User interview tips: <https://library.gv.com/get-better-data-from-user-studies-16-interviewing-tips-328d305c3e37>

### Introduction

[start with small talk]

*“We’re researchers from Agnes, a campus events and group platform, and we’re interested in learning about how student leaders, and how their groups impact the wider campus community (e.g. recruiting, holding info sessions, workshops, guest talks or any other event, reaching out to/collaborating with other groups, managing listservs or social media, etc.). We’ll start by asking about your background and involvement with your groups on campus. We’ll then ask you to walk us through how the semester typically goes with your group. We’re interested in learning about the your group’s involvement with your school and how you handle event management if that’s something your group is concerned with.”*

# Yi Hsin Wei, Guac Magazine

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

* Rising sophomore majoring in History, maybe a minor
* VP of internal operations for ISU at Cornell
* Managing Editor (right below editor in chief) of Guac Magazine
* Member of Ezra box

How did you get involved with these groups?

* ISU through a pre-orientation freshman program a couple of weeks before school. Recommended to join from someone he met and he applied and got in
* The people he met in ISU kind of recruited him to join Guac and Ezra Box

Can you describe the roles you have in your groups?

* VP internal ops, ISU - deals with everything going on with the org. Projects include recruitment, elections, and social events to increase member bonding / relationships. Coordinating and organizing social events. Recruitment is the biggest effort because of the strategy and organization/execution involved. Also there to help other members should they need assistance
* Guac - very structured. Info sessions, recruiting through clubfest and otherwise being active across campus. The process is open - anyone can just sign up and join the team
  + After recruitment he briefs the writers on how the articles should look. Meet with them one-on-one
  + Also handles the editors team - delegate each editor a couple of writers and streamlines the relationship/communication process between the editors and the writers. After the content is submitted, he facilitates printing and launch event along with editor in chief
  + Guac members often just contribute one article to the magazine in the semester. Editors then choose which content to include
  + Writers are not automatically members semester to semester, but some stay on and some don’t continue

Which group is most important to you? Why?

* ISU - Most impact, dealing a lot with the administration, holding campus-wide events.?

Could you describe the group’s membership?

* ISU - have 52 members (6 abroad though), broken down into functional teams. The VPs of each functional team try to share info to people in the functional teams. 5-6 inactive that don’t really come to our social events and/or all of our meetings but they contribute some work on the side.
* Guac - 60 members. Teams are very siloed. When one team is done with their job, they kind of just hand off the work - recruitment -> writers -> editors -> creative design team
  + Communication is really just focused toward the leaders. They have to keep track of everything

Could you walk us through the process of becoming a member? How competitive is the process?

How many members do you have?

How do you keep track of your members?

How often does your group meet? Could you walk us through a typical meeting?

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

* Guac - Before the end of the last semester they have a semester in review meeting. Decide the theme for next semester’s issue. Create a calendar with projected timelines and dates when they want to accomplish things. Start advertising through clubfest (nothing before). Host two info sessions for writers and creatives. Briefs the writers and creatives on what they’d talked about in their semester in review.
  + 2-week review of articles to figure out what the article looks like before handing it off to the creative design team
  + Clubfest is their biggest marketing tool. Get a lot of signups on their listserv and then they spread the word about the info sessions through these listservs. The info sessions are well-attended
  + Application process is: people come to info session and then join under a specific team lead. If they decide they need more people they just try to open it up again quickly to find someone who is interested.
  + The marketing team uses a lot of Facebook ads and countdowns when the magazine is about to come out.
  + Last semester they had 10-11 writers submit content but only 6 articles got chosen. Keep those people whose articles aren’t chosen involved through photo shoots, events, and including their names in the magazine

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

* Worked with the Puerto Rican student association - contacted them through email, hosted an info session with them, did a Q&A, and because of the amount of interest went forward with it. Had a brainstorming session with students from Puerto Rico.
* The special issue was much harder to finish because the writers were slower and didn’t get everything done in time. Had to communicate through the President of the Puerto Rican Student Association. The Editor in Chief communicated with the President directly (they’re friends) and the President of PRSA would get in touch with their members. Guac’s own emails wouldn’t get responses

Which of these activities are external and impact the wider community beyond your members?

* Clubfest, info sessions, and end-of-semester launch event
* Every semester they try to do a special issue. This year they did one with the Puerto Rican student association

Could you walk us through the each one?

