

Promoting the Community Outreach Group and the Campus Girl Scouts
Group Members

Vincent Sibley (Leader)

Chris Hoof (Leader)

Ania Augustin

Michael Birdsong

Alexander Story

Jarod Barclay

1. As leaders, Vince and I made sure that everyone had a role to play in promoting the groups. Vince was the first to reach out to the clubs and talk to them about what they needed our help with and who we should talk to. He also came up with ideas to promote the club such as fliers and handouts on Landis. I was the other leader. I created fliers that were passed out on campus and helped come up with other ideas. I was also in charge of face to face recruiting other members. Ania was extremely helpful. She helped pass out fliers and, since she is a member of CGS, she told us beforehand when the meetings were, what events we could get involved in, and gave us girl scout cookies to handout to potential members. Michael helped come up with ideas for promotion and helped post fliers around campus. Alex also helped come up with ideas, attended all of the meetings with COG and CGS, and helped pass out fliers. Jarod was very good about getting our group together for the first time and was always very good with passing out the fliers and recruiting new members for the groups.

2.

Goals	CGS: Get membership on the Facebook page from 70 to 100 members. Get membership up from 8 to 12 members at meetings. COG: Get membership on the Facebook page from 120 to 150 members. Get membership up from 10 to 15 members at meetings.
How we measured success	We measured success by seeing what the difference was in meeting attendance and Facebook page likes by the end of the semester

Results	<p>CGS: We got likes up to 100 members on the Facebook page and we had 14 members at a meeting so we exceeded our goals by two people.</p> <p>COG: We got likes on the Facebook page up to 150 people and we had 16 members at a meeting so we exceeded our goal by a person.</p>
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3. One of the major issues that we ran into was people not following up with liking the Facebook pages. We would ask people that showed interest in joining the group to like the pages and there were several times that people did not like the pages. We attempted to touch base with several of them and some liked the page but others still did not. Due to this we had a little bit of trouble procuring members and enough likes on the page. Another problem we had to deal with was advertising the club with fliers. We were able to post them around campus but many of them got taken down because of improper placement. During the other times we posted the fliers we had to stay to designated places to post fliers.

4. Chris Hoof- I give myself an A on this project. I think I did well in my position as a leader and exceeded some expectations. I could have done more when it came to getting the members to meet up. Other than that I was very happy with the job that I did and the job my group members did. I have a very relaxed leadership style. I tell others what their jobs are and make sure I get my job done. I need to work more on starting the project and being the one instigating the group meetings.

Vincent Sibley- I would give myself an A on this project. I think I did well in my leadership and learned a lot about myself in the process. One thing I could've done better is keeping group members updated as far as the things I am doing. Sometimes I would just try and take things into my own hands and forget that I had others to lean on. Other than that I think I did a very good job. I think I have a participative leadership style. Despite the occasional slip up, for the most part I was making sure everyone was involved and knew what was going on.

5. Advice I would give to the next group is to think outside of the box. The usual ways of promotion, like fliers, work but only to a certain extent. Fliers are kind of passive and only if they are given to a person will they be really be seen. I would also recommend that the people who do this project next become good friends with a person in the groups. It was extremely helpful having Ania in our group.