



CLIENT RESEARCH REPORT

April 2019

Sophie Estep

Josh Fayer

Holly Jones

Brooke Tanner

Kristen Wong

The Office of Engagement Programs

Table of Contents

Executive Summary	3
Problem and Opportunity Statement	4
Situational Analysis	5
SWOT Analysis	7
Key Publics	9
Research Objectives	11
Research Methodology	12
Research Results and Analysis	14
Recommendations	20
Appendices	24



Executive Summary

Syracuse University's Office of Engagement Programs is an organization that encourages student volunteerism and engagement in the Syracuse community. It is located in Syracuse, New York. Currently, the Office of Engagement Programs is facing the challenge of its lack of brand identity within the Syracuse University community.

Central Cliffs PR conducted primary research through a social listening analysis, an online survey and focus groups to find solutions to this problem. Focusing on key publics helped Central Cliffs PR uncover insights related to how these groups use social media to find information and their behaviors surrounding participating in volunteer organizations at Syracuse University.

After analyzing the data, Central Cliffs PR recommends that the Office of Engagement Programs increase communication on its social media platforms and establish partnerships with organizations on campus and in greater Syracuse. This will help establish a clear brand identity for the Office to target key publics.



Problem and Opportunity Statement

The Office of Engagement Programs at Syracuse University provides short-term and long-term community service and engagement opportunities for students. The Office is directed by Syeisha Byrd. The organization's purpose is to create a tight-knit community to do good for the Syracuse community through its various programs ("Engagement Programs," 2019). The Office's history is rooted in diversity, awareness and service and has been located in Hendricks Chapel since 1990 ("Mission," 2019). However, the association with Hendricks Chapel is indicative of a lack of brand identity within SU's campus. Furthermore, the lack of promotion and social media presence regarding the Office's purpose hinders its brand identity. These obstacles result in lack of awareness among Syracuse University students which contributes to less student participation in the Office's service programs. Research through focus groups and surveys will help the Office of Engagement Programs further understand its problems and ascertain ways to solve them. In addition, research will help uncover strategies to give the Office a clear brand identity. Ultimately, the Office needs to solidify its brand and expand its messaging to the greater Syracuse University community.



Situational Analysis

Internal Factors

Lack of Full-Time Staff

During the client meeting, Syeisha Byrd, director of the Office of Engagement Programs, discussed how she is the only full-time staff member and coordinates most of the work. Her other staff consists of student program coordinators, student interns and a graduate student assistant who aid Syeisha in executing programs such as Young Scholars, smART Art and Empathy Matters (“Staff,” 2019). Because she is the only full-time employee, she is the only staff member who can help students who come into her office looking for help in obtaining volunteer hours, which limits her abilities to work on other projects (S. Byrd, personal communication, January 24, 2019).

Creation of Social Media Channels

The Office of Engagement Programs, as an organization under Hendricks Chapel, currently uses the Chapel’s social media accounts to communicate with the Syracuse University community. The Office has received approval to launch accounts under its own name; however, it has lacked the time and resources to do so (S. Byrd, personal communication, January 24, 2019). Launching and maintaining an independent social media account is a quick and effective way to better define the brand of the Office of Engagement Programs, and to provide new outlets for student engagement and information dissemination.

Office Technology

Due to its limited space and ever-changing external structure, The Office of Engagement Programs has not been afforded new technology. All sign-ins to the Office are approved and logged through paper and pen. This causes problems with student correspondence and feedback on the programs. In the initial client meeting, Syeisha Byrd noted that the obvious lack of technology within the Office is problematic moving into 2019 (S. Byrd, personal communication, January 24, 2019). While an email ListServ is maintained and used to send out periodic updates, many of the new volunteers are never entered because the paper sign-in sheets get lost easily. Syeisha Byrd indicted this as a major problem hindering the growth of the Office.

External Factors

Reestablishing Relationships on Campus

A recent organizational change put the Office of Engagement Programs back under the Office of the Chancellor, severing ties from partner organizations in the Office of Enrollment and the



Student Experience (S. Byrd, personal communication, January 24, 2019). Whereas before, the Office was able to collaborate and coordinate with other organizations at regular meetings, it no longer has a way to maintain these connections. Reestablishing contact with partner organizations could help coordinate messaging and clear up confusion about the Office's brand and purpose. For example, the Shaw Center, another service-oriented organization on campus, states that "Hendricks Chapel's Office of Engagement Programs and the Shaw Center share many of the same community partners and collaborate on numerous initiatives," ("Campus Partners," 2019). If the Office of Engagement Programs was to establish a clear partnership with organizations such as Shaw Center, it could better define and communicate its brand to the student body and the University.

Potential Need Amongst the Student Body

Many student programs, including the Renee Crown University Honors Program and Martin J. Whitman School of Management require community service hours while studying at Syracuse University. With these requirements, the Office of Engagement Programs consistently has enrollment to add to the individual students who want to volunteer on their own accord. As the Honors program mandates 50 hours of volunteerism over three semesters ("About Civic," 2019) and Whitman requires 50 - 75 hours ("Impress," 2019), students are always looking for the types of opportunities the Office of Engagement Programs supports. Students can attend the Office of Engagement Programs' activities to fulfill their community service requirements. Likewise, fraternities and sororities with civic engagement requirements often partner with the Office of Engagement Programs to make a match within the local community. The limited funding and sources provided to the Office of Engagement Programs makes it difficult to serve these various audiences.