### Group’s external activities

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
  + Magazine Issue launch event - goal is visibility on social media. Active on Instagram throughout the semester where they share visually stunning photos. Pay for FB ads when the launch event comes up. Have photo shoots and photo banners that members can use to update their cover and profile photos
    - A lot of people seem to hear about them through FB ads
    - Can’t do quartercards and pamphlets because they are severely underfunded. All of their funds went toward printing.
    - Planning the event itself is limited. Issue with CUTonight. Ended up with a location and time that wasn’t ideal (in PSB). Had 150 copies to give out. Catering was an issue.
    - Attendance wasn’t as great as they wanted it to be. Had a dual launch event (with their special Puerto Rico edition) and expected attendance from the PRSA but they didn’t see many people
    - Expected about 150-200 but had closer to 50 people. Didn’t take attendance
    - After the launch event Guac is over for the year. The eboard has a couple more meetings to talk about next year and elections
* Follow up! Why these steps? Why these tools?

Possible activities

* Recruitment
* Email sign ups/listservs
* Collaborating with other groups
* Managing social media
  + Specific people in charge of different accounts (IG and FB). Uploaded a photo each day, did a countdown. Others in charge of overall event and strategy
* Advertising/making announcements in classes

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

* Editor in chief and managing editor are kind of hands on with everything but the team leads and other team members seem disconnected from what’s going on.
  + Member feedback said they often weren’t aware of what was going on. They didn’t know when the magazine draft was coming out or what it was going to look like until the launch event. They might try to do a meeting once every two weeks. Maybe more social events as well (had none the first semester, one big mixer the second semester with other organizations - party at Acacia) - had a gbody the week before to talk about the progress, upcoming plans and the social event
* Only big eboard meetings are at the very start or very end of the semester
* Use Slack for messaging team leads / eboard members. A lot of one-on-one texting/FB messaging
  + Have a huge problem with communication on Slack. People just aren’t active. Every team is on it but no one uses it. Switched completely to email
  + Only 1 of the teams used it. One other team used FB
  + A lot of people hadn’t used slack before so that might’ve been part of it but managing is a lot of just messaging someone to do something. Slack can seem like a step out of the way for some people
* Email only really used for contacting the whole team
* Future plans with website
  + Writers to be able to submit work via their website
    - Questionnaire and submission process on the website where people can submit and the eboard can review
    - Formatting on the website became an issue for the second publication when they were thinking about how to display content and members and info about organization
      * Don’t currently list any members online

How do you share information to the rest of your group?

* Editor in chief manages email listserv and most of the communication is done with everyone at once or the team leads/editors have some communication

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

How do you share information outside of the group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

### Event planning and management

Could you walk us through the steps you take when your group is planning an event? How does it go from planning with your team to promoting it to execution and evaluation later on?

What are the things you are concerned with at each step? What tools do you rely on?

### Conclusion

What kinds of campus goals does your group have?

* How are you trying to achieve those currently?
* What’s currently holding you back?
* What are you guys doing to improve yourself as an organization?
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

What would you say is the biggest challenge to your group?

* For an organization so big, a lot of people don’t know the other members or what’s really going on with the latest in the magazine design/development.

Is there anything else that you’d like to share with me?

* Nothing else to add

Takeaways:

* Follow up questions:
  + What information do you communicate through Facebook?
    - Events, photos
    - Are there other pieces of information you’d like to be able to convey to the Cornell community? Updates? Announcements? Is it a bother that it’s only for people who like your group page?

# Roman Marcarelli, SPS (Society of Physics Students)

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

* Rising senior studying physics and math
* President of the Society of Physics Students

How did you get involved with these groups?

* Met someone in the scholars program that he’s in and was recruited to be events chair and then VP and now Pres.

Can you describe the roles you have in your groups?

* Already know most of the events they want to put on each semester (fairly standard schedule - professor talks, etc.), his role to delegate everything to make sure everything happens
* Run a peer advising program for incoming freshmen

Which group is most important to you? Why?

Could you give us a one-line description of what your group does?

* Provides resources for students studying physics within cornell that the department doesn’t provide and raise awareness on physics for the community

Could you describe the group’s membership?

Could you walk us through the process of becoming a member? How competitive is the process?

