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**Marketing Club Research**

MKT 562 Final Report

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**Reference List for Project Report**

RP PHASE 1: Page 3

RP PHASE 2: Page 4

RP PHASE 3: Page 8

RP PHASE 4: Page 83

Sample description table: Page 83

File Summary Report from NVivo: Page 83

Code Summary Report from NVivo: Page 85

Code Structure Report from NVivo: Page 216

Query Results: Page 237

Findings from the research: 239

Recommendations based on the research: 240

PUMA storyline of the video: 241

Work division charter: 241

**RP PHASE 1**

Our project is to determine whether a Marketing Club can be successfully established at WPI and how it can assist other student organizations in meeting their marketing goals. To understand it, we developed the following research questions:

1. What is the club make-up on the WPI campus?
2. Is there a need for the marketing club on WPI campus that can support the marketing efforts of other student clubs and organizations?
3. What are the main marketing services that student clubs at WPI need for various purposes such as when trying to get new members and promote their events?
4. How do student clubs perceive the potential impact of a Marketing Club in helping them achieve their goals?
5. How can the Marketing Club market itself to the other student clubs on WPI campus?

This study will adopt an **exploratory research design** to gather insights into the marketing needs of student organizations and assess the key insights to market the Marketing Club to other clubs. The primary focus will be understanding the current state of marketing in student clubs and their needs. The data collection method for this research will be qualitative, using interviews to explore student needs, preferences, and behaviours in depth. Additionally, secondary data will be utilized to provide a broader context beyond our interview questions, helping us compare findings and validate the primary data. This mixed-method approach enables us to gather qualitative insights, provides flexibility for conducting interviews either in person or online, optimizes resource use in a cost-effective manner, and ensures the collection of reliable data. We will begin by analyzing secondary data to understand the number of active clubs, types of organizations, and membership levels at WPI. This foundational data will provide context for the broader student organization landscape, helping us assess the marketing needs across various groups. This step also helps prioritize resources and efforts by focusing on the most active or high-impact clubs. Following this, we will conduct 10 in-depth interviews with officers (especially marketing and events officers) of a diverse range of student clubs, encompassing academic, cultural, recreational, sports, and leadership-based organizations to gather detailed insights into their specific marketing challenges, needs, and expectations. These interviews will offer a deeper understanding of how a Marketing Club could support other organizations in promoting themselves.

The interview process involves sending emails to at least 50 student clubs obtained from the ‘myWPI’ website (<https://mywpi.wpi.edu/club_signup>). Executives will be able to schedule interviews via Calendly, with the option to choose either in-person or Zoom meetings. An interview protocol will be created and used as a script in the interviews by the entire research team. Once the qualitative data is collected, AI transcription tools will be used to transcribe the interviews, both for in-person and Zoom conversations. These tools are easily accessible to the university members. The data will then be analyzed to extract key insights and recommendations using NVivo 14, a qualitative data analysis software.

**RP PHASE 2**

**Interview Protocol Form**

**Interviewee Name:**

**Institution:** WPI

**Interviewee Role at Institution:** \_\_\_\_\_\_\_\_\_\_\_\_

**Interviewer(s):** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Interview Date/Time:**

**Interview Location:**

*Read directly from the following script at the start of the interview.*

Hello <XYZ>. I am <ABC>, a student on Prof. Shah’s Marketing Research course. Thank you for taking the time to meet with us. We are conducting this interview as part of a project to understand how a marketing club can assist other campus clubs in promoting themselves. This will help us design initiatives and services that best support the goals of various student organizations. All responses are confidential, and you are free to skip any questions or stop the interview at any time.

To facilitate our notetaking, we would like to record our conversation today. Only the team members working on the project will have access to the recording which will be destroyed after transcription. Do you agree to this interview being recorded?

*If yes, record and continue, if not, prepare an interview scribe.*

**Introduction:**

**A. Interviewee Background**

1. Please tell me about yourself...

Name

Age

Sex

Education

Race / Nationality

Major / Program

2. What according to you is the role of student organizations and clubs on campus?

3. Tell me about your journey with X club. How did you get involved, and what has your experience been like so far?

* Member of what clubs?
* Roles in the clubs
* Time spent in the club
* Interests

**B. General Club Insights**

4. Can you describe the structure and composition of your club at WPI, including how it's organized, the types of members you have, and the activities you focus on?

- How is the club doing

- Popularity of the club

5. What are the primary goals your club aims to accomplish, both in terms of its mission and its activities?

**C. Marketing Needs and Gaps**

6. What specific tasks are you undertaking to achieve your club’s overall goals? For e.g.,

Other duties ->

* Attract new members
* Successfully run an event
* Fundraising
* Run Successful campaigns

7. What role does marketing, and communications play in accomplishing these tasks? Can you share some examples of marketing activities your club has conducted or is working on right now?

* Social Media Posts
* Event Brochures
* Flyers

8. Does your student club team have specialized marketing skills and knowledge to help you with these marketing activities?

* 1. If yes, can you please share some marketing skills your team needs and possesses?
  2. If not, what do you think is the reason? Are you facing some challenges because of this?

9. Do you think your club needs marketing support or services that can help you accomplish the tasks you mentioned in the earlier question?

* 1. If yes, what kind of marketing assistance are you looking for?
  2. If not, do you think other clubs may need some services? Can you share some examples?

10. Can you give me examples of specific marketing challenges that the club has faced or is facing?

* With reference to the number of members
* Inactive members
* Members to research
* Funding
* Not able to spread awareness
* Student Engagement
* Collaboration with other clubs
* Collaboration needs of the club

**D. Perception of Marketing Club**

11. What do you think about the idea of having a marketing club that provides marketing services and resources to clubs like yours on campus?

* If Great idea, why do you think so? How will it help?
* If not a great idea, why not? Do you know of other resources clubs can use for marketing?

12. How could a Marketing Club best demonstrate its value to student organizations like yours?

* formulating a marketing strategy for the club
* generate marketing materials to promote the club
* assist in event management activities
* create a social media calendar and ideas for posts

13. Would you be willing to pay for these marketing services?

* If yes. How much would be a reasonable price you think? For e.g., say a subscription of $50 per month for a package of marketing services?
* If not, why not?

14. How do you receive information about other student clubs and on campus events?

* Social media (Instagram, Facebook, LinkedIn)
* WPI Email
* Posters on Bulletin boards
* MyWPI

15. How do you communicate within the team?

* Emails
* WhatsApp
* Chats
* Text messages
* Slack
* Teams

**Conclusion:** Thank you so much for your time and insights. “Before we conclude, do you have any additional information you would like to share, or any questions or comments?”

If we need to clarify any of your responses, would it be okay to reach out to you? Thanks again!

**RP PHASE 3**

**TRANSCRIPT [1]**

Interview Location: Zoom

Date and Time: 10/03/2024, 10:00:00 am

Name of Interviewee: P1

Name of Interviewer: I1

Name of Transcriber: Tasneem

Length of Interview (in mins): 40 mins

Interview Format: Online

Word count of the transcript: 3487 words

Transcription technology: otter.ai and zoom

5:32 - I1

Okay, let's get started. Hello P1, my name is I1. I'm a student in Professor Shah's Marketing Research Club. Thank you for taking the time to meet us and we are conducting an interview as part of a project to understand how a marketing club can assist other campus clubs in promoting themselves and this will help us design initiatives and services that could support the goals of student organizations. So, all responses are confidential and you're free to skip any questions or stop the interview at any time and to facilitate our notetaking we would like to record our conversation today and use some AI tools just to transcribe the meeting, if that's okay for you.

6:35 - P1

Yes, I1. Okay. Thank you for having me.

6:39 - I1

Thank you for being today. So, can we start? I just want to know a little bit more about your background and can you introduce yourself?

6:52 - P1

Absolutely. So, I am from India. I have done my undergrad in electrical and electronics engineering post that. And I did that in back in 2016. And I started working. I worked for an organization called Tata Consultancy Services. I worked there for close to four and a half years. And then I worked for Morningstar. I worked there for two and a half years. And then I thought about taking a step into more leadership and managerial positions. So, I chose to pursue my MS in Information Technology at WPI. So, I'm a first-year grad student at WPI. Yeah, that's about me.

7:49 - I1

Great. So, what about your club? Are you in a specific student club? What is your role? And how long have you been spending in the club?

8:05 - P1

So, I'm a part of the student government body, called the Graduate Student Government, GSG at WPI. I've been a part of that club for nearly two weeks now. It just didn't start. So, I'm working in the club as in the capacity of events chair. My roles and responsibilities are to take care of the events, ensure that we have all the procurements that we need for the event, to order them, to make the ends meet basically whenever we have an event. I am the facilitator and coordinator for these events. I work with the other team members to make these events successful.

9:00 - I1

Great. And so how did you get involved with this club?

9:05 - P1

So initially there was an email from the GSG body. A mass email and it asked the participant it offered some choices about the positions that were being offered and based on those choices we had to select the ones that suited our interest levels. I chose for some of the roles there, so we basically had to offer three roles in which we were interested in. And based on that, we had an interview with the existing members of the club. Um, so they interviewed us, and it was 15 minutes, 15 to 20 minutes interviews, if I'm not wrong. And they wanted to check about how we were with the event. Like, did we have any prior experience with the events, how are we at resolving conflicts, how do we manage time and what do we do when things can go wrong. It was mostly situational based and after giving the interview within three days, I was offered this position which I gladly accepted.

10:40 - I1

Great! and so according to you what is the role of a student organization and clubs on campus?

10:44 - P1

So, there are a lot of student clubs that way but we particular about the student government body. It is the representation of the graduates and graduate students voice, and we try to make the needs of the student, like whoever needs, we try to bridge the gap between what students want and then what the school has to offer. And we try to draw some mutual, I mean, we try to come at a mutual conclusion about what would be in the best interest of both parties that way. So, let's say that, like students, want to have more fun activities. They want to be more participative. They want to know about the other clubs in the school. So based on those, choices that students offer, we try to explain them what the resources are, what the facilities are. How can a student be a part of the club? What can student be as a member of the current body? These are the kind of things that we work on. And we also facilitate on-campus and off-campus events to bring the students together and uphold the WPI spirit.

12:24 - I1

Great. And so, among your main tasks, what are some tasks that you are undertaking as an event planner to achieve the club's goal?

12:40 - P1

Mainly, I work on scheduling the meetings and ordering the inventories that we would require for the events. We plan the events in our team meetings. We have a recurring team meeting every week in which the team members and the executive members of the team, they all unite, collaborate, brainstorm on the events that would be a part of the calendar in the coming month or two. And then we also have our financial planning going on those meetings. So, we try to gauge what kind of events would be best suited according to our budget constraints, the time constraints of the students and we try to bring the best match there.

13:36 - I1

Yeah, great. So, what role does the marketing, and communications play to accomplish those tasks? Is there like a specific marketing role in your team?

13:50 - P1

Yeah, absolutely. There is a marketing role and there's a team that works in the marketing division It is responsible for, I think, gauging what kind of events we are going to conduct. And based on those events, we try to send out emails. We try to bring in more participants. So, our marketing campaigns mainly revolves around emails and, Yeah, it's mostly the emails and for the events, we try to send out flyers and we also try to do some promotional campaigns if that's possible within the timeframe.

14:37 - I1

Yes. And can you explain a little bit more about the promotional campaigns? It's like through social media or how does it work?

14:49 - P1

Yeah. So, it is mostly the emails that we try to go with because they have the widest outreach among the students. I mean, every graduate student has access to those emails. But apart from that, we also try to send out flyers. So, and then we have flyers. We also send the flyers in the emails and then we kind of make sure that we put those flyers out and put it across the notice boards in the different departments.

15:29 - I1

Your club has a specialized marketing skills to do those activities like design etc. Can you share some marketing skills?

15:43 - P1

Every student who is a part of this team, they are hired based on some skills that we have. When a member expresses the interest in pursuing a particular marketing role, for that matter, we try to see what skills they can bring in and what is their vigor to learn those skills. We also try to see if those skills are relevant to their core structure and their interest. Based on that, we try to recruit members in the marketing team. So, somebody who has interest in UI, UX and design, passionate about communication, through leadership. So, we try to bring them together in a marketing team. So, when we recruit members in the marketing team, we want to ensure that they have at least ticked all these checkboxes.

16:51 - I1

Okay, great. And how many members does the marketing team has in your club? I know at least three members who are there in the marketing team.

17:14 - P1

Okay. It is a small team. The entire team consists of maybe 11 members now.

17:28 - I1

Great.

17:29 - P1

And honestly, I mean, the marketing team is up to the members to take up those responsibilities and own them. Whenever we are setting out these marketing campaigns, there are to specialize marketing members though.

17:47 – I1

Yeah.

17:48 - I1

What are the specialized skills that they have?

17:54 - P1

So mostly it's the design part that we work on within the marketing team. So, whenever we, so those members, I would say they are really good with Canva. Designing posters. And then whenever we have campaign activities, we ensure that we have them as a part of the unit. We try to make more and more people aware. So, we also work on effective communication.

18:33 - P1

And yeah, we watch a lot, and we depend a lot on how proactive people are, whether people are ready to take ownership. So soft skills like those are essentially important.

18:49 - I1

Great. And so, do you think your club needs a marketing or extra marketing support that can help you to accomplish the tasks like the events that you're planning?

19:05 - P1

Yeah, keeping in mind the current schedule that we have. I feel having more members in the team would definitely be positive for the team. And yeah, like more heads never disappoint. It's always a good addition to the team, as long as we are getting a fruitful outcome from them. Going with the recent terms of events. Now, I suppose, oh, like having some extra members in the marketing team would definitely be beneficial to them.

19:44 - I1

Great and what kind of marketing assistance do you think it will be helpful like?

19:54 - P1

So, it would mainly be to strategize the events, event planning. We want to ensure that whenever we are planning the campaigns or the drives, we do that more effectively so that we can gather more students in those campaigns. We also need a research member who can understand how the students' interests align right now and then what can be done to accommodate their interest. So, I think like research and strategy would be a large part of our marketing team.

20:44 – I1

Great.

20:45 - I1

And so, can you give me some specific challenges that the club face or is facing in terms of event planning or in marketing in general?

20:47 - I1

It could be anything even funding?

21:00 - P1

Yeah, okay so yeah funding is one of our major challenges. If you compare us with the other clubs in the team, okay let me put it this way we have most of the clubs that we have at WPI are undergrad clubs and this is the only graduate students club in the campus. We have a lot less funding. For example, one of the undergrad clubs has a funding of $2 million annually. And that's our main budget. But the budget constraint is right there. We just have plan $2,000 the events. So, in that way, the kind of events that other members like the other clubs can organize it is a lot more it can be a lot more effective because like our entire year's annual budget could be the event's budget if you know what I mean.

22:14 - I1

I get you and what about the awareness or event awareness? Like does the graduate students always go to all the events that you are planning.

22:37 - P1

Yeah, so that's a big challenge that we come across to have more and more. So, whenever we are planning events, we want to ensure that those events are engaging, they should be likely. We also depend on the likeliness of how much people would like those events. And we have internal discussions based on that. And we also try to bring in the other clubs together whenever we are doing an event. So, let's say that I want to do an art event. I would want to make sure that we have a collaboration with the art and craft department at WPI so that we do that more effectively. So, people who are already interested in the art and craft club, they are notified about these events that are going to be conducted. And that way we ensure more and more participation from the graduate students. But sometimes people don't, as we expect them to. So yeah, that becomes a challenge sometimes.

24:00 - I1

Okay. And what do you think about the idea of having a marketing club that could provide marketing service strategy and resources to clubs like you on campus?

24:14 – P1

It would be really great to have such marketing clubs. So, let's say specialized marketing clubs. They would have their agendas set initially and how are they going to make these ends meet. So that is important as a part of the marketing club and having someone to understand what kind of events we are going to organize and create a good strategy to attract more and more students into those. I think that way it would be a great help.

24:58 - I1

Would the club be willing to pay for the marketing service?

25:07 - P1

As I told you, I think we have a budget constraint and all the members in the club are voluntary members. Its kind of also depends on the charges that the marketing team would want to, I mean, the charges that they set for themselves. Depending on that and the budget that we have in hand, we want to bring all those elements together to answer that question. Honestly, I'm not in the right capacity to answer that.

25:44 - I1

Yeah yes, no it's fine and so do you have like a reasonable price do you think it would be reasonable to pay? or if not, it's just a volunteering work of other clubs?

26:06 - P1

So, let's say that I have a ten thousand dollar annually planned out, we want to have at least one event every month. Yeah. That could be, uh, a small event. And in every two months, we want to have one big event. So, we allocate our fundings and resources based on that. Our current allocation, I don't think it is probably that good an idea to have a specialized marketing team. So yeah, that's pretty much it. I mean, I would honestly, as GSG would want free marketing services for now.

26:56 - I1

Yes. Great. And so, yes.

27:01 - P1

It could be the current marketing students who want to hone their skills in the field of marketing, maybe. Creating strategies and creating campaigns to do effective research about an interest and the kind of events that we are planning. So that way it would be mutually beneficial for both of us for the club members as well.

27:27 - I1

All right and how could a marketing club demonstrate its value to a student organization like yours?

27:39 - P1

Yeah, I think it mostly boils down to the event planning and the campaigns. I mean, pre-launch campaigns, post-launch campaigns to measure the success of the event and on those success measures, we would want to plan for the events in the future. So, when we have a team who can actually check these measures, it would be better, like it would give us a better idea to understand what the students want, what kind of activities can be further included to include more participation of students, what can we do to drive more effective marketing campaigns? How can we strategize the event plannings in such a way that we have, I mean, the most essential part for us is to have more and more members in these events. So, the main role, I guess, would be to include more participation and strategize around the marketing campaigns around that goal.

29:11 - I1

Great. Thank you so much for your inputs. They are really good inputs. And so how do you receive information about other student clubs and on-campus events right now? How do you decide to join a club or even sign up for an activity? Like what is your main channel?

29:47 - P1

So, there are on the WPI website if you go and where all the clubs, whoever is conducting the events, they kind of post out, they set their events calendar out. Based on that, we try to see the special events that are going to be happening. For example, we just had Wellness Day. So, it was a big graduate event. I mean, it was celebrated across all the clubs and WPI to be a part of that event. So, we were planning some events initially, but the kind of events that we planned out, those were already being conducted by one of the other clubs. So that is why we kind of put a hold to it. I mean, it would have been contradicting that way. So, the main communication channels are through emails and through the event calendars that we have on the WPI website.

31:04 - I1

Okay. And what about you personally? How do you get to know about the events? Is more about going through my WPI or like not for the club, but for yourself?

31:20 - P1

Yeah, it is mostly the MyWPI. I have joined some of the clubs as a member in my interest domain. So, let's say I like to play sports, so I joined a sports club. I like to go out, so I've joined an outing club. So, these are the kind of clubs that I'm a part of and I go to my WPI. I can see the events that these clubs are going to be conducting.

32:00 - P1

Based on my availability during the week or during the time of the event, I try to make myself available for those events. Okay. So, I also get informed about these events through the emails that we receive. So, I think email or emails are the most important aspect of these campaigns, I guess. I mean, that's how I get to know them the most.

32:33 - I1

All right. And do you follow them on social media, like the sports clubs or?

32:40 - P1

I do. So, I follow them. I think for social media, I would say it's just Instagram that I follow them on.

32:56 - P1

And yeah, there are slack communities for some of these clubs as well.

32:57 - I1

Oh, okay

32:57 - P1

I'm a member of those community.

33:05 - I1

And within your team at the club, how do you communicate? You have a Slack channel or just email?

33:16 - P1

There is a Teams channel. We have all the members of the group. We use Teams to conduct our meetings. Then we use When2Meet to schedule our meeting times. We also communicate on voice. WhatsApp and emails. I mean, these four are our primary communication channels.

33:48 - I1

All right. So, you have as well as a WhatsApp group.

33:52 - P1

We have WhatsApp group.

33:53 – I1

Yeah. Great

33:56 - P1

So, the only challenge was one of the members in the club, she could not activate WhatsApp on her phone because her phone was from a different region where they did not allow WhatsApp. So now she has to change her region which she was reluctant to do, so she's not a part of the WhatsApp group.

34:16 - I1

In that way oh I get you so that's why now you use more the team's channel. Okay that makes sense. Well, thank you so much, P1, for your time, your insights were really insightful. And I don't know if you have additional information you would like to share, any questions or comments?

34:51 - P1

No, I think we're pretty good. Thank you for taking this interview. It was interesting.

34:58 - I1

Thank you so much.

35:03 - P1

I see my team's role in a better way, like how can marketing really help. Yeah, it was thought provoking in that way to how can marketing really be an additive advantage in the team, so thank you for taking this.

END OF TRANSCRIPT

**TRANSCRIPT [2]**

Interview Location: Zoom

Date and Time: 10/07/2024, 10:00:00 am

Name of Interviewee: P2

Name of Interviewer: I2

Name of Transcriber: Tasneem

Length of Interview (in mins): 35

Interview Format: Online

Word count of the transcript: 4748 words

Transcription technology: otter.ai and zoom

0:15 - I2

Hi there.

0.25 - P2.

Hi, how are you?

0:40 - I2

We are doing good. I'm I2. So, I'm going to take the interview today.

1:02 - P2

Nice to meet you.

1:15 - I2

Thank you for coming. Yeah, really, thank you so much.

1:17 - P2

Of course.

1:19 - I2

So then, shall we go ahead and start the interview?

1:32 - P2

Yeah, for sure.

1:36 - I2

Thank you. So, hello, Victoria. I am I2, a student on Professor Shah's marketing research course. Thank you for taking the time to meet with us. We are conducting this interview as a part of our project to understand how a marketing club can assist other clubs in program themselves. This will help us design interactives and services that best supports the goals of various student organizations. All responses are confidential, and you are free to skip any questions or to stop the interview at any time.

2:40 - P2

Okay!

2:43 - I2

Thank you. To facilitate our notetaking, we would like to record our conversation today. Only the team members working on this project will have the access to the recording, which will be destroyed after transcription. Do you agree to this interview being recorded?

3:05 - P2

Yes.

3:06 - I2

Thank you. So yes, can you please introduce yourself?

3:11 - P2

Yeah, my name is Victoria. I am a junior. I have a bachelor's in industrial engineering and my master's in IT. And I'm the president of the Society of Hispanic Professional Engineers, SHEP for short. Yeah, I'm part of the varsity volleyball team too.

4:27 - I2

So, what according to you is the role of student organizations and clubs on campus?

4:35 - P2

I think their role is to create like a social community that has a lot of opportunities for WPI students, whether they are cultural, professional, or just social clubs. I think it's a great way to make new friends, build new connections, and just have kind of like a life outside of academics.

5:02 - I2

Thank you. So, tell me about your journey with your club. How did you and what was your role, or how was your experience being like for us so far? How was your experience?

5:20 - P2

So, I'm part of multiple clubs, but I'm going to focus on SHEP. I started as a freshman. I just, I joined as a, like as a member. And then when elections came around in C term of that year, I applied to be PR. So, I was PR for that entire year. And then last year, during C-term again, when elections took place, I was initially going to apply to be secretary. And then I decided to run for president and secretary as my second option. And I got to be president. So now I'm the president. It's been great. I've made a lot of friends in the club. We've had a lot of professional events and a lot of social events as well. So, we try to kind of balance it between professional and fun, so people don't get like bored. Because with academics, if you have a professional event every week, it can get kind of like boring and exhausting. So, we try to balance it. But overall, it's been a great experience.

6:33 - I2

It was really good to know that. Can you please describe the structure and the composition of your club at WPI, including how it's organized and what are the types of members you have in your club and what activities that you focus on?

6:53 - P2

Yeah, so like any club on campus, we have an advisor, and she is there if we ever have any questions or if we need her help in anything. And then our executive board has nine people. So, it's the main, the main positions are president or vice president, secretary and treasurer. And then we have extra positions, which is like fundraising chair, community outreach, PR and content creator. And we, so each one has their own role. Obviously, the president's kind of like the overview of everything. The vice presidents in charge of connecting with companies and bringing companies to give either speeches or talks or anything related to professional. Then we have the treasurer in charge of money, secretary in charge of all the emails, students that might have a question about our club, spreading the word about events, etc. Then fundraising chair, we try to do an ‘empanada’ sale every term to earn money for the club, obviously. And we try to match it with another fundraising event for that same term, just something different. So that might depend, that might change from term to term. Depending on if we're selling food or if we're just selling like stickers or something then we have our community outreach which is basically someone that reaches out to other clubs or connect with other clubs to have fun events so sometimes we have like soccer tournaments with other Latin American clubs or with fraternities so it kind to try to mix and match it. And then we have our content creator and PR chairs. Initially, it used to be only one position. It used to be like we just had two PR chairs, but the responsibilities were getting lost in translation. So, we decided to separate it into PR and content creator. So, PR basically works on designing all the posters for our events. Whether they're small or large, and then content creators in charge of promoting the event in social media. So, like, making the posts, responding to any messages that we have in our DMs, and so on and so forth. And then regarding our members, they're just members. Like, anyone can join. You don't have to be Hispanic to join. It's just a great opportunity you to be part of a professional club. The events that we host are usually professional, so they might range from going, like reviewing your resume and cover letter, to practicing your elevator pitch, to just listening about a company and the opportunities that they might have for that income, like for that upcoming summer. We also do a lot of fun events, like I was saying, so it might be games, it might be something with Innovation Studio with the Makerspace. It might be like cookie decorating. We kind of try to change it up depending on if it's like, oh, it's Halloween or Christmas coming up. We do, we do like, I don't know the name in English. I think it's like the white elephant type of game so that you like, you steal each other's presents, or you keep yours and yeah, so sometimes we make like fun events like those. We also have two of our biggest events, which are the Latino Fiesta, which usually takes place in D-term, but this year we're trying to change it to happen B-term because in D-term, we usually coincide with the Brazilian Clubs Carnival. So, it's like a lot of things that are happening. A lot of big events are happening. In D term and in B term, there's not that many. So, we were trying to switch it up. We're going to see how it goes this year. And that's basically just an event for us to share our food, share our music, our culture. Anyone is welcome. Our other event is the National Conference, which is hosted by SHEP as an organization. It's not only like our chapter. So, all the SHEP chapters around the country invited and usually what we try to do is obviously that's a lot of money, so we try to provide scholarships to about 22 students. This year we got lucky and we're able to take 27 which is exciting, it's great. This year it's going to be in California and it's usually about four days long. We do miss some class, but professors understand and it's just a great experience overall if you're really looking for a job, internship or even co-op. So those are some of the things that we do throughout the year.

12:22 - I2

Wow, that was really nice of you. I'll ask you another question. What are the primary goals of your club's aims to accomplish both in terms of its mission and its activities?

12:36 - P2

So, I think our mission is like share our culture with non-Hispanics, but also kind of build a community of Hispanics so that they don't feel like, I would say, kind of left out. Obviously, if you're like fully international or maybe you're Hispanic, but you live in the United States, moving to a different state, you're going to have to start from zero. You have to make new friends. And it feels nice to have people from a similar culture as you to share the experience, share any tips or advice that they might have if they're upperclassmen and you're just an incoming first year student. So, I would say kind of like build a community of Hispanics, but also expand our culture to everyone on campus.

