



Palm Agency

RESEARCH PHASE 3: ALUMNI MESSAGING

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COM 374 Communication Research Methods

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RESULTS

Google Images | Wikipedia

Quantitative

Research Question and Objectives

How does the Alumni Office manage multiple target audiences while maintaining a cohesive brand voice?

- Palm Agency ensured that input was gathered from a variety of UTampa alum and current students.
- To gather specific data and record feedback, Palm Agency conducted a Qualtrics survey and three interviews.
- The survey provided a multitude of identifiable information based on brand voice, messaging, and UTampa social media interactions.
- The interview gathered a perception from two Gen Z representatives (a current senior, and an international UTampa alumni), and one Millennial (a UTampa alumni).
- Through careful consideration and outreach Palm Agency realized that the Alumni Office has an influence on their messaging tactics prior to students graduating.
- The goal of this research question is to boost Alumni relations and gain consistent messaging awareness from the moment students become a Spartan.
- The following Quantitative data displays visuals of Palm Agencies efforts to expand UTampa's Alumni engagement.

Data Description

Palm Agency set a goal of 50 participants to complete the 18 question survey, and achieved that goal by having 55 representatives complete the survey over a two week period. The survey consisted of multiple choice, select all that apply, a heat map, a marker ranking, and an open ended question(s). The diverse questions were implemented to gage a full understanding of individuals' habits, behaviors and frustrations.

Result Analyzation

After gathering the data, the agency decided to review what currently works for the Alumni Office, and what still needs some work. Overall the common directive from the survey was that people think the office conducts themselves professionally and are informative, however people are not engaging with the content and forms of messaging. This would require consistent updates, a weekly posting schedule, short form content, video interactions, and building upon relationships before students graduate.



