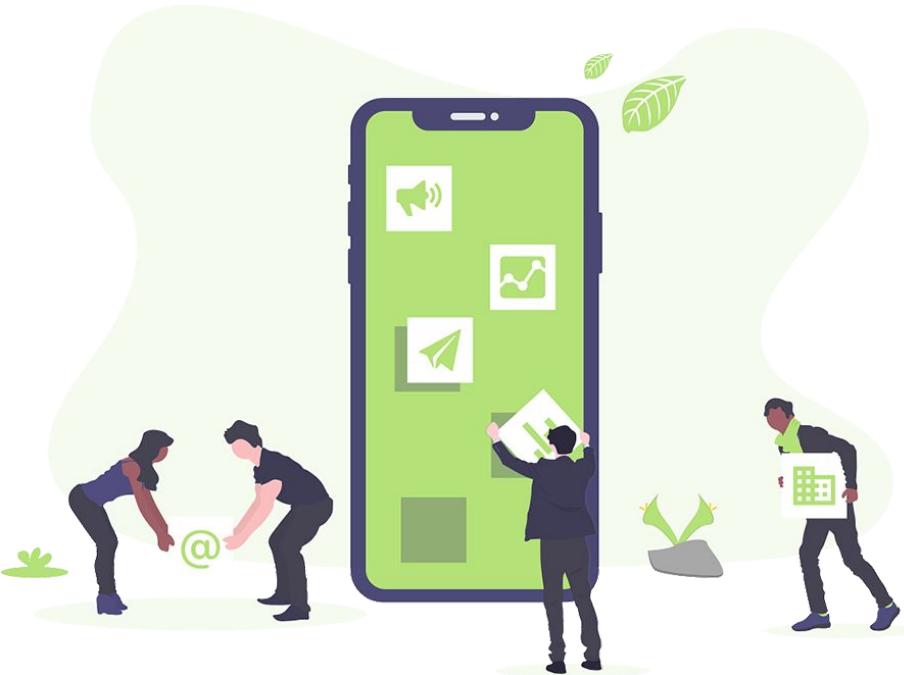


# SIMPLIFYING STAMP EVENT DISCOVERY EXPERIENCE

 Ashrith Shetty, Dawson Hoppes,  
Kausalya Ganesh, and Zora Moore

 Dec 6, 2018



# Adele H. Stamp Student Union - Center for Campus Life

STAMP aims to nurture a welcoming and inclusive community through events, resources, and programming at the University of Maryland.



# 3000+

Events Hosted Every Year

# 11

STAMP Departments

# 8

Yearly Special Events



# The Problem

STAMP hosts more than 3000 events a year. How do students discover the events they would like to attend on the STAMP website?



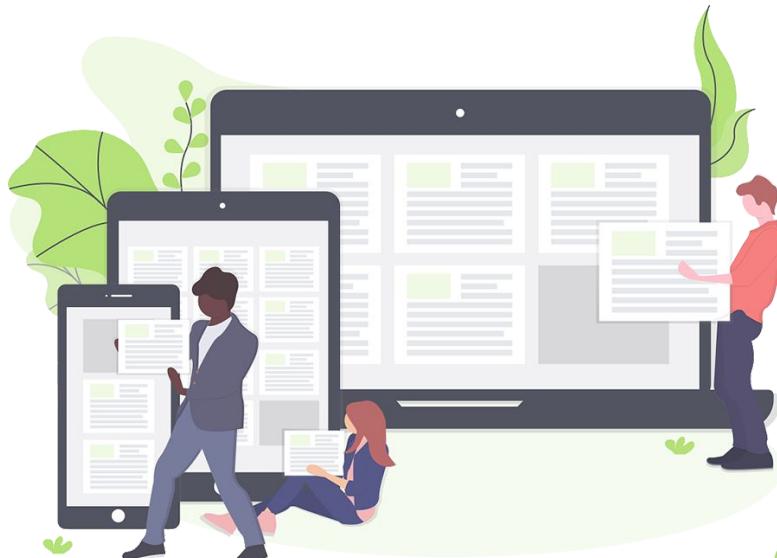
“ We are interesting in learning more about the marketing channels that can be used to their full potential to reach our audience. ”

- Eva Quintos Tennant  
Assistant Director, STAMP  
Marketing & Communications



# Project Goals

- Evaluate existing pain points of the event discovery experience
- Understand how students keep track of events
- Identify the most effective communication strategies for the STAMP Marketing team



# Focus of the Research



How do students learn about upcoming events?



What type of events do they attend?



What social media channels do they interact with?