13:36 - I2

Okay, thank you! What specific tasks are you undertaking to achieve your club's overall goals? For example, to attract new members or fundraising. So, what are the specific tasks that you're going to take?

13:51 - P2

So usually, we try to share information through social media. We try to do collaborations with other clubs and when they repost on their Instagram then obviously other club that might not know about SHEP will learn about it and maybe want to join or attend some of the events. Excuse me, and we also try to share our information with like the SAO and SGA social media so in our Instagram post we tag a lot of people a lot of clubs so that they share, they spread the word, and other clubs do the thing with us like they tag us and then we spread the word about their events. We also share information via email so if you're in the email alliance you'll find out about the events, you also find out about events with like a word of mouth. So, if your friend mentions it then you learn about it and you can get more involved with it. However, I do think that in the past years and even this year we've been struggling a lot with meeting deadlines. So, what that means is for example like our PR chair gets busy and he doesn't necessarily ask for help, so he doesn't like to meet the deadline of maybe sending us a poster the week before. So, we end up posting it on Monday and our events are usually Tuesdays at 5 p.m. So sometimes it's fine like it's not a big deal, but other times when our events are kind of big and we want more people, then it's harder to attract more members, simply because people have plans, they have work to do, they have homework, and other clubs also do their events at five. So, if they share their information earlier than us, then people already have that time booked. But I think the main source for us to spread the word is usually social media, email, and sometimes we even print posters and put them around campus. So yeah.

16:07 - I2

Okay, what role does marketing and communications play in accomplishing this task? Like for instance, can you like, as you mentioned, you use social media posts, can you please share us your social media posts and the posts that you're using with this?

16:33 - P2

You can, I mean, I feel like it'd be easier if you can just screenshot it from our Instagram, if that's fine. If not, I can share them with you. But you can always look at our Instagram and we usually try like at one point in my freshman year when I first joined PR chair, the posters were really tailored to the event itself, which they were really creative. The poster, the post came out like really pretty. But when you look at it from a marketing perspective and you look at the Instagram from a while ago, like two, three years ago, it was very chaotic. So, you like it, if you look at it, you will not know what, like what event was happening or like you could see what would be happening because of the design of the post, but it was just really chaotic. There was no like standardized design. So, when my roommate and I became like PR and content creator, I was actually a content creator, not PR, sorry. She was PR, I was the content creator. That was during the transition period, which is why I confused it. But we were working together and we kind of came up with an idea of having like rows of colors. So that's like three posts would have like a white background. Then the next three would have an orange background. And then the next three would have a blue background because those are sharp colors. We want to kind of like to make it a little bit more aesthetic, I guess you could say. This past year, our current PR chair has kind of stuck with it, but not really. So, like he kind of alternates it, which is perfectly fine. And it looks good. So, I would say that communication and marketing play a crucial role, because if you don't share the information in a straightforward effect, and visually appealing way, then people will not be interested in coming to your club. Because then they'll see the post and be like, oh, they can't even make a decent post. What's the event going to look like, So I think that's why it plays a crucial role.

19:00 - I2

Thank you. Does your student club team have specialized marketing skills and knowledge to help you with these marketing activities?

19:12 - P2

Personally, I don't think so. Like any specific, I feel like marketing skills can be acquired, but from the get-go. I don't think anyone has like thorough marketing skills. Our current PR chair, he's really creative, so he comes up with different ideas, which is great and then our content creator, he he's pretty versatile in social media so like he knows how to like to set a reminder in our calendar, when we make a post so that's really helpful if people want to like to add that reminder to their calendar. So, they're the main people that work with the marketing and the creativity side of the club. So, I would say that I could tell you like any specific marketing like thorough skills that they might have, but they work with what they have. They're both pretty creative, they like photography, so they're pretty well versed in the arts like department.

20:21 - I2

Okay! Are you facing some challenges because of this since you don't have any specified marketing skills or knowledge?

20:31 - P2

I would say Sorry, were you done?

20:35 - I2

No, yeah, you can go ahead

20:41 - P2

Okay. I wouldn't say we're facing any like extreme challenges. We've been pretty successful in getting at least 20 students to come to our events every week, to 30 students, which is quite a lot when you think about it. So, I wouldn't say we're facing any like extreme challenges. However, I do think we would benefit from having marketing maybe connections or more marketing knowledge, because it would attract more members to the club.

21:07 – I2

Thank you. So yes, that was the next question that I would like to ask. Do you think your club needs marketing support or services that can help you accomplish the tasks that you mentioned in the earlier question?

21:21 - P2

I think it might be helpful, especially because maybe if there's a way to optimize the process or standardize the process itself, then it would take a lot of weight off these two members specifically. Therefore, it would also take weight off the rest of the executive board because we wouldn't have to be on top of their task or try to help them, even though they're not technically asking for help. So, if it would facilitate and optimize the process, then I think we would definitely benefit from it.

22:05 - I2

Thank you! Can you give me some examples of specific marketing challenges that the club has faced or is facing? Like for example in collaborating with other clubs or collaborating needs of the clubs, anything like that?

22:24 - P2

I would say that, let me think.

22:32 - P2

I think the main challenge we're facing is just timewise. So obviously like designing posts, designing what we're going to write as a caption, posting it on time, sharing it with other clubs. I think that's the main challenge that we're facing right now. Simply because as WPI students, obviously everyone gets busy and it's easy to lose track of time. So, and because it's like an extracurricular activity, there's no like, I would say consequence in terms of like grades, you know, and it's easy to like to put the job aside. But I feel like once you make that commitment to be part of that club, then it's important that you stick to the deadlines and stick to the commitment. Another thing would be like, reaching out to clubs or planning some of the events, sometimes it's a little bit hard because, everyone has their own schedule, everyone has their own like design for their Instagram, so making like posts that are in like collaboration that everyone has, it might throw off each other's Instagram, if that makes sense. So, I would say that those are the main two challenges like posting on time, having everything done on time and then just understanding when to like to make a collaborative post and when not to.

24:03 - I2

Thank you so much for that information. What do you think about the idea of having a marketing club that provides marketing services and resources to clubs like yours?

24:18 - P2

I think it'd be a great idea. I think it'd be really beneficial. My only concern would be, though, is would that take away the positions of PR and content creator in my club or in any other club? Or would we have to pay for those services just like, let's say, if we wanted to use Photo Club for some of our events, we would have to pay. So, would that be an extra charge that would be charged to our account? And therefore, would we get a higher budget out of it? Would SGA be understanding of it and provide us more budget so we can use these services? I do think it would be a good idea simply because, again, people that might have that marketing knowledge might help promote the clubs better. And it wouldn't only be beneficial for current WPI students but also future or prospective WPI students, because then they would be able to learn more about all the clubs from like social media if they just search them up or from the WPI website if they search them up and so on and so forth. But there would still be those concerns that I mentioned amongst any other that might come to mind. But those are the main ones that I could come with at the moment.

25:42 - I2

So how could a marketing club best demonstrate its value to student organizations like yours?

25:52 - P2

I think they could by understanding like the club's goal and how it works, like how it has been working for past years. They could show like how their skills would be useful for the club. Obviously, there's always room for improvement and if there were any suggestions that like the marketing club would have to improve our, like social media presence, it could be considered and discussed. But I think the main just a conversation, like understanding the club's needs, understanding how the marketing club can be helpful, if it can, if it will be helpful or not. And then just kind of like setting up a plan or a strategic plan to organize the social media, the posts, the timeline and the effort that's going to go into each thing.

27:09 - I2

So, would you be willing to pay for these marketing services?

27:16 - P2

I think that's more, it's kind of like a business, so it's easier said than done. I think there should first be, like, the marketing club—not judging their skills, but for the marketing club to show what they can do, how they can be helpful, how they can be beneficial. Then, after it's shown, and after the club can determine if it would be used by the club, then it could be considered to pay for the service, also within a reasonable budget and cost. But I think it'd be more beneficial if the club could show first how they would work and what their goals are so that maybe we can try to align them with other clubs.

28:19 - I2

I understand. Just out of curiosity, how much would you think will be a reasonable price?

28:29 - P2

I mean, it would depend on because, let's say, like, we have seven weeks a term or four terms, that's like 28 already. If we hold an event every week, for example, that's 28 events that we're going to have at least. And then, that means, let's say, we have any other like random events; let's round it up to like 35 events. So, if we do 35 events a year, with that, it depends on what the package is because you could also do like only one post, like help with a certain amount of posts, or you can also offer videos, you can offer reels, like creating reels. You can offer your services to take pictures at our events, you can help with promoting events. So, I feel I can't really tell you a specific amount because it could be like, I don't know, ten dollars per post, or it could be five dollars per post, and then that adds up. Or it could be more. Like, I could not tell. I don't have enough knowledge of, like, marketing expenses for me to give you an actual number at the moment.

29:59 - I2

That's fine, this is just you as a general question. That's all okay yeah. Thank you! So, how would you receive information about other student clubs and on campus what events are going on how would get their information.

30:16 - P2

So, I know that usually they send out emails like, oh, events happening this week. So sometimes I find out through that. Other times I just find out because of friends or I'm in the club's email alias or their social media, like maybe someone that I follow is part of the club and then they repost it. Like they repost the post that the club made. So that's usually how I find out. So usually, I would say Instagram. Okay. So social media. Yeah.

30:50 - I2

Okay. So, we have reached to the last question. How do you communicate within your team?

30:58 - P2

So that was a bit of an issue in the past few years because we used to use WhatsApp for the longest time. But then the group chat, I'm sorry, the group chat began being used more for fun, kind of. So, then we decided to transition to Slack because you can have different channels there, and you don't have to have like a thousand WhatsApp group chats. You just have one club, and then multiple channels where you can talk about different things. But Slack, personally, is not the best, in my opinion. There are a lot of issues with the notifications; even if you have them on, you will not get every notification, so you have to be constantly checking it just like your email. Many students, like, they just, they check their email and their WhatsApp, and that's it. They won't go into Slack willingly, especially if you're a first-year student. When you're incoming, you're learning about all the software and all the things that WPI uses. And each club has its own thing. So, if you're part of multiple clubs, it's difficult to remember which one uses what. So, this past year, we decided to transition to WhatsApp again. We have a general member club group chat where we share information about our events. If people have questions, people haven't really been using it yet, and I think it's mainly because it's new, but our executives have been using our group chat, which is pretty helpful.

For me, it was really hard to reach out to people, to the exec board specifically, through Slack, because usually, they just wouldn't respond because they wouldn't get the notification. And what we tried to do was, like, I would send the message to everyone in Slack, and then I would reach out to each individual person through WhatsApp, through a broadcast. But in the summer, I learned that some of them were not even receiving my broadcast, so I would have to go one by one and send them the message, which would take a lot of time. It was not efficient at all, not effective either, or I didn't want them to feel overwhelmed by me reaching out multiple times until I would get a response, because I wasn't trying to micromanage them either. So, we decided to transition to an actual exec board group chat, and so far, it's been extremely effective. Everyone responds, and people are more on top of reading those messages.

33:36 - I2

So yes, that was really nice of you for sharing that information with us. So yes, we have come to the conclusion. Thank you so much for your time and insights. Before we conclude, do you have any additional information you would like to share or any questions or any comments that you would like to give?

34:02 - P2

I think we covered pretty much everything with the questions you asked in terms of like marketing with SHEP, and my thing is not necessarily a question but keep me updated if there's ever going to be a marketing club. I know there's a lot of steps that would take place and a lot of things that would have to like to be done. But if there's any progress, definitely, like, let me know.

34:28 - I2

Thank you

34:32 - P2

Please do.

34:35 – I2

Yeah, that's really nice. It was really like I wanted to participate in the interview just to listen a little bit like what you guys do and everything. And I was like, OK, I want to do it.

34:47 - P2

Like I said, everyone is welcome. No matter culture, ethnicity, doesn't matter. Everyone's welcome.

34:58 – I2

Great.

34:59 - I2

And also, a small thing. If we need to clarify any of your response, would it be OK to reach out to you? Yeah, definitely. Thank you so much. Thanks again.

35:10 - P2

Of course. Well, thank you for setting this up too. Good luck with your project. And I hope this was helpful. When you look at the notes, I hope it was really helpful.

35:22 - I2

Great.

35:23 - P2

Well, good luck in finals if you have any or good luck with your project and have a good day.

35:29 - I2

You too. Thank you so much for your time today. Of course. Take care. Bye.

35:35 - P2

Bye.

END OF TRANSCRIPT

**TRANSCRIPT [3]**

Interview Location: Zoom

Date and Time: 10/06/2024, 02:30:00 pm

Name of Interviewee: P3

Name of Interviewer: I5

Name of Transcriber:

Length of Interview (in mins): 40 mins

Interview Format: Online

Word count of the transcript: 2366 words

Transcription technology: otter.ai and zoom

0:56 – I5

I'm a student of the marketing research course and I belong to one of the teams that is coming up with this initiative of working on this project where we are conducting an interview. We need to understand the marketing needs of every club on campus and to So if we decide to come up with a marketing club, how that can assist all other clubs on campus to promote themselves. This will help design initiatives and services that best support the goals of various students' organizations. All the responses here will be very confidential, and you're free to skip any questions. You're not comfortable answering. You can also tell me to stop the interview at any time. And to facilitate notetaking, I'll be recording today's conversation. Only the team members working on the project will have access to the recording, which will be destroyed after transcription. Do you agree to this interview being recorded?

2:10 – P3

Yes, please. All right, thank you. Right.

2:16 – I5

So please tell me about yourself with regards to your name, age, sex, education, your race, and your major at WPI.

2:29 – P3

My name is P3. I'm 18 years of age. Gender is female. My major is architectural engineering here at Worcester Polytechnic Institute.

2:48 – I5

So according to you, what is the role of student organizations and clubs on campus?

3:04 -P3

I believe student organization and clubs on campus help to the student unity and to help create spaces where other students feel a part of something to help encourage each other to do better.

3:20 – I5

Thank you for that. So, can you tell me the name of your club and your journey into getting involved in this club? What has your experience been in this club so far and how was your journey into the club?

3:46 – P3

So, the name of the club I belong to is the National Society of Black Engineers. My experience in this club so far has been amazing. It's been wonderful. I've gotten so many things out of it. My journey into joining this club was in my freshman year. I heard about the club through Instagram before I came to the school. So, it looked like something I was interested in. And in my freshman year, in the couple, in the first few weeks of school, there was an open position on the executive board. So, then I filled out the application to join. So, I was the junior senator for last academic year. And then in my sophomore year, which is this year, I became the senator for my school's chapter.

4:35 -I5

So how much time do you spend in the club and what are the things that interested you most about this club?

4:45 – P3

For how much time I spend at the club, I'll say about four hours per week on average, four to five hours per week on average. The thing that's on the club is the mission statement, which is to increase the of culturally responsible black engineers who excel academically, succeed professionally, and positively impact the community.

5:13 -I5

Can you describe the structure and composition of your club at WPI, including how it's organized, the types of members you have, and the activities you focus on?

5:26 – P3

Okay, so far, our club is run by a constitution which is a set of rules that govern how the club is run. And the constitution has to be approved by the national and regional board to make sure that all chapters within the organization are running in the way that it's supposed to be. So NASB is not just a WCI club, it's a nationwide club and my school has a chapter. Within the organization structure, we have different zones. The administrative zone, we have the program zone, and we have other zones within the club. And some of the positions include vice president, president, senator, parliamentarian, events chair, sorry, programs chair, finance chair, treasurer, torch, which is our outreach coordinator, and yeah, we also have an academic excellence chair and a couple more positions within the club.

6:30 – I5

Awesome. Thank you so much. That's such a good, structured club. What are the primary goals of your club? What do you guys aim to achieve? What in terms of your mission and activities?

6:48 – P3

So, like I said before, the mission of the club is to increase the number of culturally responsible Black engineers who excel academically, succeed professionally and positively impact the community. And we try to make these things practical through organizing meetings like study halls weekly or bi-weekly with tutors to help our students to study better. We also have other programs such as resume workshops to help prepare people for the career fair, including we have activities to help get towards finals to help students relax and de-stress from the stress of school. Have other workshops to help speak about issues affecting students. In addition to that, we have our annual conference, which is all the NSBE chapters in the U.S. Last year, we had a conference. Sorry, that was this year, this year, which was the last academic year. We had our annual conference in Atlanta, and through that opportunity, a lot of our students were able to secure jobs and internships, including myself.

7:56 I5

Great. Awesome. That is so effective. So, what are the specific tasks you undertake to achieve your club's overall goals? Like in terms of maybe attracting new members, successfully, you know, running some of these, your activities, fundraising, campaign and other successful campaigns, what are the specific tasks you undertake to achieve those overall goals?

8:33 – P3

So, for this question, I don't know how effective I can be in answering it because I'm not on the program zone. I'm in a different zone, so I don't know what the program zone does in particular. But then from my point of view, we have advertisements through social media. And then also during the first week of the school year, we have this thing called Welcome Black Week where all the affinity groups on campus, which is NASB, ASA, BSU, CHA, and the others, we come together to organize like a welcome event for the whole week. Like we have events every week hosted by each club to welcome our students of color to campus and introduce the clubs to them. So that's mainly how we make ourselves known to the freshmen at the beginning of the school year. After that, most of our events are advertised through calendar invites because we add people to the email list. We also advertise through social media and by word of mouth.

9:41 – I5

Wow, awesome. Does your student club team have specialized marketing skills and knowledge to help you with this? Marketing activities?

9:48 – P3

I don't think so, no. We have somebody who is in charge of, I think that's our public relations chair, but there are students as well.

10:05 – I5

So what do you think is the reason for this? Are you facing any challenges whatsoever because of this?

10:13 – P3

I feel like we don't have the specific skill set for because like we're just students as well and we try our best but it's not something that we've studied or like something we we're experts in.

10:30 – I5

Right, so do you think your club needs marketing support and services that can help accomplish you know the tasks you mentioned earlier on? Know some of these goals and activities you guys try to do do you think you need any marketing support or services to accomplish them?

10:51 – P3

I believe that in specific areas but I don't know how much we will need because the demographic of people we are targeting is well that demographic is not to be honest I'm not sure, but I believe it will be something helpful. But the demographic of students we're trying to reach, I don't know how effective that will be.

11:20 – I5

Can you shed more light on what this demographic of students are?

11:26 – P3

So most of our students are Black people of color. So I believe our advertising is very targeted towards a specific group of people, Not just like everyone on campus. I mean everyone is welcome. Right.

11:47 – I5

Right. I see. So can you give some of the some reference or some sort of specific marketing challenges you guys might have or might be facing right now?

12:07 – P3

I believe it's well for now most of the things we do are through calendar invites but I think people like I don't think people check their calendar often so I feel like most of the time people forget that like we're even having events and until their friends mention like, “oh are you going for this event?” And they're like, oh, “we have an event today!”. So I feel like it's not too effective.

12:38 – I5

I see. But, that's possibly in terms of student engagement, right?

12:45 – P3

Yeah.

12:45 – I5

Do you have any issues with inactive members, you know, collaboration with other clubs or collaboration needs like, with a club or not being able to spread enough awareness? Is there any challenge as regards any of that?

13:03 – P3

Yeah, I think so, There are a couple of students who don't hear about NSBE until like their junior year and senior year of school, and then they realize all the opportunities that they could have had if they had joined earlier.

13:16 – I5

So what do you think about the idea of having a marketing club that provides marketing services to clubs like yours on campus?

13:31 – P3

I believe that something like that would be helpful and would also help in taking off a burden from the clubs because most of us here are students and we would, if somebody else could take care of that for us, we would love the extra time it provides. But then again, we usually, most clubs have people people in position like public relations chair. So that's also something that will need to be discussed with whoever holds that position within the various clubs. Right.

14:06 – I5

How could a marketing club best demonstrate its value to your organization? Like in terms of, you know, marketing strategy, generating marketing materials, assisting events management, media calendar, you know, things like that. How best do you think a marketing club will demonstrate its value to your club?

14:29 – P3

Probably through maybe marketing materials like posters and event management, stuff like that.

14:39 – I5

When you mean posters, do you mean designing the posters or helping to carry the poster around? What exactly?

14:47 – P3

It's like both parts.

14:56 – I5

Would you be willing to pay for the services, for the marketing services, if one comes on campus?

15:03 – P3

I believe that that's something that will have to be asked. The finance chair is the person who will be able to answer that question. I don't think I'm in the capacity to answer that question.

15:19 – I5

Yeah, I get it. But like from your own perspective, do you think you'll be willing to pay for such services?

15:26 – P3

To be honest, we are kind of lacking in funding at the moment because most of our money goes into hosting our events and our trips for the national conferences and other conferences we attend. So I don't think we would be able to have extra money to pay for an extra service.

15:51 – I5

Right, I see. So how do you receive information about other student clubs and campus events? What's the most effective way you receive information regarding student clubs and other campus events?

16:10 – P3

For me, the most effective way I receive information is through word of mouth and then also posters around campus.

16:21 – I5

Right. So how do you communicate within your team? How best do you guys, you know, what form of communication or what means of communication do you leverage to communicate in the team?

16:35 – P3

So as a team, we have a group chat on Slack. Which is where we communicate during the week. We put all the information there and we're able to respond to each other. But then we also have weekly exec board meetings where we're able to, we have an agenda for each meeting and everyone has to fill out a report on what they've been working on during the week and then report to the team to receive feedback.

17:01 – I5

Right, is that the only channel you use?

17:05 – P3

Yeah, it's mostly through Slack and then meetings every week.

17:10 – I5

Right. Well, looks like we've come to the end of this interview. Thank you so much for your time and insights. Before we conclude, do you have any additional information you would like to share or questions or comments?

17:27 – P3

No.

17:28 – I5

We need to clarify any, like no comments or questions for me?

17:33 – P3

Oh, I don't have any questions for now.

17:36 – I5

Okay so regarding NISB marketing do you think everything is in a good spot?

17:42 – P3

I believe that we are currently in a comfortable place. It's not excellent but it's we're at a place where I think we are comfortable right now.

17:53 – I5

Right so if we need clarity on your responses would it be okay to reach out to you you know again?

18:01 – P3

Yes for sure and You could also reach out to our president. I can send you his email.

18:08 – I5

Right. All right. I would really appreciate that. Thank you so much. You're welcome. Thank you once again, Joanne, for your time. Really appreciate it. Thank you so much.

18:19 – P3

You're welcome.

*END OF TRANSCRIPT*

**TRANSCRIPT [4]**

Interview Location: Zoom

Date and Time: 10/05/2024, 02:00:00 pm

Name of Interviewee: P4

Name of Interviewer: I1

Name of Transcriber: I4

Length of Interview (in mins): 19 mins

Interview Format: Online

Word count of the transcript: 2397 words

Transcription technology: otter.ai and zoom

P4: Marketing Research

Sat, Oct 5, 2024

0:21 – I1

Hi P4.

0:23 – P4

Hello, how are you?

0:25 – I1

Good, what about you?

0:27 – P4

All good, thank you.

0:30 – I1

Thank you for having this meeting with me. I know it's finals and everything but thank you so much.

0:42 – P4

Yeah, sure, no problem.

0:44 – I1

So, we can get started. Let me introduce myself. I'm Ana. I'm a master’s in business Analytics student and I'm doing this interview as part of a marketing research course with Professor Shah’s. Thank you so much for taking the time to meet with us. We’re conducting this interview on a project to understand how a marketing club can help other campus clubs in promoting themselves and this will help us design initiatives and services that could support the goals of other student organizations. So, all responses are confidential, and you are free to skip any questions. To facilitate the notetaking, I would like to record our conversation today through this Read AI tool and only the team members working on the project will have access to the recording and they will be destroyed after the transcription. So, P4, do you agree to this interview being recorded?

1:58 – P4

Yeah, that's fine. That's good.

2:01 – I1

Okay, great. So, we can get started. So, Keon, can you tell me a little bit about yourself, your background?

2:18 – P4

So, I’m P4. I am from South Africa originally. I lived there all my life until I came to the U.S. On the Fulbright foreign student program to study my master's in computer science here at WPI.

2:42 – I1

Can you tell me a little bit about your role in the student club?

2:50 – P4

Yes, so I'm a part of the Dough Club. Dough Club's initiative is to end hunger on campus. So our aim is to provide support for students that need food, essentially, on campus. My role in the club is I'm the food pantry officer. So that means that I lead the food pantry team, and our job is to restock the food pantry that's on campus in Innovation Studio. We restock it, we keep it clean, we try to advertise for its usage etc.

3:27 – I1

Great. And how did you get involved in this club?

3:32 – P4

So, I have a friend who I met through various sports things. His name is Justin. He's, I think his title is like an advisor or something. He's the original founder of Doe Club. And I met him, and we became friends, and he introduced me to the club and I thought it was a nice initiative. So, I joined and yep, the rest is history.

3:55 – I1

Great. And how long have you been a member of this club?

4:01 – P4

Since the beginning of the semester 2020, Fall 2024, I think is when we officially started but I did the interviews and stuff for it at the end of last year so that last academic year so just during the summer I think was when we did the interviews.

4:23 – I1

Oh, great and so according to you what is the role of student organizations and clubs on campus?

4:34 - P4

What is the role of all the student organizations?

4:38 – I1

Yes, you can start by answering in general, and then afterward, tell me a little more about your own experience.

4:47 – P4

I think the role of student clubs and organizations is to one is like foster collaboration and friendship among the students but also to allow students who have a common goal or idea to work together in a way that's backed by the school and accepted, I don't want to say accepted is maybe not the right word. Still, like in a public forum act towards a specific goal that they as a group of people have, you know, they have a common goal together and they want to work towards it, whatever that may be.

5:26 – I1

Excellent. So, can you describe a little bit more about the composition of your club at WPI, like how it's organized, the types of members you have, and the activities you focus on?

5:43 – P4

Yes, so the club has an executive board essentially, there's a director, her name is Sarah, she is essentially in charge of running most of the things, and then there is the advisor who is Justin, who is he's not in charge of running any of the stuff, but he's kind of there to assist from the like more WPI side. So, he's not involved in the club. He's more from the WPI administrative side. There is also an assistant to the director who works with Sarah to support her. Additionally, there are several other positions, such as a financial officer and a marketing officer, I believe that's the title. Then there's the food pantry team, which consists of three or four members. Essentially, the club is structured so that each main task is overseen by an executive board member responsible for it.

6:52 – I1

Great. So, what are the types of activities you're focusing on?

7:01 – P4

So does the club mainly focus on general body meetings, or do you mean there are other activities as well?

7:09 – I1

Overall, what kind of activities do your clubs overall do and the food pantry and is there an activity?

7:20 – P4

The food pantry is I guess not really an activity but it's the main goal. Well, it's one of the services that we provide, but in terms of activities, we have general body meetings, normally two or three times per term. And in those, we kind of bring people together from the general WPI community. It'll be a different theme every time, but the main goal of those activities is to spread awareness about food insecurity and how to assist NCQS students on campus.