Competitors on Campus

There are several organizations at Syracuse University that offer student volunteer opportunities. These other organizations are often more well-known on campus because of social media presence, partnerships with other organizations and word-of-mouth. For example, Alpha Phi Omega, a co-educational national service fraternity, has been on campus since 1932. Like the Office of Engagement Programs, it provides opportunities for members to participate in service projects in the Syracuse community ("Phi Chapter," 2019). In addition, OrangeSeeds, a first-year program, is known for "The Big Event," a community-wide campus service event that is created and planned by students ("About Us," 2019). The Shaw Center, an organization on campus which overshadows the Office of Engagement Programs, provides service learning academic opportunities for students ("Vision and Mission," 2019). The presence of these competitors with their clearly defined missions differentiates them from the Office of Engagement Programs, especially because the Office can be easily confused with other SU offices.



SWOT Analysis

Strengths

- The Office of Engagement Programs has been on campus for 30 years and is well-established (S. Byrd, personal communication, January 24, 2019).
- Young Scholars, one of the most successful programs run by the Office of Engagement Programs, has an 80% return rate for its student volunteers (S. Byrd, personal communication, January 24, 2019).
- Syeisha Byrd, director of the Office of Engagement Programs, has gained permission from Hendricks Chapel to establish a separate social media presence for the Office (S. Byrd, personal communication, January 24, 2019).
- The Office of Engagement Programs has connections to different non-profits in the Syracuse area, including the Ronald McDonald House and Meals on Wheels (“Engagement Programs,” 2019).

Weaknesses

- The Office of Engagement Programs is located in Hendricks Chapel, which makes it difficult to find and gives it a religious association (S. Byrd, personal communication, January 24, 2019).
- The Office of Engagement Programs can no longer attend meetings and share information with the offices under the Office of Enrollment and the Student Experience because it is now part of the Office of the Chancellor (S. Byrd, personal communication, January 24, 2019).
- Syeisha Byrd is the only full-time staff member in the Office of Engagement Programs (“Staff,” 2019).
- There is no complete database of past volunteers because the Office of Engagement Programs’ sign-in sheets are written on paper (S. Byrd, personal communication, January 24, 2019).



Opportunities

- By creating an official partnership with the Whitman School of Management, students who require 50 hours of community service will be sent directly to the Office of Engagement Programs to find opportunities (“Community Engagement Guidelines,” 2019).
- The Office of Engagement Programs can reach out to each Greek affiliated chapter on campus to bring awareness to the Office and create relationships that will allow Greek chapters to feel more comfortable asking the Office for help.
- The Office of Engagement Programs can attend all first-year forum classes, especially in the Renee Crown Honors Program, to remind freshmen about the Office’s programs in a smaller, more relaxed setting compared to the involvement fairs.
- The Office of Engagement Programs can hire a student intern to manage new social media accounts and maintain the Office’s branding.

Threats

- Competitors, such as the Shaw Center, are more visible to students on campus due to its location in Schine Student Center.
- Service organizations market themselves as a place to find a community on campus, whereas the Office does not make this a core component of its identity. Students might be more inclined to volunteer at those other organizations.
- The Office of Engagement Programs is no longer able to apply for co-curricular funding which prevents the Office from having “swag” to hand out at tabling events (S. Byrd, personal communication, January 24, 2019).
- The Office of Engagement Programs has no external marketing efforts which creates less visibility among the student population.



Key Publics

Syracuse University Freshmen



(Unsplash, 2019)

Parker Stevens is an 18-year-old African-American male studying Real Estate at the Martin J. Whitman School of Management at Syracuse University. He is a freshman from Gainesville, Florida. He resides in Flint Hall, one of the freshmen dorms (“Residence Halls,” 2019). Stevens has loved to play and watch basketball his whole life, which is a huge reason he chose to come to Syracuse. He had hoped to walk on the team in order to create a campus community for himself. However, he was unable to join the SU basketball team, leaving him without that community he so desperately wanted. Stevens spends most of his weekends shooting hoops with the six boys on his floor, who are also all Whitman students. While shooting hoops, one of Stevens’ friends mentioned the 50-hour community service requirement for all Whitman students (“Community Engagement Guidelines,” 2019). Now worried about the mandatory 50-hours, Stevens and his friends are searching for a way to get involved on campus, outside of the basketball court. He has noticed some of his Whitman classmates posting about community service events on their Instagram stories and has begun to reach out to them for more information (Nalawade, 2018). Stevens would benefit from the Office of Engagement Programs because the Office could provide him not only with community service hours but also with a community that Stevens has been lacking ever since he arrived on campus.