Why do students usually visit STAMP?



Do they attend events alone or with others?



Where do they keep track of the upcoming events?

# Demographic of Students



Off-Campus



On-Campus



Grad School



Upperclassmen



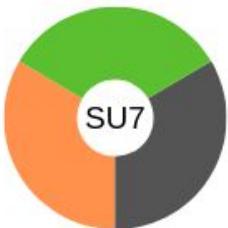
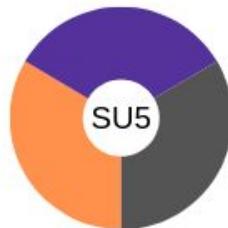
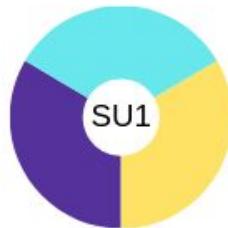
Underclassmen



International



Domestic



# Big Picture Findings

1

I often find myself in STAMP.

2

I find out about events on the internet.

3

I like to plan out my schedule.

4

STAMP's physical advertising has various effects on the way I get my information.

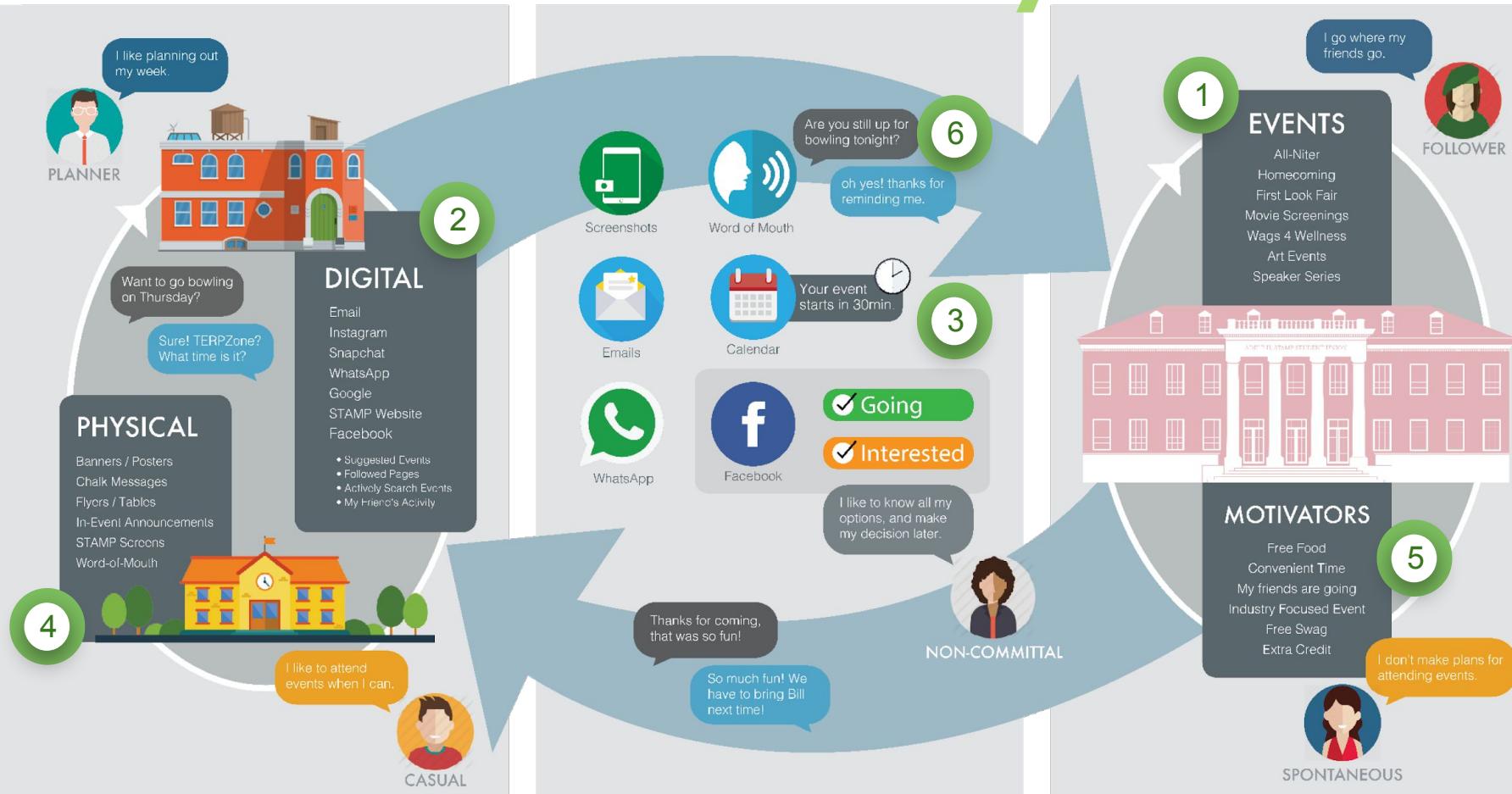
5

A lot of variables go into my decision to attend an event.