7:56 – I1

Great. Have you already mentioned the specific tasks that you are undertaking in your club? What are the specific tasks that you are kind of doing right now?

8:16 – P4

Do you mean with regards to the food pantry?

8:19 – I1

Yeah, regards to overall activities in the club?

8:24 – P4

Me or the whole club as a group?

8:27 – I1

You.

8:29 – P4

Oh, my responsibilities are to like, lead the food pantry team. So, I hold the meetings, I set goals and tasks for the team. Essentially, it's just ensuring that the food pantry is clean restocking it, which means doing fine requests for whatever we want to restock the food pantry with and ensuring that those resources are then brought over to WPI. And then, yeah, just giving the information back to the general executive team so that they can give comments, and feedback, and assist them with whatever they need.

9:08 – I1

Great.

9:11 – I1

What role does the marketing and communication team play in accomplishing these tasks or goals in your club?

9:23 – P4

I think a marketing team has several goals that they're trying to achieve. One would be merchandise for the club, to kind of have people wearing merchandise to spread awareness for the club. The other is just sending general emails to the students to raise awareness of the club.

9:45 – P4

The third thing, let me just think.

9:51 – P4

Can you repeat the question, please?

9:52 – I1

Yes, so what role does the marketing and communications team play in accomplishing the goals of your club?

10:05 – P4

Oh yes, sorry, the rest of it. We have an Instagram page, so every time we have general body meetings or an event hosted by the club, we try to post about it, we try to post informative information about how to end food insecurity on campus, so those are some of the ways that the marketing team tries to advertise the club.

10:29 – I1

Great, so the student club has specialized marketing skills and knowledge to help with these marketing activities?

10:42 – P4

I'm not sure of the specialized knowledge of whoever's running the marketing side of things. I know that Sarah, who's the director, and the leader of our club, and some others have interviewed each member and tried to gauge their strengths to see what they would be best at. But I'm not sure of the background of every other member of the club. So, I can't, I can't answer this, unfortunately.

11:10 – I1

Don't worry. So, do you think your club needs some marketing support or service that can help you accomplish a task that you mentioned earlier?

11:20 – P4

I think having, um, some kind of external support, would be of assistance. Someone with like expert, expert knowledge on how to market might be helpful, but, um, Yeah, it's challenging because our club goal is obviously to end food insecurity on campus, and sometimes students are not particularly open when it comes to expressing that they are struggling with food insecurity. So, it's just a tricky topic to market about. That's why I'm not sure how one would go about that. But yeah, I'm sure I would be of assistance.

12:08 – I1

Okay. And can you give me some specific challenges or marketing challenges that the club has faced? As you mentioned, is a very specific topic people are not open about. So, like spreading awareness. Are there specific challenges that your club faces in terms of reaching more people?

12:33 – P4

Yeah, so unfortunately, I'm not like really on the marketing side of things, so I can't speak to all the challenges. I can just give the few that I've that I've seen, which I already mentioned as the ones that you brought up.

12:48 – I1

OK.

12:50 - P4

Sorry about that.

12:51 – I1

No, don't worry. So, what do you think about the idea of having a marketing club that provides marketing services and resources to clubs like yours on campus?

13:06 – P4

I think that's a good idea. I think it would help especially someone like me. Let's say I joined a club, and they put me in charge of marketing. It would assist me a lot to be able to speak with people who have more expert knowledge in that and can assist and have access to resources that I maybe don't have access to.

13:30 – I1

Can you exemplify a little bit more like what kind of help or how can really demonstrate the marketing club a value for your student organizations?

13:42 – P4

I see. So just, you know, how to reach out to students, the best way and tone to communicate our ideas as a club, maybe the materials that we would need so we're doing flyers or if we're doing like posters or these kind of things we as a club might not have the facilities to create these marketing tools and advertising tools and so having a club that specializes in producing these kind of things would be very helpful also yeah just people with more expert knowledge on how reach others in a way that achieves a goal, I think, is helpful.

14:31 – I1

Okay, great. So, do you think the club will be willing to pay for these marketing services?

14:41 – P4

It depends on the cost of the marketing services. Obviously, if we're producing, let's say, actual, like I said earlier, posters or flyers, then covering the cost of materials is yeah obviously something that our club would do but in terms of like paying for the expertise of the individual who's assisting us I'm not sure if that would have to be you'd have to speak to our financial officer and the director of the club for that.

15:14 – I1

Yes, all right and so when you have or join specific student activities and on-campus events. How do you receive information about it? That's not just related to your club, but overall, how do you receive information about on-campus activities and student clubs, etc.?

15:39 – P4

I normally through email, like the WPI emailing, that's how I receive information.

15:48 – P4

That's my main way.

15:50 – I1

All right. And do you follow other clubs on social media?

15:57 – P4

No, I don't follow any other clubs on social media.

16:00 – I1

All right. And what about the bulletin boards?

16:05 – P4

No, I don't. I don't use the bulletin boards.

16:08 – I1

All right. And your team, how do you communicate with your team? How do you usually communicate?

16:16 – P4

We have just a messenger group. So, there's one for the food pantry team and one for the general executive team. And then we meet weekly during each term. So, at the moment it's Mondays and the food pantry team meets once and the executive team, which includes the food pantry members, also meets for an hour on Mondays.

16:41 – I1

All right. So yes, that's it. Thank you so much for your time and your insights, Guillaume. If you have any additional information you would like to share or any questions or comments regarding the interview?

17:01 – P4

No, thank you very much for hosting this meeting. I'm glad I could help. Is this for a course or for a thesis or something that you're doing?

17:12 – I1

This is just for a course, yeah.

17:14 – P5

Oh, wow. How many people do you have to interview?

17:18 – I1

At least two.

17:20 – P4

Oh, okay. Nice. Well, best of luck. I hope that it goes well.

17:24 – I1

Thank you so much. And if I need to clarify any of your responses, can I reach out to you?

17:30 – P4

Of course, just message me and I'll get back to you.

17:33 – I1

All right.

17:33 – P4

Thank you. If it's urgent.

18:02 – P4

Okay if you do need any extra information just message me if you have a bit of time then that's fine but I'll try to respond as quickly as possible.

18:10 – I1

Okay, thank you so much P4.

18:12 – P4

Sweet, thanks.

18:14 – I1

Bye-bye. Bye.

END OF TRANSCRIPT

**TRANSCRIPT [5]**

*I*nterview Location: Zoom

Date and Time: 10/06/2024, 12:30:00 pm

Name of Interviewee: P5

Name of Interviewer: I3

Name of Transcriber: I1

Length of Interview (in mins): 32 mins

Interview Format: Online

Word count of the transcript: 4028 words

Transcription technology: otter.ai and zoom

*7:09- P5*

*Hello.*

*7:10 - I3*

*Hi P5, how are you?*

*7:11 -P5*

*Good. How are you?*

*7:15 - P5*

*I'm good. Thank you for joining in. Of course. Can you hear me, OK?*

*7:17 - I3*

*Yes, I can hear you OK. And I have my colleague, Harsha. She will be joining with us in a minute or two after her call. However, I can continue with the interview. So, hi P5, I'm I3, a student on Professor Shah's marketing research course. Thank you for taking the time to meet with us. We are conducting this interview as part of a project to understand how a marketing club can assist other campus clubs in promoting themselves. This will help us design initiatives and services that best support the goals of various student organizations. All responses are confidential,, and you are free to skip any questions or stop the interview at any time. To facilitate our notetaking, we would like to record our conversation today. Only the team members working in this project will have access to the recording, which will be destroyed after transcription. Do you agree to this interview being recorded?*

*8:07 - P5*

*I do.*

*8:09 - I3 Thank you. For the start, I would like to know your background. Please tell me about yourself and how you became a part of this organization and the club.*

*8:26 - P5*

*My name is P5, but I go by P5. I am a sophomore biotech, And I ended up in the Glee Club after my friend invited me to join the choir. And I went to the First Baptist Church where we practiced. And it was really fun. I loved getting to know all the people. I had worked with them previously in the musical theater. And so I decided to run for office after helping out with fundraisers for the previous officer who was in charge. And that's currently the position I hold. I'm the fundraising chair. It is my job to design, carry out, and get volunteers, do everything related to fundraising. All of that is my job.*

*9:12 - I3*

*OK. And when did you start with this club? How do you get, like, you involved only in fundraising, or you are involved in many other aspects of the club?*

*9:26 - P5*

*So all the officers are involved in different ways. We all vote on, like, any additions to our Constitution, any bylaws. We vote on whatever actions we're taking. The other officers work to inform me on my fundraiser. Like, I have to run it by them. So we all make our actions public to the rest of the officers so we can have a discussion. We meet every Monday.*

*9:54- I3*

*What, according to you, is the role of student organization and clubs on campus?*

*10:04 - P5*

*I'm sorry, can you repeat the first part of the question?*

*10:09 - I3*

*What, according to you, would be the role of this club on campus for the students?*

*10:16 - P5*

*The role of this club is to improve our skills in singing. It is to sing together. A social club. It is a way to make friends, to carry on traditions, and kind of have a network of support while you're here on campus.*

*10.32 - I3*

*Okay. Can you describe a little bit more on the structure and composition of the club at WPI, including how it's organized, the type of the members you have, the activities you focus on, besides, like, more with music?*

*10:53 - P5*

*Mm-hmm, of course. So we have a officer board of 12 people. Let's see, we have president, secretary, treasurer, fundraising chair, alumni historian. The alumni historian is in charge of a program we do called Big Little, where an upperclassman or just someone in the choir who's already been initiated will be paired up with someone new to the choir and act as kind of like a parental figure and you're supposed to spend time together. You become close friends and do lots of activities. We compete in groups together like this. So the big little is important. We have a webmaster who's in charge of managing our Discord and our other ways of communication. We have another officer whose job is to like make graphics to put out. So like posters for our events. We have the social chair who designs all the social events. Some of those include like doing a video game night, a board game night, going apple picking with the theater is a social we do. We have a presentation night where you can do a presentation on anything and at the end of every term we have a party for only choir members called Rathskillar and it's really fun.*

*12:15 - I3*

*Okay, that sounds exciting. And so, could you let me know like, at every year, what would be the primary goal of the club to accomplish?*

*12:32 - P5*

*So every year, at least financially, it is our goal to have enough money to pay for things like pizza, or like soda to have at our social events, we can feed people, we have a thing called O'Connor's where we go to a restaurant, and we pay for catering. So food is a big one. We also have to pay for our merchandise that we sell. So the school will pay for half of one merch item. So we have to pay the other half for our sweatshirt orders. And then anything else we want to sell, we have to pay for it. So it's making sure we have enough money to do those things.*

*13:09 - I3*

*OK. Great. What specific tasks are you undertaking to achieve your club's overall success? To achieve these goals that you just told me.*

*13:23 - P5*

*So I have designed a couple of fundraisers, ones that we've done in the past and some new ones. The most recent one that you saw me doing was Mocktails because it was warmer outside. We figured it would work out well. And it was the most successful fundraiser we've had in a long time. Time so that's good another thing we do we sell grilled cheese we sell giant cookies is another one thinking of making an officer board calendar so there's a couple of different fundraisers that I've got lined up ahead of time*

*13:56*

*Okay!*

*13:58- P5*

*And then I just have to coordinate getting all the people the materials and everything to do that*

*14:05 – I3*

*And besides the fundraising do you arrange for other things, how do you arrange for the t-shirts or for the things that you give or like?*

*14:12 - P5*

*Yes, we have a company that we like to work with called, uh, Gertens Graphics. So we have to tell them what we want, how much we want our design. And then they gave us, give us a cost estimate. After they get the estimate, we have to submit, um, I believe it's called an FR to the student government association, and they will approve it. After seeing our presentation. And once it's approved, we can go back to Gertrude's graphics and place the order. And then we will eventually receive all of our items. And then I have to sell them.*

*14:49 - I3*

*OK. And so this is one of your ideas to successfully run an event.*

*14:55 - I3*

*This is one of your ideas and one of your trademarks to successfully run the event. Arrange things from there?*

*15:05 - P5*

*I wouldn't call it one of my ideas. This is something that we do every year to make sure that choir members can have a sweatshirt. Because again, at the end of the year, once people are initiated, they get something called a brother name, and they can have it embroidered onto their sweater. So, it's like, it's a big tradition. It's an important part of the club. But as for original ideas, bringing back Giant Cookie and the sugar cookies myself, so I will pipe designs onto them related to our club. And then I have to coordinate a spot inside the CC or at the fountain to sell things. If I'm making something like a grilled cheese where we have to plug it in, we have to make sure we have access to outlets and electricity easily. Coordinating other things like making sure all the volunteers are aware of food safety regulations. Handling money properly, making sure that allergens are all listed and made public to people who are buying. There's a lot that goes into selling food.*

*16:09 - I3*

*Alright one more task that you undertake. I would like to know how do you attract new members to the club?*

*16:18 - P5*

*We probably don't do as much advertising as we could. I forgot to say, we're not only student-run. We have a professor on campus, Professor Read, Joshua Rhodey, is in charge of the choir as well. Sorry, that goes with the question earlier, but we attract new members usually by word of mouth. We do some table sitting. So like for Accepted Students Day, we put up our table and when the freshmen are walking by, we'll be like, hey, do you like singing? We'll play recordings of us singing to attract people. A lot of people come over from Vox Musical Theater and Acapella. A lot of the acapella groups on campus have a choir requirement. So, we fulfill that. So yeah, we kind of just get members throughout the year as more people hear about it.*

*17:07 - I3*

*Okay. And what role does marketing and communications play in accomplishing these tasks? Can you like share some examples, maybe your activities? I know if you could ever like you can just share me your social media post or some flyers as a copy on my email.*

*17:28 - P5*

*Yeah, I'd be able to email you some of our posters, but they're pretty important because it's easy for people to just download it like not we can't always send out an Outlook calendar invite, but we try to that's another important one actually sending out an Outlook invite is helpful, but for new people I but having those posters that they can just download right off our Discord and go back in their camera roll and see like, okay, this is the event, this is the time. I have all the information I need. So that doesn't get buried in messages. We make lots of announcements. We do try to put things on our social media. I feel like our Instagram is not used as much for marketing as I would like it to be. I think there's more potential there to get people to buy from us. We could probably push often but it is helpful at least for the members of the choir to know when an event is taking place and where to sign up to do volunteering.*

*18:28 - I3*

*Do you have like specialized marketing skills or marketing people or knowledge to do these marketing activities?*

*18:35 - P5*

*Well I've never done any formal training to do so however I would I was previously the president of my gardening club. I've been in lots of other organizations and in leadership positions, even going back to middle school, like National Junior Honor Society, where I held an officer position as historian. So I've held lots of positions where you have to be able to communicate well and effectively, and I think that's a huge part of marketing, is getting the word out and making sure people feel welcome and are excited to help out because I don't want the fundraiser to be boring. It's not like I'm begging the choir members to do something that isn't going to be fun. Table sitting is fun. We have a speaker. We play music. We make it worthwhile and hopefully that carries over to the people buying from us. I think they see that we try to keep like high energy and make sure that what we're selling is something worth buying.*

*19:40 - I3*

*But then do you have like, besides you, do you have any marketing skilled members or when you, when you attract new members, do you hire like for marketing specifically?*

*19:51 - P5*

*Um, we do have one officer. Um, I forget what their position is officially called, but it's there. They just basically make posters for our events. They use Canva pro and they just throw together flyers. We never physically print do it digitally but okay that's about the extent we don't have any like very official marketing thing people.*

*20:20 - I3*

*So do you think your club needs marketing support or services that can help you accomplish the task as you mentioned Instagram you need some people to probably handle such posts on social media?*

*20:36 - P5*

*I think the members do have fun with it, but it would be nice to have some support in getting the word out there. I don't think we get enough new members every year, if I'm being honest. I think we could get more people. Like, the way I heard about it, it was not through the school, it was not, like, on a post anywhere. Like, I had to be told about it, which isn't a bad thing, but I feel like if we got the word out there more effectively, we could have more members.*

*21:04 - I3*

*Okay and uh so what would be your biggest like your specific some of marketing challenges that the clubs face besides like yes as you said you do not have enough members so yes what other things would you think would be a challenge?*

*21:22 - P5*

*I think it's challenging to get the word out that we're doing a fundraiser to people who aren't in the choir because it would be much easier to sell if people could see the event in advance and be like, oh, hey, they're going to be selling cookies at the CC at this time. And they're this flavor. I like those cookies. I should go buy them. Nobody else except us really knows what's happening until the day of and I think that we could do a better job marketing our different events.*

*21:52 - I3*

*Okay. How do you think about What do you think on that?*

*22:00 - P5*

*I think as far as choir, we've got pretty good attendance. People are engaging with the music very well. For the socials, we do get a good large amount of people showing up. For fundraisers, it can be difficult to get enough people to sign up. Like for fundraisers, I typically have three people at a time. I'd like to have three people table sitting at a time, but it usually doesn't happen. And there's often like several hours where there might be just two or one person.*

*23:53 - P5*

*And I would like to get people more involved, but I know it's difficult between classes and everything else.*

*22:39 - I3*

*Right. What ideas would you have on collaboration? Do you have collaboration with other clubs during some events?*

*22:50 - P5*

*Yes, we have. We have collaboration with Vox Musical Theater. Every year we do a joint social with them to go apple picking, because a lot of members of the choir end up being actors in the musical theater. There's a big overlap there. So we like to do events with them. And who else? A cappella, because choir is so important to a cappella because of the choir requirements. We have an officer whose job is to be the a cappella liaison what they're up to, so we're all on the same page.*

*23:24 - I3*

*Okay. And are there any specific collaboration needs of the club that you would think you could pass on to, you know, better collaborate or find some collaborations to conduct an event?*

*23:39 - P5*

*I think it would be cool to do more joint socials, especially with other clubs. Like, I spoke to the fundraising chair of Shep It's the engineering society for Latino and Hispanic people. And it would be cool to work with other fundraising chairs to do events like that. It would be cool to work with other companies. Like I know a previous choir I was in would sell chocolate bars or like these loaves of bread or like Krispy Kreme donuts. There's other fundraisers do more officially through a company but we've never really dabbled in that at least not for regular things we do Krispy Kreme when we go on tour so in the spring we will be going to Italy and there's like separate fundraising needs but I'm not the one who handles that that would be the tour manager okay and do you feel you need like do you have a challenge where you feel you would probably have good members in your team who could research and find out which other events are going on and would help you in collaborating or maybe help you overall in events to research things?*

*I think that would be helpful. No one really takes a close look at what other clubs are doing at the same time. It's more like, so when you book with the fountain, you don't know, you don't get to book a particular spot. It's just four people booked to be there and you end up wherever you end up. So like knowing what other clubs are doing would be important because if they're also doing something where they need to plug in items, there's only one spot that's near an outlet. But we don't really communicate with the other groups very much and it would be nice to know what they're doing at the same time.*

*25:32 - I3*

*How would you say like, if you get marketing support, that would be a different club but would to help you in collaboration with the clubs and would help in marketing overall all the clubs at WPI. How do you think would that be useful?*

*25:55 - P5*

*I think that would be useful. The club tends to try to do things on our own. But I don't think that this current officer board would be opposed to getting more help. Or at the very least, a different club could work with our officer that currently just makes posters to maybe expand the role. So there's a lot of positions that have quite a bit of freedom and can be super helpful or not helpful at all to the officer board. Like the fundraising chair is a position historically that not a lot of people have put effort into. And I'm trying to fix that. So working with a club I guess bolster our own marketing person that we have or expand that role would be a good thing.*

*26:47 - I3*

*Okay, but how would it best demonstrate its value to student organizations like yours? For example, like whether you want them to formulate a marketing strategy or you want them to like give you more focus on more on marketing materials and promote the club or which activities do you think would be more, they should be more focused on?*

*27:11 - P5*

*I think there should be a focus on letting people outside the club know, but also on getting people within the club to volunteer. It is one of the biggest difficulties I think clubs have it is coordinating things like transportation and people to actually help out with the events. Because it's difficult to find someone who has a car to go get materials and then get enough people to volunteer within your club. So I almost feel that there's a greater marketing need to just market to my own club that they should want to help out and that it could be fun.*

*27:55 - I3*

*Okay. Would you be willing to pay for these marketing services? If yes, how? How much would you pay, for example, say a subscription of $50 per month of a package of marketing services?*

*28:07 - P5*

*Because of the way we handle money in the choir, I don't think that we would pay for marketing services just because our fundraisers are so small scale anyway. We don't typically have a hard time selling out. At least I didn't this time. Last year we might have struggled a little bit but because especially because we're going on tour and we're already trying to save money we probably wouldn't have a lot of expendable income to pay for something like that okay one thing I would do.*

*28:49 - I3*

*Okay! One thing I have missed out is, I would like to know how do you receive information about other clubs or other campus events? What are your main sources? You go online or how do you get the information?*

*29:05 - P5*

*Usually I get it through the emails, the weekly emails that SGA sends out. It'll be like what's going on this week and then you can like just take a quick look because I have to check through my inbox anyway. I don't really get marketing through Instagram for clubs very much just because of the way it's set up like if you're scrolling through your feed it's not going to put I guess accounts that you don't really look at. It's not like anyone's like going through the different accounts that post events around campus. At least I'm not. So yeah, I'd say email.*

*29:44 - I3*

*Okay. What about like posters on bulletin boards on inside the campus at WPI?*

*29:52 - P5*

*I do take notice of some of the posters but the areas on campus where they can be posted are often crowded and they kind of end up on top of each other.*

*30:05 - I3*

*And how much of it on social media?*

*30:10 - P5*

*Very little. Unless it's been advertised to me through email or through one of the other forms of communication like Slack that I should check the Instagram for more information. I don't really see it there.*

*30:25 - I3*

*Do you use MyWPI as your source?*

*30:32 - P5*

*Not really.*

*30:41 - I3*

*OK. How do you communicate with their teams?*

*30:50 - P5*

*Like within other groups? Right.*

*30:52 - I3*

*To collaborate within the teams, how do you communicate?*

*30:57 - P5*

*I would usually, if we know someone, if someone on the officer board knows who we're trying to collaborate with, we would have them reach out, whether it be via text message or email, and try to coordinate that way.*

*31:10 - I3*

*Okay. And how do you communicate within your team, mainly?*

*31:14 - P5*

*Within my team, we mainly use Discord to communicate.*

*31:20- I3*

*Okay. Okay, that's it from my side. Thank you so much for your time and insight. I would like to hear more if you have anything else to say on this.*

*31:32 - P5*

*Nope, that's all. Would you still like me to email you some of the posters that?*

*31:38 - I3*

*Yes, I'd appreciate if you could, some flyers or posters or brochures. Yes. That would be helpful for my project.*

*31:45 - P5*

*All right, I'll send them to you.*

*31:49 - I3*

*So yeah, before we conclude, Do you have any other information to share or any questions, comments?*

*31:55 - P5*

*Nope, I'm all good.*

*31:59 - I3*

*Thanks again so much for giving me your time.*

*32:01 - P5*

*Of course, no problem. Bye.*

END OF TRANSCRIPT

**TRANSCRIPT [6]**

Interview Location: WB 220 WPI

Date and Time: 10/03/2024, 10:00:00 am

Name of Interviewee: P6

Name of Interviewer: I3

Name of Transcriber: I4

Length of Interview (in mins): 23 mins

Interview Format: In-person

Word count of the transcript: 2924 words

Transcription technology: otter.ai and zoom

0:00 – I3

Hi, this is I3 as part of professor Shah's marketing research course. Thank you for taking time to meet with us. We are conducting this interview as a part of a project to understand how a marketing club can assist other member clubs in promoting themselves the other campus clubs. This will help us design initiatives and services that best support the goals of various student organizations. All responses are confidential, and you're free to skip any questions or stop the interview at any time to facilitate our note taking. We would like to record our conversation. Only the team members working on the project me and our other team members will have access to the recording so which will be destroyed after we transcribe it. And do you agree to this interview being recorded? So I would like to go with, like, tell me about yourself first.

1:07- P6

I feel like I just joined the team recently. I'm not only like, non dancer for the team. They only decided to do that this year because I approached them because I did want to, like, meet more people who weren't like Indian too, but I didn't know I cannot dance like at all. So I wanted to, like, I knew regular, like, there was, like, a lot of the members were part of, like, the exec as well, and it was kind of hard to manage both at once. So they were willing to have a non dancer person on the team this year to kind of like help with that, because they had a person last year that kind of helped with that was also a non dancer, but he wasn't like he, I don't think he, official, had a role. I don't really know too much about last year's stuff, but I think for this year, um, again, I'm the PR chair. I help with their, like, making posts for like fundraisers, like, like future events, etc. Like, if they need help with like recording, like their AV videos for competitions, then I can help them. It's not like part of like my job description, but like I like to do it. I think the biggest issue in terms of like, like marketing, I guess, is fundraising these competitions, at least, to fund for all the members in the team. Like we do manage to do it. It's just the fact that like, it is like, we don't get to go to as many competitions as we want to. I guess it's like, I wouldn't say it's a problem. I guess it's just more of like, something they want to improve on. We, I think on the last fundraiser we made, or like, for this entire term, we made about, we'll find it. We made about $253 which isn't, it's like, it's like, I guess it's not bad. But we did do like, five fundraisers this term, so it's not a lot.

3:11- I3

What is like the time spent in the club, as you said, You've been from past a year, like,

3:18- P6

Just this year, actually just this year like I haven't done it last year. This year would be like my starting but who are like part of exec they've probably been in the club for a longer time.

3:31- I3

So can you describe a bit more on the structure and composition of the club, like members, how are they placed? Or are there any people who are in marketing and communications.

3:42- P6

So marketing wise, I guess it's like, it depends on how you, like describe it, like, I guess, like, in terms of, like, the the social media, then that's me, like, I help with the fundraising and stuff. Then there's, like, the competition, like the choreography, choreography, choreographing, that like the production, I guess so, like the theme, like the video that you use in competitions. Like, that's the production manager. And like, I had a list of all the like exec things I can get into, but I feel like being wise, like I don't. I think, I guess I am the social media person.

4:26- I3

How, besides marketing, how is the club in general doing? What would be the structure of the club, the working style?

4:37- P6

Yeah, so we have a slack to like, communicate with each other. Okay, got it. There's 10 people in in the exact net for we have the two captains, we have the two directors. We have a fundraising chair, oh, fundraising chair. We have a competition coordinator, we have a treasurer, a secretary, and then the production manager. Okay, so that's like, basically the leader, leadership Executive Board of the team, and then we have all the general members. But for that, you need to, like, try out to, like, get into the team. I didn't really try out because I'm not a dancer, so I the way the people are elected in the team is we have an election the year before, and then you kind of get voted in based on, like, the speeches that you do.

5:30- I3

So what part of your interest was there that you joined?