Syracuse University Greek Community Members



(Unsplash, 2019)

Jessica Sawyer is a 20-year-old female at Syracuse University. A junior in her program, she studies Advertising at the S.I. Newhouse School of Public Communications. She is Caucasian and grew up in Conshohocken, a small town outside of Philadelphia. Before coming to college, Sawyer would volunteer in the Philadelphia area with her family five times per year. She now feels guilty because she has not volunteered much in college, and she never applied to any Syracuse University volunteer organizations, such as OrangeSeeds (“About Us,” 2019). Sawyer feels out of touch with the love she used to have for volunteering. Because of this, Sawyer decided to become more involved with her sorority, Delta Delta Delta Women’s Fraternity. She currently serves as the Panhellenic Delegate in an effort to encourage more frequent community service in the chapter. She is extremely active in the organization and resides in the Tri-Delta house on Walnut Place. An avid social media user, Sawyer is constantly scrolling on Instagram to keep up with the Greek community and her friends (Nalawade, 2018). Most of her network is involved in Greek life, but she is ready to meet new people and get more involved in the greater Syracuse community through volunteering.



Research Objectives

1. Analyze conversations and discussions regarding volunteerism among the key publics.
2. Determine which social media outlets the key publics use to obtain information regarding campus activities.
3. Determine what factors would attract key publics to join community service organizations on college campuses.



Research Methodology

Methodology: To accomplish our research objectives, Central Cliffs PR used a triangulated research approach consisting of social listening analysis, surveys and focus groups to further uncover insights related to the Office of Engagement Programs' business problem. Social listening analysis and surveys yielded primary quantitative data. Focus groups provided primary qualitative data. Together, these three methods allowed Central Cliffs PR to gather information which helped develop an action plan to a clearer brand identity for the Office of Engagement Programs.

Research Method 1: Social Listening Analysis

Sampling Frame: We observed social media posts using Meltwater that match keywords related to the Office of Engagement Programs, OEP, volunteering, engagement, community, local, Syracuse and Syracuse University. We reviewed social media posts from March 27, 2018 to March 27, 2019.

Rationale: By conducting social listening, we gathered primary quantitative data. This helped us to establish general interest in and feelings about volunteerism, specifically as it related to Syracuse University and the greater Syracuse community.

Execution:

- Recruiting Method: None
- Location: Online (Meltwater)
- Length: 6 total hours
- Incentive: None
- Number of Social Media Posts: 30

Data Analysis Method: Content Analysis

Research Method 2: Online Survey

Sampling Frame: The sampling frame for the survey included freshmen and participants in Greek Life at Syracuse University.

Rationale: The online survey allowed us to examine the social media usage and volunteering activities of our key publics. It also allowed us to explore and understand how our key publics chose organizations they belong to and which factors they deemed important when joining an organization.



Execution:

- Recruiting Method: Survey links were emailed to Syracuse students and shared on relevant Facebook pages, such as the Class of 2022 Facebook group and individual Greek Chapter pages.
- Location: Online
- Length: 10-question survey
- Incentive: N/A
- Number of Participants: 102 respondents

Data Analysis Method: Qualtrics Data Analysis

Research Method 3: Focus Group

Sampling Frame: We conducted two focus groups with members of our key publics: SU freshmen and students involved in Greek life.

Rationale: The focus groups allowed us to gather primary qualitative data that helped us understand why our key publics joined certain organizations and their behaviors and motivations for involvement in service activities. The focus groups also gave us insights into how they use social media to find out about campus organizations.

Execution:

- Recruiting Method: We contacted SU freshmen and students in Greek life by speaking to them in person.
- Location: Syracuse University, Huntington Hall
- Length: 30 minutes
- Incentive: Pizza
- Number of Participants: 14

Data Analysis Method: Content Analysis



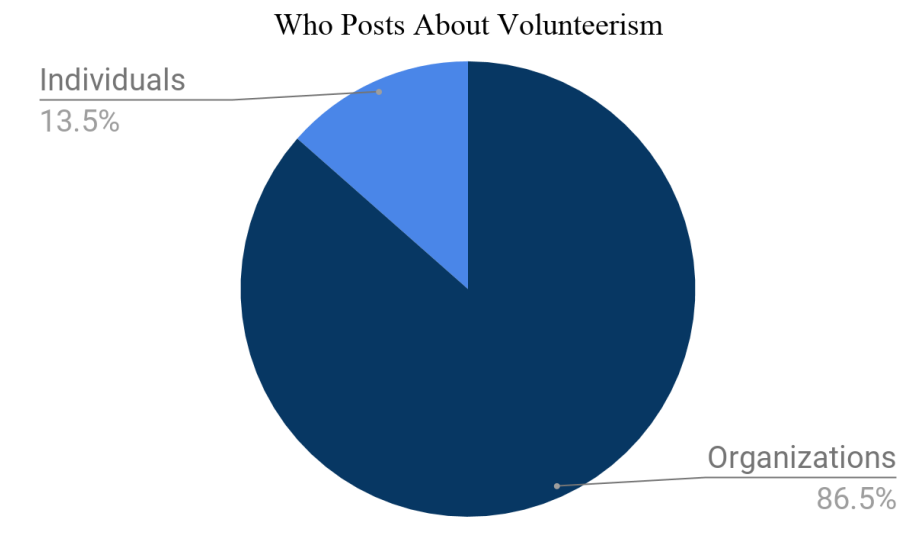
Research Results and Analysis

Social Listening Results and Analysis

Central Cliffs PR conducted a social listening analysis using Meltwater to determine who is posting content related to volunteerism on social media and the sentiment around these posts. Our research objective of analyzing “conversations and discussions regarding volunteerism among the key publics” was our main focus in this analysis. The posts are from March 27, 2018 to March 28, 2019. Keywords used in the social media search included Syracuse, volunteer, greek, Syracuse University and others (See Appendix A).