How many members do you have?

* Maybe about 50 currently active and maybe 200 inactive (every physics major is technically part of the group)

How do you keep track of your members?

How often does your group meet? Could you walk us through a typical meeting?

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

* No formal recruitment. Anyone who is interested can join.
* If you go to 3 events in the semester then you become an active member, you get access to the physics lounge
* Take attendance at all our events - have a google form up with netID, name for people to fill out
* By the first eboard meeting they already have an idea of what the semester is going to look like
* Attend clubfest
* They aren’t that interested in the whole cornell community, only physics students and people taking physics classes
* Professors advertise in their classes, students go into classes and talk about their group
* Have their first meeting, which is open to the Cornell community
* 3 committees - executive committee, campus committee (social), and external committee (off-campus outreach)
* Pizza talks (3 per semester) with a professor, “fireside” chats (3 per semester), alumni talks, ice skating social
  + Carl Sagan walk - get a permit from Ithaca PD, work with Cornell Mars Rover, Cornell Herpetological society, other groups that can bring stuff
    - Reach out to the Ithaca science center and ithaca schools to help promote the event
* Send emails to the listserv with a flyer attached. Also put up flyers around the physics buildings. Most social events they use FB - ex. SPS Bowling night with students and professors. SPS ice skating event in the spring (people bring their non-physics friends for cheap ice skating! (keep track of the current members and attendance so they know who is “active”). 1 GBody per semester
  + Order 2-3 pizzas for the pizza talk and don’t want a ton of people showing up
  + Not generally concerned with membership/attendance

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

Could you walk us through the activities your group does throughout a semester?

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

* Professor talks
* Visiting school nearby
* Have an email listserv for people in the club
* Put up flyers around PSB
* Secretary manages listserv
* For events, they have an outreach chair and small team. Send emails, go talk to other organizations

Which of these activities are external and impact the wider community beyond your members?

Could you walk us through the each one?

### Group’s external activities

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
* Follow up! Why these steps? Why these tools?

Possible activities

* Recruitment
* Email sign ups/listservs
* Collaborating with other groups
* Managing social media
* Advertising/making announcements in classes

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

How do you share information to the rest of your group?

* Use Cornell Box for files
* Google Drive for meeting minutes
* Email listserv
* Have Slack but always end up just using email - everyone is checking email anyway. People aren’t all that familiar with Slack and the notifications aren’t always great
  + Able to get the information across pretty well
  + Usually we’ll have an event on FB and word spreads pretty quickly

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

* We have difficulty of reaching the Ithaca community
* Thinks they’re doing alright on campus but obviously isn’t a good way to know what they’re missing.

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

How do you share information outside of the group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

### Event planning and management

Could you walk us through the steps you take when your group is planning an event? How does it go from planning with your team to promoting it to execution and evaluation later on?

What are the things you are concerned with at each step? What tools do you rely on?

### Conclusion

What kinds of campus goals does your group have?

* Better eboard structure and better organization. Better idea of whose job it is to do different things and being confident in what their roles entail
* How are you trying to achieve those currently?
* What’s currently holding you back?
  + Problems within the officers - everyone doing things on time
  + Since the department provides funding, the department wants a summary (event report) of each event with attendance, what resources were provided by the department and how they were used
    - Made a document for next semester that people can fill out
    - Last semester people just wrote up a description (sometimes)
* What are you guys doing to improve yourself as an organization?
  + Not currently maintaining much of a web presence but would like to improve it
    - Want to seem more established as an organization (how people see the organization)
    - Wants to easily advertise the right events to the best groups
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

What would you say is the biggest challenge to your group?

What’s the most frustrating thing about your group or the work you’re doing on Cornell’s campus?

Is there anything else that you’d like to share with me?

* Process for people to become officers - gauge interest through email. Some people want to get more involved in the group and then it’s just about assigning them a role

Takeaways:

* “Membership” is pretty fluid - if you attend at least 3 events you’re considered an Active member and you get access to the phyisics lounge. Otherwise it doens’t matter to them if you’re “Active” or just an interested person
* Don’t necessarily need a lot of members
* Challenge with delegating tasks from the President and ensuring people know their roles and get things done
* Challenge with spreading the word to the Ithaca community about open community events
* Email listserv and FB events seem to work pretty well
* Want to improve social media presence if they had more time
* Follow up question:
  + When you take attendance, do you go through manually and put everyone into a mastersheet after?
  + Would you be willing to share the After Event Report that you put together?

