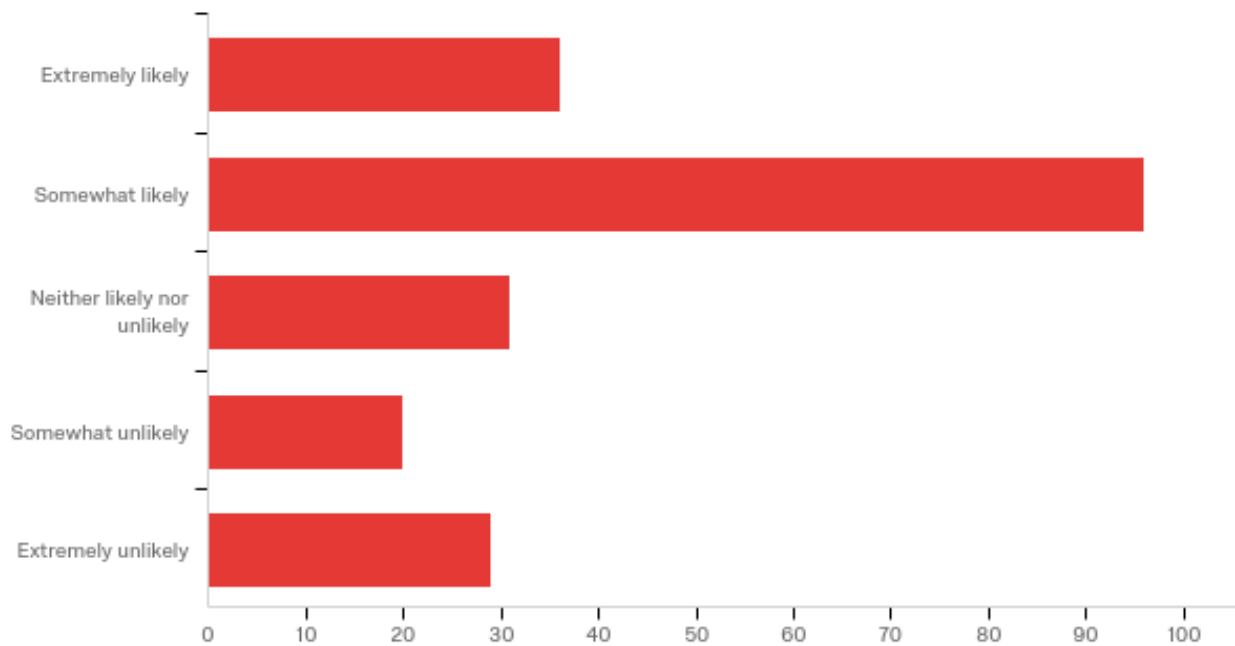
I used it when I was required to as an officer, but haven't been on since.

Q37 - Are you likely to attend an event based on a free giveaway that is handed out to students? For example: t-shirts, hats, etc.



#	Answer	%	Count
1	Extremely likely	18.40%	39
2	Somewhat likely	56.13%	119
3	Neither likely nor unlikely	16.04%	34
4	Somewhat unlikely	6.13%	13
5	Extremely unlikely	3.30%	7
	Total	100%	212

Q31 - How likely would you stop to read a floor decal ad similar to what is pictured above?



#	Answer	%	Count
1	Extremely likely	16.98%	36
2	Somewhat likely	45.28%	96
4	Neither likely nor unlikely	14.62%	31
5	Somewhat unlikely	9.43%	20
7	Extremely unlikely	13.68%	29
	Total	100%	212

Q37 - Is there a particular student organization that you think does a particularly good job of marketing itself at ASU? If yes, what is the name of the organization and why is it so effective?

Is there a particular student organization that you think does a particular...

My life on campus involves many organizations about music, so I would say a lot of the a cappella groups and choirs are great at marketing

No

Changemaker. Clean lines, clear messages, everything is usually in the same font/format so it's easy to read and depend on.

942 Crew, they have shirts and their twitter is funny.

n/a

942 Crew, consistent

942 Crew

942 Crew, They aren't boring- they're always up to something fun!

No

942. Thru use social media to push lots of events

942 because of all the giveaways

942 Crew. Constantly giving updates based on games.

942 - I'm constantly seeing their content on FB and Twitter.

No

NA

922 crew and sun devil athletics. Always clear details and they make the events seem so fun, always give ways too, various times for events

Camp Kesem, because of all their hats and shirts people wear!

PAB

pab

PAB because of it's social media presence.

Maybe the PAB? I see their events posted a lot and they use eye-catching flyers and throw events that interest me

PAB through the sheer amount of advertising they use.

PAB, Study Abroad

942 crew. They communicate efficiently. Short and sweet.

Yes 942 crew, they go out and talk to people

I feel like I see those 9/11 conspiracy theorists everywhere I turn

USG

PAB

942 crew bc they don't leave you alone

USG and PAB they're just always there you can't not see them.

Undergraduate Student Government, their posts are concise and easy to read.

Study abroad office. Their signs are always everywhere.