Trend 1: Majority of Content Posted on Social Media by Organizations

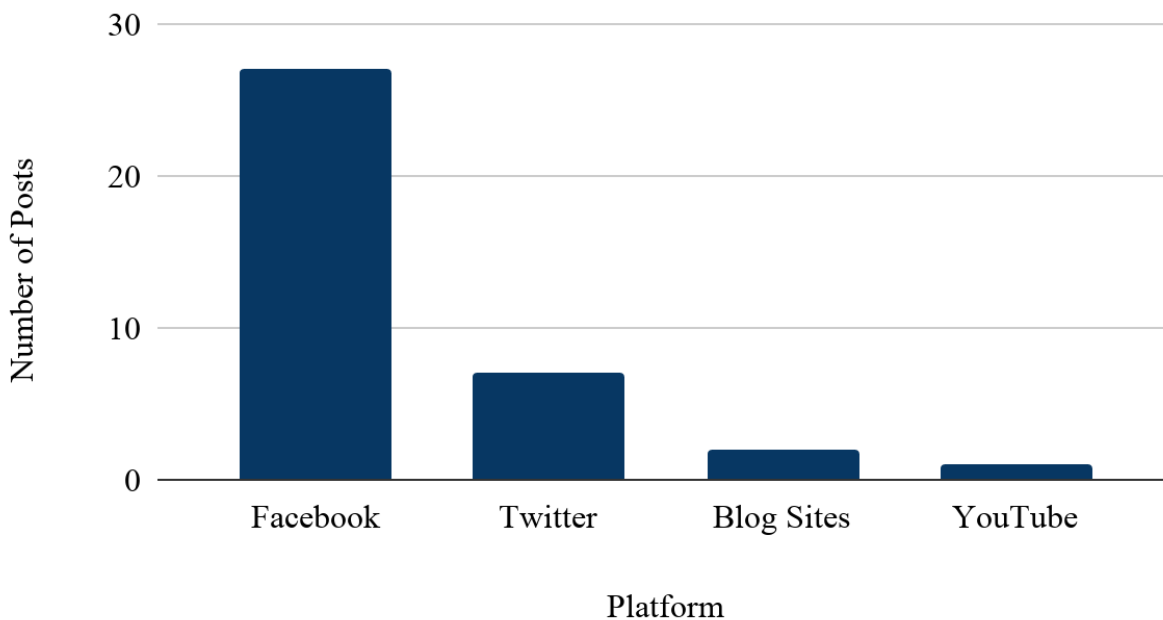
We found that 32 out of 37 (86.5%) social media posts we analyzed were posted by organizations. The remaining five posts (13.5%) were posted by individuals. This finding shows that students are not posting about volunteerism on social media. Based on our findings, organizations are more likely than students to promote their initiatives in the community. The Office of Engagement Programs should utilize these organizations as partners in order to get its name on the organizations’ social media posts. It is clear that utilizing other local organizations will generate more social media posts rather than targeting students to post on their personal accounts.



Trend 2: Majority of Conversation About Volunteerism Occurs on Facebook

We found that the majority of the conversation regarding volunteerism was occurring on Facebook. Of the 37 social media posts analyzed, 27 (72.9%) were posted on Facebook’s platform, and the remaining 10 posts (27.1%) were found on Twitter, blog sites, and YouTube. According to Business to Community, “Nearly 90% of social media app users check Facebook daily” (“How Different Generations Use Social Media Apps,” 2018). As shown through this data, it is no surprise there is more discussion on Facebook, as most social media users check Facebook more frequently than other social media platforms. Both the social media posts and the secondary data propose that the Office of Engagement Programs should utilize Facebook to its fullest advantage. The Office has not embraced its Facebook presence, as its recent posts are from Fall 2018 and the page has not been updated frequently (Facebook, 2019). By creating a content calendar and an automatic upload schedule on HootSuite, the Office of Engagement Programs can maintain a frequent flow of new content on its social media pages. Doing so will help the Office keep both students and other campus organizations in the know regarding its programs.