5:33- P6

This, I do a lot of I've done a lot of PR roles in the past, like I for I don't know if you've heard, like the club's face the society of agent scientists, yes, yeah, I they had a whole senior banquet end of the year, and usually they pick four members for that committee. And so that's only one term, one one and a half terms, and I was the PR chair for that committee. That was the first time I've ever done something like that. And then the second time is something I'm still doing right now, is the woman in computer science, PR tier two. So because I have so many PR experience, I got PR again. I think, I think I tried out for both PR and secretary, but I don't have as much. So, okay,

6:23- I3

What are the primary goals your club aims to accomplish, both in terms of its mission and its activities.

6:30- P6

I guess it's just like a space for people to, like, learn, like fusion dance and like, go compete in competitions. Usually anyone can try out, really, like we have, we've had non Indian members, like, in the club, but it all depends on interest. But they still have to, like, go through tryouts and stuff and see, like, if they're able to be on the team. But I guess, like, yeah, we the whole thing is, like, they go to these there's a whole like, DDN competitions are good for, like, Indian dance teams around the country, and so we try to, like, compete in those type of competitions. And it's not just for those competitions either. It's like, there's the showcases that other schools might do, I know, like Harvard does, like a Harvard grown up, like they do a showcase at so regular was like planning, like they've done it in the past before, where they perform there, and it's not just dance they do. It's like a showcase for a lot of different things. But if my point is that if they don't just go to, like the school as well, when people ask them to perform at events too, so I guess there's, like a there's a lot of things that you can do, or there's a lot of places you can perform at with REG.

8:02- I3

And what specific tasks are you undertaking to achieve your clubs overall goals, what other duties?

8:12- P6

Yes, I mean, like I said, I hope, like, promote the teams, get more people to like, kind of get to know the team. When I was talking to the members about, like, oh, like, what to talk about this interview, at least one of some people mentioned the fact that people in the school sometimes don't really, aren't really aware of the presence of regular within the campus, which I feel like we we perform at a lot of events. But maybe there is some people who maybe don't go to those type of events, where they're still confused on what regular is as a team.

8:44- I3

What do you do to attract new members in teams?

8:47- P6

We, well, we have our Instagram page, I feel like a lot of new students, at least, like, go through, like the social media, like clubs and stuff, and that's usually how we try to advertise The Club, like, I think that's like the main like place where you can find stuff, yeah, I think that's like our main communication, honestly, through like from us to like the public.

9:18- I3

What do you use mainly for the communication?

9:18- P6

Instagram, yeah,

9:20- I3

How about like, how do you else promote the club?

9:24- P6

We also like email like Outlook emails. Like, if people join like the my WPI, like regular page, I guess they would get but I think that's also limited to members only. So because it's not a club necessarily, it's like a team. So that's the like with a club. If it's like, you can just, like, sign up and then you can be part of the club. But because it's a team you have and stuff, so it's not the same thing where you have to, like, if you want to participate in renewal, you can go to the workshops and stuff we do. Post it on our Instagram where we do dance workshops, but in terms of like, like, actual, like club events, like, that's more something that other clubs more like it like we only talked about like button writers on Instagram and like, you know, dance workshops and stuff like that.

10:14- I3

Have you put Rangeela as a club on WPI webpage?

10:22- P6

maybe, yeah, I think so much. Okay, it only again, like general members of the team can be members on the myWPI page for what I heard.

10:36- I3

Okay, what role does marketing and communications play in accomplishing these tasks. Like, can you share some examples of your pro shows or social media posts? Maybe not for right now, you can send it to me via email.

10:51- P6

Do you want me to send you the Instagram page itself? Really what we use?

10:56- I3

Do you have any flyers brochures as well?

11:00- P6

I mean, like the thing, I guess I put it up online, but I can, like, send you those, okay, but we, I use Canva, so that helps me, like, design, like the posters, the post, etc, like, whatever we need, really, that involves, like, a visual element.

11:21- I3

Does your club, like, have specialized marketing skills and knowledge?

11:27- P6

I don't think so. We don't. We haven't learned it specifically. I haven't learned it specifically. I kind of just did it based off of, like, the experience I had with my previous clubs in the past. So yeah,

11:39- I3

How do you think a club, marketing club, that would support you and the service, what do you think of an idea of having a marketing club like that?

11:55- P6

I think it would definitely be helpful in terms of, like, like, I said before, like, there's some people who don't really know about ring Gila as much. So maybe it can help with outreach. It can help maybe, like, I think there is like, a thing with, like, how, how can we communicate with the public about money to the club, or, like, not donating, but like, it's like, like, like, supporting our fundraiser efforts more so that we we can raise more money to go to more competitions and stuff like that. So I guess it's just like, I don't have specific method to ask, but it's just more like, Oh, this is the general areas of which, like, we might need more assistance with but yeah

12:41- I3

Any specific marketing challenges that you're facing, besides fundraising, about your members, how about getting new members?

12:57- P6

I do feel like we don't have a lot of people try out, like last year, we had a lot of people try out, I think, from what I can see from last year's class, but this year, people, we have two freshmen on the team right now, so I do feel like maybe more people in terms of like to try out every year. Because last year was fine. I think the year before maybe it wasn't as much. It kind of like rotates every year, where it's like some wonder, like a lot of people trying out, then another year it's like, there's not many people trying out, and then it's kind of switches back and forth. So I don't know the correlation with it, but, yeah,

13:36- I3

like student engagement?

13:39- P6

maybe I maybe it feels like, I mean, again, like I said it's not exactly about maybe people don't really know how they can be involved in, like, a team sort of thing. Like, if that makes sense? Like, I don't know if what I'm saying makes sense, okay, right? Like, big, like, with a club, it's like, more, you're welcome new members, but with the team, it's like, if we want new members, we got to wait for specific time to like host try outs and stuff like that.

14:09- I3

Are you running any campaigns and events?

14:18- P6

like we do have like dance workshops

14:20- I3

to promote yourselves in every place, so that people know about the club.

14:27- P6

Well, we do. We do like fundraiser efforts, like we, I post about it and like we, I don't think we have like specific events, I guess, for what I remember, but I could be wrong.

14:40- I3

How about the idea of collaboration with the other clubs to help some events?

14:47- P6

I don't think we do a lot of collaborations, to be honest.

14:59- I3

How could a marketing club best demonstrate its value to student organizations like yours.

15:05- P6

I guess, honestly, it's the fundraising. Like, I feel like clubs, at least, like, usually getting money is like, the biggest thing I don't know about regular though, because, like, I feel like, for us, we don't really F R for money, or things like that. Like, I feel like other more like clubs that, like, have, like, more of a footing with, like, the student government, I guess, like, they would get more fundraising in terms of like events and stuff, if it has a lot of track, if those events typically have traction, I guess at least for what I know, it's not my area of expertise. So really, speak for too much.

15:47- I3

Would you be willing to pay for these marketing services? If there is any marketing service provided as a support to rangeela, would you be like willing to pay them?

16:01- P6

I don't know, because, again, I'm not an expert, I'm not that's not my expertise.

16:06- I3

How do you like receive information about other student clubs and all the on campus activities? What are they doing?

16:09 – P6

Umm

16:22- I3

What is your main mode of receiving information about them?

16:25- P6

I guess through the Instagrams, through Instagram, because at least like, that's the typical trend. How I, whenever I was PR chair for places like, I feel like most people did, at least the general body members would get their information from Instagram. That's like, or like, I will say it's like, they have both Instagram and sports, maybe Facebook, but usually people don't really go on Facebook that much. I know for any woman in computer science like, that was the kind of like, the same thing where you can kind of post an Instagram and post on Facebook at the same time. So I don't know if you post on one platform, it's gonna post on the other platform. So I guess, like multiple social medias where it would it was like a way for to communicate with the people who weren't like active members, or maybe even active members too. But yeah,

17:20- I3

How do you communicate within your team members?

17:24- P6

Slack, Slack mainly, we also have Outlook to, like, schedule, like, if we have like, specific team, specific events for ourselves, then, or like, just like practice, or like, like, you know, like the harder groundwork, for example, we use that to, like, kind of remind ourselves, like when something is coming, but we do primarily believe K by slack.

17:52- I3

Thank you so much for your time and insight. So before we conclude, do you have any additional information you would like to share, or any questions or comments? If you need to clarify if I any of your responses in the future can I get in touch with you. Thank you.

Notes: P6 was currently in the undergraduate program – Third year computer science at WPI and handling the public relation chair of other groups prior to joining Rangeela Club. P6 is a public relation chair member of the Rangeela Club. P6 was a non-dancer but enjoyed being a part of the team. The club was currently concentrating on gathering funds by performing at other events as part of entertainment. P6 spoke about how marketing would help them prepare performance for events, and then they could earn out of it. More funding would motivate the team of dancers. The idea of collaboration with events would be beneficial. This would attract dancers to join the team.

END OF TRANSCRIPT

**TRANSCRIPT [7]**

Interview Location: Zoom

Date & Time: Mon, Oct 7, 2024 & 4:00PM

Name of the Interviewee/Participant: P7

Name of the Interviewer: I4

Name of Transcriber: Remilekun Durodola

Length of the Interview (in minutes): 41:13

Interview Format: Online

Word count of the transcript: 5543 words

Transcription technology: otter.ai and zoom

1:10 - P7: Hi, how are you doing?

1:16 - I4: I'm doing good. How are you?

1:18 - P7: I'm all right.

1:23 - I4: Okay.

1:32 - I4: Cool yeah really excited for the interview okay starting with, hello P7 I'm I4 a student on a professor Purvi Shah's marketing research course and thank you for taking the time to meet with us. We are conducting this interview as a part of a project to understand how a marketing club can assist other campus clubs in promoting themselves and this organization's all responses are confidential and you are free to skip any questions or stop the interview at any time okay.

2:23 - P7: Sure.

2:25 - I4: And one more thing to facilitate note-taking, we would like to record our conversation today. Only the team members working on the project will have access to recording which will be destroyed after transcription. Do you agree to this interview being recorded?

2:43 - P7: I have no issues.

2:46 - I4: Okay. So starting with the interview background, can you please tell me about yourself?

2:54 - P7: So Aarthi, first of all, hi. I'm P7. I'm a student, I'm a master's student here at WPI. I'm currently pursuing my second semester in Masters in Business Analytics.

3:09 - I4: Okay.

3:10 - P7: And this is my second semester. I've been part of a couple of clubs in my two, both of the semesters. I was part of Hindu Yuva as marketing, member of marketing. And now currently I'm part of Colibre as Marketing Chair and also part of WPI Bowling Club, also WPI Q Sports Club as well. So this is a short introduction about myself.

3:45 - I4: Okay, so coming to the second question, what according to you is the role of the student organizations and clubs on campus?

3:55 - P7: So in my perspective student organizations or student clubs are a little bit offset for you know they're the counterpart of academics and academia because students are not only whenever a student enrolls themselves into a organization such as WPI or a university like WPI. They should not only be trained in academia or academics, but they should also learn different skills and also have different tools like clubs and other organizations to have fun because fun is also a major component of the learning curve and also a student's life. So I feel the clubs every club and every student organization in any university or any college plays a major role in you know a student's colorful life.

5:01 - I4: Okay, so could you also tell me about your journey with Colibre club?

5:10 - P7: Absolutely, so I am really proud and happy to be part of Colibre because Colibre is comparatively a new club that has been recently recognized by WPI and being a founding member of Kolibre is itself a great sense of honor for me because you know I come from a different country altogether, different continent and a non-resident person like me, non-resident alien like me coming to such a beautiful university like WPI and starting something new and exciting for all the student communities that are part of WPI is really exciting. So my journey with Colibre has been very smooth. I got to do and meet a lot of fun people. My president, Mr. Purajit, he's a great guy to hang out with. I've learned a lot from him and Colibre is also in partnership with iCube Labs, which is the I&E center in Innovation Studio. And we are also official partners of Business School. And we are one of these clubs that has formed and supported and formed by the WPA Business School itself. So being integral and a new club of the Business School, the one and only club of Business school. We get to learn a lot, we get to meet a lot of integral pillars of WPI who are not really in reach to other students. So this kind of approach for me is very much valuable and they're giving me an edge over learning because it helps me a lot to develop So yeah, so far it's been so good. Looking for a lot of new things to come ahead.

7:17 - I4: Okay, so how did you get involved and what has your experience has been like so far?

7:25 - P7: So being involved in club activities for Colibre has, you know, it started intuitively because I share the same principles that we follow here at Colibre. So, I'm also a very enthusiast when it comes to, you know, commodity learning or, you know, community learning. Colibre has a motive where we are formed for the community, by the community, and we will be maintained and monitored by the community itself. We as the moderators are here to set a few rules and, you know, establish and and get people on board, that's it. But Colibre is a self-sufficient commodity club. So I had the same ideology of Kolibre and whenever there were any volunteer works or any design works, I used to volunteer and that is how I got into Colibre as the marketing chair.

8:37 - I4: Okay, so could you also mention the roles in your present Colibre club and as well as the other clubs?

8:47 - P7: Yeah, sure, I can do that. Coming to Colibre, we don't have president and vice presidency, but we have co-presidency here, whereas we have two presidents who will be monitoring two separate wings of our club. We have one president that is responsible for the business end of any problem or any commodity. And we have other president who is also the technical part of the commodity. We have coming to the chairs, we have events chair, we have operations chair, we have treasurer, we have secretary, we have marketing chair. So these are the five chairs and co-presidents that we have in Colibre. This is kind of unique. You know, you don't get to see this in a lot of other clubs in WPI because all that you see how the structure goes in other clubs is they have president and the vice president where president will be calling all the shots. But here in Colibre, we are an open club. Both of our presidents, yeah, definitely they be calling the calls or shots but they give us tentatively equal chances to put our word forward and take it forward. This is how Colibre works and coming to Hindu Yuva, we have a president, we have a vice president, we have a secretary, we have a treasurer, we have events, we have marketing and I think these are all the all the chairs that we have in Hindu Yuva.

10:36 - I4: Okay so I also want to ask you like how much time do you spend in each club?

10:43 - P7: So that's a great question I4. So coming to Hindu Yuva I'm not a very integral part as of now because I'm not able to cater a lot of my time here. So apparently I'm kind of a volunteer at Hindu Yuva but I'm a full-time member at Colibre. We tentatively spend at least 8 to a week 10 here and there. So yeah it's almost 8 to 10 hours.

11:16 - I4: And what are your personal interests in each of the clubs?

11:20 - P7: My personal interest in both of these clubs are mostly marketing because I am very free-flowing person. I tend to understand how the marketing a little bit more compared to other members in the club. I'm sure there are great people out there in WPI but apparently I feel that you know my connection is towards marketing more towards marketing and I'm also a great moderator. I'm also very good with the presidency and I tend to own any of my events that are proposed by me or any of my team members. So yeah, these are a couple of my interests in the club.

12:08 - I4: Okay. So coming to the general club insight, could you describe the structure and composition of your club at WPI?

12:19 - P7: So what do you mean by the structure?

12:23 - I4: What kind of structure do you guys own as a club? Every club has a structure, right, to follow.

12:30 - P7: Oh, you mean the rules that we follow in the club or something of that sort?

12:37 - I4: Yeah.

12:39 - P7: So, yeah. So, yeah, let me put it this way. We have two major things here at Colibri. One of them is following the code of conduct. That is, you know, we respect the speaker that is speaking on the dais. That is, it could be any, any, it could be either my president, presidents, or, you know, it could be any of the chair speaking. We tend to give them respect and give them time to put their versions ahead. We don't tend to, you know, budge in the middle and, you know, break their flow. We really tend to follow that. And, you know, any events or any person that we call to speak to our audiences, we tend to add a little bit of free structure, you know, because Colibre follows the FOSS principles. And we believe that, you know, we are a community club and anything that anybody we call in, we tend to add the FOSS principle kind of a structure to it because that sounds very unique on our end. So that is one of the thing and coming to the organizational and you know maintaining the decorum part we expect in a month we expect all of our chairs or any people who are called forth to at least attend one meeting because we have bi-weekly meetings and if the person, the chair holder or the chair person is not able to make two consecutive meetings, we tend to ask them to step down of the chair. And we tend to give the chance to other applicants. That is how we follow. These are a couple of rules that I would like to throw some light on.

14:38 - I4: Okay, so thanks for mentioning how your club organizes as it is one of my questions I also want to ask you like as you also mentioned like what type of members you have in a club I also want to

14:54 - P7: ask you about the activities that you focus on that's a great question again at Colibri most of our activities are towards the students personal growth so as I told you are a community club and we tend to incentivize our community at whatever sources that we have because we are a free-to-use club and we follow FOSS principles. So, I would like to throw some light on the few events that we've done in the past few weeks. We've done the resume review event, we've done a LinkedIn review event. We also are coming up with a hackathon. We are in talks with a couple of other external partners who are also talking for the partnerships with the WPI Business School. So that is going to be one of our flagship events. So most of our events are going to be like this. They're not purely technical. They have the business end of the problem as well. So when I come and talk about a hackathon, people tend, people have a misconception that, you know, people tend to think that is a purely technical hackathon that I'm talking about. But no, being part of Colibre and being part of the organizing team of Colibre, I'm proud to tell that, you know, you don't have to come up with a technological solution for whatever questions we are putting forward to but you can come up with a business point of view as well. If your business point of view is impeccable, we can find the counterpart which is technological part to you and we can build it here at Colibre.

16:53 - I4: Okay, so also how is your club doing?

16:59 - P7: Oh, our club is performing super good.

17:04 - I4: And what about the popularity of the club?

17:07 - P7: As I told you, our club is comparatively a new club. And not many people in WPI know very well about it, but we are taking countermeasures and we are taking some active steps for our club's renaissance. Because and I think with the flagship event that we are trying to come up with most of WPI can know about the club.

17:38 - I4: Okay so what are your primary goals your club aims to accomplish both in terms of its mission and its activities?

17:48 - P7: So primary goals of Colibre is to you know form a community right we are having a thought where community whatever comes into the community goes back into the community you can monitor you can monetize it but if somebody in the community wants to start the same thing and monetize it yes they're equally and you know they're more than welcome to do that and people predecessors in the club and in the community will be more than happy to extend their wings and help you. That is our goal. That is our vision.

18:30 - I4: OK. So coming to the marketing needs and gaps, what specific tasks are you undertaking to achieve your club's overall goals?

18:42 - P7: So as the marketing chair, whenever there is an event or whenever also Collibre is part of a collision, and a collision format where three other clubs are collaborating with Colibre and iCube Labs. So any event that any of us are proposing, what we tend to do is we tend to do social media marketing. We tend to, you know, print out some flyers and posters up just and also we tend to, you know, put the posters everywhere the campus so that you know the reaches to the max. I feel it's super important role as a marketing chair or you know any person in marketing because whatever you guys do in the club or any club it will be only known when the marketing team is super strong. I absolutely believe in that. So I think we are like the strongest pillar for for the recognition of the club.

19:54 - P7: I hope that answers your question.

19:57 - I4: Yes. So what do you do to attract new members?

20:05 - P7: That's a great question again, Aarthi. So as I again told you that Solibre being a new club, newly recognized club, what we're trying to do is we are trying to initially connect with people with similar, similar backdrops, or, you know, similar interests. And we are giving them an opportunity because why not? We are also new here. We don't we don't mind encouraging new talent. So that is what we've been doing. So we are initially reaching out to people with interest with similar interests and similar backdrops. And we're it doesn't mean that, you know, we are not open for other people. We have some interest forms, we have some registration forms, where whoever is interested, they can feel free to fill it out. And we will go through their interest form. And we tend to you know, we don't encourage chat GPT. Yeah, I mean, you can use chat GPT to fine tune your answer, but not directly put in the questions and you know extract answers out of it so we also check what level of creativity does one person have and we tend to call them for a sit down talk and we encourage that yeah that is how so far we've been enrolling people in okay yeah so as a club how do you run your event successfully?

21:46 - P7: Success of an event really depends on the tentative crowd that we can pull. You know, as Colibre is a free for all club, we don't tend to charge any any ticket price so far. So all of our events are technically free. So it absolutely depends on how much what what level of crowd that we are able to pull, firstly. Secondly, it also depends on the WPI funding club as well, ISC. So, yeah, I mean, if they can give us more money, we can, we can, we tend to spend more on marketing, we tend to, you know, put some interesting, interesting freebies, and we can pull in more crowd.

22:38 - I4: I feel that's inversely proportional okay sorry directly proportional okay so as you already talk about the funds [finding words] I have a question regarding the fundraising like as a new club what is your funds like what is your fundraising so

23:00 - P7: [finding words] apparently we are also in a collision format right where three other clubs are also sharing their budget with us. That's kind of easing our work now, because it's not only Colibre that is spending on their event. It's also three other clubs. One of them is Enactus. The second one is CEOs. The third one is the Funding Society. So we four clubs come together and, you know, fund each each other, so that it doesn't be super burden on one's pocket and one's budget. And we also take the credit equally. So, so far, we don't have any any monthly funding. What if we are going ahead with a big event, what we do is we we set up a time with the ISC. And we tend to go there, which are I of what we are trying to build and how we are trying to benefit other people in WPI. And if ISC is inclinated toward our idea, that is where we are able to get funds.

24:20 - I4: Okay.

24:20 - Unidentified Speaker (I4 ???): Yeah.

24:22 - I4: Do your club also run any successful campaigns?

24:28 - P7: So far, we haven't got a chance to run any campaigns. But whatever we've done for iCube lab, it's been super successful. I can say that.

24:41 - I4: Okay.

24:42 - P7: Yeah.

24:42 - I4: Coming to the next question, what role does marketing and communications play in accomplishing these tasks?

24:50 - P7: Oh my god, that's a great question. Again, marketing plays like the topmost priority role for the success of any any you know outreach protocol because without marketing if my if the marketing of colibri is not strong enough firstly people would not care to know about what this club is actually doing but with [finding words] marketing being in full force and in place people will absolutely understand that oh my god that's an interesting club we can actually do something and this is interesting and people will love to come join. I feel marketing plays like the integral part of any club's functioning.

25:38 - I4: OK. Mentioning the marketing, can you share some examples of marketing activities of your club that has connected or is working on right now?

25:50 - P7: Yeah, sure I can. So as I was telling you about the iCubes demo day, it's a it's WPA [specific/WPI/] business school and IQ lab innovation studio in innovation studio they come up with this interesting idea idea thorn and hackathon where people tend to pitch their ideas to all the people all other funders we have we have couple of investors so they they come down and you know they pitch their ideas And, you know, we help, we at WPI Business School and iCubelab help them to transform from an ideation stage to incubation stage and where they can register their own company and, you know, start their startup journey. So we at Colibre have done vigorous and aggressive marketing for these, this demo day. And we got a reach of 250. To 300, although being a new club. And we got impressions in terms of likes and comments, which is equivalent to 200. So I feel we've done a great job in reaching out. So this is one of our events that we've done. But soon we are going to aggressively do that for our hackathon, which will be coming soon.

27:23 - I4: okay yeah so how do you guys promote your club [finding words] using like social media or brochures even brochures or flyers have you ever done that [finding words] we have we have done for demo day we have done for resume review

27:40 - P7: so [finding words] we we do all sorts of promotions we tend to do flyers we tend to do [finding words] posters [finding words] we tend to do lot of social media, you know, Instagram, LinkedIn. We're not concentrating on Facebook as much because I feel, I personally feel that, you know, Facebook is going into the dark and people are not really interested in using Facebook no more.

28:11 - I4: It's out there.

28:12 - P7: Yeah, it's kind of outdated. That's true.

28:15 - I4: Okay. Coming to the next question, does your student club team have specialized marketing skills or knowledge to help you with this marketing activities?

28:26 - P7: So me being the chair of marketing, I have a few years of experience with respect to marketing. So not only that, marketing could be done in many ways and marketing, you know, I believe personally that, you know, marketing cannot be learnt, you know, it has to be experienced. So, so far, I have a team count of four people in my marketing team. And we are slowly encouraging them to experience how marketing works, how to reach to people, how to propose to people of a new idea. Because, you know, humans, we being humans, we tend to stick to the OGs, right? We tend to only stick with the originals that we've experienced, right? We don't tend to experience new things. We're not inclined towards that.

29:26 - I4: Okay. So like, if yes, can you please share some marketing skills that your team needs or possesses?

29:38 - P7: So far, We are expecting people with SEOs and SMOs, social media marketing, social media optimizing, search engine optimization, people with search engine optimization for our website to, you know, whenever people tend to search us out, we have to, the crawler should bring our website to the top. So we need people with a lot of search engine optimization methods and methodology. We need people who can handle social media like pros, because why not? A fancy looking and attractive looking social media homepage and a social media handle would attract a lot of people, right?

30:28 - I4: Yes.

30:32 - I4: Coming to the next question, do you think your club needs marketing support or services that can help you to accomplish the tasks that you mentioned in the earlier question?

30:42 - P7: I mean, any help is appreciated because we are comparatively new clubs and any help is absolutely appreciated.

30:53 - Unidentified Speaker (I4 ???): Okay.

30:56 - I4: As you said, yes. What kind of marketing assistance are you looking for?

31:02 - P7: Mostly outreach. Outreach is what we call it. And also some sort of assistance in the social media handling and optimization would also be appreciated.

31:15 - I4: Okay. Can you give me some examples of specific marketing challenges that the club has faced or is facing?

31:26 - P7: So far, the reach is one of the major, major marketing challenges. What I can say confidently that any club is facing because not everybody in social media are connected because people tend to ignore when people don't understand the content okay but if we can if we can crack the code of people understanding and people you know connecting to something I think that's a win for us for any club. Yeah.

32:01 - I4: Okay. Do you have any inactive numbers or like members?

32:09 - P7: Oh, so far Colibri is not having any inactive members.

32:13 - Unidentified Speaker (I4 ???): Okay.

32:14 - P7: Everybody is super active.

32:19 - I4: Okay. So is there any awareness like we are not to spread awareness in the WPI University about your club?

32:32 - P7: Sorry, I couldn't get the question. Could you please repeat it?

32:35 - I4: Do your club is not able to spread awareness among the WPI community?

32:40 - P7: No, I could not answer that as of now because we are three months old club. And you know, that's a that's a rather big question to be answered. So I also believe that you know, to come up with any initiative or you know, to influence a community such as WPI, it needs its voice need to be like super, super hard. It should be super loud to be heard either. So I think we still have time to prove and yeah, why not?

33:17 - I4: And what have you what about your student engagement?

33:23 - P7: So far I would say we are doing good because we are getting all the impressions we are getting all the you know engagement we are getting pulse so I feel we are doing good for now.

33:42 - I4: Do your club ever done any collaboration with other clubs?

33:47 - P7: Yeah, we've done so far a couple of collaborations. We've collaborated with three other clubs for the demo day, for the resume review, for the mentor link, and we are expecting more to come.

34:04 - I4: Okay. So coming to the perspective of marketing club, what do you think about the idea of having a marketing club at WPI? That provides marketing services and resources to the club like yours on campus?