6

People have an effect on my event participation.

# The Journey



# Discovery

I like planning out my week.



PLANNER

## PHYSICAL

Banners / Posters

Chalk Messages

Flyers / Tables

In-Event Announcements

STAMP Screens

Word-of-Mouth



Want to go bowling on Thursday?

Sure! TERPZone?  
What time is it?



## DIGITAL

Email

Instagram

Snapchat

WhatsApp

Google

STAMP Website

Facebook

- Suggested Events
- Followed Pages
- Actively Search Events
- My Friend's Activity

I like to attend events when I can.



CASUAL

4

2

# Notifications & Reminders

I like to know all my options and make my decision later.



NON-COMMITAL



Screenshots



Word of Mouth



Emails



WhatsApp



Calendar



Facebook

- Going
- Interested

6

Are you still up for bowling tonight?

Oh yes! Thanks for reminding me.



Your event starts in 30 min

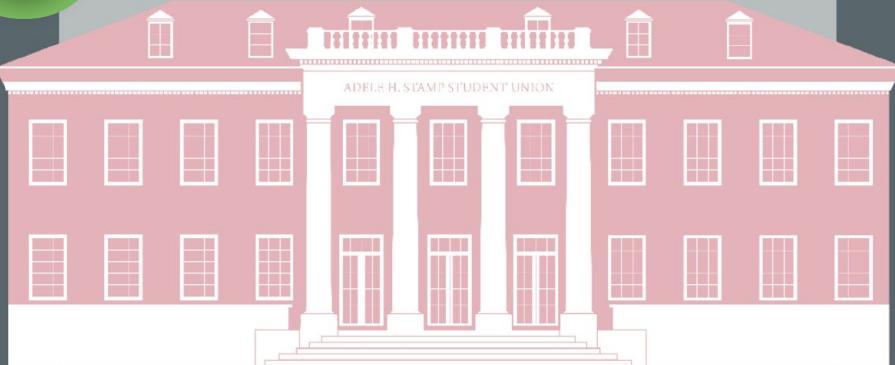
# Attending Events

## EVENTS

- All Niter
- Homecoming
- First Look Fair
- Movie Screenings
- Wags 4 Wellness
- Art Events
- Speaker Series

1

## FOLLOWER



I go where my friends are.

## MOTIVATORS

- Free Food
- Convenient Time
- My friends are going
- Industry Focused Event
- Free Swag
- Extra Credit

5

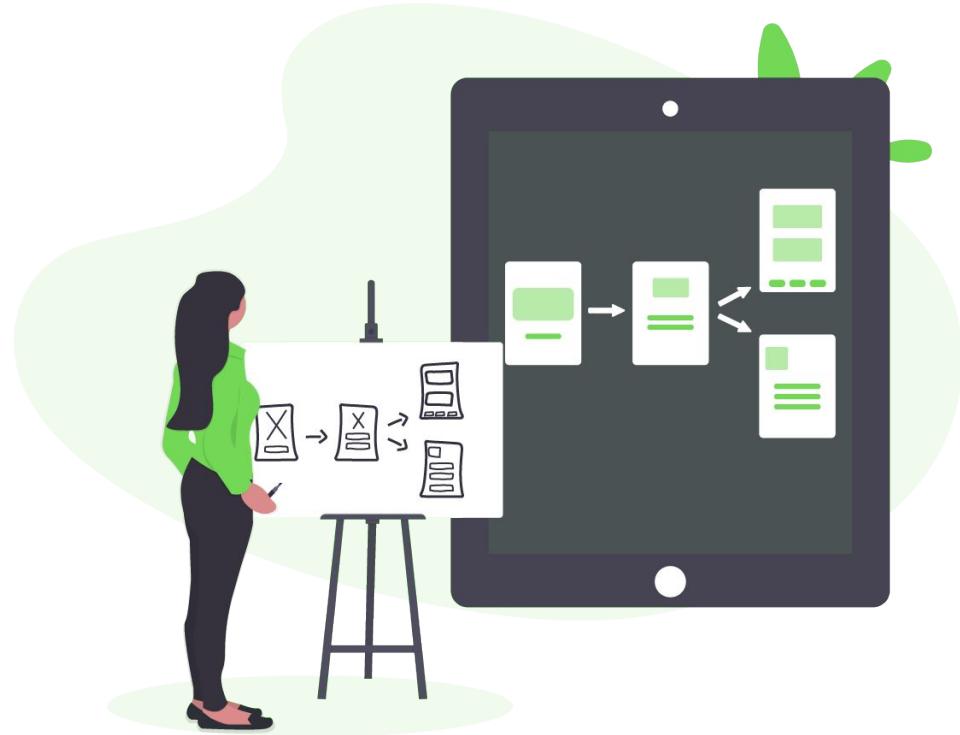
Thanks for coming,  
that was so fun!