Greek life. They're always on campus and promoting things.

Study Abroad office does a good job, probably doesn't count as a student org

Alpha Kappa Psi- overall I saw lot of flyers and social media. Especially for the helping hand run

Changemaker - they are well known for doing good things and have an office

Most of the sororities

Alpha Kappa Psi Fraternity because they have the use of Deans Patio, which is always crowded with students

I don't know many organizations, so no.

942 crew - very persistent, good giveaways

Study abroad

PAB uses giveaways as marketing

The Question. They are always tabling and speaking with students

The 9/11 one, they make a scene and they're not afraid to push for people!

PAB their variety of marketing strategies and how great their events are. USG does a bunch of stuff that I find interesting.

942 Crew, they are consistent and have fun tweets

No

No

No

Greek life

any greek organization and sun devil athletics do a good job by posting schedule up and handing out poster for students to put up

Changemaker has aesthetically pleasing signs with intriguing designs

Shabbat/Jewish clubs, MU after dark, Dumbledores Army all thru word of mouth. Fun, free, not cults

N/a

USG because you see their logo everywhere on campus!

PAB

PAB

N/A

942. They put excitement into their posts and constantly update their pages.

a lot of greek life organizations do very well. They stay engaged and are often desirable groups to join

Hillel/ASJew/whatever their actual organization name is does a very good job of making events that sound interesting to go to and have a lot of signs around campus

Maybe PAB because they're out every week giving out treats. However, I rarely remember what they're advertising.

The state press because the effectively use social media

922 Crew- I see them post all the time and students who are in the club always tell me about the events that are going on. (from my residence hall, classes, etc.)

PAB- they have exciting events to begin with and their advertisements always catch your eye and I feel like they are often providing students with something for free which always catches my attention.

PAB

942 crew, they reach a lot of students & give away cool things

WellDevils

PAB

Pab. They have stuff everywhere

Fraternity and Sorority Life, PAB, USG, they market to all students and target high traffic areas such as the MU, Palm Walk, BAC area

My dick

Student Goverment, I was also apart of it for a little so I payed maybe a little more attention than the average eye.

i think any organization that has members who are passionate about the club or organization they are apart of, naturally does a better job of marketing itself.

PAB, I see Devilpalooza ads every where I look

PAB

Camp Kesem

USG shows its presence the most on campus because they advertise themselves on and off campus

the Supply Chain Management Association

Study Abroad Office - fairs on Hayden lawn and all the signs and social media promotions

942 Crew. Free giveaways and funny tweets

I always see 942 crew around campus and they give out free merchandise and I love sports so it's a given.

PAB

PAB big names for events

Greek life because there's always posters for it I feel

N/A

No

Greek life- All over social medias and always having event on campus

PAB and USG- they post quite frequently and that helps the organizations remain visible to students

RHA and PAB, they both just have flyers and other information all over the place.

USG, that's everywhere

Q35 - Do you have any other thoughts about how to effectively promote ASU student organizations and events to ASU Undergraduate students?

Do you have any other thoughts about how to effectively promote ASU student...

Students tend to ignore flyers and social media posts. As in they'll see it, scroll past, and not actually read it. At this point, it's become clear that wacky and unique marketing ideas work best.

No

Get rid of flyers. They just get thrown away and people often don't read them. So many t-shirts also get thrown away or donated, but having t-shirts in the first place just creates more unnecessary waste coming from the university.

No

I believe campaign promotion is more effective than traditional methods.

No

Having collaboration among different departments at ASU. ASU Athletics, for example, only markets select groups. If they would supported more diverse groups it would help diversify the campus.

Do a better job of getting flyers/ info to CA's so they can distribute info to their floors.

No

Spread the word in classrooms

I think FB is particularly effective because you can personally invite someone to an event, which increases the likelihood of them seeing it and feeling motivated to attend.

Signs in bathrooms were oddly effective

NA

Posting on MU boards would be helpful, sometimes I read those boards but not much is listed

Promote more to parents so they can tell their kids about things

N/A

Less flyers!!!

putting them in newsletters (Especially barrett newsletter), being very organized, enforcing reminders

The Facebook page brings in attention. Of course, it depends on whether or not I care about the information that I act upon it. Also, there's the timeframe issue -- if something comes up as soon as it begins with a 3-hour window, I might feel rushed and too stressed to go. But also, if a post is made too far in advance, I probably won't go simply because I'll forget about it or it'll sound less interesting.

Use of Instagram, push following on social media to maybe win giveaways

Do a point system for attendance and then there's like a raffle or a prize. Something for overall participation.

Nope

no

Emails or student booths set up on campus

People handing out flyers should actually explain what they're doing instead of just throwing their papers in faces.

No

There's marketing everywhere. ASU is pretty good about it

Marketing should be specific to the person, I see info about too many things I don't care about.

Social media (facebook, twitter, instagram) are the most effective in reaching larger amounts of people, followed by word of mouth and constant updates to ensure the people commit to going.