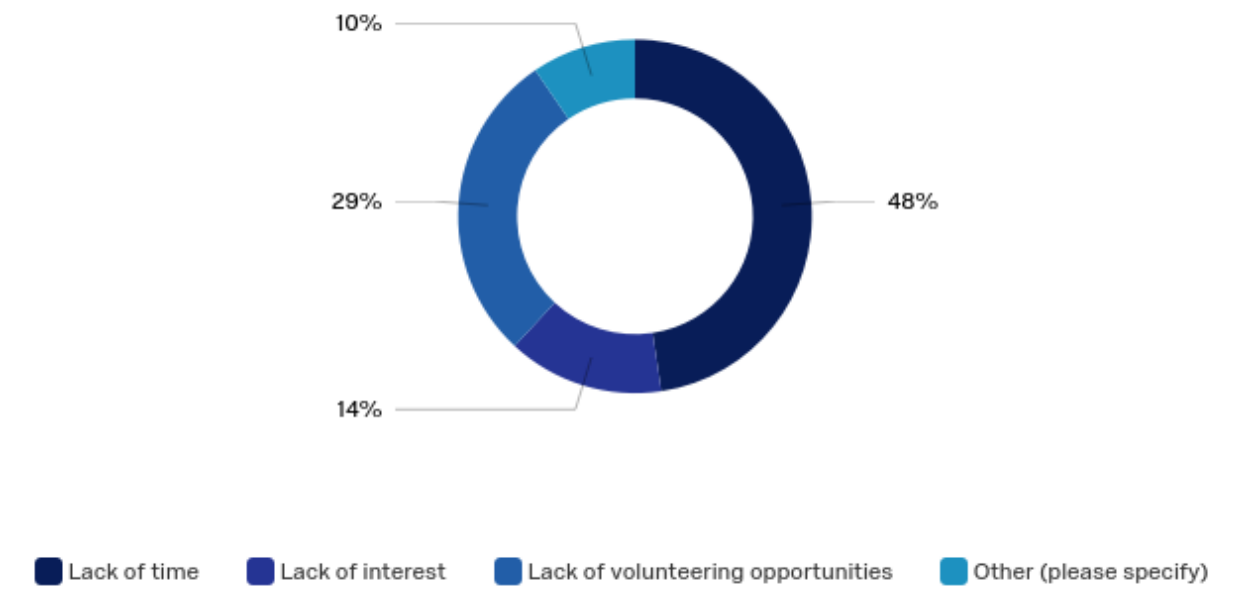
Platforms Used to Discuss Volunteerism



Online Survey Results and Analysis

Central Cliffs PR conducted an online survey using Qualtrics to determine the social media behaviors and volunteer activities of our key publics. Respondents answered 10 questions about what types of student organizations they belong to, what social media platforms they used to find out about organizations' events and why and where they volunteer in the Syracuse community.

Trend 1: Time Commitment of Volunteer Programs



When asked if students had volunteered their time for more than five collective hours in the 2018-2019 school year, respondents overwhelmingly showed their interest in volunteerism. Out of 104 students, 82 (79%) said yes while only 22 (21%) said no.

When students responded to our survey admitting they did not volunteer for more than five hours during this past year, we prompted them with another question, “why?” Out of the 21 respondents who had not volunteered in the past school year, 10 students (47.62%) reported they had not volunteered because they did not have the time to give. Secondly, 6 students (28.57%) cited that the lack of volunteering opportunities available influenced their decisions not to volunteer. Less students, three (14.29%), stated their lack of interest in volunteering as a prohibitor, while only two students (9.52%) did not volunteer because they were abroad from

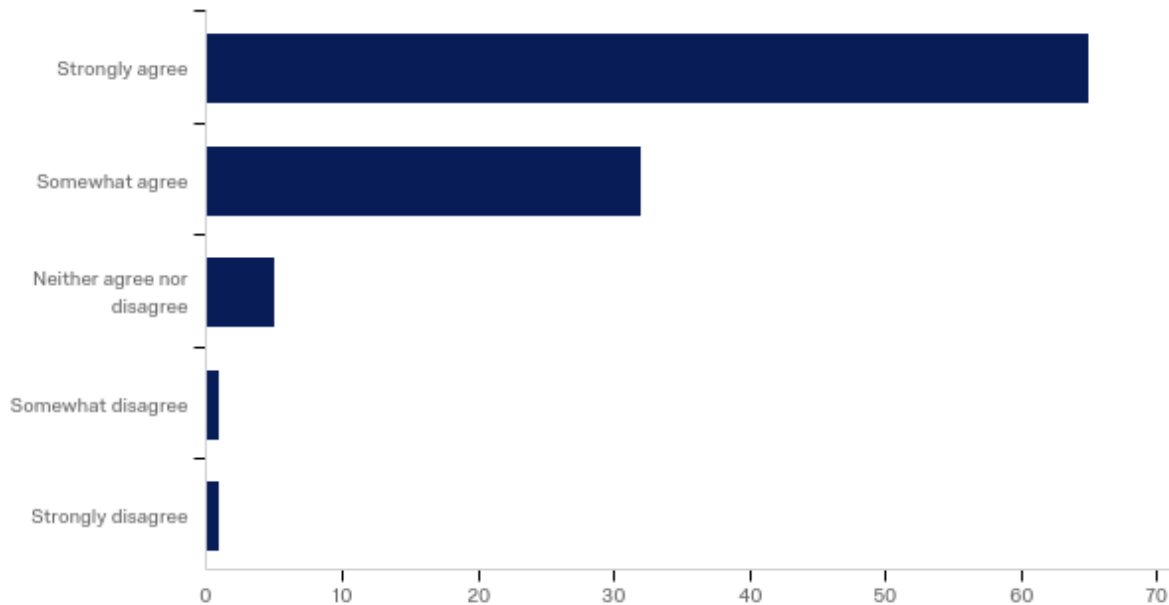


campus. Due to the optional nature of this follow-up question, one respondent chose not to answer.