SURVEY CHARTS & VISUALS

Figure 1 | Bar Graph (Represented by Percentages) | Qualtrics Survey

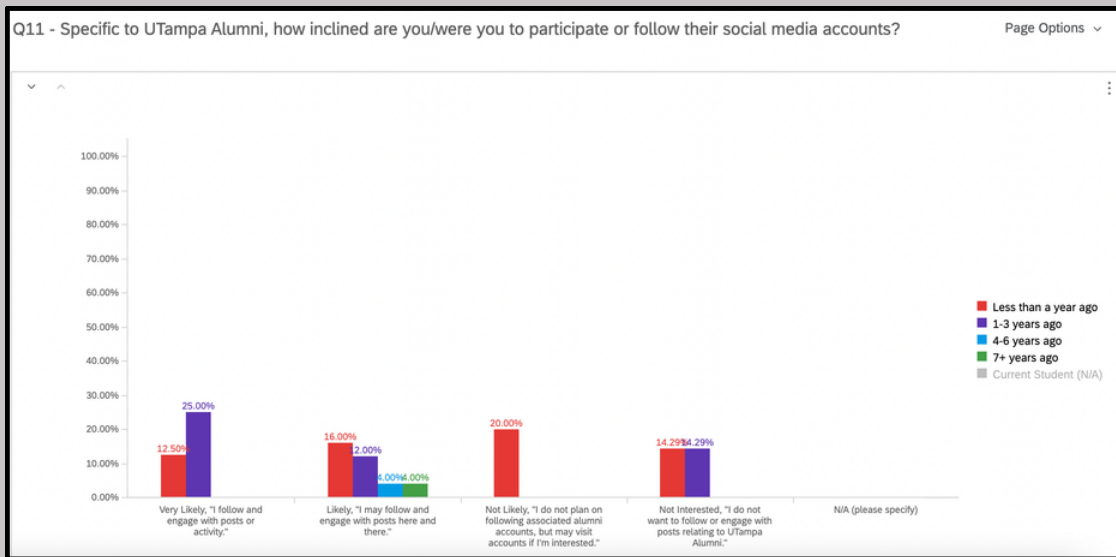


Figure 2 | Bar Graph (Represented by Percentages) | Qualtrics Survey

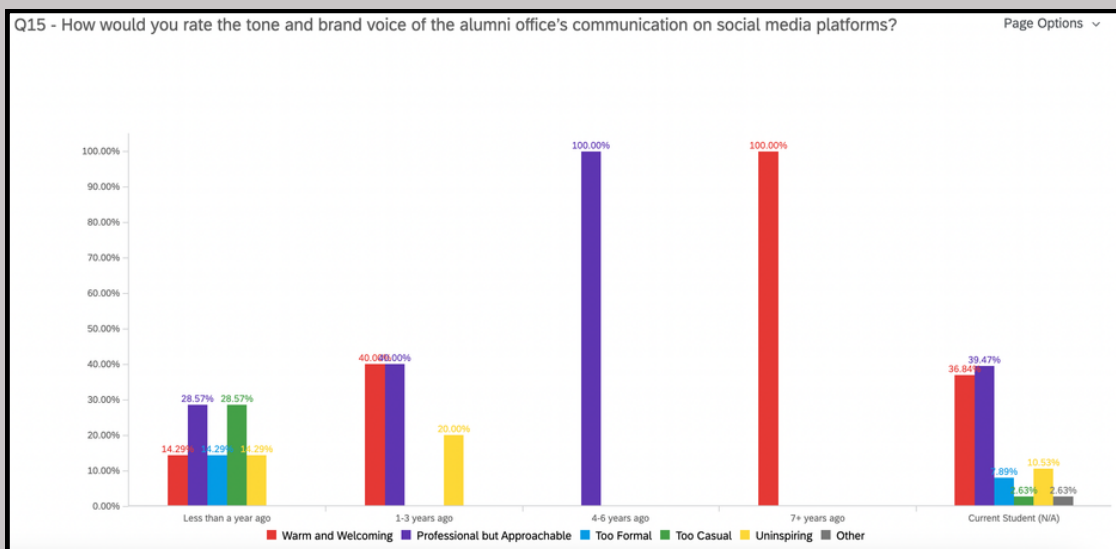
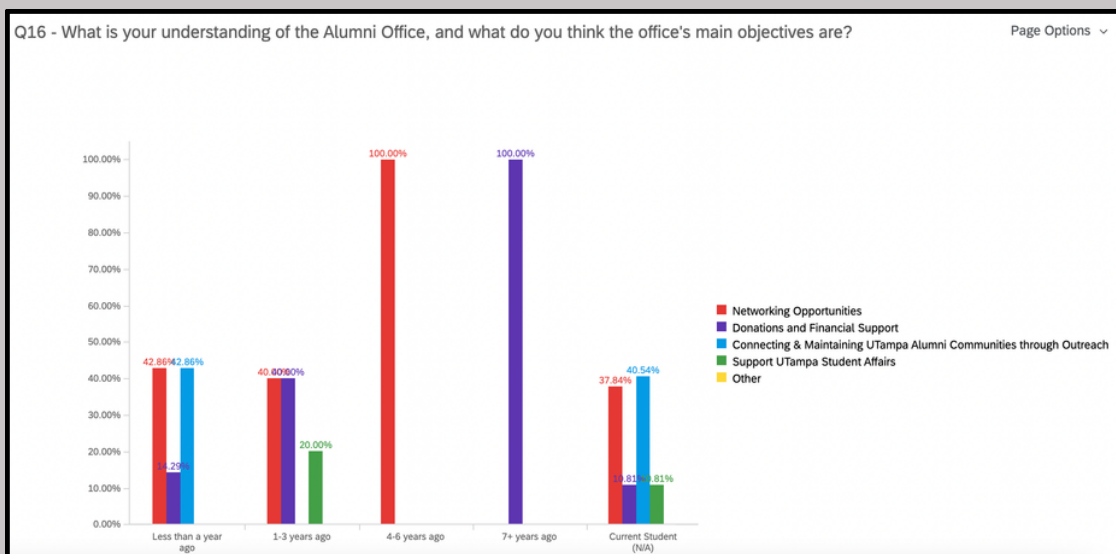


Figure 3 | Bar Graph (Represented by Percentages) | Qualtrics Survey



SURVEY DATA & STATISTICS

76% of **current students** prefer **short-form video** content when using social media (based on survey results).

25% of **graduates** prefer **entertainment-based** content on social media (based on survey results).