# Chiara Benitez, ISU

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

Senior, Bio and comp lit, ISU

How did you get involved with these groups?

Freshman year, thru a friend, pia found it online, googled because there wasn’t a big on campus or social media presence

Can you describe the roles you have in your groups?

VP Advocacy

* Focuses on addressing international student concerns on campus
* Anything from raising awareness on different international issues or policy stuff on campus or talking to the admin about things we’d like to see change or improved
* Collaborating also with other groups to plan/brainstorm
  + International health awareness
  + Refugee gala

Which group is most important to you? Why?

Could you give us a one-line description of what your group does?

Could you describe the group’s membership?

E-Board and general body members

E-board (president, director of e-board, vps (funding, advocacy, planning, publicity, internal ops))

Since it’s byline funded it should be open - gbodys should be open to the public

Plans for next sem (summer)

* Events and stuff
* Constitution
* Fix membership

Could you walk us through the process of becoming a member? How competitive is the process?

General application/resume drop -> Interview -> Deliberations (pt system)

Expecting lots of applicants coming semester

* Might include a social round

Trying to get more grad students (they don’t use as much social media, more siloed) different ways of accessing communities

Undergrad - before had to push for publicity but now it’s easier because there’s a big on-campus presence

Fb page, share, clubfest, pre-orientation program for international freshman

Not looking for that many applicants in the first place

Emails those rejected how they can keep in contact, fb, peer mentorship

* Has to be very carefully worded (“it sucks to be rejected by a union”)

Try to get feedback so we represent and include more of the community

* It’s honestly so difficult
* We get messages, inquiries, and we have a good response rate
* The newsletter has a suggestions tab (if you have feedback you’d really want to give you’d take the time to do it)
* Held a global social, good conversations and feedback/ideas
* Coffee hours - in the ISSO lounge
  + Idea to invite specific orgs to come
* Open GBodys, some have come

General ISU listserv (people who apply generally sign up for it), newsletters every 2 weeks for events and updates

How many members do you have?

* +50

How do you keep track of your members?

* Attendance mandatory for gbodys, also functional team meetings
* Valid excuses are fine

How often does your group meet? Could you walk us through a typical meeting?

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

5 teams and each team does something

Funding

* Giving out $$$ from the student activity fee
* Hold funding hearings
* International oriented
* Budget spreadsheet

Advocacy

* Interacts with admin the most
* Monthly meetings with vice provost for international affairs to touch base - transparent communication
* Lots of involvement with the student assembly
* Bring in guest speakers
* Collaborate and co-host refugee gala
* Co-hosted mental health awareness panel
* Postcards for free during mental health awareness week
* Visa awareness

Planning

* Plan internationally-oriented events
* Plans biggest event on campus (international gala)

Internal ops

* Recruitment
* Internal functions

Publicity

* on-campus presence

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

Could you walk us through the activities your group does throughout a semester?

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

Which of these activities are external and impact the wider community beyond your members?

Could you walk us through the each one?

### Group’s external activities

Funding

* Publicizing not needed
* ISU was really a funding board before so orgs were already going before
* Have it on the website, cover photo on the FB page, put it on top of newsletter
* Good for network - lots of orgs to reach out to

Advocacy

* A lot of it is collaboration
  + Refugee gala with Syrian muslim immigrant speaker who had spoken at ivy league muslim conference
    - Collab with CWR
    - Relied on members to spread the word through network - FB, friends, groupme
    - Process
      * Printed quartercards, posters and posted where there was a lot of traffic
      * Emailed a lot of departments - wanted to branch out (those who haven’t liked or not part of the listserv)
      * Spoke to vice provost for international affairs who spread it
* Depends on your audience and who your connections are
* Post on facebook
* Post on newsletter
* Some don’t need to be heavily publicized like postcards (people pass by)

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
* Follow up! Why these steps? Why these tools?