34:21 - P7: I mean, that would be a great initiative if that's a thing, if marketing club is a thing. Because, I4, I feel, as I already quoted in my previous questions and answers, that not every club is having all the reach possible. If marketing club can have all the reach possible, reaching out to you guys in terms of publishing our content, that would be great. That would be really great.

34:59 - I4: As you said, if it's a great idea, what do you think so? Like, why do you think so? And how will it help your club?

35:06 - P7: I mean, firstly, it would it would help us reach all of our target audience. Secondly, if 100 people are attending our events, maybe 200 or 300 will be attending, the count will exponentially increase. Thirdly, what I would say is we will get all the reach possible. Right. So I feel that's a great idea. But the services should be free for the students of WPA.

35:41 - I4: Okay, that's my upcoming question. How could a marketing club best demonstrate its value to the student organization like yours?

35:52 - P7: It could absolutely be of value if it is free of cost. So what cost?

36:01 - I4: I'm not talking about the cost here.

36:02 - P7: I mean, that's one of my I mean, you know that's one of my offers that's it but you know I have I think I've answered this in the previous question itself that you know it would give us the ultimate reach if marketing club could correct the code of you know having the engagement of all the students in WPI okay so if they have that that code cracked and we as club members or club [finding words] club owners come to take your services, that would be of great use.

36:40 - I4: Okay. I also have an additional question. If there is a marketing club at WPI University that helps the club like yours, which is new. So what are the qualities or what are the services that you expect from them? Those marketing club?

37:02 - P7: So firstly, I would say outreach.

37:04 - Unidentified Speaker (I4 ???): Okay.

37:06 - P7: Secondly, I would say, you know, if there are some trained professionals or trained students, with all the concepts of marketing, like speed, social media, optimizing, be it social media, marketing, or search engine optimization, website development, and if they could give us tips and give us some direction where to work upon. That would be a great tool that we as student clubs can use here at the university.

37:41 - I4: Okay. Would you be willing to pay for these marketing services?

37:48 - P7: It absolutely depends, Aarthi, because as I was previously If WPI is openly funding for any and every club that is coming up with great initiatives and we have all the funds possible, we don't hesitate to pay to any marketing club.

38:10 - I4: Okay. As you said, if yes, if you're willing to pay, how much would be a reasonable price you think? For example, say for a subscription of $50 per month, for a package of marketing services?

38:25 - P7: I mean, it again depends, right? If you don't know how much audiences or how much content are we able to extract from the club, I feel it is dependent on those factors, right? If I myself am able to bring an impression of 300 people, if marketing club is doing more than that, I would tend to, you know, pay for the subscription services, but $50 per month is kind of too much is what I feel for a student club. But we could do 20, I guess.

39:07 - I4: Okay. So coming to the next question, how do you receive information about other student clubs and on campus events?

39:17 - P7: So, firstly, instead is our best friend to receive all this information. Or we have we do follow events on campus group. We also follow events on my WPI. So these are two other applications that we usually tend to reach the information. Or if it is a if it is a recognized event, such as Hindu or Colibris. We also tend to get emails, email follow ups. So these are a few methods that we use to, you know, be in contact with the clubs and their events.

40:00 - I4: And what about the app MyPi?

40:03 - P7: Yeah, MyPi is my WPI.

40:05 - Unidentified Speaker (I4 ???): Yeah.

40:08 - I4: Also, the posters.

40:11 - P7: Sorry? What is the second application you're talking about?

40:16 - I4: About the posters.

40:18 - P7: Yeah. Posters. Yeah. Posters. We do. I mean, posters are outdated is what I feel, but they're also a means of communication. [finding words], posters. I mean, I think I should change my habits a little bit and, you know, maybe stop at the post it walls and check what's happening in and around campus.

40:41 - I4: Okay.

40:42 - P7: So yeah, I think those are a few things.

I40:47 - I4: Okay, coming to the last question, how do you communicate within the team?

40:54 - P7: As I previously quoted, we tend to meet bi-weekly. And apart from that, if there is any communication, we have WhatsApp groups, we have Discord server. We tend to talk on those channels.

41:10 - I4: Okay, do you also Do you often send mails and do meetings on Teams?

41:17 - P7: Yeah, we do. We don't do it on Teams, but we do it on Outlook and Zoom.

41:24 - I4: Okay. So this is it, P7. Thank you so much for your time and insights. Before we conclude, do you have any additional information that you would like to share or any questions or comments?

41:41 - P7: I don't have any questions or any input so far, I4. It was great talking to you. I really liked a couple of your questions because it kind of gives us a student perspective as well. So I really appreciate the interview. Thank you so much.

42:00 - I4: And thank you, Krishna, for giving me and our team an opportunity to interview you. So additionally, if you If we have any clarification of your responses, would it be okay for you, like okay for us to reach out to you?

42:18 - P7: Yeah, it is absolutely fine.

42:21 - I4: Okay, that's it, P7. Thank you.

42:23 - P7: Thank you. Thank you for your time.

END OF TRANSCRIPT

**TRANSCRIPT [8]**

Interview Location: Zoom

Date and Time: 10/07/2024, 02:30:00 pm

Name of Interviewee: P8

Name of Interviewer: I4

Name of Transcriber: Harsha

Length of Interview (in mins): 40 mins

Interview Format: Online

Word count of the transcript: 4299 words

Transcription technology: otter.ai and zoom

2:41 – I4

Hello, P8. I'm I4, a student on Prof. Shah’s marketing research course. Thank you for taking the time to meet with us. We are conducting this interview as a part of a project to understand how a marketing club can assist other campus clubs in promoting themselves. This will help us to design initiatives and services that best support the goals of various student organizations. All responses are confidential, and you are free to skip any questions or stop the interview at any time.

To facilitate our notetaking, we would like to record our conversation today. Only the team members working on the project will have access to the recording which will be destroyed after transcription. Do you agree to this interview being recorded?

3:51 – P8

Yeah, sure.

3:52 - I4

Please tell me about yourself.

3:59 – P8

My name is Sai Deepshikha. I am currently doing my masters in WPI. I am in the second year. I am also part of various clubs and associations. As a part of the Hindu Yuva, I am one of the executive members and I do the graduate communications and also the part of the marketing and operations. I am part of other clubs such as SJ and SASA. So yeah, that's a little about me. Thank you.

4:40 – I4

What according to you is the role of student organizations and clubs on campus?

4:49 – P8

According to me, the role of a student organization is basically to have students feel like, apart from academics, have a little bit of time to themselves and also to network with other people. And since as an international student, I feel it's really important for such clubs to be there on campus because it allows us to, you know diversity amongst other students and to also know and also learn about other cultures as well. And it also gives us a space to have our own ideas or have our own thoughts put down on tables. So that's what I feel. Also if there are any issues regarding anything, I feel student associations help with that. Yeah, that's what I feel. Okay.

5:51 – I4

So coming to the journey, tell me about your journey with the Hindu Yuva club and other clubs that you are currently working on. And how did you get involved? And what is your experience has been like so far?

6:07 – P8

So I was just like, I mean, I was in my first year, I, I didn't know much about like the associations and organizations, but to through the like career, I mean through the to the fairs like one of the fairs like the associations fairs like the student association fairs which were taking place in the quadrangle I came to know about Hindu Yuva. Also like I just got I mean I had other friends joining the club as well so I thought maybe like you know this would be a good experience to feel close to home since Hindu Yuva basically means like a, it's kind of like a cultural club. So yeah, that's how I got into the club. Like if you're asking about how my journey has been till now, it's been pretty, pretty amazing. I got to meet a lot of people, a lot of alumni who started this club in other chapters, and in other colleges. We had a lot of networking events. We had been to LA about two weeks before where we met a lot of alumni and the people who originally started this club like long time ago. Also, it was a very good bonding experience. I feel like now I am like, I mean, I have a lot of good connections and also like there's this bond and the trust I feel like which has been built during my course here amongst the executive teams. And it's kind of been nice. I feel like we are a big family. So yeah, it's been pretty good.

8:00 – I4

Can you also mention the clubs that you're a member of and what are your roles in the clubs?

8:10 – P8

Yeah, so I So as I said, I'm part of the Gradscom in Hindu Yuva. So there's another club I'm a part of that is the South Asian Student Association, SASA the short form. I am also a Gradscom there. I am a cabinet, I mean, I'm a Senate member in the Student Government Association, and I'm also part of the Green Teams. So yeah, I just I am a member but not an executive member the green came up.

8:45 – I4

Okay, so do you have any kind of interest in so far January journey of your club meetings or any of your clubs that you have been experienced so far?

9:01 – P8

So, yeah, like I it was a good experience altogether. And now I know how to like work as a team. I think my team building skills have improved. My communication skills has improved during the past few years I am in this club. Also like leadership skills I would say has improved a lot. I feel I am more confident as a person when it comes to organizing and, you know, generally being with the team and doing like the on grounds work, the operations work also has been very useful since I, since like I have, I'm doing a course in the business school, it helps me also put this in, in the real world. And also help me like, it also helps me like, you know, build these kind of skills, if I am I mean, if I'm working in your organization, it helps me in these ways. Okay.

10:10 – I4

So coming to the general club insights, can you describe the structure and composition of your club at WPI, including how it's organized, the types of members you have and the activities you focus on?

10:26 – P8

So coming to the Hindu Yuva club, we have now we have like executive members. So in the executive members, we have the president, vice president, secretary, marketing manager, the gradscom, the grads, the undergrads outreach. And, and we have another then comes the cabinet members. The cabinet members don't actually right now we don't have any particular positions, but they are all called cabinet members. After that, we have volunteers and other external advisory members. So that's the structure of the club.

11:10 – I4

Okay, and how it's organized?

11:16 – P8

Organized, first comes the executive members which comprises of the president, the vice president and the secretary and then comes the cabinet and then the volunteers. That's how it's organized. If I've answered your question, if that's what you were asking.

11:39 – I4

Yeah, yeah, yeah, sure. And what are the activities that you focus on?

11:46 – P8

So in the Hindi Yuva Club, we basically focus on the cultural activities which are based out of the Indian ethnicity. So we have a lot of cultural programs which take place in India. We try to have those held in the U.S. So that international students coming from India, they don't feel left out or they don't feel homesick. They feel close to home, so we conduct those types of events on campus.

12:23 – I4

Okay. And how is your club doing?

12:27 – P8

I feel my club is doing pretty well. We have got a lot of response for the recent event we conducted, Garba, which was held on October 4th. We have got a lot of people coming for our events, close to about 500 members every time we have a huge scale event. We also have like GBMs, which are the small scale events. It's called the general body meetings where we talk about our cultural values and about basically about Hinduism, which is a small scale. And I'm proud to say we have like a lot of other people from other communities and from other cultures attending our event and I feel like they love it and they support us in the other ways we can. So, yes.

13:32 – I4

Okay. So, can you also talk about the popularity of the club at WPI?

13:40 – P8

The popularity of the club is quite high. I feel like Hindu Yuva is known every I mean, it's almost known in our college, everyone knows about it. Also, it has a lot of other chapters in other colleges, and it's known all over the US. So, I feel it's very popular in WPI.

14:10 – I4

Okay. So, what are the primary goal of your club aims to accomplish both in terms of its mission and its activities.

14:20 – P8

So in terms of the mission, we are wanting to create a sense of home away from home for the students, the international students and to also inculcate the practices of Hinduism and the practices of yoga in terms of the activities So the activities, we are focused on having activities which are, you know, for the welfare of the students so that they are not meant, I mean, basically our main goal is to have students, you know, feel good about their culture and for the like people who are staying here, like to not feel that they're left out or you know, like, have a lot of, you know, basically for the well-being of mentally and physically. So, we have, we are trying to inculcate like yoga sessions and cultural sessions, so that they know what is basically like the Indian ethnicity and how we celebrate our festivals. So that is the main focus.

15:37 – I4

Okay. Coming to the marketing needs and gaps. What specific tasks are you under taking to achieve your club overall goals? For example, other duties like attracting new members, or successfully run an event or fundraising or run successful campaigns.

15:57 – P8

So for the marketing, I would say we are doing a good job in posting a lot of events which are going to take place. And we are doing that through Instagram and like, you know, sending out emails about any other events. We are also like putting up like the events in my WPI app. That's the marketing part. Other than that, I feel we as a team have collectively decided that we wouldn't want to charge any student for any event because it's just the general rule that we just want to like have people not, you know, have the burden to pay and then think of, you know, coming or not, because it's as I feel like as international students, it's quite a burden to, you know, you know, pay extra for for the events. And you just want to keep everything open to everyone and anyone can join us. So that is the the way we are going about and about like, you know, having new members in the team. We have also appointed a lot of members. They are also, I mean, they come with their own will. We don't force anyone and I feel like many of them are very cooperative in being the members of the Hindu Yuga. Okay.

17:26 – I4

So, like, what do you think that what is the main criteria make you even so successful?

17:39 – P8

The main criteria is that we, I feel like the, we don't charge anyone anything. And I feel that is, that is one of the things and we have food. So like I feel many of the students come to our events because we have most of the time food and freebies. So that's the reason it makes us special. It improves the amount of people who are coming to the event. Okay.

18:19 - I4

What role do marketing and communications play in accomplishing these tasks?

21:42 - P8

Um, so like we communicate via like, like meetings, we have like weekly meetings every week. So once a week, we gather and discuss the events which we want to make, we want to conduct brainstorming and then go about executing them.

22:04 - I4

Can you also share some examples of marketing activities that your club has conducted? What is working right now?

22:15 - P8

So the marketing, I mean, what we have done is we have tried selling kurtas. So we have, I mean, we have gotten a lot of like we do table sitting for marketing. We have also like posted like a lot of posts on WhatsApp and like Instagram in different communities so that they know that we're selling the product. And we got a very good response because a lot of people thought it was a new thing and a lot of Americans bought the kurtas and also that's one of the marketing events I can think of But generally we are a very event-oriented organization and club. So we kind of focus on how to how to like conduct events and how to like to have like cultural activities on campus.

23:14 - I4

What about the even broachers? Have you ever had your club ever done that?

23:33 - P8

Yeah, like so we have like, you know, made like a lot of posters. We don't we don't give out brochures because like, I feel everything's digitalized now. And I mean, like everyone's on their phone and you know, on Instagram or like, you know, having my WPI app, which sends like reminders and also like we kind of make digitally and send it out through like WhatsApp groups, which we are part of and also like posted on Instagram. Yeah, and we also like tables to propagate them to spread the word about the event coming up. So those are the those are the things we do as part of like the marketing. Marketing sector marketing segment of the event. Yeah, that's the thing we do. We actually don't like to sell out like brochures and all but we do conduct like you know in the activities where we actually had like brochures about what Hindui was done and what it is all about so yeah

24:44 - I4

So basically our marketing is everything's digital till now so yes I also want to know like have your club ever done by the flyers, by promoting through the flyers?

25:01 - P8

Yes, we have done a couple of them. In the past, we have made posters and I have personally done that, put them up on the notice board. So we have made flyers for the Ganesh Chaturthi event and I feel like even the Garba event, has done flyers. Also, we had Diwali last year where we did a lot of like, activities throughout the five days. So we had like, put up flyers all over Innovation Studio, the Unity Hall, the Gordon Library, Fuller's Hall, Morgan Hall, so that people know about the event coming up.

25:49 – I4

Okay, so Coming to the next question, does your student club team have specialized marketing skills and knowledge to help you with these marketing activities?

26:03 - P8

When you talk about the knowledge and skill, I feel it's always on the job. I and another friend of mine have like, I mean, done quite a good job in marketing it. We have started marketing as a very, very little. I mean, we have studied that as a subject. So I feel like we're doing pretty good as a team. But as such, we, we as students, see, I feel like we still need like, you know, an improvement on marketing and marketing skills, but I feel we're good enough as a club doing it.

26:46 - I4

Okay, so Can you please share some marketing skills that your team needs and possesses?

26:54 - P8

Right now, I feel we are not, I mean, the only thing is that having a good like, you know, a person who knows how to like post stuff and make reels and you know, knows about like social media, how to like to attract people. That would be beneficial. But apart from that, we're doing a great job because like even if we didn't know many of our team members have great ideas and have come up with great ideas of how to market it and put them on social media. So yeah, that's my answer.

27:35 – I4

Okay, so what do you think is the reason are you facing some challenges because of this?

27:44 - P8

I mean, not because of the marketing. Like, I mean, I feel that marketing also plays a role. But I feel when you know, you hear the word Hindu Yuva, there's always the phobia against Hindus in the US. And I feel that's one of the major reasons and me being a very small group of people also plays a role. Because I have been a part of the other clubs and they have a massive executive team backing them up. We are just like a team of six members right now. So I feel it plays a role if there's a lot of other people joining the club.

28:31 - I4

Does your club intend to join more members in the Hindu Yuva Club?

28:45 - P8

Yeah, like we have already started appointing many of the members but right now we are just transitioning to the B term where we are going to change the positions and the titles of many members to come. So as senior members, we are going to hand out the positions and hand out the responsibilities to the younger team, the cabinet team, so that they can take over. We are still in the process of appointing members at this stage.

29:24 – I4

Okay. So, do you think your club needs any marketing support or services to help you in the future?

29:35 – P8

Yeah, absolutely. I feel having some of the strategies put into position, I feel that would help the team in my point.

29:49 – I4

Okay. Can you also give me some examples of specific marketing challenges that a club has faced or is facing now?

30:01 – P8

Right now, I don't think so we are facing any since it's just like a small club in WPI. In my point of view, I feel there are no marketing challenges that we're facing. But yeah, generally, the number of people who are coming to our events should increase and the major problem is funding. So that is one of the major issues we're facing.

30:32 – I4

Okay, so what about the inactive members in the group? Are there any members who are inactive in the club?

30:42 – P8

No, I don't think so. Every member is very responsible and there's no issue about the members not working. If we ever had it, we would discuss it with the members and the point is that we don't have any issue with any member till now. So yes.

31:09 – I4

And what about the awareness that you have, that you're not able to spread within the university?

31:22 – P8

No, I think there's no issue with awareness. It's just basically Everyone's busy, right? So, and you know, like you can't be everywhere at the same point in time. So, that plays a very huge role. Some of the challenges we have faced are like some of the events take place when, when it's, you know, the students have classes. So that is one of the major reasons people are unable to come and attend our events. So I feel that is one of the major challenges in my point of view in my so that is what I have to say yeah.

32:02 – I4

So what about the student engagement?

32:06 – P8

The student engagement by far has been quite good I feel as earlier we had like 500 people sign up for the Garba event which was a hit and any event I feel like even if the GBMs like if we have any GBM, there is quite a large number of people who are attending the event. So there's no issue with student engagement. It's just about the funding and because we're not getting the funds from WPI, that's the major thing.

32:44 – I4

Okay. Did you, your club think about collaborating with the other clubs?

32:50 – P8

Yeah, we actually did collaborate associate with the Salsa Student Association in the Garba event. So it was quite good.

33:03 – I4

Okay, coming to the preparation of the marketing club, what do you think about the idea of having a marketing club that provides marketing services and resources to a club like yours on campus?

33:16 – P8

That would be great. I feel like that would actually help reach out to more people.

33:24 – I4

Okay, if it's a great idea, what do you think? So like how it how will it help?

33:31 – P8

I feel more people will get to know about our club and I will be willing to take part in it. Yeah, that's the thing I feel.

33:43 – I4

Okay. How could a marketing club best demonstrate its value to a student organization like yours?

33:58 – P8

I feel like getting more people involved and it would also help lessen the burden because we also do the operations. So that would be a great idea of having a marketing team involved. For our group.

34:17 – I4

Okay, so if we form a marketing club in the WPI, the following, following the demonstration that we can do is like formulating a marketing strategy for your club, and also generating marketing materials to promote the club, and also assisting in the event management activities. And also creating a social media calendar and ideas for the post. So what do you think about these things? Like, is this like creating a marketing club within the WPI campus? Do you think it's a good idea? Do you think like all the remaining clubs it's like in the WPI it's been more than 200 plus clubs? So do you think they will really use these services if we build a new marketing club?

35:25 – P8

I feel we would because right now it's just the team who is responsible for the marketing. And if there's any other help extended, we would be more than willing to, you know, have that.

35:44 – I4

Okay. Coming to the next question, would you be willing to pay for these marketing services?

35:54 – P8

I don't think so. Because as I said, we already find I mean, we all of us are, you know, doing it out of, you know, wall, it's a voluntary job, basically, we are getting paid or anything by the club. So I don't think having you know us pay for it would make a lot of sense for the club in total because we are already having a person doing that for free for us so I feel it if the service was free I feel the club would would take advantage of it.

36:37 – I4

Okay, so how much would a reasonable price be for this kind of service?

36:45 – P8

I really don't know. I don't have any answer to that.

36:49 – I4

Okay, so how do you receive information about other student clubs and on-campus events?

37:00 – P8

I generally see Instagram or WPI apps to see if there's any events.

37:07 – I4

Okay, so do you also get any events on your WPI email?

37:13 – P8

Yes, I do receive a lot of events in my WPI email.

37:20 – I4

Okay, so how do you communicate within the team?

37:26 – P8

We communicate through WhatsApp group if there's any communication needed. But otherwise, we have weekly meetings where we discuss about how was the event the feedback if anyone has a suggestion. So yeah, and through email, we communicate even through email.

37:47 – I4

Okay, what about the teams and slacks?

37:52 – P8

We generally don't use Teams and Slack that often because everyone's comfortable using WhatsApp and emails for that. And generally there's everything. We are very well communicated in the on in-person events and everyone's given their task and everyone's given their job before an event during our on-campus events. So everything's pretty clear by that time. So we don't need to communicate much about this. There's very less miscommunication that happens in our team.

38:36 – I4

Okay. That's it, Deepshika. Thank you so much for your time and insights. Before we could conclude, do you have any additional information that you would like to share or any questions or comments?

38:51 – P8

Right now, no, nothing from my side. Thank you, Aarthi, for having me here. And I enjoyed interviewing and being interviewed. It was good talking to you.

39:07 – I4

And if we need to clarify any of your responses, would it be okay to reach out to you?

39:16 – P8

Yeah, absolutely. You can connect me on WhatsApp or send me a text. I'd be more than happy to help you guys out.

39:27 – I4

Okay. Thank you, Deepshika. Thank you for accepting from our team, I would like to be interviewed, like interviewed by, you. Thank you for giving us the opportunity to gain insights into your club and your experience in the clubs that you are currently present in. Thank you. That's it.

39:59 – P8

Thank you. Bye.

*END OF TRANSCRIPT*

**TRANSCRIPT [9]**

Interview Location: Zoom

Date & Time: Sun, Oct 6,2024 2:00PM

Name of the Interviewee/Participant: P9

Name of the Interviewer: I2

Name of Transcriber: Remilekun Durodola

Length of the Interview (in minutes): 26:50

Interview Format: Online

Word count of the transcript: 4161 words

Transcription technology: otter.ai and zoom

2:51 - I3: I think P9 has joined yeah Hi, good afternoon, P9.

3:04 - I3: How are you? How are you doing?

3:08 - P9: I'm good. How are you? Can you hear me? Okay.

3:15 - I2: So I'm going to I'll just introduce myself. I'm I2.

3:23 - P9: I'm P9. Nice to meet you.

3:25 - I2: And that's my team name. Introduce yourself.

3:29 - I3: Hi, P9. How are you doing?

3:31 - P9: Hey, I'm good. How are you? I'm good.

3:35 - I3: I'm going to like take notes. Yeah, no worries. The interview. Yeah, for the team. And yes, you've Yeah, I let her continue from here.

3:48 - I2: Okay. So, I hope you do know right that we are doing this interview to get this. So, let's start the interview. Okay. Yeah. So, hello, P9. I am I2, a student of Professor Shah's marketing research course. Thank you for taking the time to meet us with us. We are conducting this interview as a part of our project to understand how the marketing club can assist other clubs in our campus in promoting themselves. So this will help us to design interactive and services that best supports the goals of various student organization. All the responses are confidential and you are free to skip any questions or to stop the interview at any time. Okay.

4:38 - P9: Yeah.

4:41 - I2: To go ahead, we would like to record our conversation today. Only the team members working on this project will have access to the recording, which will be destroyed after transcription. Do you agree to this interview being recorded?

4:55 - P9: Yes. Thank you.

4:57 - I2: So yes, can you please introduce yourself?

5:02 - P9: Yeah, so I'm P9. I am currently a graduate student at WPI. This is my sixth year at WPI. I did my undergraduate here in Psychological Sciences. I graduated in May of 2022. Currently, I am part of the Master's in Innovation with User Experience program, set to graduate this coming May. And during my time as an undergraduate student, I was part of the Rockets Dance Club, as well as the Alpha Phi Sorority.

5:35 - I2: Oh, OK. Wow, that's really impressive. Thank you. So what, according to you, is the role of student organizations and clubs on campus?

5:48 - P9: In my experience, clubs and organizations on campus are kind of what gives life to the campus. It's what gives life to the community. It's what gives meaning to the student body population. For me, dance has always been an outlet for creativity. As well as a social event for me to kind of get together with my friends and just spend time enjoying exercising together, choreographing dances together, and just overall performing as a group. In terms of Greek life, being part of a sorority becomes part of your identity, and through that identity there are certain core principles and values that you hold yourself to when you wear your Greek letters on a t-shirt, on a backpack, or wear wherever it may be as you're walking out on campus. So in terms of what those organizations can be for students on campus, I think they're places and places and groups that give people purpose.

6:46 - I2: Okay. Okay. Can you please tell me your journey with your club? How did you get involved? And what was your experience been so far? How was your experience in your club?

6:58 - P9: Yeah, so I've been dancing since I was about three years old. And when I first came to campus. I had just recently graduated from my home studio where we were dancing competitively and as a freshman I was living on campus and I had seen some posters kind of marketing the dance club and how you know it was a place for everybody all different in all different levels from beginner to competitive level and they had just the meeting time like 10 p.m on or something it was. And I was like, you know what, why not? And so like through that poster really introduced me to this group of people. And I had talked to a few others who had had previous experience with the club and they gave really good testimonies in terms of they had a great time. They really recommended it highly. And so that's why I had gone to practice and the rest is history there. In terms of my sorority, I actually didn't go through recruitment until sophomore year. So I kind of watched and helped kind of advise some of my roommates go through the process freshman year. They were talking to me about their experience and kind of helping them figure out which rankings they wanted to have of the different sororities as they went through the process. And in that following year, I had put my name in the hat and said, you know what, why not? Like I have had such a great time with everyone I've met here on campus. And because Greek life is kind of the presence of Greek life is very large on campus, there's always some sort of Greek life event, like whether it's table sitting or people playing in the fields that have their Greek letters on, just kind of through seeing actual other brothers and sisters of different sororities and fraternities, that's what had gotten me interested in kind of going through the recruitment process.

8:53 - I2: Just what roles are there in your class? Roles in the clubs?