So much fun! We have  
to bring Bill next time!

## SPONTANEOUS

I don't make plans  
for attending events.

# Brainstorming & Product Concepts

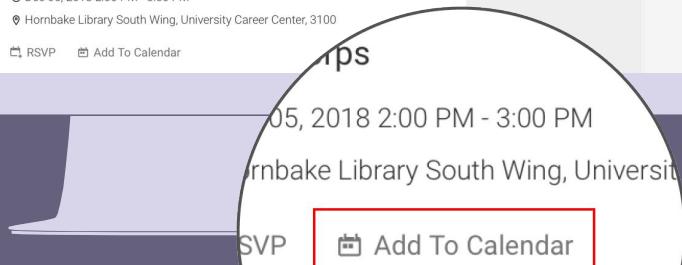


# Add to Calendar

Incorporate one-click access to add events to personal calendars.

The screenshot shows the STAMP website's 'Events' page. The top navigation bar includes links for Home, Jobs & Internships, External Portfolio, My Resumes & Other Documents, Center Events, Employers, Surveys, Resources, Counseling & Calendar, and My Profile. The main content area has a breadcrumb trail: Home / Events / Employer Events. Below this is a search form with tabs for 'Career Fairs', 'Employer Events' (which is selected), and 'workshops'. The search form includes fields for 'Keywords' and 'Information Session Type', and buttons for 'Search', 'Clear', and 'More Filters'. A message at the bottom indicates 'Showing 1-2 of 2 results' and allows sorting by 'Start Date/Time'. A single event card is displayed for a 'Peace Corps' Information Session on December 5, 2018, from 2:00 PM to 3:00 PM at Hornbake Library South Wing, University Career Center, 3100. Buttons for 'RSVP' and 'Add To Calendar' are present. A blue speech bubble in the top right corner says, 'I star emails about events I might be interested in'.

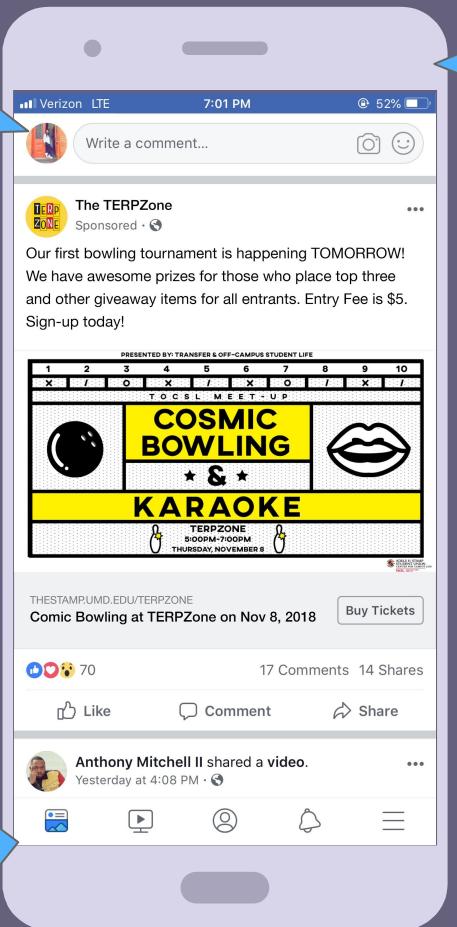
I take actions to plan for my events



# Facebook Ads

Increase Facebook presence by sponsoring posts and running Facebook ads.

I like to join Facebook groups/pages to stay in the loop about upcoming events.



I discover events on Facebook while scrolling through my newsfeed



# Food Court Advertising



I usually go to STAMP for food, and find out about events through advertising in the food court.

STAMP is my central hub.