The data show students do not volunteer because they believe they do not have the time. When asked to list what types of organizations a student is involved in, 65 out of 102 (64%) respondents listed two or more groups. Based on our data, we have concluded that students believe they do not have time to volunteer due to academics and commitments with other organizations. Because students believe they do not have the time to volunteer, the Office of Engagement Programs needs to discover how to convince students that they do have time to give to their community.



Trend 2: Students Believe It Is important to Volunteer off Campus



Overwhelmingly, students expressed that it was important to volunteer off-campus. Of 102 students surveyed, 65 (62.50%) strongly agreed with the statement “it is important to volunteer off-campus.” 31 (30.39%) somewhat agreed; 4 students (3.92%) neither agreed or disagreed, and only two students (0.98%, respectively) strongly or somewhat disagreed. In all, 93.27% somewhat or strongly agree that volunteering off-campus is important.

This near-consensus shows that students place importance in volunteerism and share the Office of Engagement Program’s values. An effective message, such as a testimonial from someone affected by the Office’s volunteerism in the greater Syracuse community, could resonate with this belief and might effectively encourage students to dedicate time towards volunteering.



Focus Groups Results and Analysis

Central Cliffs PR conducted two focus groups with our key publics to discover more in-depth why they volunteer through service organizations on campus. We asked questions that probed the importance of volunteering and in what organizations on campus they participate. We also learned more about how the key publics used social media platforms to find out about organizations' events and activities.

Theme 1: Students Find Opportunities for Involvement on Facebook and Instagram

Participants agreed that Facebook and Instagram were the best platforms to find out about organizations' events on campus. They specifically mentioned using Facebook's events feature and Instagram stories. Multiple participants mentioned Syracuse University organizations OttoTHON and OrangeSeeds' use of social media, flyers, and word-of-mouth to promote their events. One participant said, "With OttoTHON, it seems like everyone is expected to share details of the event, not just attend." Establishing a presence on Facebook and Instagram and encouraging current volunteers to share the Office of Engagement Programs' events on their personal social media would increase on-campus awareness and help recruit volunteers.

Theme 2: Organizations Should Have a Clear Message When Promoting Their Events

Participants stressed that when organizations are promoting their events, they need to clearly state and explain their causes. Students consider the mission of an organization before making the decision to volunteer. One participant stated, "groups need to be public with their messages and very visible." Organizations should have a strong identity and state their missions before recruiting volunteers.

Interesting Observations: When talking about platforms to advertise an organization's events, participants commented on how a campaign that is constantly posted about has high awareness and visibility. One participant rolled her eyes with a smile when she talked about OttoTHON, an especially pressing and frequent campaign. Promoting frequently and consistently is important to reaching students on campus and breaking through the clutter of events.



Recommendations

Central Cliffs PR has come up with two recommendations based on the data we collected through a social listening analysis, an online survey and focus groups. To solidify the Office of Engagement's brand identity, the Office can actively use its Facebook page to promote new programs and to remind students of when each program is being held. Also, partnerships with other campus organizations to increase its exposure to SU students and encourage them to participate.

Recommendation 1: Increase Communication on Social Media Platforms

The root of the Office of Engagement Program's brand identity problem is a lack of awareness among Syracuse University students; our research found that only 10 out of 104 students (9.62%) had volunteered with the Office previously. The Office of Engagement Programs prides itself on creating opportunities for students to fulfill their community service requirements and get involved in the greater Syracuse area. In order to communicate to its key publics, the Office should better utilize its social media platforms. Currently, the Office has a Facebook and Instagram page. However, the most recent posts have been from October 2018 on Facebook and April 2017 on Instagram. The lack of engagement by the Office on its platforms would indicate that the Office is no longer active, but this is not the case.

The Office of Engagement Programs should create a content calendar for both its Facebook and Instagram pages. By doing so, this can assist the Office's staff in updating the profiles on a regular basis. An effective way to create a content calendar is through HootSuite, a social media management platform. The Office staff can upload multiple posts at once and schedule them to go live at different times during the week. Therefore, social media posting does not become a burden for the small staff at the Office. More frequent posts often lead to more engagement by followers. Posting polls to identify interest in new programs and creating events to remind volunteers of programs can elevate the Office's social presence. Students recognize campus organizations when their posts are frequent and eye-catching. In order to create word-of-mouth conversation and brand recognition, the Office of Engagement Programs must fully utilize its social media channels.



Example Facebook Post

SU Office of Engagement Programs
@EngageSU

Home
About
Photos
Reviews

Like Follow Share ...

 **SU Office of Engagement Programs** April 12, 2019 · Syracuse · 🌐

Reminder! Next Friday, we are hosting Empathy Matters at a local grade school. Not on our volunteer list? Comment your email below and we will send you an email with more details. See you at College Place to meet at noon.

Like Comment Share

Example Facebook Event



APR 19 Empathy Matters: Office of Engagement Programs
Private · Hosted by [Office of Engagement Programs](#)

Invite Edit ...