8:58 - P9: So I was the treasurer for the Rockets Dance Club. We had an executive team, we had a captain or a president, we had a secretary, a treasurer, and then a few other roles in terms of kind of bringing the group together. It's escaping me what the names of the roles are, but we would have these executive meetings every week and so we would come together in terms of what events we were going to have, what practices we were going to do, which campus events we're going to dance at. And then in terms of for my sorority, there's all different, there's a whole organization of, you know, we have a president, a chapter president, and then there's a whole organization underneath them. And then there's sub-branches of the organization that go into recruitment specific responsibilities or social life responsibilities, or, you know, the philosophy, the philanthropy that we had was Women's Heart Health. And so we have sponsors and we have a national organization, a national initiative to fundraise for Women's Heart Health. And so there's a whole sub-branch that goes into that initiative as well.

10:08 - I2: So the next question is also mostly the same, what I asked you. Can you describe the structure and the composition of your club at WPI, including how it's organized and what types of members you have and the activities that you focus on?

10:26 - P9: Yeah, building off of my previous answer, most of the people in the dance club were just normal dancers who came together and came to participate in the club. We had a very small executive group, just about four or five people with some of those previous roles I had mentioned. But in the sorority, the majority of the members were still chapter, I forget the actual word, just sisters. And then there was a very large percentage of those sisters who had roles and responsibilities tied to the initiatives that I had explained before.

11:07 - I2: Okay. The next question I would like to ask is, what are the primary goals of your club aims to accomplish both in terms of its mission and its activities?

11:19 - P9: In terms of the dance club, I would say it's providing a space for people to feel welcomed as well as providing pep and spirit of WPI at certain sporting events or certain gatherings like the welcome back barbecue or the different weekends that we have on campus. We will go to those events and we will do the pep rally, we will do a dance. To just kind of bring everybody together, kind of like a very similar to like a cheerleading squad. In terms of the sorority, it again is kind of giving that place for people to feel that they belong, as well as fundraising money for our philanthropy for Women's Heart Health. Those are kind of the main focuses of those two clubs.

12:05 - I2: Okay. What specific tasks are you undertaking to achieve your goals, overall goals? For example, attracting new members or successfully running an event. What are the overall goals of your club?

12:24 - P9: I would say currently I'm a little far removed from what the events or goals are of both of those clubs. I'm just speaking based off of my experience from a year to I am no longer in that treasurer role for the dance club, and I never had an executive level role for my sorority. But in terms of what the goals are, I would say that they do remain the same. So always recruitment is a huge thing. I think sorority recruitment is actually about this time. They're going to start to welcome home new sisters, I think, in the next few days or a few weeks. Recruitment is kind of a formal process here. API. And so there's all of the different sororities come together to promote the recruitment process for having new members and creating a new class. So that's kind of a collective initiative across different sororities. For the dance club, it's a little bit different of a situation because there's only one dance club and it is relatively small in comparison. So we do also really push for, you know, making sure that our press is known on campus so that we have knowledge for new people who are coming in so that they maybe want to join our club. But we focus more through word of mouth, as well as putting up those posters that I had mentioned actually the reason how I had found out about the club in the first place.

13:57 - I2: Okay, so yes, as you mentioned, your main goal is to recruit the people. So what roles that market and communication play in accomplishing this task? Like how marketing will help you in accomplishing this task for you?

14:16 - P9: I would say getting a word out across platforms. I think like we do have some social media. In terms of what my sorority has, we do have social media specific chairs. However, for the dance club, I think like the marketing club would be really helpful in terms of getting more traditional ways and quicker ways of getting to the target audience, if that makes sense, like having Instagram posts or having stories that go out or doing certain collaborations with other organizations on campus, like having that knowledge that might come from a marketing club to allow us to kind of branch out in our network, because usually establishing your own network from scratch can be really difficult to try to, you know, get out to the third and fourth degrees in terms of connections. So where the dance club could really use the marketing strategy, marketing techniques is having that expertise in terms of what platforms to put the content out for people to see.

15:26 - I2: Okay. And if you don't mind me asking, can you please help email us your social media post or flyers that you use to use as a marketing, like what you use, your post or anything that you use. Can you help us or can you forward it to us?

15:47 - P9: I can send you what I have. I might have to do a little bit of digging, but I can definitely email you over what I have.

15:53 - Unidentified Speaker (I2???): Thank you.

15:55 - I2: So, we'll go to the next question. Does your student club have specified marketing skills and knowledge to help you with these marketing activities?

16:08 - P9: Similarly, I would say for my sorority, because we do have a social media chair, we do have a little bit more of that expertise there. But for the dance club, I think it is something that is lacking just in terms of the fact that our number one ways of recruiting people or getting our events out there is through word of mouth as well as through kind of physical posters. I think making that shift to digital marketing is kind of where we don't currently have that knowledge to be able to get our events out there.

16:40 - Unidentified Speaker (I2???): Okay. Okay.

16:42 - I2: Do you think your club needs marketing support or services that can help you accomplish these tasks you mentioned in the early question?

16:52 - P9: Yeah, again, Similarly, like I had mentioned before, I think digital marketing is kind of where the dance club could really use some support from a marketing club.

17:03 - I2: So, yes, thank you. Can you give me some examples of specific marketing challenges that your club has faced or is facing? Rather than digital marketing, is there anything else that you're facing, any issues or any marketing challenges?

17:21 - P9: I think in terms of like a club identity, I think we had gone through a few kind of like brainstorming sessions in terms of like having a team logo and having some team merchandise, kind of like some team, it's just like a team identity that we could resonate with that, you know, we could wear this logo kind of, kind of similar, similarly to what my sorority has where, you know, you wear your Greek letters around campus and it kind of comes with that sense of identity of belonging to that group. I think in terms of marketing, like creating that brand identity for the dance club is something outside of digital marketing that could be really helpful.

18:05 - I2: Okay, thank you. What do you think about the idea of having a marketing club that provides marketing service and resources to clubs like yours on campus?

18:18 - P9: I really like the idea. I think in terms of having kind of a hub of information, right? Like if it's a marketing club that's helping out with all of these different organizations, then there's certainly a lot more room for collaboration between organizations because the information would be going through that hub instead of, again, having to rely on those self-initiative or self-starting networks where you just happen to maybe stumble across the right person who knows the right person who can get you in contact with the person you actually want to talk to. So I think having that marketing club can definitely serve as that central hub of information to be able to not only serve for expertise, but also create different opportunities for collaboration.

19:12 - I2: Thank you. Actually, this next question was, how could a marketing club best demonstrate its value to student organization like yours? You have already answered for the same question. Thank you for that. You're welcome. So next question, would you be willing to pay for this marketing services?

19:33 - P9: So every year we do like as treasurer when I served as treasurer for the Rocket Stance Club, we do have a budget every year that we do request. We do kind of put together a formal budget request as well as of, you know, present that and then we go through getting that approved. And then from that year, with our approved budget, we go through, you know, making sure that we're staying on track. So I can definitely see if there's an established understanding of what the cost of certain services are. And depending on the time when that comes in, it could get rolled into the budget request for the club. And then in terms of making sure that that relationship gets rolled over into the next year and the next year, I can definitely see an opportunity for the club to be able to afford paying for the services. But it does, like with the cap, like I say that with the caveat of it depends on what the budget is that is approved once it gets presented. I understand.

20:39 - I2: How much would you be or how much would you think will be a reasonable price for the marketing service?

20:48 - P9: I do think it depends on the pricing strategy. If it's something like a subscription or something more like you're paying per marketing campaign versus you're paying a certain price per month, I think it all depends. I don't know if I could boil it down to a specific number because I would want to take those pricing strategies into account for what that value would be.

21:16 - I2: Okay. Let's just think, for example, say as subscription of $50 per month for a package of marketing service, what do you think? $50 per month.

21:29 - P9: 1.5 or And with this packaging, this would include how many types of services?

21:39 - I2: Right now we are just like everything in terms of marketing in a sense we will be helping you in recruiting, advertisement, organization and collaborating with the other clubs and sort of everything what does a marketing involves we'll be taking care of everything. How you want if you want to contact with another how we will be contacting for it for you. And if you want any assistance from another club, we will be helping you with that. Or if you're going to organize a club event or something, we will be helping you in marketing it. So mainly it will be combining everything.

22:22 - P9: And would there be like a minimum number of advertisements created per month with this $50 or like a minimum number of kind of context made or like in terms of quantifying it sounds like there's a lot of breadth of the different services like it captures a lot of different aspects of what these clubs would be looking for but in terms of don't you worry like uh this is uh like what do other clubs things when a marketing

22:50 - I2: club will be introduced and this we start charging what you guys would think um as a part of your question, we have not yet planned, but this is a sense of my knowledge. We will not be having any minimum. If you have taken a monthly subscription, we will be doing a monthly-based heavy work for you. Whatever event you go ahead with, we'll be assisting you in it.

23:19 - P9: OK. I think just in terms of what determines the acceptability of the rates or what determines the value of the rates, it would be important for, you know, if I'm thinking back to my role as treasurer, I need to be able to quantify and prepare an argument for why this value at $50 a month is something that we could use. And so I think instituting a minimum number of advertisements that the marketing club would provide us per month, that we're guaranteed. So like when I say minimum, I mean, like, say on this $50 dollar plan per month there's you know 10 advertisements that are guaranteed per month or you know just throwing it out there it for us um it's seasonal so like our needs for advertising go up in certain months and go down in other months so for us if we had a plan that was structured accordingly to where if the 50 month is for 10 advertisements and we could use that monthly subscription for, I think our busiest months are maybe August through October. And then on the flip side of the year, when we have our showcase, which is like our annual recital, kind of between, let's say March and April or April and May, if we could use that $50 a month for the more advertising, I would say that that would be worth it. For the dance club as well. If this is a subscription that we could buy six months for a lower rate or the whole year for a lower rate, unfortunately from November through February, we wouldn't be using 10 advertisements because we don't really have a lot of events during that time just because the weather is colder. So I think that's something that I would need that information in order to fully evaluate if we are someone.

25:22 - I2: I do understand. Don't you worry. This is just to get your information. That's all. Don't you worry. But thank you for the input. Thank you. So we'll go ahead with another next question. How do you receive information about other student clubs and on the campus events? Like how would you get the information of other student clubs, what they are doing and what events are going on the campus? How are you going to receive the information?

25:49 - P9: In the Campus Center, there's a lot of table sitting as well as out by the fountain. There's table sitting with usually posters or people that kind of, you know, call you in and give you the rundown on what it is that they're doing. I also would say through social media is also a huge thing. There's a lot of Instagram accounts that we kind of see those event posters come through as well as like what we do for the dance club is we have our own members post and in my sorority as well we have our own members post a digital flyer to our personal social media accounts so anyone that we follow we also are seeing different posters you know from other sororities because they do the same thing.

26:39 - I2: Okay I'll just ask you a let's I'll just give you four options in this four options what is the most platform that you use a lot to receive the information like social media or WPI emails posters on my WPI which is the most used platform to get the social media social media thank you so the next question how do you communicate within your team?

27:15 - P9: Communicate within my team in terms of like what context?

27:20 - I2: Just in case now you guys want to meet and you want to perform a dance. So how do you guys communicate within yourself?

27:30 - P9: For my sorority we had a specific app called Greek House and it had every single person from our sorority on this app and So that was the main method of communication. We also just used regular text for subcommittees. We would have group chats. And then for my dance club, we'd mostly use Slack as well as email.

27:54 - Unidentified Speaker (I2 ???): Okay.

27:57 - I2: Thank you. Thank you so much for your time and insights. So before we could conclude, do you have any additional information you would like to share or any questions or any comments that you would like to give?

28:11 - P9: I'm really excited for the potential of what this marketing club could be. I think, yeah, there's a lot of value that could be added and I will definitely pass along this idea to the current members who are in positions at my clubs and let them know that this might be coming. So I appreciate your time and understanding and getting to know what the different I think it's really important.

28:37 - I2: And also a small request. If we need to clarify any of your responses, would it be OK to reach out to you?

28:45 - P9: Yeah, of course.

28:47 - I2: Thanks again. Thank you so much. You really helped us a lot with the survey. I really thank you a lot for your time today.

28:55 - P9: Of course. Thank you so much. I hope you have a great rest of your day.

28:59 - I2: You too. Have a great day. Bye.

29:01 - I3: Thank you, P9. Thank you. Thank you.

END OF TRANSCRIPT

**TRANSCRIPT [10]**

Interview Location: Zoom

Date and Time: 10/07/2024, 08:00:00 pm

Name of Interviewee: P10

Name of Interviewer: I5

Name of Transcriber: I1

Length of Interview (in mins): 20 mins

Interview Format: Online

Word count of the transcript: 2030 words

Transcription technology: otter.ai and zoom

*4:36 - I5*

*Hi, hello. I am I5, a student of the Marketing Research course. Thank you for taking out your time to meet with me. Myself and my team members are conducting this interview as part of a project to understand how club can assist other campus clubs in promoting themselves on the WPI campus. This will help us design initiatives and services that best support the goals of various student organizations. All responses are confidential and you are free to skip any questions or stop this interview at any time. To facilitate our note-taking, I will be I would like to record our conversation today only to members working on the project who have access to the recording, which will be in the description. Do you agree to this interview being recorded?*

*5:44 - P10*

*Yes, I do.*

*5:48 - I5*

*Right. Please be audible. Thank you.*

*5:57 - I5*

*Just tell me about yourself, your name, your age, sex, education, your race, and then your major at WPI.*

*6:08 - P10*

*Hi, my name is Badimidzari, and I'm going to be a second-year student in the Business Analytics program here at WPI.*

*6:19 - P10*

*I'm originally from Nigeria.*

*6:25 - Unidentified*

*Nice.*

*6:28 - I5*

*What, according to you, is the role of student organizations and clubs on campus?*

*6:37 - P10*

*I believe the role of student organizations and clubs on campus is an opportunity to advocate for students and to also help students in any need whatsoever. I mean, aside from the epidemic, exposure that students get from the classrooms and from projects and all of those. The co-ops and associations create opportunities for students to explore other parts of their talent and invest quality time in developing other areas of their lives. So, at Nostodge, students have the opportunity to develop leadership skills, networking skills, and at the same time be able to you know, communicate needs to their school authorities with respect to their coordinating activities.*

*7:29 - I5*

*Right, nice. So tell me about your journey with the PENSA organization, Students PENSA Organization Club. How did you get involved and what has your experience been so far? I mean in terms of your role, time spent, and interest, you know, and overall experience.*

*7:57 - P10*

*Okay, so PENSA is a religious student club here in WPI, and PENSA means the Association of Pentecostal Students here in WPI, and as soon as I got I was looking for, you know, an organization where I can find people that share my faith, you know, because my faith is really important to me. And as a result, I founded PENSA. Actually, I was part of the founding members of PENSA. And currently I serve as the president of PENSA club here in WPI. And it's been, it's been about a year now since we've been running PENSA.*

*8:46 - I5*

*Awesome. Can you describe the structure and composition of your club, including how it's organized, the type of members you have, and the activities you focus on?*

*8:59 - P10*

*So for Pensa, we usually would have Bible studies on a weekly basis. We come together, pray, study the Word of God, and just encourage one another in fellowship. And we do this once per hour, once in a week. And majority of our members are graduate students. So we have some other undergraduates among us, but majority are graduate students. And yeah, these are the major activities we do. We just come together to pray and to study the world of God.*

*9:45 - I5*

*Awesome. What are the primary goals of your club? What do your club primarily aim to achieve or accomplish, both in terms of its nature and its activities?*

*10:01 - P10*

*So the primary aim of PENSA really is to create an atmosphere for Pentecostal students to fellowship together. And we understand that students can get easily lost in assignment and schoolwork and not take care of their spiritual being. So PENSA is, the goal of PENSA really is to create that opportunity for Pentecostal students care of that spiritual being, you know, because our spiritual health really is important because it drives the physical health. So that's the goal for Pensa.*

*10:47 - I5*

*Right. But what specific paths are you undertaking to achieve your club's overall goals?*

*10:54 - P10*

*Yeah, so like I said earlier, we studied the Word of God we spend quality time reading the Bible, drawing out lessons from the Bible to help equip us as human beings, and we also spend time praying.*

*11:16 - I5*

*In terms of attracting new students, running events, running successful campaigns and fundraising, how do you like How do you go about that?*

*11:27 - P10*

*Yeah, so we would usually do table sitting from time to time with flyers and other stuff to attract students to Pensa, and the majority of our advertisement also has been word of mouth, you know, talking to people we find on campus, our colleagues, our friends, and new students.*

*11:57 - I5*

*Right, awesome. What role does marketing and communications play in accomplishing these tasks for you? Can you share some examples of, you know, marketing activities your club has conducted or is working on right now?*

*12:14 - P10*

*Yeah, so, like I mentioned earlier, marketing activities we've conducted is a table sitting right within WPI. So I mean that's our target audience. So we usually have table sittings from time to time you know just to have a table at campus center with some flyers and some members of PENSA club talking to students and telling them about PENSA and inviting them over for further.*

*12:48 - I5*

*Does your student club team have specialized marketing skills and knowledge to help you with this marketing activity?*

*12:55 - P10*

*We do have certain members of our exec board that are specialists in marketing, but we have not really looked at it from the of professional marketing. We've just been doing it because, you know, I mean, we would just put a word out there for their club, right? But we haven't really looked at it from the lens of, you know, employing professional marketing skills or professional marketing ideas into recruiting students for PENTA.*

*13:32 - I5*

*Right. So can you share some marketing skills your team possess or need?*

*13:40 - P10*

*I mean, if I recall correctly, I don't know the exact skill sets of members of my team in terms of marketing because we haven't really discussed that for Pensa. But we do have members of the exec team, at least one member who is a marketing specialist. So I believe she's able to do, you know, everything with regards to marketing. Media, in person, word of mouth, and all of those things. But we haven't really discussed the skill set, you know, and employing that into Penta.*

*14:15 - I5*

*Right. Do you think your club needs marketing support and services that can help you accomplish the tasks you mentioned earlier?*

*14:23 - P10*

*Yeah, I believe so. I think, I mean, the more resources we have, the better for us. You know, in terms of marketing, if you have the resources, is the education to see how effective urban professional marketing for PENTA will be. I will be very much welcome.*

*14:44 - I5*

*So can you give me an example of or examples of specific marketing challenges that your club has faced or is currently facing?*

*14:53 - P10*

*I think one awareness and engagement and all the likes you can think Yeah, I think the major one would be student awareness for undergraduate students. Like I said before, majority of our members are graduate students, but we really need undergraduate students to come for PENSA. So that would be the major challenge for us, you know, getting into the undergraduate circles and having them aware and welcome to PENSA.*

*15:29 - I5*

*Right, so what do you think about the idea of having a marketing club that provides marketing services and resources to clubs like yours on campus?*

*15:38 - P10*

*I think that would be good, really, because again that would take the workload from the exec board, I mean in terms of drafting a marketing strategy or something like that, If we have a club or a team just drafting up something for us to implement, that would be a good addition for us.*

*16:04 - I5*

*Right. I was going to ask you the next question, but it looks like you've mentioned it already in terms of how the marketing club can demonstrate its value to your student organization.*

*16:18 - I5*

*Is there any other additional thing you think they can do? You know, demonstrate value to the organization?*

*16:27 - P10*

*None that I can think of for now.*

*16:31 - I5*

*Right. I mean, in terms of generating maybe marketing materials, event management, you know, social media calendars, idea for posting, anything at all?*

*16:44 - P10*

*Oh, yes, of course. Those would be welcomed as well. You know, like I said, if you team who is able to come up with that strategy, you know, however it is, maybe social media, word of mouth, in person, you know, all of those marketing perks, right? It would be very much welcome.*

*17:03 - I5*

*Awesome. Will you be willing to pay for this marketing services?*

*17:09 - P10*

*I mean, if it doesn't cost us a lot, why not?*

*17:11 - I5*

*So how much would you think is a reasonable price?*

*17:16 - P10*

*I mean, the reasonability would be dependent on effect as well. So I can say, you know, when we get to that stage where we have a strategy and we try to see, you know, the target outcome of that strategy, then we can see if it is worth the investment or not.*

*17:46 - I5*

*Right. So for instance, if there's like a subscription of like $50 per month, um, for the marketing, you know, services package, would you be willing to pay that amount? Yeah. Yeah.*

*18:01 - P10*

*I mean, $50 for how long and for what effect? Remember we are students, so we don't have all the money to, to give out like that. So it is important for us to really know the effect of the $50. Before, you know, diving into it.*

*18:19 - I5*

*Right. How do you receive information about all the student clubs on campus and maybe events going on on campus?*

*18:30 - P10*

*I would just say events on notice boards, you know, I think that's the major thing on notice boards and I mean if I'm part of the obviously get emails. If not, sometimes I don't even know about events coming up on campus, except I pay attention to the notice board. Or we just get, you know, someone just share the news with me in person or something.*

*19:00 - I5*

*Right. So how do you communicate within your team?*

*19:05 - P10*

*How do I communicate with what?*

*19:07 - I5*

*How do you communicate within your team, your students' organization? What's the mode of communication?*

*19:12 - P10*

*We have a WhatsApp group that we use in communicating.*

*19:18 - I5*

*Right. Awesome. Well, I think we've come to the end of this interview. Thank you so much for your time and insight. Before we conclude, do you have any additional information you'd like to share or any questions or comments?*

*19:33 - P10*

*No, I don't.*

*19:35 - I5*

*All right. If we did clarity on any of your would it be okay to reach out to you?*

*19:43 - P10*

*Yes, of course.*

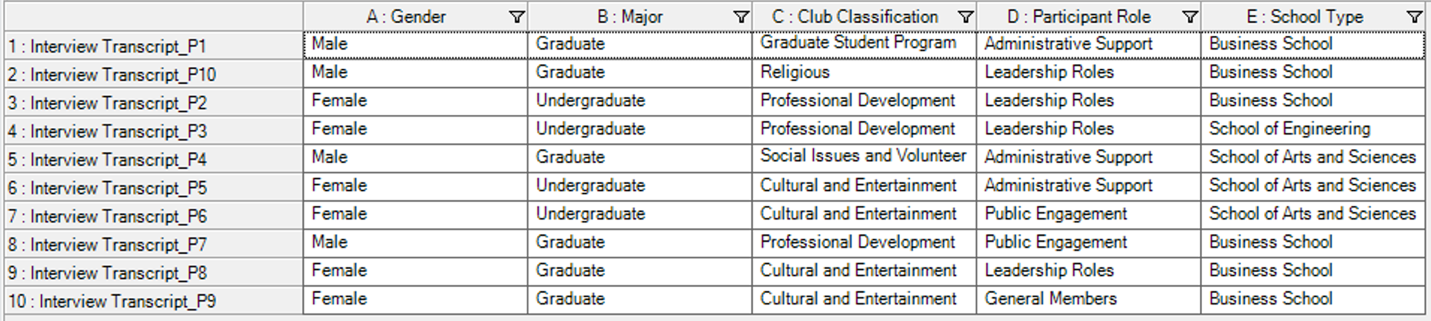
*19:45 - I5*

*All right. Thank you once again. Thank you. I appreciate you doing this with us.*