Posters and those in ground bords

No

Social media :)

No

No

No

I'm an off campus student and I rarely know about events that go on at ASU. I would suggest maybe at freshmen orientation have clubs there so they can see what is available before they even start at ASU

Emails and social media. Honors digest. Not paper /physical ads

Social media tends to get the most reaction, especially our generation

More classroom focus

have something that people want to attend

Word of mouth and friends getting friends involved will always be most effective

Email works for me

Create a consolidated calendar of events by category of student organization available on the ASU website

N/A

One thing I really like is the Women's Business Leaders Association Snapchat story because even if I miss their email I always know about their events and meetings from their story.

No

There are so many student organizations who use the same marketing techniques (flyers, signs) it would be refreshing to see something different like using a mascot or hosting an event pro bono

"free stuff" gets peoples attention

Facebook invites, and giveaways are the best as far as I am concerned

None

No

Have more public events on Facebook

More Facebook events, use sundevil orgsync page more

Nope

Nah

N/A

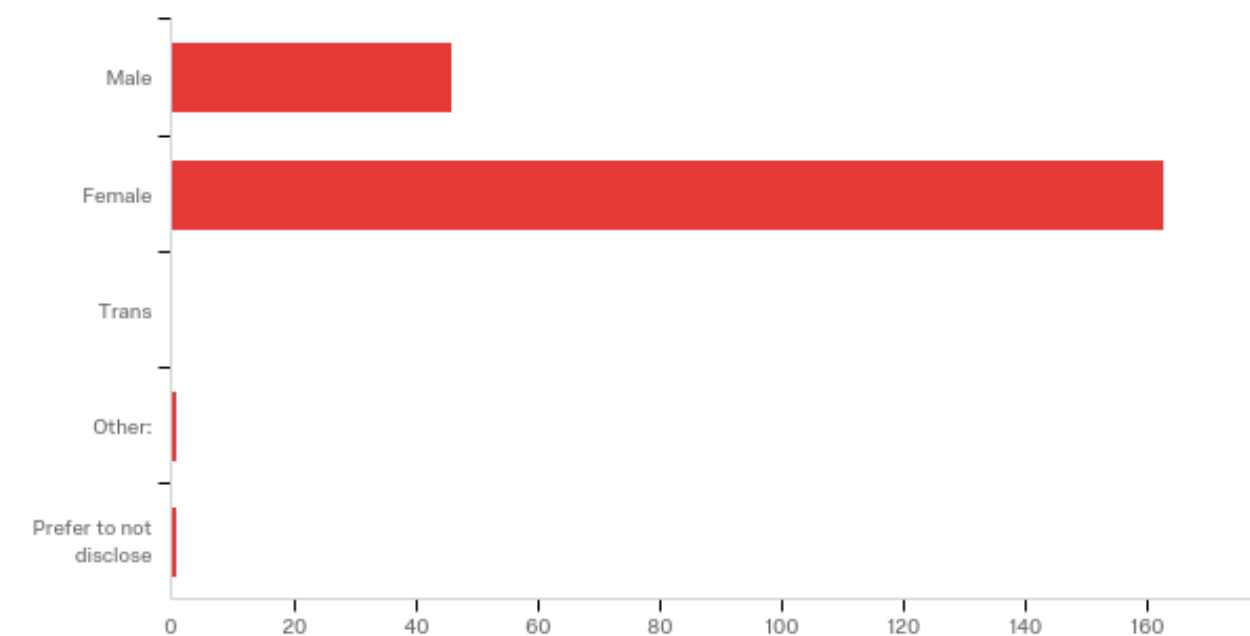
No

Perhaps more newsletters

Free stuff and free food always attracts people.

Punch a kid in the face and then be like "yo come join my club" it works i swear

Q32 - What is your gender?

