

Advance Public Relations and Strategic Communication Final Exam

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Executive Summary

From extensive research done on Campus Ministries, myself and my team have made quantitative and qualitative data analysis. This extensive research was conducted through a survey made on Qualtrics software platform as well as secondary research done on surrounding schools and their ministries programs. An in-depth analysis of Hope College Campus Ministries social media platforms was also done. Myself engaged in Chapel and Gathering services that Campus Ministries offers on Hope College's Campus. Through online surveys and personal research, I am educated enough to inform Campus Ministries of the most effective communication campaign to conduct.

Some key takeaways from the Qualtrics survey were:

- Almost 50% of our respondents attend a Chapel service 1 to 3 times per week.
- The strongest two social media platforms were Instagram and Apple Music.
- Lack of knowledge is the main cause of lack of social media followers.
- Over half of our respondent answered probably yes or definitely yes to wanting to use Campus Ministries resources in the future.

Campus Ministries was founded on providing a community when community was lacking on campus. Though numbers seem to be consistent with Chapel, I saw a lack of student attendance at the Gathering service. Through personal attendance and secondary research, I can conclude that there is:

1. Lack of knowledge of The Gathering thus resulting in low attendance numbers
2. Lack of marketing or outside influence to draw students in

Research Report:

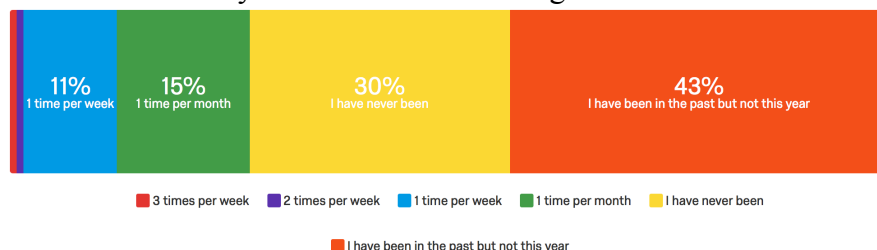
Introduction:

Research was conducted on three different platforms for this campaign. Qualtrics software platform, secondary research on surrounding school and ministries programs, and personal attendance. The Qualtrics survey gained 134 respondents and answered 28 questions containing to personal demographics, social media following, and attendance to Campus Ministries events. The secondary research was done on the top 10 best Christian colleges according to College Niche website. A further in depth analysis was done for each college listed, by locating the college's ministry website and further comments comparing Hope's Campus ministries to the program of each college. As a Hope College student, I can also give personal experience from attendance and being a part of the student body. I have attended a handful of chapels and gatherings prior to this semester. In past weeks, my attendance at Chapel and The Gathering shifted for a more research base look. Chapel has strong attendance regardless of consistency amongst student while The Gathering was lacking in the numbers department. Chapel has majority of the lower and upper seats filled while The Gathering may have $\frac{1}{4}$ of just lower seats filled.

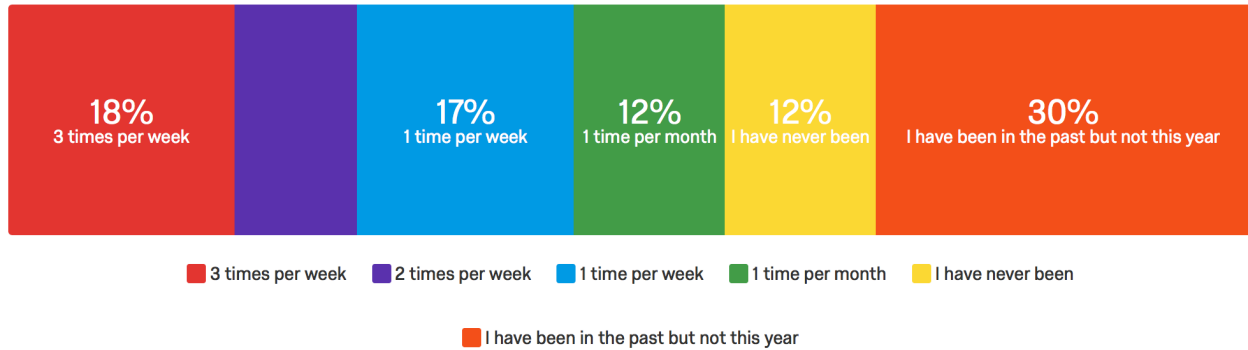
Question 1: How does Campus Ministries increase attendance and followers on all platforms?

5 sub questions within our survey helped us answer this question.