Possible activities

* Recruitment
* Email sign ups/listservs
* Collaborating with other groups
  + Since it’s already well-connected, someone always knows someone, DM directly
  + Difficult when we don’t have connections
    - Grad orgs only have org email but people don’t check it, so no response
  + When there’s no connection it doesn’t really work
  + BUT not a huge problem because people reach out too
* Managing social media
* Advertising/making announcements in classes

Post at good times, members changing cover photos

Most difficult thing is when we have multiple events, we’re hosting or we’re asked to publicize others

Don’t want to clog up the news feed - can’t put up two events in one day

Also share stuff from international student services office

Statements to show solidarity or support

Do you have a website? Does your group use it? Why/why not?

Has specific info about ISU (can’t really be found on FB)

* Teams, who the members are, funding page, info on different events that they’ve hosted, link to peer mentorship and resources

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

Depends on nature of information

Specific info

* GroupMe rn but might change to Slack
* If it’s SUPER important -> general GroupMe, and all
* Functional team groupme as well
* Issues
  + Annoying that some people mute
  + Can get congested
  + Can’t get delete

Updates

* Email
* She finds email personally effective but a lot of people don’t check their emails so they’re just not read
* Embedding links is nice!!
* Less congested
  + you can search and its there vs chat you scroll up

Side-projects

* Group chats

“People are lazy and you have to constantly remind them through all channels”  
“People are lazy and forgetful”

“Emails feel important”

\*You don’t know who has seen your message, on facebook at least you can see if someone has seen it but obvs fb has the problem that people use it for a ton of different stuff but its also an easier form of communication bc events are there\*

Really annoying to not know who has or hasn’t read your email/groupme

How do you share information to the rest of your group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

ISSO - ISU made simplified visa graphics and gave it to the office

How do you share information outside of the group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

### Event planning and management

Could you walk us through the steps you take when your group is planning an event? How does it go from planning with your team to promoting it to execution and evaluation later on?

What are the things you are concerned with at each step? What tools do you rely on?

Guest speaker to come and be keynote speaker, then the gala

Two separate events so people dont come late to the speaker

Speaker event

Would post artwork of speaker every other day leading to it

General event

would post artist spotlight

### Conclusion

What kinds of campus goals does your group have?

* How are you trying to achieve those currently?
* What’s currently holding you back?
* What are you guys doing to improve yourself as an organization?
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

Internally is generally cohesive as one unit

Could be improved between teams - interteam friendships is a goal

Standardize processes

Headed by internal ops

Externally

* Outreach, now that it’s established, diversifying the work (so it’s not catered to specific audience)
* BUT we need input from people we’re not currently connected to
* Make sure that
* We get feedback
* And reaching out to people not reached before

Working thru different avenues rn

Contacts

* Recently connected to prominent grad student
* Informed of different channels for grad student
* Trying to get direct contacts - build personal connections
* “You either know people or you don’t know people”
* Planning and funding team works with other clubs and the plan is to create a spreadsheet of contact info for all different clubs (Mastersheet)
* Usually look up stuff on orgsync or search departments which is exhausting
* Assign a member to 2-4 clubs responsible for contacting throughout the year

What would you say is the biggest challenge to your group?

Making sure we are representative as possible - you don’t want to speak on behalf of people who don’t want you to speak for them or even know who you are

What’s the most frustrating thing about your group or the work you’re doing on Cornell’s campus?

Is there anything else that you’d like to share with me?

# Pia Bocanegra, Cornell Business Analytics

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

Rising senior, AEM,

ISU

CBA

How did you get involved with these groups?

ISU - looking for a group, wanted international student friends, found info session, applied

CBA - started it

Can you describe the roles you have in your groups?

Co-president (but flat structure with e-board)

* Client acquisition
* Internal operations
* “Maintaining the vision”
* Also PMs

Which group is most important to you? Why?

CBA

Could you give us a one-line description of what your group does?

Provides pro-bono business analytics to on and off campus clients

Could you describe the group’s membership?

20

Could you walk us through the process of becoming a member? How competitive is the process?

Two rounds of interviews, first is individual mostly behavioral and background and interest

Next round was group case interview (she made the case)

How many members do you have?

How do you keep track of your members?

How often does your group meet? Could you walk us through a typical meeting?