Figure 4 | Heat Map (Represented by Screen Taps) | Qualtrics Survey



The statistics above are directly represented in the Qualtrics survey sent out to the target audience. Their responses are shown through these percentages and interactions. As shown above in the heat map, users were drawn to a multitude of information on the flyers. Both of these flyers present social media posts from the UTampa Alumni office, promoting Alumni-related events. Although people are engaged with the information, their eye's are drawn to a array of information. Palm Agencies goal was to show the effectiveness of concise and informative messaging. At times too much information can be overwhelming and unorganized.

OVERVIEW OF SURVEY

The survey provided the agency with a descriptive insight to target mannerisms and assisted with the goal of pursuing the re-development of brand awareness. The most affective questions related messaging, voice, and communication forms. The majority of the respondents were from current student's due to the agencies access and outreach to their peers, and communities. The agency found that recent graduates and current student have similar interests of participation, while older alumni, outweighed the congruency. The difference depicted their usage of social media and how they interact with messaging, such as physical or digital variations of marketing.

Notable perspectives included: graduates from 2023 -- on, prefer to interact with physical infographics and story highlights over TikTok's and short form videos. Overall across all participants, people are more likely to engage with entertainment related content. 49% of alumni are not interested or likely to participate or follow social media accounts relating to UTampa and alumni relations. Participants are interested in mentorship and volunteer opportunities to remain involved with UTampa. There is a clear divide of office goals and tasks amongst the survey responses. Short responses showed that people prefer more social media presence and networking.

The survey provided Palm Agency with a strong understanding and analysis of quantitative data. The agency found overlap and consistency from the interviewee's during the qualitative research, which proves their tactics and questions to be relevant and comprehensible.

BIVARIATE RESULTS

CROSS TABS

Represented by Gender and Percentage | Target Audience Clarity & Transparency

1. What content/form of messaging do you look for when engaging with UTampa specific social media accounts? (Select N/A, if none apply).

	Q3: What i...ur gender?				
	Total	Male	Female	Non-binary	Prefer not to say
Short Form Videos (TikTok)	45.5%	22.2%	54.2%	0.0%	0.0%
Brief Informative Phys...tory Posts (Instagram)	37.9%	50.0%	33.3%	0.0%	0.0%
Marketing Flyers and S...ard Messaging (Emails)	9.1%	11.1%	8.3%	0.0%	0.0%
Weekly Text Updates	4.5%	5.6%	4.2%	0.0%	0.0%

Represented by Gender and Percentage | Target Audience Clarity & Transparency

2. How would you rate the tone and brand voice of the alumni office's communication on social media platforms?

	Q3: What i...ur gender?				
	Total	Male	Female	Non-binary	Prefer not to say
Warm and Welcoming	27.3%	27.8%	27.1%	0.0%	0.0%
Professional but Approachable	30.3%	38.9%	27.1%	0.0%	0.0%
Too Formal	6.1%	0.0%	8.3%	0.0%	0.0%
Too Casual	4.5%	5.6%	4.2%	0.0%	0.0%
Uninspiring	9.1%	16.7%	6.3%	0.0%	0.0%
Other	1.5%	0.0%	2.1%	0.0%	0.0%

Represented by Gender and Percentage | Target Audience Clarity & Transparency

3. What content/form of messaging do you look for when engaging with UTampa specific social media accounts? (Select N/A, if none apply).

	Q3: What i...ur gender?				
	Total	Male	Female	Non-binary	Prefer not to say
Networking Opportunities	30.3%	50.0%	22.9%	0.0%	0.0%
Donations and Financial Support	12.1%	22.2%	8.3%	0.0%	0.0%
Connecting & Maintai...ities through Outreach	27.3%	16.7%	31.3%	0.0%	0.0%
Support UTampa Student Affairs	7.6%	0.0%	10.4%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%

CONCLUSION

The Bivariate Results are pulled from gender statistics and their interactions with brand voice and social media preferences. In conclusion Palm Agency found that to have effective messaging and a consistent brand voice they will need to analyze data based on the posting forum (Instagram, Facebook, TikTok, emails etc.) As shown above alumni, and student's whom aspire to graduate are looking for professional networking opportunities and information in short form, to remain connected with the office.