END OF TRANSCRIPT

# **RP Phase 4**

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| Formatted Reports\\Code Summary Formatted Report | | | | Page 5 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\NO MARKETING CHALLENGE\there are no marketing challenges that we're facing.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 7 | | 136 | 7 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\Get the promotional material early** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 29 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\In Need of Members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\marketing could be done in many ways and marketing, you know, I believe personally that, you know, marketing cannot be learnt, you know, it has to be experienced.** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 28 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 6 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\me being a very small group of people also** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 20 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\Merchandise for Club Visibility** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 43 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 3 | | 72 | 3 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Calendar invite or reminder for the events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 50 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Students are not able to attend as some of the events take place when, when it's, you know, the students have classes** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 7 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Time management** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SENSE OF BELONGING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 36 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SENSE OF BELONGING\you hear the word Hindu Yuva, there's always the phobia against Hindus in the US.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q10- Marketing Challenges\SOCIAL MEDIA ASSISTANCE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 33 | | 493 | 33 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 8 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 47 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY\If marketing club can have all the reach possible, reaching out to you guys in terms of publishing our content, that would be great** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 24 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY\the ultimate reach if marketing club could correct the code of you know having the engagement of all the students in WPI okay** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 23 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 8 | | 127 | 8 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\Enhanced Collaboration Opportunities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 13 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 9 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\others** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 17 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\Payment and budget fo the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 42 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 12 | | 105 | 12 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\And if there's any other help extended, we would be more than willing to, you know, have that** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Good Idea** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 10 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Great initiative** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 13 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\I feel we would because right now it's just the team who is responsible for the marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\More people will be willing to take part** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 21 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Positive Feedback** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Taking off a burden from the clubs** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 11 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 9 | | 159 | 9 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\Access to Marketing Expertise** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 5 | | 55 | 5 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\If provided with trained professionals or trained students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\If provided with trained professionals or trained students\ed professionals or students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\More Specialized Skills** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 76 | 2 |  |
|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 12 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\Yeah, absolutely. I feel having some of the strategies put into position** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\ROLE SECURITY FEAR** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 55 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\ROLE SECURITY FEAR\Worry about members PR and content positions in the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 55 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 39 | | 653 | 39 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 3 | | 78 | 3 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 13 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION\and if they could give us tips and give us some direction where to work upon** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 20 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION\Research and Continuous Learning** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 58 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 9 | | 283 | 9 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Help with Strategizing on Fundraising** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 4 | | 109 | 4 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Help with Strategy** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 128 | 3 |  |
|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 14 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Understand the club needs, goals, and how it works** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 46 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 7 | | 64 | 7 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Event management** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\I feel like getting more people involved and it would also help lessen the burden because we also do the operations** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 21 | 1 |  |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Marketing materials like posters** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 15 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Strategic social media plan** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\tasks** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 20 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 13 | | 145 | 13 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\Flexible Service Options Based on Budget Constraints** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 5 | | 42 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\if it is Free of value** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 16 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\Transparent Service Pricing and Budget Alignment** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 7 | | 91 | 7 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\ONGOING RELATIONSHIP AND CONTINUITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 16 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 5 | | 67 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Help us reach target audience** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 16 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\I feel like that would actually help reach out to more people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 17 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Increase people count exponentially** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Raise Awareness for Clubs** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 34 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 24 | | 412 | 24 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 4 | | 101 | 4 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\Budget Constraint** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 21 | 1 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 18 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\Lack of funding at the moment** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\we are getting paid or anything by the club. So I don't think having you know us pay for it would make a lot of sense for the club in total because we are already having a person doing that for free** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 42 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\WPI is funding** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 32 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 6 | | 122 | 6 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY\Flexible Pricing Based on Usage** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 4 | | 43 | 4 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 19 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY\Pay for a package (Social Media, post, reels)** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 55 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\DON'T KNOW** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 16 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\DON'T KNOW\Not in the capacity to answer that question** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 8 | | 135 | 8 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\After the value is shown** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 35 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 20 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Events pictures service** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Promote events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Quantifiable Value of Services** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 5 | | 87 | 5 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 22 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE\I feel it if the service was free I feel the club would would take advantage of it.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 21 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE\it's a voluntary job,** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 31 | | 315 | 32 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 7 | | 90 | 8 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\see Instagram or WPI apps to see if there's any events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 22 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media and Digital Flyers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 4 | | 27 | 4 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media Platforms** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 34 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 5 | | 50 | 5 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\Email club group** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\General Emails** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 22 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 23 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\receive a lot of events in my WPI email** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 14 | 2 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 8 | | 69 | 8 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH\Campus group** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH\Peer-to-Peer Promotion** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 5 | | 49 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\MY WPI WEBPAGE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 4 | | 79 | 4 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 24 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\MY WPI WEBPAGE\WPI Website** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 72 | 3 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 5 | | 22 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS\On-Campus Tabling and Flyers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 4 | | 18 | 4 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS\Posters around campus** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 29 | | 282 | 29 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 25 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 4 | | 63 | 4 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS\Email** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS\Slack and Email for Club Coordination** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 4 | | 76 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\everyone's given their job before an event during our on-campus events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 26 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\We are very well communicated in the on in-person events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\Weekly meeting to discuss** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\LESS MISCOMMUNICATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\NOT USING TEAMS AND SLACK BUT OTHERS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 24 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\NOT USING TEAMS AND SLACK BUT OTHERS\We don't do it on Teams** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 27 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 8 | 16 | | 104 | 16 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Discord server** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Group Chats for Subcommittees** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 18 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Instagram** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Outlook and Zoom** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 28 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Primary Communication Platforms** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 13 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Slack** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 3 | 3 | | 15 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Team's Channel** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Whatapp group** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\WhatsApp** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 23 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 29 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 52 | | 484 | 53 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 18 | | 128 | 18 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Community help** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 4 | 5 | | 46 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Exciting for student communities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Gives life to the community** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 26 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 30 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Meet fun people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 6 | | 31 | 6 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Networking with other people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 10 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Purpose and Belonging** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 5 | | 53 | 5 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\Diversity among students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 31 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\Greek life and Identity** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 43 | 3 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\learn about other cultures as well.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 94 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION\Facilitate Graduate Student Event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 20 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION\Graduate Student Body** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 74 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 32 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 19 | | 174 | 19 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Dancee and Creative Outlet** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 5 | | 30 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Enhanced Learning Experience** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 25 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Improve our skills in singing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Learn different skills** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 6 | | 54 | 6 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 33 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Life outside of academics** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 11 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Opportunities for WPI students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 13 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Personal Growth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 26 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Share ideas** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Share ideas\Have a little bit of time to themselves** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 34 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 7 | | 35 | 7 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Advocacy and Support** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 16 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Do something better** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Food Pantry** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 12 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 50 | | 722 | 50 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 35 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\CULTURAL CLUB** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\CULTURAL CLUB\Kind of like a cultural club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE\Discovery of Campus Dance Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 16 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE\Early Dance Experience** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 36 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 7 | | 57 | 7 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\Founding and Purpose** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 27 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\New Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\Role of the Founder and President** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 19 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 11 | | 171 | 11 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 37 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Has been smooth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Long term commitment** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 74 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Love and Support us** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\My Club is doing pretty well** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Performing super good** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 38 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Popularity is high** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 17 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\We have got a lot of people coming for our events, close to about 500 members every time we have a huge scale event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 24 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\We have got a lot of response for the recent event we conducted** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 13 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Campus Greek life Atmosphere** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 22 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 39 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Freshman Starting** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 48 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Friend** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\fundraiser** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Heard through Social Media before college** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I Approached the team** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 45 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 40 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
| **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I didn't know much about like the associations and organizations, but to through the like career, I mean through the to the fairs like one of the fairs like the associations fairs like the student association fairs which were taking place in the quadrangl** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 51 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I got an email to show interest in vacant positions** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 72 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Personal Decision to join Greek life** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Positive feedback from others** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 39 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Transition into Sorority Life** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 41 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 4 | | 36 | 4 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP\a lot of other people from other communities and from other cultures attending our event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP\like it has a lot of other chapters in other colleges and it's known all over the US** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 58 | | 600 | 58 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 7 | | 78 | 7 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 42 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
| **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\also like there's this bond and the trust I feel like which has been built during my course here amongst the executive teams** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 23 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Every member is very responsible and there's no issue about the members not working.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Faith-Based Community** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Good experience to feel close to home** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Graduate-Centric Group** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 43 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\I feel like we are a big family** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Very good Bonding experience** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 16 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\it was a good experience altogether** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\it's kind of been nice** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
|  | | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 44 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\Pretty Amazing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 14 | | 104 | 14 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Balance professional and fun** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\experience** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 5 | | 20 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Good Connections** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 45 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\I mean I had other friends joining the club as well** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Lot of networking Events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 11 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Make friends** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Volunteer work** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\We met a lot of alumni** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 21 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 46 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 14 | | 187 | 14 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 26 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner\Q3 b- Member experience with the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 26 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner\Q3 b- Member experience with the club\Event Planner** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Founder** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 8 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 47 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Full time member** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\I Manage Production** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 40 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Not a integral part of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Organizational Structure and Sorority** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 5 | | 70 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Part of Gradscom in the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 48 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\PR Chair** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 19 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Unique** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 20 | | 215 | 20 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Build skills** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Communication skill improved** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 49 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\great sense of honor** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\it helps me also put this in, in the real world** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Leadership skill improved** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Learn to work in team** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Other Skills improvement** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 17 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 50 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Personal interest in marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 19 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Roles and Responsibilities in the Rocket Dance Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 72 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Teamwork and Collabration** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 25 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Tend to own any of the events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Valuable** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 10 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 51 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 82 | | 657 | 82 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 8 | 34 | | 295 | 34 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Cabinet Members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Distribution of Responsibilities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 6 | | 74 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Establish member to get on Board** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 52 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Executive Members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 65 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Executive Team in Dance Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 24 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Fundraising in charge of sales** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 64 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Moderators set rule** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 12 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Operations Chair** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 53 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\other external advisory members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Secretary** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 4 | 6 | | 17 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Treasurer** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 5 | 9 | | 21 | 9 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 16 | | 151 | 16 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Composition of Membership** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 54 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Formation by community members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\General members that all can join** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 33 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Membership Composition** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 37 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Open Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 16 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Self Sufficient** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 55 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Sorority Organizational Structure** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 33 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\the grads** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Volunteers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 3 | 3 | | 7 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 17 | | 89 | 17 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Advisor** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 5 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 56 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Business end** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Co presidency** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\National and Regional board approval process** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 30 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\President** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 6 | 6 | | 15 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Technical Part** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 57 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Vice President** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 3 | 4 | | 29 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 15 | | 122 | 15 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Community Outreach connects with other clubs** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 50 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Content creators in charge of promote** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 32 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\events Chair** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 9 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 58 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Gradscom** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Marketing Chair** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 9 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Marketing Manager** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\PR designs posters and images** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 15 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\the undergrads outreach** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 59 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 46 | | 675 | 48 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 21 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS\cultural activities which are based out of the Indian ethnicity.** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS\have a lot of cultural programs which take place in India** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 11 | | 76 | 11 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 60 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\activites** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 4 | | 20 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\activities for Welfare of the students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Benefit people in WPI** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Business point of view event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Community learning** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 61 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Encouragement and Fellowship** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\students personal growth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Study Tutors** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 4 | | 86 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Gneral Meetings** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 62 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Planning and brainstorming** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 54 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Small Scale events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 23 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\HOLISTIC EVENTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 28 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\HOLISTIC EVENTS\Bible Study and Prayer** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 28 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 63 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Hackathon where people pitch ideas** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Incentivize the community** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 19 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Not purely Technical** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Go to the National Coference** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 64 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Listen to company opportunities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 19 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Practice elevator pitch** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 4 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Resume and cover letter review** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 16 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Review Events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 7 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 9 | | 214 | 9 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 65 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Dance Club Activities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 42 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Fun and party events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 160 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Glee Club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 5 | | 12 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 4 | | 55 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Sorority Activities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 33 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 66 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Students feel close to home those activities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Workshops to help speak about issues affecting students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 42 | | 491 | 42 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 6 | | 58 | 6 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\Missing consecutive meetings leads to step down of the chair** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 19 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 67 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\we gather and discuss the events which we want to make** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\we have like weekly meetings every week** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\Weekly Gathering** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 60 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE\Create a sense of home away from home for the students** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 68 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE\so that they know what is basically like the Indian ethnicity and how we celebrate our festivals** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\CREATE AWARENESS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 19 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\CREATE AWARENESS\Creating a Fellowship Space** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 8 | | 118 | 8 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS\Compete with Other Indian Teams** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 43 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 69 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS\Learn Fusion Dance** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 21 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\EVENT SUCCESS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 45 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\INCULCATE CULTURAL SESSIONS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 24 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\INCULCATE CULTURAL SESSIONS\feel good about their culture and for the like people who are staying here, like to not feel that they're left out** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 22 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 20 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 70 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY\Increase representation of Black engineers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY\Succeed Professionally** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 2 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SOCIAL EVENTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 3 | | 19 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 6 | | 57 | 6 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS\collectively decided that we wouldn't want to charge any student for any event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 13 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 71 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS\we want to conduct brainstorming and then go about executing them** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 7 | | 71 | 7 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\basically for the well being of mentally and physically** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\Encouraging Holistic Health** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\the practices of yoga** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 8 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 72 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\to also inculcate the practices of Hinduism** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 38 | | 406 | 38 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 9 | | 158 | 9 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Collaborations with other clubs** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 38 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Flagship events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 73 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Fundraisers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 4 | | 14 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Organize meetings and brainstorm** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 95 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\we don't charge anyone anything** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 8 | | 74 | 8 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\doing a good job in posting a lot of events** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 12 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 74 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Share information through social media** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 3 | | 17 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Share information via email** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 23 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Spend on marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 22 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 14 | | 125 | 14 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Dance Club Recruitment Efforts** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 75 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\keep everything open to everyone and anyone can join us** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Sorority Recruitment Efforts** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 6 | | 53 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Taking Active steps** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\We have also appointed a lot of members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Word of mouth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 76 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT\Bible Study Sessions** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 26 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT\Group Prayer Activities** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SUPPORT SERVICES** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 4 | | 18 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SUPPORT SERVICES\Food Pantry** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 77 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 8 | 31 | | 379 | 31 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 6 | 17 | | 167 | 17 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Branding and consistency** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 55 | 1 |  |
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| **Classification:** |
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| Document | | 1 | 2 | | 22 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Enhancing Visibility on Campus** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 78 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\marketing** | | | | | | |
| **Classification:** |
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| Document | | 2 | 8 | | 28 | 8 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Marketing forms integral part of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Outreach protocol** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Reach maximum people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 8 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Recognition of the club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 79 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Success of event depends on crowd pulled** | | | | | | |
| **Classification:** |
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| Document | | 1 | 1 | | 14 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION** | | | | | | |
| **Classification:** |
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| Document | | 2 | 6 | | 100 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION\Collaboration with other clubs** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 25 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION\Collabration with Marketing Club** | | | | | | |
| **Classification:** |
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| Document | | 1 | 4 | | 75 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\EVENT CENTRIC FOCUS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 80 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\EVENT CENTRIC FOCUS\we are a very event-oriented organization and club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 4 | | 71 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Attracting New Members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Building a Supportive Community** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Club is known if Marketing team is super strong** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 81 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Marketing Team** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SOCIAL MEDIA ENGAGEMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 32 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities** | | | | | | |
| **Classification:** |
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| Document | | 8 | 44 | | 540 | 47 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 8 | | 87 | 8 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\a lot of like we do table sitting for marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 82 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\also like tables to propagate them to spread the word** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\And we got a reach of 250. To 300, although being a new club** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\Engaging Students through Word-of-Mouth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 23 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\Table Sitting with Flyers at Campus Center** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 30 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CLUB COLLABORATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 4 | | 60 | 5 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 83 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CLUB COLLABORATION\Collaboration for Marketing Expertise** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 4 | | 60 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 9 | | 149 | 10 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Email** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 2 | | 9 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\like we kind of make digitally and send it out through like WhatsApp groups** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\posted like a lot of posts on WhatsApp and like Instagram in different communities so that they know that we're selling the product** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 84 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\putting up like the events in my WPI app** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Sending Emails** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 91 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Sending out emails** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 3 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 13 | | 145 | 14 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\I mean, posters are outdated is what I feel, but they're also a means of communication** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 85 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 70 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\posters** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\Print flyers and posters** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 7 | | 45 | 7 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA** | | | | | | |
| **Classification:** |
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| Document | | 3 | 6 | | 87 | 6 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\And we got impressions in terms of likes and comments, which is equivalent to 200** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 15 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 86 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Classification:** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\Social media marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\Social Media Promotions** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 50 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS** | | | | | | |
| **Classification:** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\Freebies** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 87 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\we have food** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\we have tried selling kurtas** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 10 | 36 | | 468 | 37 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 40 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT\Don't have the specific skill set** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 88 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
| **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT\I feel like we still need like, you know, an improvement on marketing and marketing skills, but I feel we're good enough as a club doing it.** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 27 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Creativity** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Creativity and new ideas** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Encouraging new talent** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 89 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 34 | 2 |  |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH\So we are initially reaching out to people with interest with similar interests and similar backdrops** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH\We have started marketing as a very, very little. I mean, we have studied that as a subject** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 4 | 7 | | 89 | 7 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Event Promotion and Analysis** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 90 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Informal Word-of-Mouth** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 17 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\other** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 14 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Post and calendar schedule** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 41 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 7 | | 114 | 7 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\And we will go through their interest form** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 91 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Fill registration form** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Giving an opportunity** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Potential for Pro Marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 18 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Recruit based on skills** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 77 | 2 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 8 | 15 | | 169 | 16 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 92 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Design Skills** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 57 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Digital Marketing Proficiency** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 26 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Experience of marketing** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 2 | | 23 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Marketing Skills on Exec Board** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 28 | 3 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Photography** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 13 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 93 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Specialized Knowledge** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 2 | 5 | | 22 | 5 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 9 | 24 | | 366 | 24 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 5 | | 130 | 5 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\More Marketing Memebers** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 1 | | 19 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\So we need people with a lot of search engine optimization methods and methodology** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 14 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 94 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\Sufficient Members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 50 | 2 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\We are expecting people with SEOs and SMOs, social media marketing, social media optimizing, search engine optimization, people with search engine optimization for our website to, you know, whenever people tend to search us out, we have to, the crawler sho** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 47 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 46 | 2 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT\a person who knows how to like post stuff and make reels and you know, knows about like social media** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 20 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 95 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
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| **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT\many of our team members have great ideas and have come up with great ideas of how to market it and put them on social media** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 26 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\HANDLE SOCIAL MEDIA** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\HANDLE SOCIAL MEDIA\We need people who can handle social media like pros** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 10 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\MARKETING SUPPORT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 3 | 4 | | 61 | 4 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\MARKETING SUPPORT\Other form of Assistance** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 53 | 2 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 96 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\OPTIMIZE THE PROCESS** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 2 | | 12 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\OPTIMIZE THE PROCESS\Don't know how effective that will be** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 1 | 2 | | 17 | 2 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT\Impact of Resources on Recruitment Effectiveness** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
|  | | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT\Value of Educational Resources** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 97 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 5 | 8 | | 90 | 8 |  |
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|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\how to like to attract people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 6 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\in place people will absolutely understand that oh my god that's an interesting club we can actually do something** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 19 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Marketing not strong will not attract people** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 16 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Need for Professional Marketing Strategies** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 3 | | 24 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 98 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Support for Digital Marketing Initiatives** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Very specific demographic** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 19 | | 319 | 19 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 4 | | 76 | 4 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\as senior members, we are going to hand out the positions and hand out the responsibilities to the younger team, the cabinet team, so that they can take over** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 29 | 1 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 99 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\But whatever we've done for iCube lab, it's been super successful** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\first comes the executive members which comprises of the president, the vice president and the secretary and then comes the cabinet and then the volunteers** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 25 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\Yeah, like we have already started appointing many of the members** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\CODE OF CONDUCT** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 3 | | 49 | 3 |  |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 100 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\I'm also part of the Green Teams** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\SASA Member** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 17 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\SASA Member\Senate member of Student Government Association** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 9 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\We've collaborated with three other clubs for the demo day, for the resume review, for the mentor link, and we are expecting more to come.** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 25 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
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| Formatted Reports\\Code Summary Formatted Report | | | | Page 101 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\but $50 per month is kind of too much is what I feel for a student club. But we could do 20** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 22 | 1 |  |
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| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\I don't have any answer to that** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\If you don't know how much audiences or how much content are we able to extract from the club, I feel it is dependent on those factors** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 27 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\we don't charge anyone anything** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 5 | 1 |  |
|  | | | | | | | |
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|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 102 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
| **Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\we just want to like have people not, you know, have the burden to pay and then think of, you know, coming or not, because it's as I feel like as international students, it's quite a burden to, you know, you know, pay extra for for the events** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 48 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION** | | | | | | |
| **Classification:** |
| **Aggregated:** | **Yes** | | | | | | |
| Document | | 2 | 6 | | 80 | 6 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\many of the students come to our events because we have most of the time food and freebies** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 18 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\So I feel we've done a great job in reaching out** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 11 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\So there's no issue with student engagement** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 7 | 1 |  |
|  | | | | | | | |
| Formatted Reports\\Code Summary Formatted Report | | | | Page 103 of 104 | | | |
| 11/13/2024 3:39 PM | | | | | | | |
| **File Type** | | **Number of Files** | **Number of Coding References** | | **Number of Words Coded** | **Number of Paragraphs Coded** | **Duration Coded** |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\student engagement by far has been quite good** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 8 | 1 |  |
|  | | | | | | | |
|  | | | | | | | |
| **Nickname:** | **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\there is quite a large number of people who are attending the event** | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 13 | 1 |  |
|  | | | | | | | |
| **Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\we are doing good because we are getting all the impressions we are getting all the you know engagement we are getting pulse** | | | | | | | |
| **Nickname:** |  | | | | | | |
| **Classification:** |
| **Aggregated:** | **No** | | | | | | |
| Document | | 1 | 1 | | 23 | 1 |  |
|  | | | | | | | |