Bi-weekly gbodys (going to be weekly)

Project teams once or twice a week

Attendance is big - if they miss out on certain gbodys or slacking on the project, bring it up to eboard and ask if they have an issue - usually lack of attendance means is a sign of they’ll eventually be inactive or pull out

(so they DMs and asks)

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

Recruitment timeline (when will we have info sessions, making sure we have a clubfest table)

Try to make sure interview dates don’t coincide with other similar clubs’ interview dates

Branding - make it different semester

Facebook - most effective, easy, cheap, (few days before club fest)

If you have a cool branding campaign, they’ll go regardless if they know what you do or not

As long as it looks cool

We print quartercards but facebook is the main

Then clubfest

Talking to people and they find the conversation interesting

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

We have the data of those who got rejected, or applied before

BUT WE DON’T USE IT

If they’re memorable we’ll know that they applied before and push them through the next interview

Using the data is a lot - so much work to go through everything

SO many spreadsheets - you can only remember like 5 people

Could you walk us through the activities your group does throughout a semester?

Client acquisition, projects, making sure there’s transition for future eboard, enough pms

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

Was going to collaborate with dyson minors for a excel workshop - but it was late and too close to finals week

Business boot camp was a thing and they asked other pre-professional clubs asked

Which of these activities are external and impact the wider community beyond your members?

Could you walk us through the each one?

### Group’s external activities

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
* Follow up! Why these steps? Why these tools?

Possible activities

* Recruitment
* Email sign ups/listservs
* Collaborating with other groups
* Managing social media
* Advertising/making announcements in classes

Do you have a website? Does your group use it? Why/why not?

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

Slack for all communication -

* It’s most convenient because it’s easier - everyone checks it (phone laptop) files are easy to archive (easy to keep track of files)

Depends on tool theyre making for the client

Drive or GitHub (depends on how much code is needed)

How do you share information to the rest of your group?

Still slack

Use to do listserv gbody emails - we noticed the members didn’t really check emails often - easy to ignore -

Slack is less formal and easier to check

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

Sometimes, share data related news or cool articles, or if ever we hold it it will be on facebook

How do you share information outside of the group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

### Event planning and management

Could you walk us through the steps you take when your group is planning an event? How does it go from planning with your team to promoting it to execution and evaluation later on?

Smaller events that are open to the public - facebook is enough - because it’s not an “event”

Relationship between amount of effort to planning to the event to the amount of publicity for the event

Tell dyson minors (or people they’re collaborating with) send out email listserv

What are the things you are concerned with at each step? What tools do you rely on?

### Conclusion

What kinds of campus goals does your group have?

* How are you trying to achieve those currently?
* What’s currently holding you back?
* What are you guys doing to improve yourself as an organization?
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

Make sure that it’s a reputable organization - building that presence

Apart from that, want to focus on the people (small club, selection is important and that they are in line with their objectives) - focus on their brand - how do you distinguish our club from the other clubs - making sure they emphasize we have the specific “competitive advantage” or whatever - branding done well

Goes hand-in-hand - big presence = stronger candidates

How do you delegate branding to others? - something from the founders

Emphasis on the people - making sure we continue to have a strong candidate pool - This semester we want our branding campaign to be as different as it can be (how to stand out?) e.g. something like AKPsi - the people in it aren’t humanized - only known for name - humanized them, headshots quotes, different colors

What would you say is the biggest challenge to your group?

What’s the most frustrating thing about your group or the work you’re doing on Cornell’s campus?

Is there anything else that you’d like to share with me?

Online presence

Website only updated when needed (before recruitment) - needs a lot of work because there’s not much on it aside from member photos (want to to embed data visualizations but we need to pay for subscriptions) - only look at it before recruitment

Internal communication

Some people aren’t as responsive on Slack

Issues

Have had inactive members - had to let go of two (they quit) - because there was a lot of work and it wasn’t their top priority

How do you find the people with commitment - want them to make CBA a top priority

* They give a weekly schedule and ask when they’re free
* But commitment comes from whether or not you align with what the organization is doing
* If we see that you think there’s a lot of value in the work that we do… you can kinda tell when someone’s fake, when someone wants another line on their resume or actually wants to do this

Issues are because of the people it’s very hard to make sure they do it since it’s voluntary - there’s no real consequences - aside from being kicked? Or are their PM tools that hold people accountable?