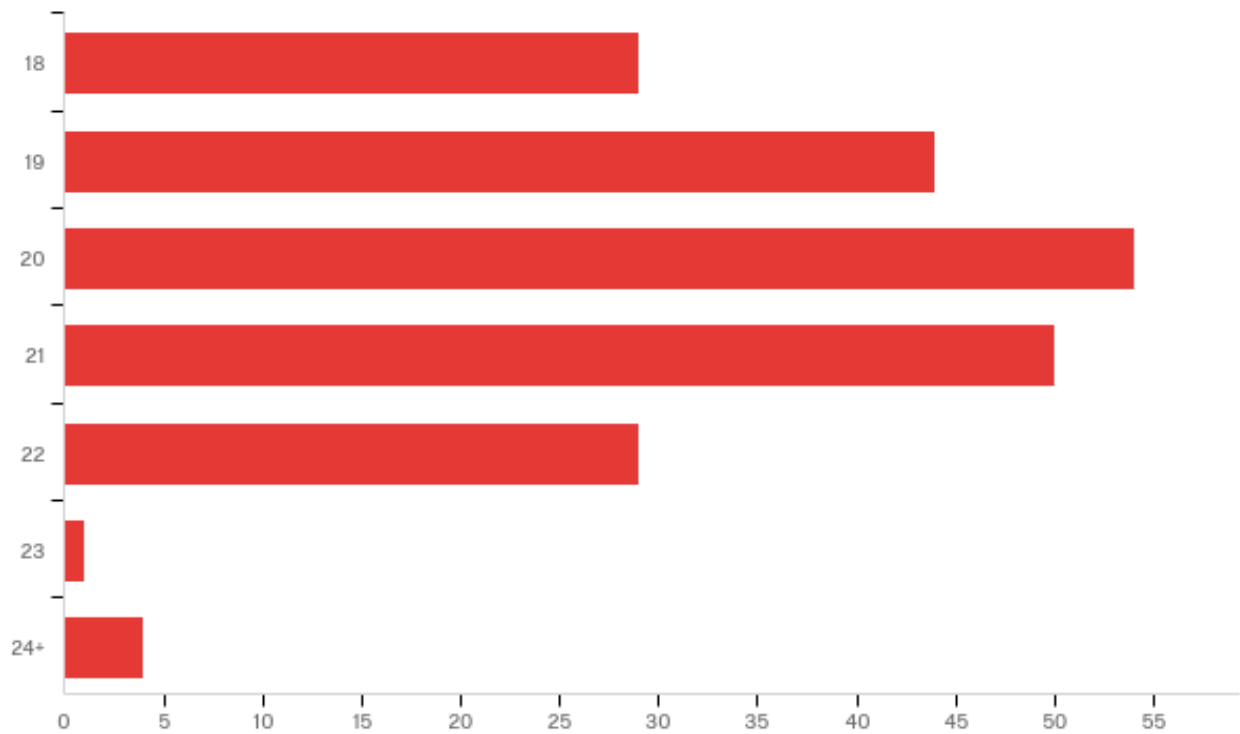


#	Answer	%	Count
1	Male	21.80%	46
2	Female	77.25%	163
3	Trans	0.00%	0
4	Other:	0.47%	1
5	Prefer to not disclose	0.47%	1
	Total	100%	211

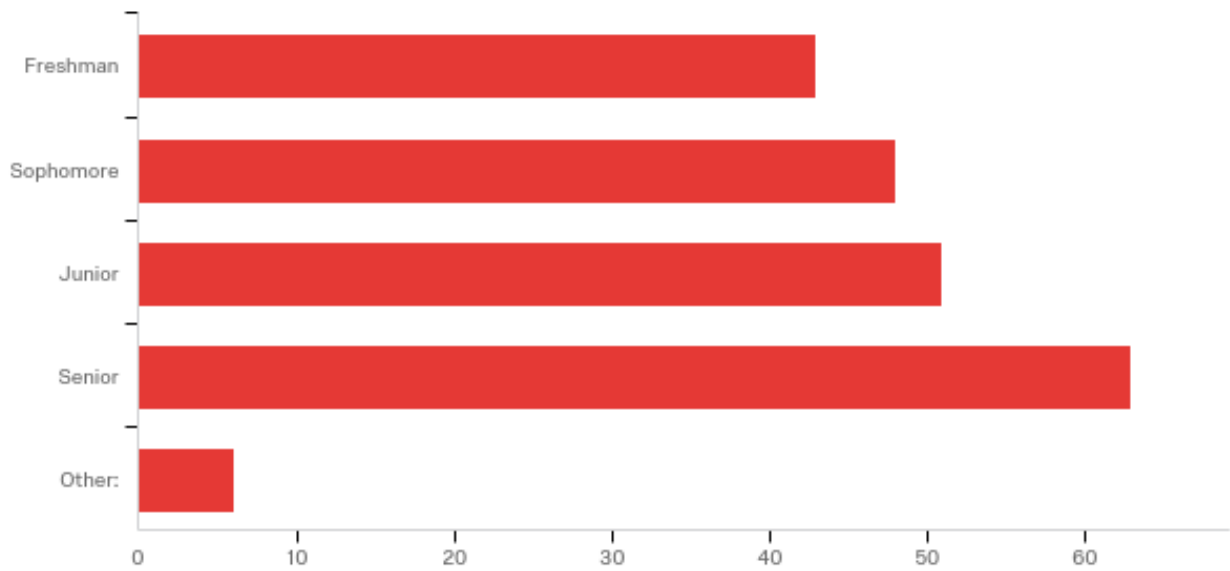
Other:

Other:

Cis gendered lizard person

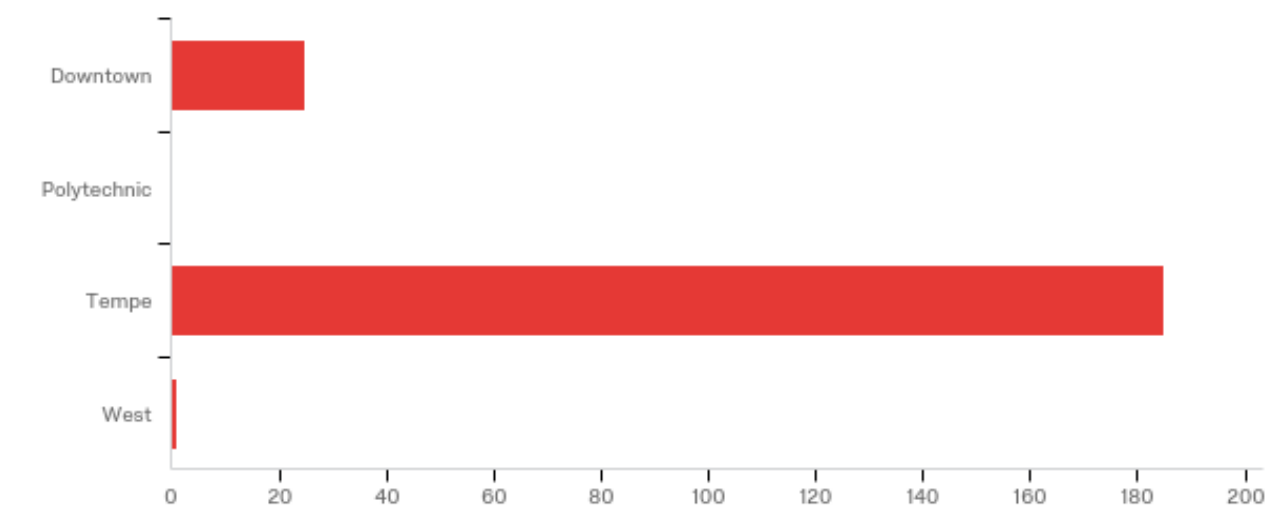
Q31 - How old are you?

#	Answer	%	Count
2	18	13.74%	29
3	19	20.85%	44
4	20	25.59%	54
5	21	23.70%	50
6	22	13.74%	29
7	23	0.47%	1
8	24+	1.90%	4
	Total	100%	211

Q30 - What grade are you in?

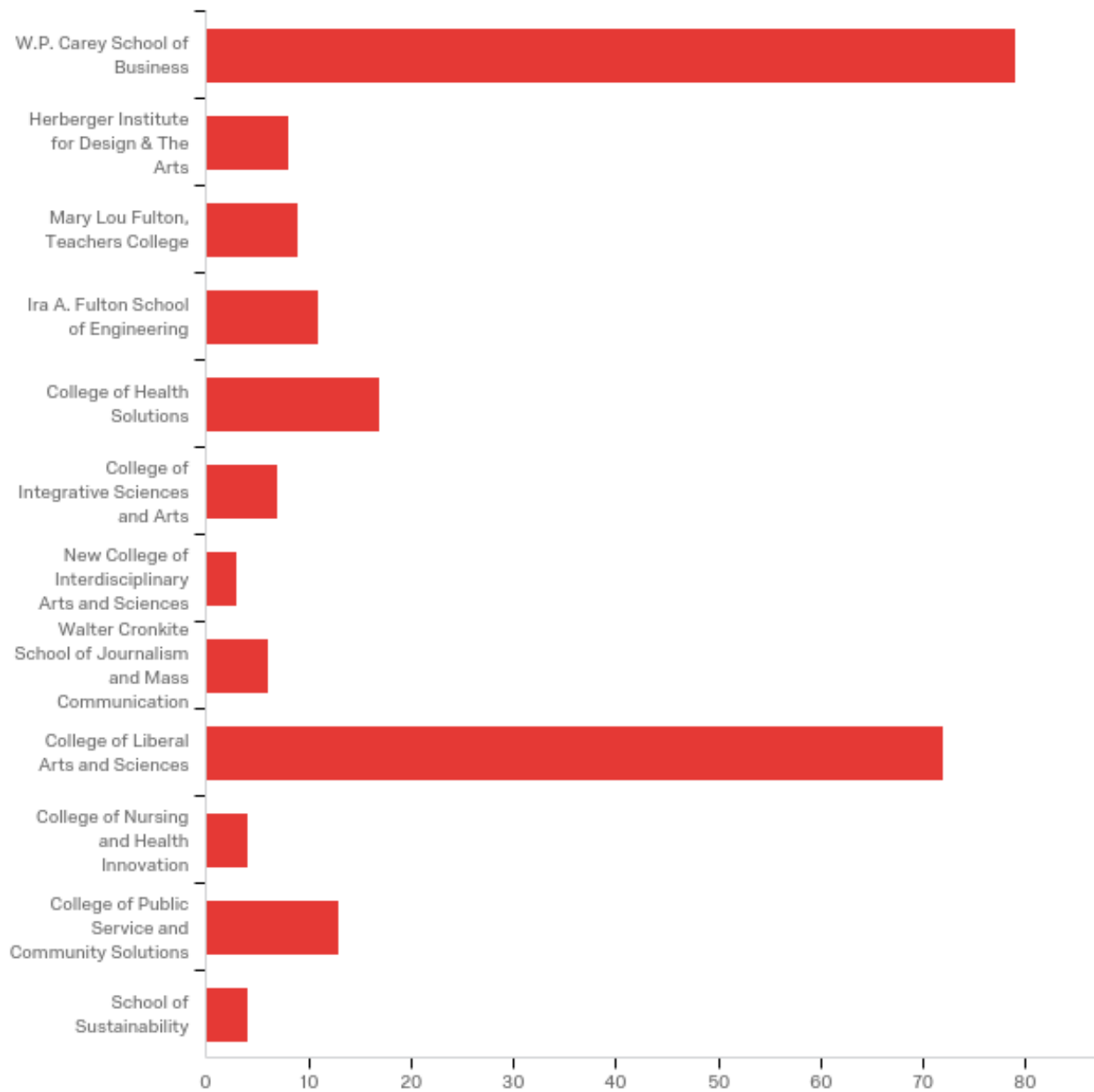
#	Answer	%	Count
1	Freshman	20.38%	43
2	Sophomore	22.75%	48
3	Junior	24.17%	51
4	Senior	29.86%	63
5	Other:	2.84%	6
	Total	100%	211