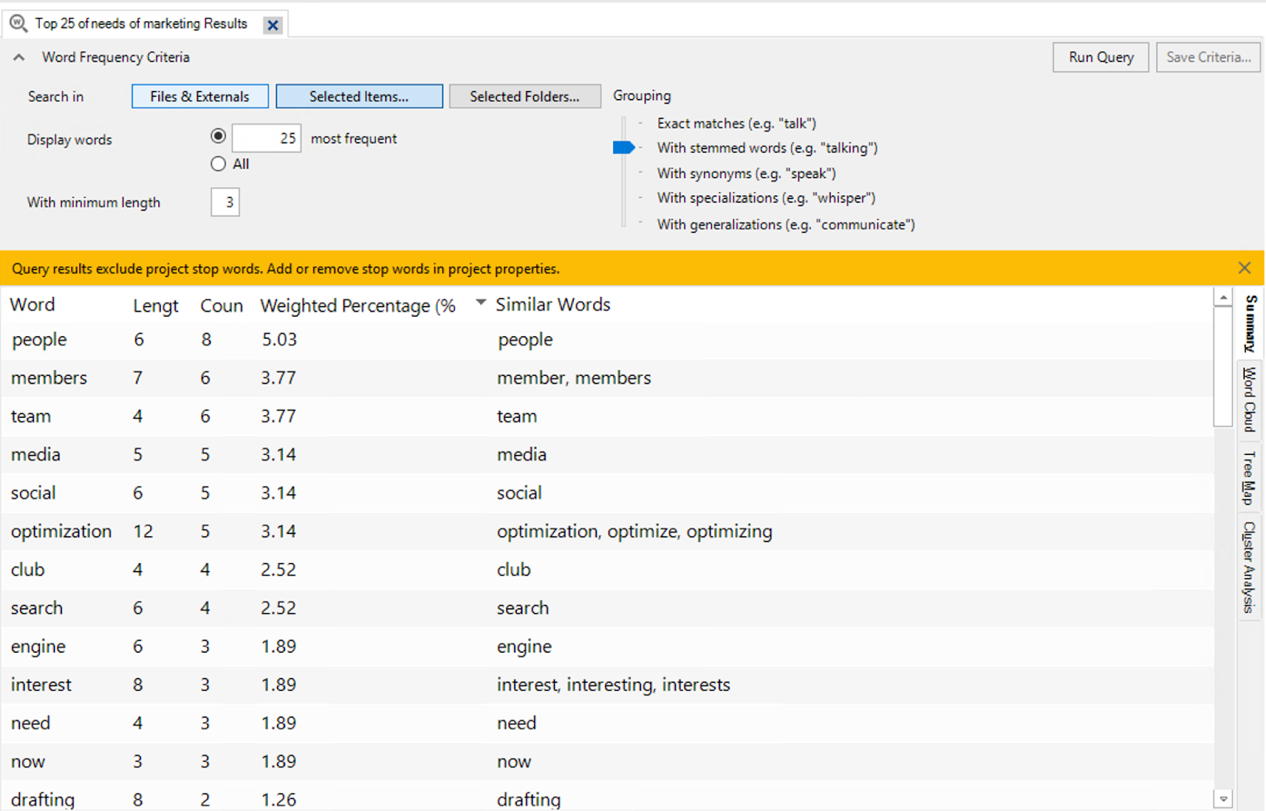
* Code Structure Report from NVivo

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| Code Structure | | | | |
| MKT562Team5 | | | | |
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| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| **Code** | | | | |
| **Codes\\AXIAL CODE** | | | | |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\BRAND IDENTITY DEVELOPMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\BRAND IDENTITY DEVELOPMENT\Strategies for Increasing Awareness of PENSA | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COLLABRATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COLLABRATION\Standarize branding with other clubs collaboration | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\Build connection with people | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\Challenges in Reaching Undergraduates | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\Early awareness of the club | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\Focus on Undergraduate Engagement | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\influence a community such as WPI, it needs its voice need to be like super, super hard | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\number of people who are coming to our events should increase | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\COMMUNITY ENGAGEMENT AND OUTREACH CHALLENGES\To outreach | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club\Collision format with sharing funds | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club\Credit shared equally | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club\Does not be super burden on one | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club\Dont have monthly funding | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding club\ISC funding | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\Funding is a major problem | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\FUNDING\It's just about the funding and because we're not getting the funds from WPI, that's the major thing. | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\NO MARKETING CHALLENGE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\NO MARKETING CHALLENGE\No issue with awareness | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\NO MARKETING CHALLENGE\there are no marketing challenges that we're facing. | |  | No | None |
|  | | | | |
| Formatted Reports\\Coding Structure Formatted Report | Page 1 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\Get the promotional material early | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\In Need of Members | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\marketing could be done in many ways and marketing, you know, I believe personally that, you know, marketing cannot be learnt, you know, it has to be experienced. | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\me being a very small group of people also | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\RESOURCE LIMITATIONS AND CONSTRAINTS\Merchandise for Club Visibility | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Calendar invite or reminder for the events | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Students are not able to attend as some of the events take place when, when it's, you know, the students have classes | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SCHEDULING AND REMINDER OF EVENTS\Time management | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SENSE OF BELONGING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SENSE OF BELONGING\you hear the word Hindu Yuva, there's always the phobia against Hindus in the US. | |  | No | None |
| Codes\\AXIAL CODE\\Q10- Marketing Challenges\SOCIAL MEDIA ASSISTANCE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY\If marketing club can have all the reach possible, reaching out to you guys in terms of publishing our content, that would be great | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\BETTER PUBLICITY\the ultimate reach if marketing club could correct the code of you know having the engagement of all the students in WPI okay | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\Enhanced Collaboration Opportunities | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\others | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\CENTRALIZED HUB FOR MARKETING RESOURCES\Payment and budget fo the club | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\And if there's any other help extended, we would be more than willing to, you know, have that | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Good Idea | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Great initiative | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\I feel we would because right now it's just the team who is responsible for the marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\More people will be willing to take part | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Positive Feedback | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\HELPFUL\Taking off a burden from the clubs | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\Access to Marketing Expertise | |  | No | None |
| Formatted Reports\\Coding Structure Formatted Report | Page 2 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\If provided with trained professionals or trained students | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\If provided with trained professionals or trained students\ed professionals or students | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\More Specialized Skills | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\PROFESSIONAL ANS SPECIALIZED SKILLS\Yeah, absolutely. I feel having some of the strategies put into position | |  | No | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\ROLE SECURITY FEAR | |  | Yes | None |
| Codes\\AXIAL CODE\\Q11- Perception of having a marketing club\ROLE SECURITY FEAR\Worry about members PR and content positions in the club | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION\and if they could give us tips and give us some direction where to work upon | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\GIVE MARKETING TIPS AND DIRECTION\Research and Continuous Learning | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Help with Strategizing on Fundraising | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Help with Strategy | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\HELP WITH STRATEGIZING\Understand the club needs, goals, and how it works | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Event management | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\I feel like getting more people involved and it would also help lessen the burden because we also do the operations | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Marketing materials like posters | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\Strategic social media plan | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\MARKETING MANAGEMENT , PLANNING AND MATERIALS\tasks | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\Flexible Service Options Based on Budget Constraints | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\if it is Free of value | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\OFFER SERVICE AT FLEXIBLE BUDGET\Transparent Service Pricing and Budget Alignment | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\ONGOING RELATIONSHIP AND CONTINUITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Help us reach target audience | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\I feel like that would actually help reach out to more people | |  | No | None |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Increase people count exponentially | |  | No | None |
|  | | | | |
| Formatted Reports\\Coding Structure Formatted Report | Page 3 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q12- Marketing Club tasks that could demonstrate value\REACH MORE AUDIENCE\Raise Awareness for Clubs | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\Budget Constraint | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\Lack of funding at the moment | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\we are getting paid or anything by the club. So I don't think having you know us pay for it would make a lot of sense for the club in total because we are already having a person doing that for free | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\ABSENCE OF GOOD FUNDING\WPI is funding | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY\Flexible Pricing Based on Usage | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\AFFORDABILITY\Pay for a package (Social Media, post, reels) | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\DON'T KNOW | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\DON'T KNOW\Not in the capacity to answer that question | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\After the value is shown | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Events pictures service | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Promote events | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\IF VALUE IS PROVEN\Quantifiable Value of Services | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE\I feel it if the service was free I feel the club would would take advantage of it. | |  | No | None |
| Codes\\AXIAL CODE\\Q13- Willingness to pay for the service\NO, SERVICE SHOULD BE FREE\it's a voluntary job, | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\see Instagram or WPI apps to see if there's any events | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media and Digital Flyers | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\DIGITAL AND SOCIAL MEDIA\Social Media Platforms | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\Email club group | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\General Emails | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\EMAILS\receive a lot of events in my WPI email | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH\Campus group | |  | No | None |
|  | | | | |
| Formatted Reports\\Coding Structure Formatted Report | Page 4 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\FRIENDS AND WORD OF MOUTH\Peer-to-Peer Promotion | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\MY WPI WEBPAGE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\MY WPI WEBPAGE\WPI Website | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS\On-Campus Tabling and Flyers | |  | No | None |
| Codes\\AXIAL CODE\\Q14- Receiving Information about events\POSTERS AND FLYERS\Posters around campus | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS\Email | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\EMAILS\Slack and Email for Club Coordination | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\everyone's given their job before an event during our on-campus events | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\We are very well communicated in the on in-person events | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\IN-PERSON MEETINGS\Weekly meeting to discuss | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\LESS MISCOMMUNICATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\NOT USING TEAMS AND SLACK BUT OTHERS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\NOT USING TEAMS AND SLACK BUT OTHERS\We don't do it on Teams | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Discord server | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Group Chats for Subcommittees | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Instagram | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Outlook and Zoom | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Primary Communication Platforms | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Slack | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Team's Channel | |  | Yes | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\Whatapp group | |  | No | None |
| Codes\\AXIAL CODE\\Q15- Communication within the team members\ONLINE COMMUNICATION\WhatsApp | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Community help | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Exciting for student communities | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Gives life to the community | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Meet fun people | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 5 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Networking with other people | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\COMMUNITY BUILDING\Purpose and Belonging | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\Diversity among students | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\Greek life and Identity | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\CULTURAL AND DIVERSITY\learn about other cultures as well. | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION\Facilitate Graduate Student Event | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\GRADUATE STUDENT REPRESENTATION\Graduate Student Body | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Dancee and Creative Outlet | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Enhanced Learning Experience | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Improve our skills in singing | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Learn different skills | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Life outside of academics | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Opportunities for WPI students | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Personal Growth | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Share ideas | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SKILL DEVELOPMENT\Share ideas\Have a little bit of time to themselves | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM | |  | Yes | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Advocacy and Support | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Do something better | |  | No | None |
| Codes\\AXIAL CODE\\Q2- Role of Student Club\SOCIAL ISSUES VOLUNTEERISM\Food Pantry | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\CULTURAL CLUB | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\CULTURAL CLUB\Kind of like a cultural club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE\Discovery of Campus Dance Club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\DANCE EXPERIENCE\Early Dance Experience | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\Founding and Purpose | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\New Club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\FOUNDER MEMBER\Role of the Founder and President | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Has been smooth | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 6 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Long term commitment | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Love and Support us | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\My Club is doing pretty well | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Performing super good | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\Popularity is high | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\We have got a lot of people coming for our events, close to about 500 members every time we have a huge scale event | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\GROWTH AND DEVELOPMENT\We have got a lot of response for the recent event we conducted | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Campus Greek life Atmosphere | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Freshman Starting | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Friend | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\fundraiser | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Heard through Social Media before college | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I Approached the team | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I didn't know much about like the associations and organizations, but to through the like career, I mean through the to the fairs like one of the fairs like the associations fairs like the student association fairs which were taking place in the quadrangl | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\I got an email to show interest in vacant positions | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Personal Decision to join Greek life | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Positive feedback from others | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\INVOLVEMENT JOURNEY\Transition into Sorority Life | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP\a lot of other people from other communities and from other cultures attending our event | |  | No | None |
| Codes\\AXIAL CODE\\Q3 a- Journey of the Club\PARTNERSHIP\like it has a lot of other chapters in other colleges and it's known all over the US | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\also like there's this bond and the trust I feel like which has been built during my course here amongst the executive teams | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Every member is very responsible and there's no issue about the members not working. | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Faith-Based Community | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Good experience to feel close to home | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Graduate-Centric Group | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\I feel like we are a big family | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 7 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\COMMUNITY AND BELONGING\Very good Bonding experience | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\it was a good experience altogether | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\it's kind of been nice | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\GOOD EXPERIENCE\Pretty Amazing | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Balance professional and fun | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\experience | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Good Connections | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\I mean I had other friends joining the club as well | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Lot of networking Events | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Make friends | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\Volunteer work | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\NETWORKING AND CONNECTIONS\We met a lot of alumni | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner\Q3 b- Member experience with the club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Event Planner\Q3 b- Member experience with the club\Event Planner | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Founder | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Full time member | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\I Manage Production | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Not a integral part of the club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Organizational Structure and Sorority | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Part of Gradscom in the club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\PR Chair | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\ROLE IN THE CLUB\Unique | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Build skills | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Communication skill improved | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\great sense of honor | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\it helps me also put this in, in the real world | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Leadership skill improved | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 8 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Learn to work in team | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Other Skills improvement | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Personal interest in marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Roles and Responsibilities in the Rocket Dance Club | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Teamwork and Collabration | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Tend to own any of the events | |  | No | None |
| Codes\\AXIAL CODE\\Q3 b- Member experience with the club\SKILL DEVELOPMENT\Valuable | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Cabinet Members | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Distribution of Responsibilities | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Establish member to get on Board | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Executive Members | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Executive Team in Dance Club | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Fundraising in charge of sales | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Moderators set rule | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Operations Chair | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\other external advisory members | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Secretary | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\EXECUTIVE AND SPECIALIZED ROLES\Treasurer | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Composition of Membership | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Formation by community members | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\General members that all can join | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Membership Composition | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Open Club | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Self Sufficient | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Sorority Organizational Structure | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\the grads | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\GENERAL MEMBERS\Volunteers | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Advisor | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Business end | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 9 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Co presidency | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\National and Regional board approval process | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\President | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Technical Part | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\LEADERSHIP AND GOVERNANCE\Vice President | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Community Outreach connects with other clubs | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Content creators in charge of promote | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\events Chair | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Gradscom | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Marketing Chair | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\Marketing Manager | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\PR designs posters and images | |  | No | None |
| Codes\\AXIAL CODE\\Q4 a- Structure of the club\MARKETING AND OUTREACH\the undergrads outreach | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS\cultural activities which are based out of the Indian ethnicity. | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\CULTURAL AND SOCIAL EVENTS\have a lot of cultural programs which take place in India | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\activites | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\activities for Welfare of the students | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Benefit people in WPI | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Business point of view event | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Community learning | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Encouragement and Fellowship | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\students personal growth | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\DEVELOPMENT AND WELLBEING\Study Tutors | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Gneral Meetings | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Planning and brainstorming | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\GENERAL MEETINGS\Small Scale events | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\HOLISTIC EVENTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\HOLISTIC EVENTS\Bible Study and Prayer | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT | |  | Yes | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 10 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Hackathon where people pitch ideas | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Incentivize the community | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\NEW IDEAS DEVELOPMENT\Not purely Technical | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Go to the National Coference | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Listen to company opportunities | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Practice elevator pitch | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Resume and cover letter review | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\PROFESSIONAL DEVELOPMENT\Review Events | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Dance Club Activities | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Fun and party events | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\RECREATIONAL EVENTS\Glee Club | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Sorority Activities | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Students feel close to home those activities | |  | No | None |
| Codes\\AXIAL CODE\\Q4 b- Activities of the club\SOCIAL RESPONSIBILITES\Workshops to help speak about issues affecting students | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\Missing consecutive meetings leads to step down of the chair | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\we gather and discuss the events which we want to make | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\we have like weekly meetings every week | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BI WEEKLY MEETINGS\Weekly Gathering | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE\Create a sense of home away from home for the students | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\BUILD AND SHARE CULTURE\so that they know what is basically like the Indian ethnicity and how we celebrate our festivals | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\CREATE AWARENESS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\CREATE AWARENESS\Creating a Fellowship Space | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS\Compete with Other Indian Teams | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\DANCE GOALS\Learn Fusion Dance | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\EVENT SUCCESS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\INCULCATE CULTURAL SESSIONS | |  | Yes | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 11 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\INCULCATE CULTURAL SESSIONS\feel good about their culture and for the like people who are staying here, like to not feel that they're left out | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY\Increase representation of Black engineers | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\POSITIVELY IMPACT THE COMMUNITY\Succeed Professionally | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SOCIAL EVENTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS\collectively decided that we wouldn't want to charge any student for any event | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SORORITY GOALS\we want to conduct brainstorming and then go about executing them | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\basically for the well being of mentally and physically | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\Encouraging Holistic Health | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\the practices of yoga | |  | No | None |
| Codes\\AXIAL CODE\\Q5- Primary Goals of the club\SUPPORTING SIPIRITUAL AND MENTAL WELL-BEING\to also inculcate the practices of Hinduism | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Collaborations with other clubs | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Flagship events | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Fundraisers | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\Organize meetings and brainstorm | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\EVENT MANAGEMENT AND PLANNING\we don't charge anyone anything | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\doing a good job in posting a lot of events | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Share information through social media | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Share information via email | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\INFORMATION SHARING AND COMMUNICATION\Spend on marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Dance Club Recruitment Efforts | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\keep everything open to everyone and anyone can join us | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Sorority Recruitment Efforts | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Taking Active steps | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\We have also appointed a lot of members | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 12 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\RECRUITMENT EFFORTS\Word of mouth | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT\Bible Study Sessions | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SPIRITUAL ENGAGEMENT\Group Prayer Activities | |  | No | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SUPPORT SERVICES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q6- Tasks undertaken to achieve the goals\SUPPORT SERVICES\Food Pantry | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Branding and consistency | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Challenges in Self-Promotion | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Enhancing Visibility on Campus | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Marketing forms integral part of the club | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Outreach protocol | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Reach maximum people | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Recognition of the club | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\BRANDING, PROMOTION AND OUTREACH\Success of event depends on crowd pulled | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION\Collaboration with other clubs | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\COLLABORATION\Collabration with Marketing Club | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\EVENT CENTRIC FOCUS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\EVENT CENTRIC FOCUS\we are a very event-oriented organization and club | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Attracting New Members | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Building a Supportive Community | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Club is known if Marketing team is super strong | |  | No | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SKILLED TEAM\Marketing Team | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 a- Role of Marketing to achieve the tasks\SOCIAL MEDIA ENGAGEMENT | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\a lot of like we do table sitting for marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\also like tables to propagate them to spread the word | |  | No | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 13 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\And we got a reach of 250. To 300, although being a new club | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\Engaging Students through Word-of-Mouth | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CAMPUS PRESENCE AND PHYSICAL OUTREACH\Table Sitting with Flyers at Campus Center | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CLUB COLLABORATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\CLUB COLLABORATION\Collaboration for Marketing Expertise | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Email | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\like we kind of make digitally and send it out through like WhatsApp groups | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\posted like a lot of posts on WhatsApp and like Instagram in different communities so that they know that we're selling the product | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\putting up like the events in my WPI app | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Sending Emails | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\DIRECT COMMUNICATION CHANNEL\Sending out emails | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\I mean, posters are outdated is what I feel, but they're also a means of communication | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\Other Promotional Activities | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\posters | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\POSTERS AND FLYERS\Print flyers and posters | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\And we got impressions in terms of likes and comments, which is equivalent to 200 | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\Instagram | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\Social media marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\SOCIAL MEDIA\Social Media Promotions | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\Freebies | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\we have food | |  | No | None |
| Codes\\AXIAL CODE\\Q7 b- Examples of marketing activities\STRATEGIC MATERIAL PROMOTION AND OFFERINGS\we have tried selling kurtas | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT\Don't have the specific skill set | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\ASSESSMENT AND IMPROVEMENT\I feel like we still need like, you know, an improvement on marketing and marketing skills, but I feel we're good enough as a club doing it. | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION | |  | Yes | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 14 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Creativity | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Creativity and new ideas | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\CREATIVIY AND INNOVATION\Encouraging new talent | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH\So we are initially reaching out to people with interest with similar interests and similar backdrops | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\INITIAL OUTREACH\We have started marketing as a very, very little. I mean, we have studied that as a subject | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Event Promotion and Analysis | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Informal Word-of-Mouth | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\other | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\MARKETING AND PROMOTION STRATEGIES\Post and calendar schedule | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\And we will go through their interest form | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Fill registration form | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Giving an opportunity | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Potential for Pro Marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\RECRUITMENT AND SELECTION PROCESS\Recruit based on skills | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Design Skills | |  | Yes | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Digital Marketing Proficiency | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Experience of marketing | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Marketing Skills on Exec Board | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Photography | |  | No | None |
| Codes\\AXIAL CODE\\Q8–Member marketing skills and knowledge\SKILLS AND EXPERTISE\Specialized Knowledge | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\More Marketing Memebers | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\So we need people with a lot of search engine optimization methods and methodology | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\Sufficient Members | |  | Yes | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 15 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\ADD MORE SKILL MEMBERS\We are expecting people with SEOs and SMOs, social media marketing, social media optimizing, search engine optimization, people with search engine optimization for our website to, you know, whenever people tend to search us out, we have to, the crawler sho | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT\a person who knows how to like post stuff and make reels and you know, knows about like social media | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\CONTENT CREATION AND ENGAGEMENT\many of our team members have great ideas and have come up with great ideas of how to market it and put them on social media | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\HANDLE SOCIAL MEDIA | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\HANDLE SOCIAL MEDIA\We need people who can handle social media like pros | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\MARKETING SUPPORT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\MARKETING SUPPORT\Other form of Assistance | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\OPTIMIZE THE PROCESS | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\OPTIMIZE THE PROCESS\Don't know how effective that will be | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT\Impact of Resources on Recruitment Effectiveness | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\RESOURCE MANAGEMENT\Value of Educational Resources | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH | |  | Yes | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\how to like to attract people | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\in place people will absolutely understand that oh my god that's an interesting club we can actually do something | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Marketing not strong will not attract people | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Need for Professional Marketing Strategies | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Support for Digital Marketing Initiatives | |  | No | None |
| Codes\\AXIAL CODE\\Q9- Needs of marketing support and services\STRATEGIC MARKETING APPROCH\Very specific demographic | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information | |  | Yes | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE | |  | Yes | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\as senior members, we are going to hand out the positions and hand out the responsibilities to the younger team, the cabinet team, so that they can take over | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\But whatever we've done for iCube lab, it's been super successful | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\first comes the executive members which comprises of the president, the vice president and the secretary and then comes the cabinet and then the volunteers | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CLUB MANAGEMENT AND STRUCTURE\Yeah, like we have already started appointing many of the members | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\CODE OF CONDUCT | |  | Yes | None |
| Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING | |  | Yes | None |
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| Formatted Reports\\Coding Structure Formatted Report | Page 16 of 17 | | | |
| 11/13/2024 3:45 PM | | | | |
| **Hierarchical Name** | | **Nickname** | **Aggregate** | **User Assigned Color** |
| Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\I'm also part of the Green Teams | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\SASA Member | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\SASA Member\Senate member of Student Government Association | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\COLLABORATION AND NETWORKING\We've collaborated with three other clubs for the demo day, for the resume review, for the mentor link, and we are expecting more to come. | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY | |  | Yes | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\but $50 per month is kind of too much is what I feel for a student club. But we could do 20 | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\I don't have any answer to that | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\If you don't know how much audiences or how much content are we able to extract from the club, I feel it is dependent on those factors | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\we don't charge anyone anything | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\FINANCES AND ACCESSIBILITY\we just want to like have people not, you know, have the burden to pay and then think of, you know, coming or not, because it's as I feel like as international students, it's quite a burden to, you know, you know, pay extra for for the events | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION | |  | Yes | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\many of the students come to our events because we have most of the time food and freebies | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\So I feel we've done a great job in reaching out | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\So there's no issue with student engagement | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\student engagement by far has been quite good | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\there is quite a large number of people who are attending the event | |  | No | None |
| Codes\\AXIAL CODE\\Z - Additional Information\STUDENT ENGAGEMENT AND PARTICIPATION\we are doing good because we are getting all the impressions we are getting all the you know engagement we are getting pulse | |  | No | None |

* Query Results

**Query 1 (Word frequency of Marketing Needs):**

**Research question:** What is the most frequent word mentioned as one of the needs in Marketing support and services?

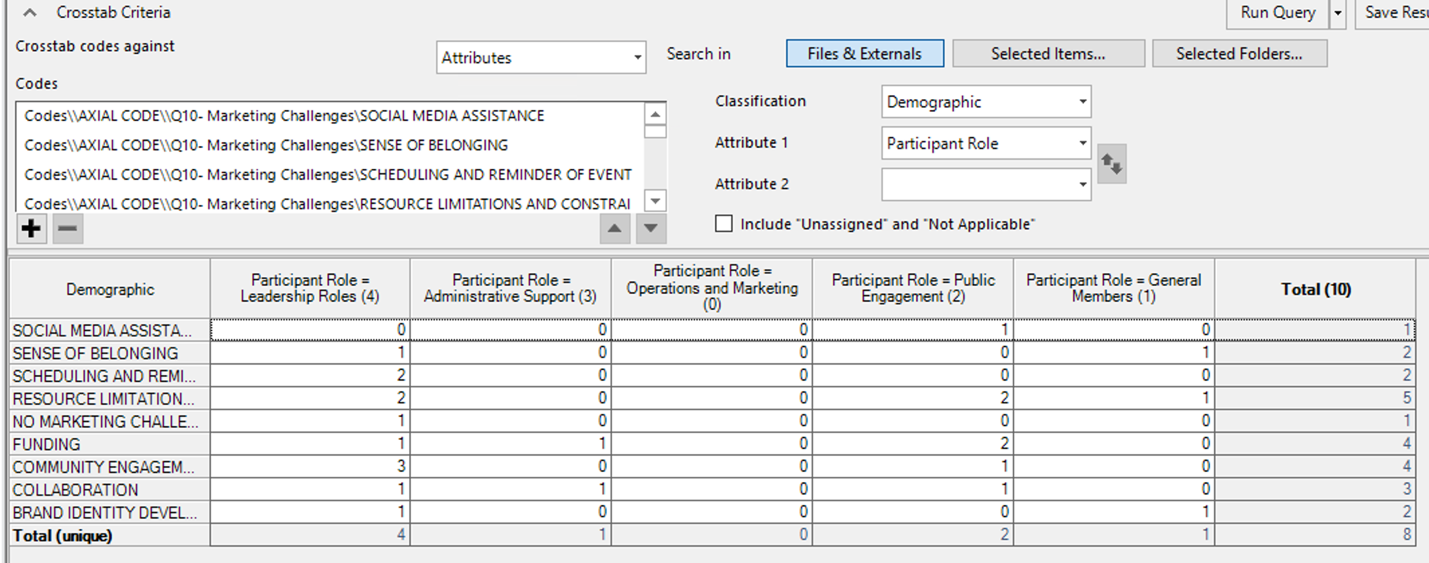




**Findings based on word frequency:**

**Skills and Expertise Needs**: One of the primary words identified is ‘members, people, and team’, which means support access to skilled members. Specifically, there is a demand for individuals proficient in search engine optimization (SEO), process optimization, and strategic marketing and research.

**Query 2 (Crosstab based on Marketing Challenges by Participant Role):**



**Research Question:** What Marketing challenges are mentioned the most by participants in leadership roles?

**Findings based on crosstab (Marketing Challenges by Participant Role):**

**Community Engagement and Outreach**: Leadership roles highlighted more frequently the challenge in promoting their activities and events, particularly in reaching a broader audience across different academic levels, which is based on ‘COMMUNITY ENGAGEMENT AND OUTREACH’ axial code. Many clubs experience challenges Graduate student-funded clubs face obstacles in connecting with undergraduates, while undergraduate clubs report that awareness of their offerings often only reaches students in their senior years, missing the opportunity to engage them earlier.

**Resource Limitations and Membership Needs:** Many club leaders identified resource limitations, including a lack of skilled members, which impacts their ability to manage time effectively and produce promotional materials on schedule.

* Findings from the research

**1- Marketing Challenges:**

The market research findings indicate that clubs face significant marketing challenges, particularly in fundraising, outreach challenges, and resource constraints as identified through Axial Coding. The data was analyzed on a frequency scale, with categories such as "funding" appearing in 6 references and "resource limitations" in 8 references, highlighting common issues across clubs. Axial Coding allowed us to categorize and link these themes, emphasizing gaps in club capabilities, such as limited expertise in strategic planning and a lack of members as resources for implementing effective marketing and fundraising strategies.

**2- What could demonstrate value the most:**

The findings show that flexible budget options (13 references) are perceived as the most valuable, followed by help with strategizing (9 references) and marketing materials (7 references). These categories are organized on an ordinal scale, where the frequency of each theme indicates its relative importance, connecting these patterns to demonstrate key areas of value that a Marketing Club could provide. This data is interpreted on an ordinal scale because it ranks themes based on the frequency of references, which provides a sense of relative importance but without exact intervals between categories. Each theme's frequency (e.g., 13 references for budget, 9 for strategy) suggests its priority, allowing us to determine which services a Marketing Club should prioritize to deliver the most value.

Strategy Support (9 references): Clubs expressed a strong need for help in strategizing their events, especially for fundraising initiatives. They highlighted the importance of attracting larger student audiences and recognized the potential benefits of research into student preferences for popular activities. Additionally, clubs saw value in structured marketing campaigns that include clear goals and measurable success indicators.

Marketing Materials (7 references): Interviews revealed a high demand for organized marketing support, including planned social media content and timelines. Clubs were also interested in tangible marketing resources, such as posters, assistance with event management, and the development of specialized advertising tools.

**3- Perception of having a Marketing Club:**

The data indicates that the **centralized marketing hub** concept (8 references) is seen as a valuable foundation that could provide access to **specialized marketing skills** (9 references). Interviewees expressed a positive view of a centralized marketing club, envisioning it as a valuable resource that could enhance their access to marketing expertise. This suggests that a centralized hub would support clubs in acquiring the specific marketing expertise they need for strategic planning and execution.

* Recommendations based on the research

Our findings suggest the following key recommendations to drive marketing effectiveness and optimize engagement:

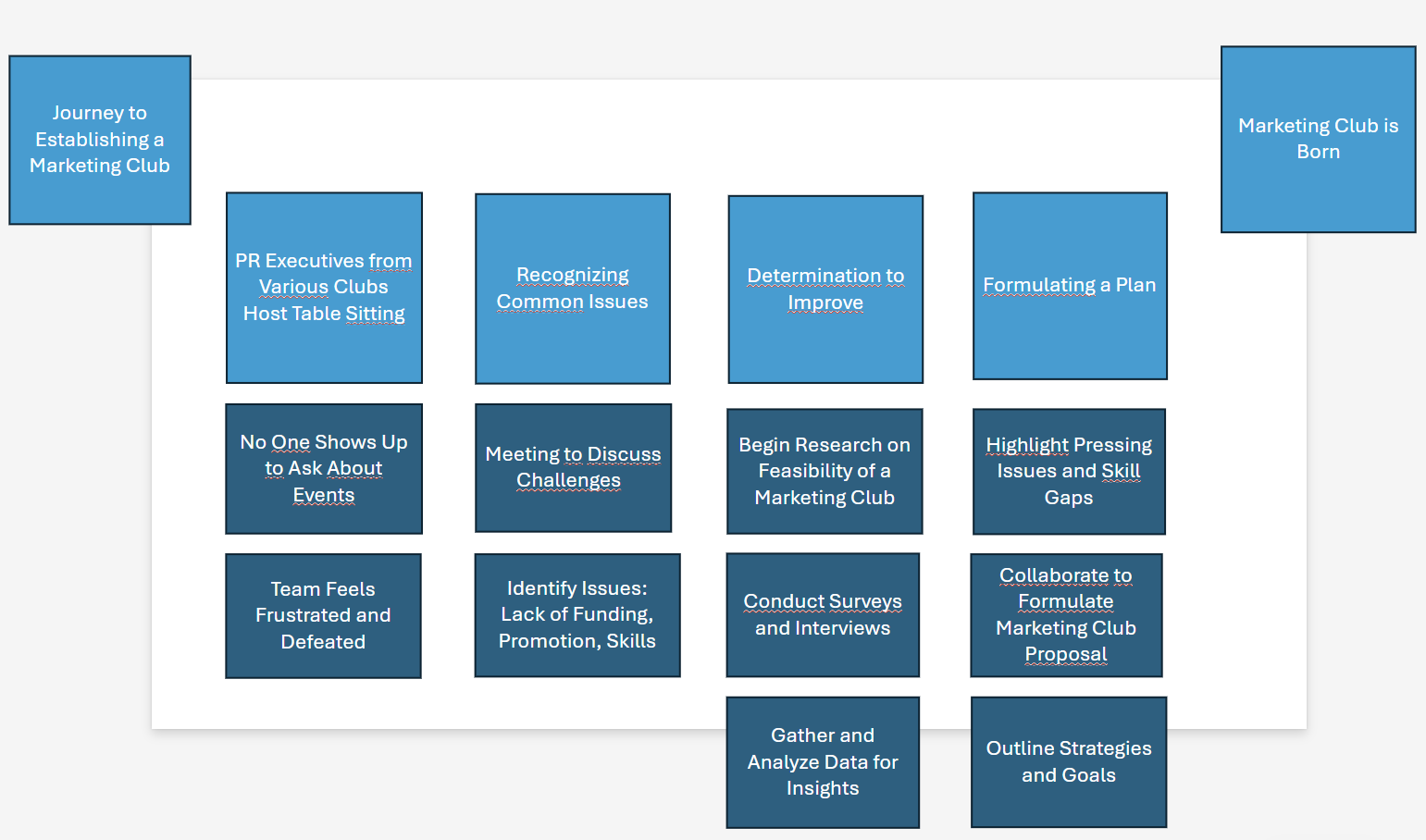
**Establish a central marketing resource hub:** Form the Marketing Club as a central support system for student organizations, providing expertise in areas like social media, event promotion, and strategic planning.

**Create an affordable social media support package:** Addressing the common need for social media assistance, design a cost-effective social media package that includes essentials like a content posting calendar, customizable post templates, and basic analytics.

**Recommendation for strategy workshops with success stories:** Organize regular strategy workshops featuring success stories from clubs that have effectively partnered with the Marketing Club. These workshops could showcase practical examples, such as how certain clubs increased funding, conducted basic market research, or improved member recruitment through effective marketing strategies. Each session would highlight actionable steps, lessons learned, and best practices that other clubs could apply to their own challenges.

**Recruiting specialized marketing students:** Recruit and mentor marketing students with diverse expertise and skills, enabling the marketing club to meet various club needs. This approach ensures effective delegation of tasks and timely execution of marketing activities, and marketing campaigns to enhance the overall impact and efficiency of club initiatives.

* PUMA storyline of the video



**Work division charter**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | P1 | P2 | P3 | P4 | P5 | P6 | P7 | P8 | P9 | P10 |
| KEY |  | Interview Participants | | | Transcribe audio file+ Proofread Transcripts | | | | NVivo | | |
|  | NAME |  |  |  |  |  |  |  |  |  |  |
| TM1 | Ana |  |  |  |  |  |  |  |  |  |  |
| TM2 | Harsha |  |  |  |  |  |  |  |  |  |  |
| TM3 | Tasneem |  |  |  |  |  |  |  |  |  |  |
| TM4 | Aarthi |  |  |  |  |  |  |  |  |  |  |
| TM5 | Remi |  |  |  |  |  |  |  |  |  |  |