1. How often do you attend The Gathering?



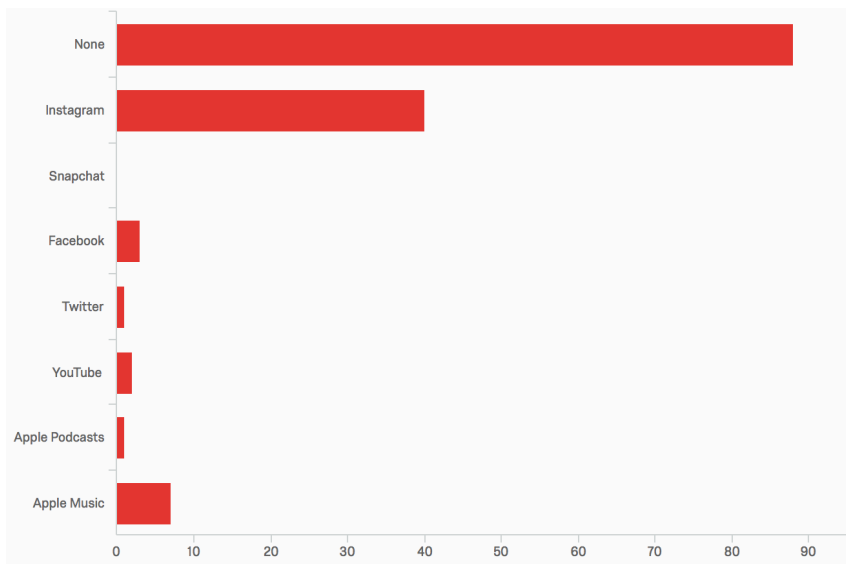
2. How often do you attend Chapel?



3. Reflecting on your attendance at Chapel and the Gathering, what factors impact your willingness to attend?

Summary (in order of most frequent response):

- 1) School work
 - 2) Not the style of worship that matches up with person beliefs
 - 3) Social and friend's aspect
4. What Campus Ministries social media do you follow? Select all that apply.
- Instagram and Apple Music were 2nd and 3rd of most followed from our respondents



5. If you don't follow Campus Ministries on social media, why not? (not ordered in any rank as they were across the board all active responses)
- 1) Not Interested
 - 2) Didn't know about it
 - 3) Never thought about it

Findings conducted on my secondary research showed what other colleges and universities ministry programs were doing. Some big takeaways that I felt that Campus Ministries is doing well compared to the studied colleges and universities are:

- 1) Size of staff: Many of the colleges and universities I studied had a very small staff. St. Olaf College only has two pastors on staff.
- 2) Worship gatherings: This was something the other colleges were conducting as well but Hope College either exceeded or matched the other colleges number of gathering services. Southern Methodist University holds a similar style "Chapel" gathering, but calls it Worship Wednesday.
- 3) Putting Christ in the Hope College mission statement: I studied solely private Christian colleges and universities for my secondary research and was astounded by the lack of Christ in many of these educational institutes mission statement.

My personal attendance was directed towards Chapel and The Gathering. I saw and felt better energy at Chapel as the attendance was well over 50% greater than the attendance at The Gatherings I attended in the fall 2019 semester. I gathered my thoughts and could conclude a few reasons why this is the case.

- 1) Time: was a big reason for me that I saw people attend Chapel more than The Gathering.
Chapel is during the day in between classes, making it a lot easier to attend or be persuaded by friends who are on their way there. The Gathering is also on a Sunday night, after a lot of people have always attended church either at their local home community one or here in Holland.
- 2) Length: Chapel is only 20 minutes while The Gathering is more around an hour.
- 3) Lack of knowledge: People's decisions not to go were made on not knowing the time for The Gathering / who was speaking.

Key Takeaways Summary:

1. Less people have never been to chapel compared to the gathering.
2. School work and type of worship are another factor for not attending.
3. Instagram has the highest followers on a social media platform.
4. Lack of use of social media usage and followers creates a lack of knowledge and attendance from Hope College Students.

Going back to the original question, how are we going to increase attendance and followers on all platforms? First Campus Ministries needs to focus on increasing The Gathering attendance numbers before Chapel. To do this utilizing social media and different outlets that get the information on The Gathering into the faces of the students. The wording behind these messages need to be strategically thought out such as "Come take a study break", "Bring your friend to The Gathering", or engaging in new forms of worship for those of different forms of Christianity. At these events plugging Campus Ministries social media will be crucial to the success of increase followers on all platforms. The Gathering and Chapel have attendance from

students and prospective students Monday, Wednesday, Friday, and Sundays which is over half of the days in the week Campus Ministries is physically able to reach an audience. Attendance and increased followers on social media, are all connected in social media. Instagram according to oberlo.com has over 1 billion monthly active Instagram users. There is no other platform that provides that big of an audience. Social media is the way to go if Campus Ministries wants to have an increase attendance and social media engagement.