DISCUSSION AND CONCLUSIONS

Interviews and Surveys

The interviews gathered great insight for Palm Agency to understand different interests based on personality, age, career's, UTampa experience, and opinions. The in-person format, provided an understanding for what was to be expected from the survey. The main message and theme from the interviews were to connect with student and build that foundation prior to graduation, so alumni feel more compelled to engage with the office. They also are looking for more feedback opportunities and connecting through their growth post-grad and educational experience as a spartan. Erine (Palm Agency Interview Subject, 2024), had this to say when asked about community engagement: "I would like to also maybe have like a few meetings to be like "hey now you graduated what could we do better as the UT community." Alumni are meant to build relationships, empower classes and cultivate industries (hivebrite alumni management, 2024). The survey put the interviewees words into a display of numbers, graphs, percentages and ideologies. The combination of qualitative and quantitative data complemented the research analysis and concluded the findings of Palm Agency.

Conclusion

Research Questions

These questions helped identify and trace issues relating back to Palm Agencies goal of improving messaging tactics. Through research and data analytics these questions were answered.

Secondary Research

Specifically this research assisted with seeking ideas, competition, and implemented new ideas from other universities or marketing strategy. (The Hartford, Types of Research, 2024)

Methodology and Definitions

Through samples, demographics and defining objectives, Palm Agency had a defined goal when recruiting and seeking data, both qualitatively and quantitatively.

Thematic Analysis

Assisted data and represented patterns and themes with responses. Thematic analysis specifically represents audience personal interactions with the brand or purpose of research.

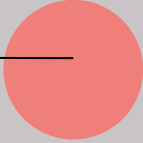
Coding and Key Word Research

Coding and key word research analyzes the categories of language or relationship with information to learn target habits. (UCONN, Educational Research Basics, 2023).



SWOT ANALYSIS

The purpose of the SWOT Analysis is to gather identifiable information that supports solutions and goals for future objectives. This analysis specifically references the alumni office and their messaging tactics. The following information represents data from the semester objectives.



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Strengths

Location:

The University of Tampa is located in the heart of the city, allowing for opportunities for the student body.

Versatile Student Body:

The diverse study body provides a variety of interests/connections. This allows the office to have a multitude of messaging/event options.

Consistency:

The office directly works with alumni and impacts graduates.

Locally Respected:

UTampa is directly involved with local community members and businesses. Connecting students with alumni who have similar interests or career goals.



W

Weaknesses

Limited Budget:

The office has a limited budget which would help benefit purchasing tracking softwares, events and hiring a social media representative.

Small Staff:

The small staff size directly impacts keeping up and tracking the amount of alumni, as the school continues to grow.

Tracking Engagement:

Limited opportunities for tracking does not help the office learn behaviors or frustrations of their audience.

Relationship:

There is a lack of building rapport with student before graduating.



O

Opportunities

Growth:

With UTampa's growth in numbers, this opens the opportunity for the office to reach a new and larger community.

Media Opportunities:

Different forms of social media; video, events promotions, and entertaining content.

Input From Spartans:

The office can start understanding the classes based on surveys, interests and goals.

New Brand Insights:

There is an opportunity to shift brand voice and messaging based on trends and user interests.



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Threats

Rising Numbers:

Growing numbers could be harder to keep track of for outreach.

Attention Spans:

With short form content growing and TikTok, attention spans are at an all time low.

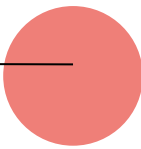
Funding:

Lack of budget and funding from the University sets back advancements for the future of development.

No Social Media Intern:

No social media intern, or representative means, social media is overlooked and is not a priority.

CONTRIBUTIONS AND SOLUTIONS



Contributions

Interview

- Personal and formal analysis of target audience.
- Supported Qualitative Data

Survey

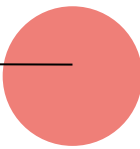
- Sampled a variety of UTampa members and provided market insights.
- Supported Quantitative Data

Definitions

- Conceptualized goals and research objectives.
- Supported Secondary Research.

Methods

- Assisted target sample, and recruitment.
 - Supported Quantitative and Qualitative Data
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Solutions

Deliverables

- Reliaquest Event
- Alumni Boat Day
- Provides new incentives and interests for alumni and students to connect.

Posting

- Short Form Content
- Engaging Infographics
- Instagram Reels, TikTok and concise email marketing.

Goals

- Build relations with UTampa students prior to graduation.
- New slogan: "Connecting Spartans with their future."

Implementation

- Social Media campaign
- Collaborate with other UTampa offices.