“When I’m working on a CBA project, when i delegate tasks, I feel like sometimes people don’t keep track of those tasks (of what other people do) no visual accountability

* If you’re the PM, you’re the only one who can reprimand them since only I know - other people needs to see what they’re accountable for and can keep track of what other people are too

No repercussions for slacking other than people hating you

# Tom Kessler, Club Baseball

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

* Rising senior studying mechanical engineering
* Treasurer of club baseball last year, incoming president this year
  + Joined as a freshman, played baseball in high school
* Also involved in Cornell Hyperloop, Chi Phi

How did you get involved with these groups?

* Through clubfest, kind of word of mouth

Can you describe the roles you have in your groups?

* As president he:
  + Preps for clubfest
  + helps organize and host tryouts
  + Makes sure treasurer fills out budget
  + Coordinates practices with the varsity baseball coach
  + Schedules games

Could you describe the group’s membership?

* 25 roster spots, usually about 15 show up to games

Could you walk us through the process of becoming a member? How competitive is the process?

* Host 2 tryouts

How do you keep track of your members?

* Initially send emails and then when they have members they use groupme

What kinds of activities do you do? How often does your group meet? Could you walk us through a typical meeting?

* During the semester have 2 practices per week (usually at the same time each week), games on the weekend, maybe 1 or 2 social events

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

* Just clubfest really
* Tryouts

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

* No contact

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

* Nope

Which of these activities are external and impact the wider community beyond your members?

* No one really comes to our games, maybe family and some close friends

Could you walk us through the each one?

### Group’s external activities

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
* Follow up! Why these steps? Why these tools?

Possible activities

* Recruitment
  + Clubfest
* Email sign ups/listservs
  + Use listservs
* Collaborating with other groups
  + None
* Managing social media
  + No real strategy, going to start this year and if it helps, it helps
* Advertising/making announcements in classes

Do you have a website? Does your group use it? Why/why not?

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

How do you share information to the rest of your group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

How do you share information outside of the group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

### Event planning and management

Could you walk us through the steps you take when your group is planning an event? How does it go from planning with your team to promoting it to execution and evaluation later on?

What are the things you are concerned with at each step? What tools do you rely on?

### Conclusion

What kinds of campus goals does your group have?

Want to be more competitive and want to increase funding tier with SAFC

* How are you trying to achieve those currently?
* What’s currently holding you back?
* What are you guys doing to improve yourself as an organization?
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

What would you say is the biggest challenge to your group?

What’s the most frustrating thing about your group or the work you’re doing on Cornell’s campus?

Is there anything else that you’d like to share with me?

# Ana Moura-Cook, CUSD

### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

* Rising senior in engineering (Civil Engineering)
* Joined CUSD her first semester on campus
  + Been general team member, sub team leader, project leader, now on eboard
* Co captain of womens club lacrosse
* Outdoor odyssey
* Tour Guide
* Tau Beta Pi
* Mortar Board

How did you get involved with these groups?

* When she got accepted to Cornell she went to “women in engineering weekend” (kind of like cornell days), had a project team fair and found CUSD - helped her decide she wanted to go to Cornell. Most people hear about CUSD through word of mouth. Put up posters, have booths at event fairs (clubfest)
  + No longer considered an engineering project team, which causes problems because they can’t be at the engineering fair and they need to recruit engineers
  + Have a final expo to show off their work, which helps attract people and spreads the word
  + Have info sessions

Can you describe the roles you have in your groups?

* Eboard structure - all project directors
  + Eboard meetings are the main way for project leaders to stay up with each other and the org
  + Operations - recruitment chair, organize things on campus, keep up with recruiting and on-campus announcements
    - Posters, Facebook

Could you give us a one-line description of what your group does?

Could you describe the group’s membership? /Team structure?

* Eboard - project directors and operations team
  + Project directors
    - Sub team leads
      * General team members

Could you walk us through the process of becoming a member? How competitive is the process?

* Delayed a few weeks because of clubfest
* Some projects actually need to recruit before clubfest
* 2-4 info sessions recruiting for the vacancies they’ve decided they have
  + What CUSD is an org, quick summary of the projects available
* Applications through google forms, read by at least 2 eboard members and marked on google sheets
* Operations then schedule the interviews, which are performed by combinations of eboard members
  + 30-minute interviews to gauge skills and interests

How many members do you have?

* Ballpark 100
* Get maybe 50-100 applications per semester
  + Often accept about 20-30 new members

How do you keep track of your members?

How often does your group meet? Could you walk us through a typical meeting?

