

Outline #1

I. Introduction

This section establishes the context and scope of the project, introducing the partnership with the Music Department, specifically with Professor Joti Rockwell and Concert Production Manager Audrey Dunne. I'll explain the structure (Past, Present, Future) and articulate the overarching goal: to understand what drives student attendance at music department concerts and develop data-informed strategies for sustained engagement. I'll also preview the key datasets being used and briefly outline how these sources will inform actionable recommendations for the music department.

II. Literature Review

This section will synthesize existing research on concert attendance behaviors and engagement strategies based on the sources I've collected and will collect. This review will establish theoretical grounding for my methodology and analysis.

III. Past: Historical Data Analysis (2008–2023)

This section presents findings from 15 years of concert attendance logs. I'll begin with descriptive statistics and trend visualizations showing attendance patterns over time, considering changes in concert formats (virtual vs. in-person), concert types (classical, contemporary, student performances, faculty recitals, guest artists), and student body demographic data from ASPC (assuming I'm given access).

IV. Present: Contemporary Data Collection and Analysis

This section documents current data collection efforts and preliminary findings. I'll describe the survey methodology, including pre-concert and post-concert questionnaires designed to capture student motivations, barriers to attendance (time, awareness, location, perceived relevance), and concert experience ratings. Social media analytics from Instagram, Facebook, Google Dashboard, and Bitly will be visualized to reveal which content types (flyers, behind-the-scenes footage, student testimonials) generate the most engagement and how digital interactions correlate with actual attendance.

V. Future: Predictive Modeling and Strategic Recommendations

Building on insights from historical and contemporary data, this section proposes reproducible strategies for enhancing concert attendance. I'll recommend new variables to track longitudinally (music major status, general campus event participation rates, extracurricular music engagement) and suggest post-concert feedback mechanisms (brief rating scales, qualitative response prompts) that balance data richness with student burden. The centerpiece will be a predictive model that estimates attendance based on concert type, historical trends, social media engagement metrics, academic calendar positioning, and competing campus activities.

VI. Conclusion

This final section will synthesize key findings across all three temporal phases, reflecting on what the data reveals about the complex factors shaping student concert attendance. I'll discuss limitations of the study, including potential gaps in historical data and the challenges of isolating causal factors in a dynamic campus environment. I'll emphasize the project's practical contributions to the music department's strategic planning and suggest directions for future research.

VII. Appendices

- Survey instruments (pre-concert and post-concert questionnaires)
- Social media analytics dashboard samples
- Data visualization examples
- Statistical model specifications and validation metrics