Q33 - What ASU campus are you apart of?



#	Answer	%	Count
1	Downtown	11.85%	25
2	Polytechnic	0.00%	0
3	Tempe	87.68%	185
4	West	0.47%	1
	Total	100%	211

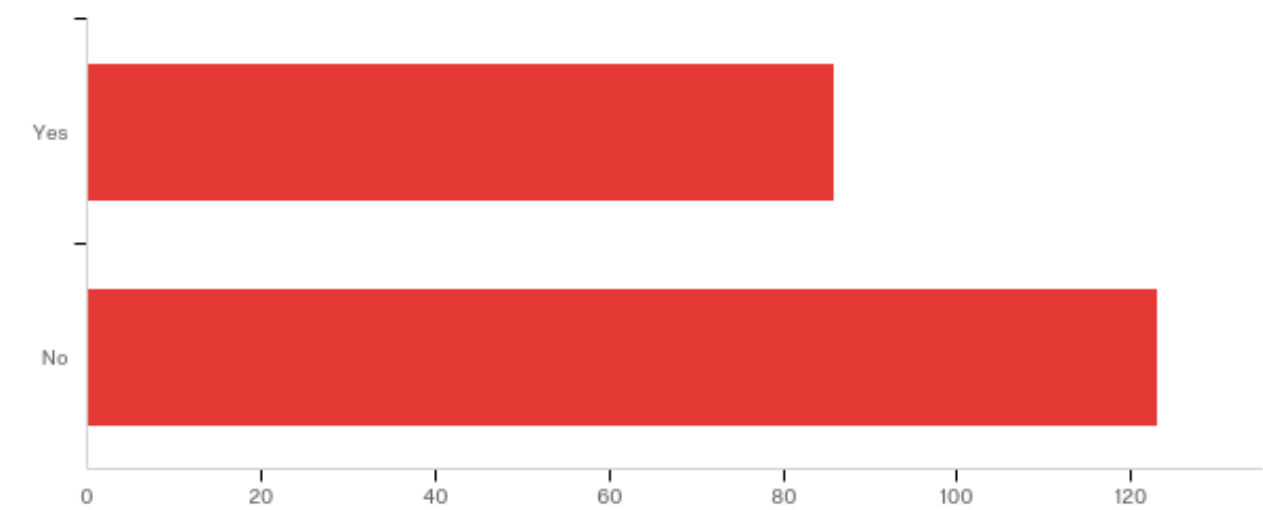
Q35 - What school are you apart of at ASU? (Check all that apply)



#	Answer	%	Count
1	W.P. Carey School of Business	37.62%	79
2	Herberger Institute for Design & The Arts	3.81%	8
3	Mary Lou Fulton, Teachers College	4.29%	9
4	Ira A. Fulton School of Engineering	5.24%	11

5	College of Health Solutions	8.10%	17
6	College of Integrative Sciences and Arts	3.33%	7
7	New College of Interdisciplinary Arts and Sciences	1.43%	3
8	Walter Cronkite School of Journalism and Mass Communication	2.86%	6
9	College of Liberal Arts and Sciences	34.29%	72
10	College of Nursing and Health Innovation	1.90%	4
11	College of Public Service and Community Solutions	6.19%	13
12	School of Sustainability	1.90%	4
	Total	100%	210

Q36 - Are you in Barrett, The Honors College?