* 2-3 full gbodies per semester
  + Challenges to figure out how to make the meetings engaging and worthwhile
* 1 Project meeting per week
* 1 subteam meeting per week

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

How do you plan? Spread the word?

* No metrics that she knows of. Talk with TJ Ball (rising senior)

What happens after you’ve recruited? Does your group keep in contact with those who didn’t get in? To stay connected to people interested in your group? How?

Could you walk us through the activities your group does throughout a semester?

* The eboard wants to do more events with other project teams and other organizations on campus (TJ leads the collaborations)
  + Medium Design Collective
  + Hackathons
  + They usually do 2-3 each semester
* Project - sustainable education ghana
  + A lot of red tape when fundraising

For any your activities in a semester, do you have to work with people outside of your group? *(Do they collaborate? With whom?)*

Could you walk us through how you collaborate with them? How do you make contact? How do you continue communication?

* Someone on Operations will find space for the Expo, set a date, tell everyone on the project teams (the project directors then lead the process of getting slides from team members) - attendance is required for at least part of the time
  + Presentation for each group - 15-20 mins, what they did during the semester and what the next semester goals are
  + The target audience is mostly fellow CUSD members, advisors and local stakeholders
  + Get the word out on FB but most other students aren’t really the target audience

Which of these activities are external and impact the wider community beyond your members?

Could you walk us through the each one?

### Group’s external activities

\*Aside from events\*

For each activity:

* How does your group approach []? Could you walk us through the steps involved? The tools used? How important is campus awareness of []?
* Follow up! Why these steps? Why these tools?
  + Use google drive and Cornell box, Slack,

Possible activities

* Recruitment
* Email sign ups/listservs
  + Use email for most communications
* Slack?
  + They try but it’s not working great
  + It’s another thing. People are ok using groupme but there’s just a lot of varying opinions on what people like using - what notifications they want or don’t want
* Groupme?
  + Used a little for eboard
* Collaborating with other groups
* Managing social media
  + Internal facebook group
    - Sharing updates on different projects
    - Reminders about gbody meetings
  + Facebook Page
  + Instagram - going to try to make this a little more active
* Advertising/making announcements in classes

Do you have a website? Does your group use it? Why/why not?

* Mostly for marketing and having a beautiful presence. Can see current projects, project directors, you can apply but there’s not too much functionality

### Sharing information

When do you share information internally? What are some instances/reasons you have to do so?

How do you share information to the rest of your group?

Could you walk us through the process?

What tools do you use? Why?

Is there anything frustrating or annoying about the process/tools used?

When do you share information externally? What are some instances/reasons you have to do so?

e.g. When you’re not actively recruiting, where do people typically hear about your group?

What is it that you would like to be able to let them know about when they do find your group?

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### Conclusion

What kinds of campus goals does your group have?

* How are you trying to achieve those currently?
  + Would be great if there were a way to share expertise and make it searchable - passing down information between eboard generations
  + Wants to better define the kinds of projects that they do - too many new projects creates a difficult learning curve
  + Wants to be more involved in campus and wants more people to know who they are
  + Always thinking about eboard, marketing, and operations structure
    - Have a diversity chair to encourage more types of students to apply
* What’s currently holding you back?
  + Size and complexity of interests and projects make it difficult to keep alignment
* What are you guys doing to improve yourself as an organization?
* Do you guys currently keep track of photos from previous events?
* How do you interact with non-group members around campus?
* How do you do that?

What would you say is the biggest challenge to your group?

What’s the most frustrating thing about your group or the work you’re doing on Cornell’s campus?

Is there anything else that you’d like to share with me?

* Majority of the issues tends to be with keeping the 100-member group together as a whole, meeting each other, interested in each other’s projects

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### Background (Student leader and group)

Tell us about yourself as a student. What’s your year? What do you study? What groups are you a part of on campus?

How did you get involved with these groups?

Can you describe the roles you have in your groups?

Which group is most important to you? Why?

Could you give us a one-line description of what your group does?

Could you describe the group’s membership? /Team structure?

Could you walk us through the process of becoming a member? How competitive is the process?

How many members do you have?

How do you keep track of your members?

How often does your group meet? Could you walk us through a typical meeting?

Can you tell me about how your semester starts off - I assume it starts with recruitment? *(Give them starting point)*

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