

Adrien Protzel
Benjamin Hutkoff
Erick Branner
Chitali Buge

Honors College App

1. Current conditions

Currently, our project partner Dr. Doolen, who is the Dean of the OSU Honors College and College of Education, is sending an email every Monday to all the honors college students regarding all events happening and their corresponding Qualtrics links to sign up. This email has a low open rate because it is often overlooked, missed, or marked as spam. The email itself is long and unorganized with too many events that are not specific to the recipient. Hence, they are unlikely to read the full email or find the specific event they want. Aside from this, they also post this same information and format in their blog, which not many students visit or are aware of. Furthermore, they also use Instagram to advertise their events when it is closer to the date. However, that information can also get lost in the student's feed.

2. Existing systems

The current system is the Monday weekly emails, a blog, and Qualtrics to track event registration. However, there is no existing app, so we have to design an app from scratch. We will need to fit in their existing event letter styles and Qualtrics either in a URL form or integrated into the system design. We will also need to make sure the event coordinators are able to input their event details onto the new system.

3. Problem

We are working on a newsletter application for the Oregon State University Honors College in order to increase awareness and outreach in the Honors College community. The main purpose of the application is to provide easy access to the Honors College newsletter, present users with categorical events/activities, allow users to register for honors events/activities, and to remind users when events are coming up. While also tracking attendance to events and giving event coordinators a uniform template to input their events.

During the initial meeting with Dr. Doolen, she claimed that the biggest issue with the current system was that all the events were sent together in a single email as a "messy lump of words". Doolen wants users to be presented with this information in a more manageable way. For example, users should have the option to break up the events based on preference, have RSVP tracking, and be clearly notified of events they have RSVP'd for. Additionally, the application must have Qualtrics integration, as that is the method that the Honors College is currently comfortable with.

In our own estimation, we find that Dr. Doolen is actually looking for an application capable of targeted communication of events based on preference with RSVP functionality. A newsletter application covers the communication aspect, but would still need added functionality (i.e. login info, personalized feed, event tracking, etc.).

Overall, Dr. Doolen expects a prototype by the end of this project.

4. Pertinent project history

Before this project, Dr. Doolen had gathered all events and info onto a single document and was sending said document as an email to all honors students signed onto the mailing list. Additionally, the Honors College was manually updating their blog on their website in conjunction with these weekly emails.

After receiving feedback from students, they have decided to look into creating a custom app for this very process.

5. List of terms

- Qualtrics: online form for data collection and analysis for market research

6. Stakeholders

- a. Toni Doolen - Project Partner (Dean of Honors College)
- b. Emily Isabel Garcia - Project Lead (Student Engagement Coord for Honors College)
- c. Emily Arteaga Garcia - TA
- d. OSU Honors students - Applications Users