

LAGE2 Collaboration - Supporting and managing students' extracurricular activities

Pedro Francisco

Activities Report

Abstract—This semester the activity I chose for the course of PP111 was to join forces with LAGE2, a students group based in TagusPark. With my work in the Redaction Team, I wrote the texts needed for the many areas involved in the activity of the group: recruitment, marketing, multimedia, event planning, newsletter, etc. My help in the newsletter creation was vital, since LAGE2 had the idea of creating one some time ago, but they lacked staff to help achieve its creation. As I gathered the information needed and crafted some fine texts, we can deliver the newsletter shortly, and show the work of LAGE2 to the maximum number of students in the community. This was the main result of this activity, and I'm sure the newsletter will be successful. The report will cover the work done in these months (not only the creation of the newsletter), what I did and how I did it.

Index Terms—LAGE2, group, Redaction Team, newsletter, community, marketing, multimedia, social media.

1 INTRODUCTION

IN this course, every semester it is required for the students to take part in one activity among a list of activities proposed by the Lecturer. After carefully analysing that list I proposed to work with LAGE2, a laboratory that helps students with their extracurricular activities, and suggests them other activities to integrate them in the community and spice up their free time. My proposal was accepted and I began working in the Redaction Team. This team works closely with the marketing and multimedia areas, to help write the texts that are used in posters, flyers, campaigns and even Facebook posts. This semester, LAGE2 decided to go ahead with the newsletter idea, because now was people available in the Redaction Team (me) to gather the information and write the texts. I also helped in several other ideas, that will be explained later in this report.

- *Pedro Francisco, nr. 72797,
E-mail: pedro.francisco@tecnico.ulisboa.pt,
Instituto Superior Técnico, Universidade de Lisboa.*

Manuscript received January 15, 2015.

2 WORK DONE DURING THE ACTIVITY

In this section I will cover the work done during the activity. It will describe the work done in the development of the newsletter, meetings with the staff of LAGE2, and other work I've done in the Redaction Team.

2.1 Newsletter

When I first started the activity, I learned through contacts with the other LAGE2 staff that they wanted to do a newsletter to show the IST community about LAGE2 - their mission, the new students in charge of the group, what activities were carried out in the past, the new activities that will be carried out, and to try and get new collaborators through a text in the newsletter. I agreed with that idea and as I was working in the Redaction Team, we thought this was the right moment to go ahead with that idea, and so we started to design (Multi-media Team was doing this part) and write the newsletter. I was given a set of tasks in order to gather information to write the newsletter. These tasks were to, given a set of e-mails of the various areas of LAGE2, contact them and gather information about them and some other information they wanted to be included

[illegible]

in the newsletter. During the course of two to three weeks I kept on exchanging e-mails with those areas and finally got all the data needed. Then I proceeded to write the articles for the newsletter. These articles were divided into the areas of LAGE2: GFIST, TEDxIST, Feira do Livro, etc. With the information I had, I wrote texts that had about ten lines average, resuming the work done in these areas and pointing what they wanted to do on the short term. By knowing it was a newsletter, I couldn't write texts that were too big or boring, so I had to write them in an attractive way, to get the attention of the readers. With the texts written and reviewed, I asked the coordinator of the Team for a final check of the texts. He enjoyed them and gave green light for them to be published in the coming newsletter. It will be revealed by the end of January or beginning of February, and the plan is that a new newsletter will be released every semester.

2.2 Meetings with the staff

The interactions with the staff played a major role in the definitions of the tasks to be made in the various areas, especially those concerning the Redaction Team where I was working. Those meetings happened in the form of gatherings of our staff in the headquarters of LAGE2 or communication through our Facebook groups and chats. Although this latter method is way easier for informal communication and it requires no physical presence, it was used for discussing small topics and ideas. In other words, topics that don't have extreme importance. For dealing with these important topics, there was a major meeting held in LAGE2's room. This meeting was about some sensitive topics such as how things were going at that time, what could be improved in order to better articulate the work done in the several areas, and also to improve communication between staff. Some ideas were given (they don't matter in this case) and then we discussed the activities that we could start to plan and execute. Obviously the topic of the newsletter was addressed and we all came up with the major plan for the designing of it. Take note that this meeting was held before the

writing of the newsletter was at full throttle, so it was in the beginning of the process of creating the newsletter. This meeting was important because we were able to draw a plan to face our problems and improve all our work.



Figure 1. Meeting held in our headquarters.
Figura sobre o lar referida no texto!

2.3 Other work done

This section covers other work that I've done, besides the newsletter and the meetings with the staff. I was asked to write for several social media posts. To be more specific, Facebook posts and texts for recruiting students for some of the groups of LAGE2. I was also prompted to write a text for a poster about a gaming tournament that will be held by Grupo Lúdico. This work was only a small part of the activity, as all of the effort was concentrated in the writing of the newsletter. Still, it was good for diversifying the type of writing and work.

3 CONCLUSION

With this activity I got a better insight of what happens inside these student groups in IST, how they come up with their ideas, how they execute them, how should these groups be structured and how they work and integrate the several areas to maintain their cohesion and better serve our community. I also understood the importance of groups like LAGE2, that try to please the students with many activity offers in various areas (photography, videogames, etc.). They are important to any university,

as they enrich its culture and academic environment. I hope that in the next semester I can continue to take part in this activity, in order to help LAGE2 with my skills and efforts and have many good ideas that can drive us forward.

Neste tipo de documento (Técnico)
a Conclusão deve começar com
um resumo do assunto abordado
e depois deve realçar o resultado

ACKNOWLEDGMENTS

The author would like to thank the opportunity to work in this activity, and ultimately to his family, as it allowed him to pursue his Engineering studies.



Certificado de Actividade

O LAGE2 - Laboratório de Apoio à Gestão de Actividades Extracurriculares dos Estudantes - certifica que o(a) aluno(a) **Pedro Francisco**, com o número **72797**, realizou actividade neste laboratório durante o **1º** semestre do ano lectivo **2014/2015** no âmbito do(s) **Marketing**, cumprindo o requerido pelo regulamento dos Portfolios Pessoais.

**Laboratório de Apoio à Gestão de
Actividades Extracurriculares dos Estudantes**

O Presidente,

Ricardo Ferreira

Ricardo J. Ferreira