#	Answer	%	Count
1	Yes	41.15%	86
2	No	58.85%	123
	Total	100%	209

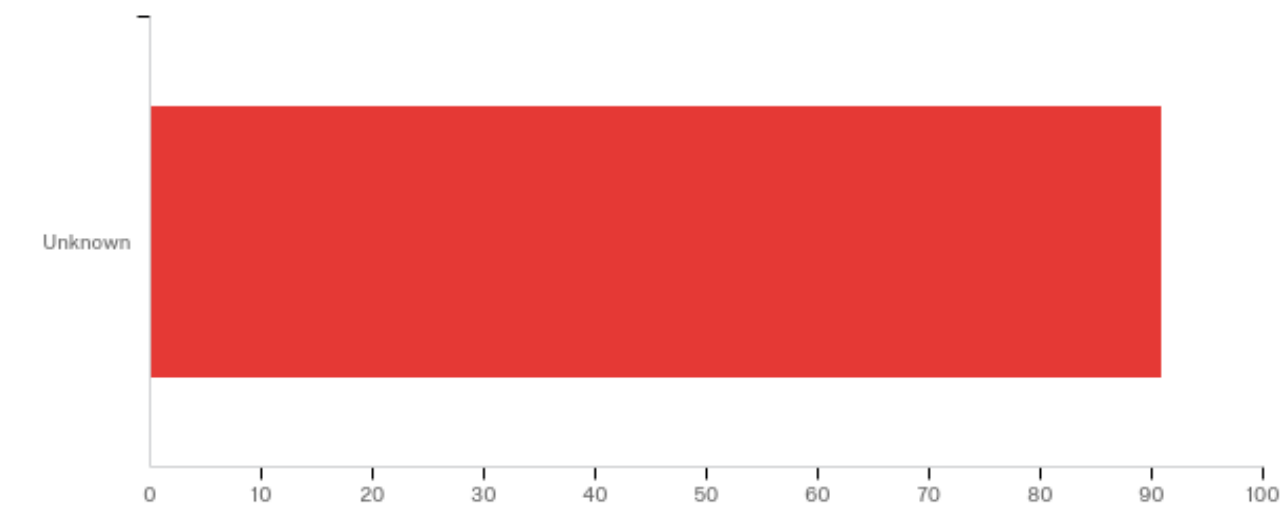
Q34 - On a scale of 1-10 (1 being not involved and 10 being very involved), how involved are you on ASU's campus?

Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	0.00	10.00	6.27	2.26	5.11	211

Q33 - What type of organization are you apart of? (Check all that apply)

#	Answer	%	Count
1	Undergraduate Student Government (USG)	14.78%	30
2	Programming and Activities Board (PAB)	0.99%	2
3	Greek Organizations (Fraternity & Sorority)	63.05%	128
4	Athletics (942 Crew, SAA, Sun Devil Athletics)	16.26%	33
5	Business Organization (Business of Fashion, SCMA)	20.69%	42
6	Academic Organization	28.08%	57
7	Leadership Organization (LSP, Medallion Scholars)	15.27%	31
8	Philanthropy (Dance Marathon, Camp Kesem)	22.66%	46
9	Other:	18.23%	37
	Total	100%	203

Q37 - Topics



Answer	%	Count
Unknown	100.00%	91
Total	100%	91

Appendix G: Screenshot of top Facebook posts

The screenshot displays the Facebook Insights interface for the USG ASU page. The left sidebar shows navigation options: Overview, Promotions, Likes, Reach, Page Views, Actions on Page, **Posts**, Events, Videos, People, Local, and Messages. The main content area is a table of posts, and the right sidebar lists contacts.

	Published	Post	Type	Targeting	Reach	Engagement
	01/18/2017 5:08 pm	Come check out HOOKED RX, tomorrow, January 19th at 6pm in the Pima Auditorium in the MUI Painkillers ca			3.6K	29 19
	02/26/2017 10:30 am	Come out to the men's basketball game v. USC at 4:30 to snag a #1 in Innovation hat!! First 500 in the student			3.6K	46 11
	02/14/2017 1:39 pm	Devils, it's not too late to nominate your peer, faculty, st aff, and alumni for the Badass Women of Arizona State!			3.5K	133 37
	02/27/2017 12:08 am	In Undergraduate Student Government we like to take ti me each month to appreciate our outstanding members,			3.5K	116 3
	02/28/2017 1:09 pm	Highlighting all the amazing accomplishments ASASU, throughout all campuses, has achieved over the last co			3.4K	130 2
	03/02/2017 10:27 pm	Highlighting all the amazing accomplishments ASASU, throughout all campuses, has achieved over the last co			3.3K	86 1
	12/19/2016 6:23 pm	We are hiring Staff and Senate positions. The positions include: Senate Clerk, Student Development Director a			3.2K	329 66
	01/09/2017 5:20 pm	Welcome back, Devils! We have re-opened two of our s taff job applications! Start your semester out right by tak			3.2K	180 24
	03/14/2017 1:21 pm	Highlighting all the amazing accomplishments ASASU, throughout all campuses, has achieved over the last co			2.8K	83 0
	02/19/2017 2:25 pm	Devils, there are still 25 available spots for the Dr. Crow Forum and Luncheon - Tempe Campus. The event is th			2.7K	166 43

The right sidebar shows a list of contacts, including Emily Lauber, Calli Bonnet, Bailey Cadelina, Victoria Beretta, Matt Schneider, Yvna Miris, Justice Phan, Graciela Ramos, Ashlyn Coronado, Troy Delaney, Jordan Dick, Savannah Gabrielle B..., and Aimee Mays. A search bar is located at the bottom of the sidebar.

Appendix H
Front Side

HOW TO MARKET YOUR STUDENT ORGANIZATION ON ASU'S CAMPUS

1. VIEW THE ORGANIZATION AS A BRAND

Consider the organization's name, logo, and colors as these components create brand awareness and brand recognition on campus.