🕒 Friday, April 19, 2019 at 12 PM
Next Week

📍 Meet at College Place

1 Going · 0 Maybe · 0 Invited
Invite your friends to this event

Invite

Empathy Matters is an OEP program that is based on a mentorship program between college and grade school students. Every Friday, college students bus out to a local grade school to hang out with students for two hours. This program helps foster a bond between students based in leadership, kindness, and empathy.



Recommendation 2: Establish Partnerships with On-Campus and Off-Campus Organizations

The Office of Engagement Programs was not mentioned in a significant number of social media posts analyzed during our social listening. This is indicative of a core branding problem the Office faces: students and other organizations—on-campus organizations like OrangeSeeds and off-campus organizations like the Ronald McDonald House, both of which appeared in our social listening—are not talking about the Office. In fact, most of the posts that mentioned other on-campus organizations came from nonprofits, companies, and other organizations in the community, not from individuals or students. In order to increase exposure and raise engagement and awareness, the Office should form similar partnerships that would boost on-campus awareness and provide more opportunities for students to find out more about its mission and values. For example, the Office of Engagement Programs could create an event with the Martin J. Whitman School of Management in order to help students reach the 50-hour community service requirement. Another partnership could bring students involved in the Office’s programs to the Ronald McDonald House for a day of volunteering. By utilizing partnerships with on-campus and off-campus organizations, the Office of Engagement Programs can reach a broader audience, attract a wider variety of students and create more volunteer opportunities in the Syracuse area.



Example Flyer for Joint Event



WE NEED VOLUNTEERS!

GET STARTED ON YOUR COMMUNITY SERVICE HOURS!

Teach kids about business and get
TWO community service hours!

YOUNG SCHOLARS BUSINESS DAY

Monday April 15th, 6:30 to 8 p.m
Central Village Boys & Girls Club

The Office of Engagement Programs
in partnership with
the Whitman School of Management



Appendices

Appendix A: Social Listening Coding Sheet

<u>Variable</u>	<u>Instruction</u>	<u>Code</u>
Key Words	<p>Keywords Used:</p> <p>1- All (volunteer, Syracuse). At least one (fraternity, sorority, greek).</p> <p>2- All (Office of Engagement Programs). (At least one (freshman, fraternity, sorority, greek).</p> <p>3- All (Syracuse University). At least one (volunteer, community service, civic engagement).</p> <p>4- All (Syracuse University). At least one (OrangeSeeds, Ottothon).</p> <p>5- All (Syracuse University). At least one (Ronald McDonald House; Habitat for Humanity).</p> <p>6- All (Office of Engagement Programs).</p> <p>7- All (Community Service). At least one (Syracuse).</p> <p>8- All (Volunteer, Syracuse University).</p> <p>9- All (Whitman School of Management).</p> <p>10- All (Renee Crown Honors Program).</p>	
Date	<p>Date the post was published</p> <p>Write the month, day, and year</p> <p>0 = Missing data</p> <p>N/A = Not Applicable (write in the reason for N/A)</p>	



Media Platform	The platform on which you found the information: 1 = Facebook 2 = Twitter 3 = Instagram 4 = YouTube 5 = News source (include name of news source) 6 = Other (include name of source)	
Username	0 = missing Otherwise, write the exact username (including any delimiters (@ signs, etc.))	
Demographic Information	Race, ethnicity, gender, <i>age, sex, education level, income level, marital status, occupation, religion, size of a family, etc.</i> 0 = Missing data N/A = Not Applicable (write in the reason for N/A)	
Psychographic Information	Attitudes, interests, hobbies, activities, habits, values, lifestyle, opinions, etc. 0 = Missing data N/A = Not Applicable (write in the reason for N/A)	
Sentiment	A media post's sentiment (or tone) is constructed by using words, quotes, and/or images, which results in positive, neutral, or negative coverage for the information searched 0 = Missing Data N/A = Not Applicable (write in the reason for N/A) 1 = Positive 2 = Neutral 3 = Negative	
Sentiment Keywords	What keywords, phrases or images are associated with the post that created the	



	sentiment (tone) coded above? Write in a maximum of 5 keywords.	
--	--	--

Appendix B: Qualtrics Survey



We, a group of Newhouse students, are conducting a survey on community service organizations. Please help us by completing the survey below. Any respondents for this survey will remain anonymous. This survey will take no more than 5 minutes to complete. Thank you for your participation.

Please select any campus communities of which you are a member.

- Social Greek Life
- Professional Greek Life
- Athletics
- Service Organizations
- News Organizations
- Performance Organizations
- Political Organizations
- None
- Other (Please Specify)

Which social media platform is the most effective for finding information about campus organizations, with 1 being the most effective and 4 being the least effective?

	1	2	3	4
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How much do you agree with the following statement: It is important to volunteer off-campus.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree



Please choose your level of agreement to the following statements:

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
I join organizations on campus because I want to find a community.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I join organizations on campus to build my resume.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I join organizations on campus because my friends do it, too.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I join organizations on campus because I agree with their mission.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I join organizations on campus on impulse.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please choose your level of agreement to the following statement: I have found an organization that has provided me with a community on campus.

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

Have you ever volunteered with the Office of Engagement Programs?

- Yes
- No
- I do not recall

Have you volunteered your time for more than five collective hours in the 2018-2019 school year?