# Personalised Listservs

I am overwhelmed by the number of events

I have a hard time finding out about events

I like to attend specific types of events

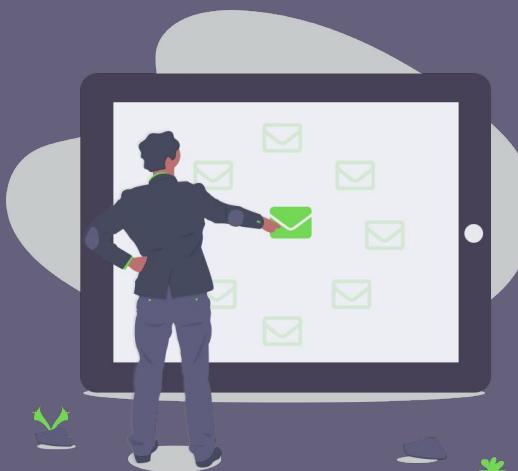
STAMP Mail Preferences

Welcome to the University of Maryland!

Select your interests below to receive emails about events that might interest you.

<input type="checkbox"/>	Visual arts	<input type="checkbox"/>	Graduate student life
<input checked="" type="checkbox"/>	Performance arts	<input checked="" type="checkbox"/>	Off-campus student programs
<input type="checkbox"/>	Gaming	<input checked="" type="checkbox"/>	Movie screenings
<input type="checkbox"/>	Leadership	<input checked="" type="checkbox"/>	Special events
<input type="checkbox"/>	Multicultural advocacy	<input type="checkbox"/>	Veteran student life
<input type="checkbox"/>	Student organizations		

Submit

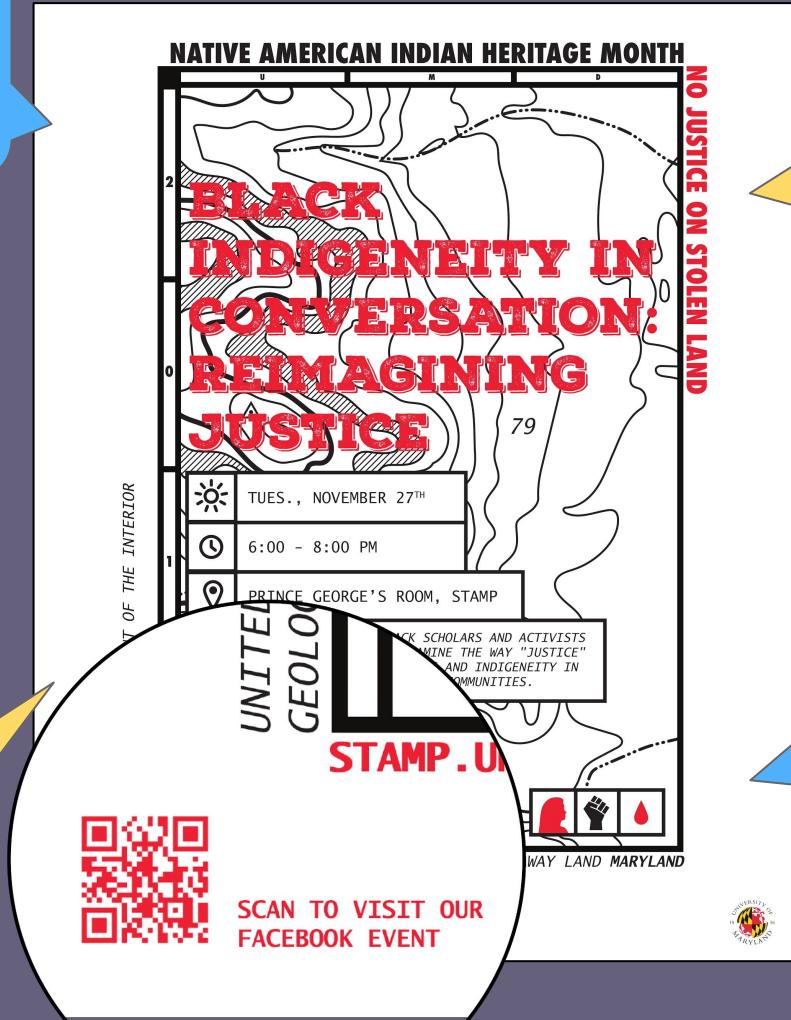


# Poster

Add a QR code to event posters to create a call-to-action to their Facebook Event pages.

Took photos of STAMP All Niter posters to track those events

I get information about STAMP events from posters



Relies on posters in her dorm hallway to find out about events

I am engaged by the posters I see in STAMP

# Thank you!

Questions?

