

# **COMM 358: Final Exam**

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## Executive Summary

Based on the primary and secondary data found throughout the survey distributed to 133 Hope College students, Campus Ministries is need of a digital revamp.

The demographic represented the population of Hope quite well. 57% of participants are male, 42% female, and 1 participant is non-binary. 70% of participants identify with the Christian religion. 14% of participants identify with the Catholicism religion. 11% of participants do not identify with any religion at all. 11% of participants identify with one of the following religions: Scientology, Agnostic, Lutheran, Atheist, Hindu, or Presbyterian. 93% of participants are religious prior to attending Hope.

88% of the participants follow Hope College on Instagram while only 30% of the participants follow Hope College Campus Ministries on Instagram. Why do 58% not engage with Hope College Campus Ministries on social media?

**88% follow Hope College  
on Instagram**

**30% follow Campus  
Ministries on Instagram**

Remembering the demographic of the participants, reasons could vary. 22% of the participants do not identify with the beliefs Campus Ministries promotes. Therefore, 36% who are most likely active on social media and do not follow Hope College Campus Ministries. “I didn’t feel like it meshed well with my other followers,” one participant states her reason on why she does not follow the account. Another student states “I do not feel the need.” The most stated reason behind not following Hope College Campus Ministries is clear. 30% of participants do not know Hope College Campus Ministries is active on social media.

A more accessible and clear way of communicating where the content Campus Ministries produces such as podcasts or published music on Apple Music needs to be implemented. Only 19% of students have watched Chapel or Gathering Podcasts. But 76% of participants are open to taking advantage of the CM content. If the content and how to access it is promoted via Instagram, students are more likely to engage.

**“I didn’t feel it  
(Campus Ministries  
Social Media) meshed  
well with my other  
followers”**

Through a strategic communication plan, engagement will increase resulting in increased following. Their presence on social media will be strong enough that students cannot help themselves but seek the accounts out. The extensive content Campus Ministries has produced over the years will be taken advantage of. Students will engage deeper in the questions of faith

Campus Ministries tosses around. Students from all corners of the campus will feel the need. The Campus Ministries accounts will mesh on anybody and everybody’s feeds – including prospective students and competing colleges. Soon, campuses across the country will feel the Hope difference through Hope College Campus Ministries.

## Research Report

Data is collected through a survey. The demographic of all 133 survey participants represented the population of Hope quite well. At least 23% of the participants are graduating with the class of 2021, 2022, and 2023. Only 9% of the participants are graduating with the class of 2020. 57% of participants are male, 42% female, and 1 participant is non-binary. 4% of the participants are studying religion. 2% of the participants are studying ministry. 70% of participants identify with the Christian religion. 14% of participants identify with the Catholicism religion. 11% of participants do not identify with any religion at all. 11% of participants identify with one of the following religions: Scientology, Agnostic, Lutheran, Atheist, Hindu, or Presbyterian. 93% of participants are religious prior to attending Hope.

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Remembering the demographic of the participants, reasons could vary. 22% of the participants do not identify with the beliefs Campus Ministries promotes. Therefore, 36% who are most likely active on social media and do not follow Hope College Campus Ministries. “I didn’t feel like it meshed well with my other followers,” one participant states her reason on why she does not follow the account. Another student states “I did not feel the need.” The most stated reason behind not following Hope College Campus Ministries is simple. 30% of participants did not know Hope College Campus Ministries was active on social media.

Does Hope College Campus Ministries need a digital presence revamp? Based on primary and secondary data, the answer is yes. Campus Ministries needs a plan that’ll reach such a strong digital presence, students cannot help but be attracted. Students from all corners of the

campus will feel the need. The Campus Ministries accounts will mesh on anybody and everybody's feeds – including prospective students and competing colleges.

93% of participants are religious prior to attending Hope while only 57% of participants partake in at least one Chapel service a semester. Where is the 36% who aren't present? Improving the digital presence of Campus Ministries will attract more students to various Campus Ministries events, to engage in content, and most importantly further themselves in their faith.

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**Hope College Campus Ministries Podcast Usage**



## **Conclusion**

Based on the primary and secondary data found throughout the survey distributed to 133 Hope College students, Campus Ministries is in need of digital modification. Through a strategic communication plan, engagement will increase resulting in increased following. Their presence on social media will be strong enough that students cannot help themselves but seek the accounts out. The extensive content Campus Ministries has produced over the years will be taken advantage of. Students will engage deeper in the questions of faith Campus Ministries tosses

around. In order for all of this to be kick started, a strategic communication plan needs to be implemented.