- Yes
- No



What has prohibited you from dedicating more time to volunteering on campus? Select all that apply.

- Lack of time
- Lack of interest
- Lack of volunteering opportunities
- Other (please specify)

What is your gender?

- Male
- Female
- Other (please specify)
- Choose not to identify

What is your year in school?

- Freshman
- Sophomore
- Junior
- Senior
- Other (please specify)



Appendix C: Focus Group Questionnaire

<p>Welcome</p>	<p>Welcome and thank you for volunteering to participate in this focus group. My name is <u>Brooke Tanner</u> and I will be the moderator for today's group discussion.</p> <p>Today we are going to talk about your attitudes and opinions regarding volunteerism. The purpose of this focus group is to help volunteer organizations on campus better understand their target audiences.</p> <p>I will be tape recording our discussion today because I do not want to miss out on any of your answers. After a transcript is written, the recording will be deleted. After the research is completed, the transcript will be deleted. I will treat all answers as confidential. We will only use first names and last initials during this focus group, and will use no names in our research. We also ask that you respect the privacy of everyone in the room.</p> <p>Finally, this discussion will last approximately 20 minutes. If at any time you would like to leave, please let me know. Does anyone have any questions?</p>
<p>Ice Breaker</p>	<p>[Start tape recorder now]</p> <p>I would like to go around the room and have each person say his/her major.</p> <p>Thank you. I ask that you state your first name and last initial before giving an answer.</p>
<p>Opening Question</p>	<p>If you won a million dollars, would you donate any to charity? If so, which ones?</p>
<p>Group Discussion: Topic 1</p>	<p>Let's talk about volunteering on campus in general.??</p> <p>When you think about service organizations on campus, which organization do you think of? By service organizations, I'm speaking of organizations that focus on community service. <i>Probe: Why do you think of that one?</i></p> <p>Would you join a service organization on campus? <i>Probe: Why or why not?</i></p>
<p>Group Discussion: Topic 2</p>	<p>Let's talk about using social media and organizations.</p>



	<p>Which social platform do you use most to find out about an organization's events? <i>Probe: Why that platform?</i></p> <p>What on-campus organization that focuses on community service best promotes its events and activities? <i>Probe: Why that organization?</i></p>
Final Remarks	<p>In closing, I would like to pose one last question.</p> <p>What advice would you give me to help on-campus service organizations appeal more to students?</p>
Review and Wrap Up	<p>[Provide summary of discussion] Did I correctly summarize your comments in today's discussion?</p> <p>Thank you for coming today and sharing your opinions with me. I hope you enjoyed the discussion.</p>



References

- About Us. (n.d.). Retrieved January 31, 2019, from
<http://orangeseeds.syr.edu/>
- Byrd, S. (2019). Personal Communication. Retrieved January 24, 2019.
- Campus Partners. (n.d.). Retrieved January 31, 2019, from
http://shawcenter.syr.edu/facultystaff__trashed/campus/
- Civic Engagement. (n.d.). Retrieved January 31, 2019 from
<http://honors.syr.edu/civic/>
- Community Engagement Guidelines. (n.d.). Retrieved January 31, 2019, from
<http://whitman.syr.edu/current-students/undergraduate-resources/advising-resources/communityengagement/campusbased.aspx>
- Engagement Programs. (n.d.). Retrieved January 31, 2019, from
<http://hendricks.syr.edu/engagement-programs/>
- Nalawade, S. (2018, August 14). It's All in the Stories: How To Attract Millennials And Gen Z. Retrieved from <https://martechseries.com/video/video-advertising/stories-attract-millennials-gen-z/>
- Panko, R. (2018, March 2). How Different Generations Use Social Media Apps. Retrieved from <https://www.business2community.com/social-media/different-generations-use-social-media-apps-02024237>
- Phi Chapter. (n.d.). Retrieved January 31, 2019, from
<http://www.apophi.org/>
- Residence Halls. (n.d.) Retrieved February 19, 2019, from
http://orl.syr.edu/living_in_our_communities/_our_communities-.html#Flint



Staff. (n.d.). Retrieved January 31, 2019, from <http://hendricks.syr.edu/engagement-programs/staff.html>

SU Office of Engagement Programs. (2019). In *Facebook* [Page]. Retrieved April 9, 2019, from https://www.facebook.com/EngageSU/?epa=SEARCH_BOX

SU Office of Engagement Programs. (2019). In *Facebook* [Page]. Retrieved April 9, 2019, from

<https://www.facebook.com/EngageSU/photos/a.681401635212233/1025192307499829/?type=3&theater>

Unsplash. (n.d.). Real salesman heading to pitch photo by LinkedIn Sales Navigator (@linkedin-sales-navigator) on Unsplash. Retrieved from

https://unsplash.com/photos/h448yp0t2qQ?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText

Unsplash. (n.d.). Redhead, Ginger, Nature and Girl Hd Photo by Vladislav Nikonov (@mentorofficial) on Unsplash. Retrieved from

<https://unsplash.com/photos/XyoRtTE5P9U>

Vision and Mission. (n.d.). Retrieved January 31, 2019, from

<http://shawcenter.syr.edu/about/vision-and-mission/>

