**IST 466 Senior Capstone Project Information – Social Media and Marketing Project**

**Proposal from Syracuse Shakespeare-In-The-Park**

1-Agency Description:Syracuse Shakespeare-In-The-Park is a 501 c 3 organization dedicated to bringing the beauty, language and poetry of Shakespeare to everyone in CNY, especially school-aged children, and to attract visitors from out-of-town. We have been producing mainly Shakespearean plays for 16 years and recently rebranded ourselves as the only company performing Shakespeare in the Elizabethan style as closely as possible to the manner in which Shakespeare produced his plays.

2-Project description:We would like to challenge a team of your students to evaluate our social media strategies and implementation, analyze its effectiveness and design a plan to make it more effective so we can reach more people in a cost effective manner to become involved in our organization as actors, production people, volunteers and audience members.3-Type of IT/management skills needed:Analysis of how we currently market and advertise through social media platforms, email and online/print advertising and its cost effectiveness.

Development of specific strategies to improve our social media, marketing and advertising in order to achieve a 25% improvement in our involvement and participation in creative, volunteer and audience goals. 4- Time constraints/deadlines: We only have one indoor show scheduled during the semester that is open to the public: Henry IV, Part 2 is slated for performances on Fri/Sat Apr. 5, 6, 12 & 13 @ 7 pm and Sun Apr 7 & 14 @ 2 pm. Our other show during the semester is an SCSD high school tour of Abridged Julius Caesar, five shows between April 1-12 at the five City high schools for 1,500 students. Out two biggest shows are scheduled for Thornden Park’s Amphitheatre during the first two weeks of June and August: Richard III and The Tempest, respectively. We would hope to have a completed plan in place by the end of the semester to positively affect our goals for those shows.

5-Agency contact/internal manager for project:Ronnie Bell, bell444@gmail.com, 315-395-0691-Other Agency Info:We are an all-volunteer agency that has a very long and strong relationship to SU. We are housed at SU’s Cantor Warehouse since 2007 where we have office support through Community Engagement, rehearsal space, performance space, storage space and board meeting space. We produce 3-5 shows per year, a one week summer camp for 5th-12th graders, collaborate with many community organizations (Syracuse City Ballet, Westcott Cultural Fair, Thornden Park Assoc.) and operate on a $25-$30K/year budget from grants (CNY Arts, Onondaga Co.), community sponsors (Geddes Federal S&L, Gannon's Isle, Price Chopper) and public donations.