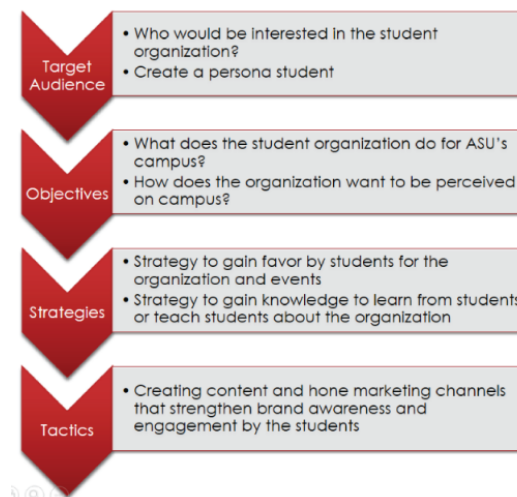
These elements should be:

**memorable
meaningful
likeable**

Place the name and logo on any and all marketing materials to create brand awareness on campus so when students hear about the organization they can recall and recognize it for what it is as an organization.

2. FORMULATE A STRATEGY

The goal is to have a well-rounded marketing strategy that can draw in the desired audience of students to the student organization.



3. TACTICS

Here are the recommended methods that, according to research, are beneficial to student organizations. You do not have to do every single tactic, but using multiple ones can create a well-rounded strategy and reach more students.

TANGIBLE

Word of Mouth: Have members act as ambassadors and engage in-person with students

Tabling: Do more than just stand behind a table, have an activity or giveaway to draw students in!

Flyers & Signs: Order minimal to be sustainable and place in high traffic areas to create brand awareness

Tip: Encourage students to follow on social media to digitally further the conversation



DIGITAL

Social Media: Find your niche in a social media platform (Facebook, Twitter, Instagram or Snapchat) and hone it in how it can deliver messaging to students

Facebook Ads, Useful or No?: Still relatively new but can reach a large audience with a small budget. Test it out for your next big event!

Video Marketing: Start filming some of your content as a video and post to social media. Keep it short and get your members involved!

Tip: Stay up to date with new features like Facebook Live Feeds and Instagram Boomerang to create unique content



"OUT-OF-THE-BOX" METHODS

Get creative when marketing as it could grab students' attention!

Giveaways: Stray away from t-shirts, cup, water bottles and choose something that students could use. Put your logo on it to brand it.

Stay Trendy: ASU #1 in Innovation Again?! Funny memes taking over Twitter? Look to what students are doing on social media to guide any campaigns because whatever content you distribute that is similar is relevant to them

Tip: Have fun with it! The more creative you are the more likely students will respond positively to your efforts

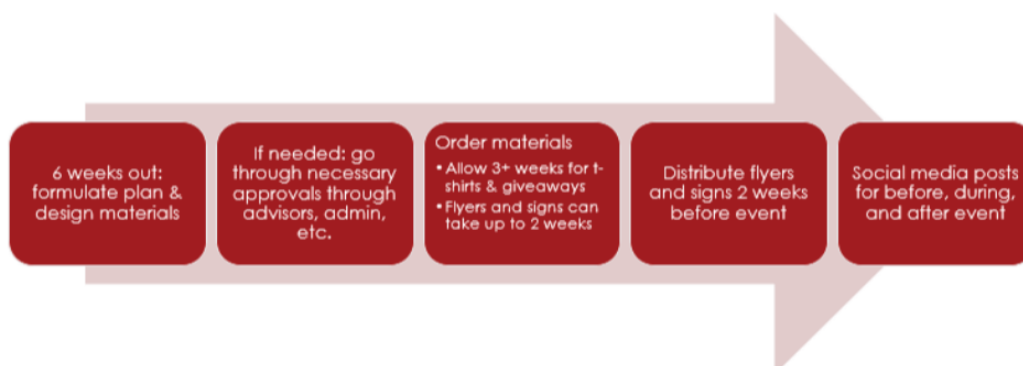
Backside

SNAPSHOT OF STRATEGY

This graphic ties everything together in helping you create a well-rounded strategy. This strategy will hopefully engage the student body and help boost attendance at events or meetings or students wanting to join your organization.



EXAMPLE OF AN EXECUTION PLAN



This is an example of how to execute the plans set by the student organization. This would be for an event in creating a plan, designing and ordering materials, distributing materials then plan for social media postings. Timing may be different depending on the tactics utilized.

RESOURCES

How to table or host an outdoor event: Submit an Outdoor Event Form
https://eoss.asu.edu/mu/plan_event/events_tabling

SunDevilSync Events Calendar: Through you organization's portal, you can post events that will populate on the SunDevilSync Community Calendar. sundevisync.asu.edu

ASU Events Calendar: You can request your event is added to the University's campus calendar. It's helpful to reach a larger audience and to avoid scheduling conflicts. <https://asuevents.asu.edu/>

Online Advertising: Advertise your organization's event through The State Press, ASU's online student newspaper. Contact Student Media <http://www.asuadvertising.com/>

