Impact Report— STCM 459, Strategic Communication Campaigns

Dr. Elizabeth Oppe

Spring 2017

<table>
<thead>
<tr>
<th>Hours served: 782</th>
<th>Students participating: 25</th>
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<td>Community organizations impacted: 2</td>
<td>Impact value to the community: $16,406</td>
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Students learned:

- How to conduct market research
- Leadership strategies and the value of relying on one another’s strengths
- To see themselves as developing professionals while further developing confined in leadership and management styles
- The importance of persistence when contacting media
- Professionalism
- How to market to different demographics, particularly those in more rural settings
- How to utilize theories from other disciplines in their work
- Time management skills
- To communicate with a wide variety of audiences

Community impact:

- Dramatic increase in followers on social media sites
- Campaign materials were produced that will continue to be used in the future
- Students helped plan events and raised community awareness
- Mason-Dixon Park was added to google maps
- Once a Mountaineer, Always a Mountaineer event was left with a significantly larger budget for next year

“You can only learn so much in the classroom but when you get to go and apply it, it’s a totally different story.” - Spring 2017 STCM 459 student

“Instead of taking an exam, we got to impact the community.” - Spring 2017 STCM 459 student

*This report was compiled by the Center for Service and Learning using verified service hours logged in iServe, the value of volunteer time from independentsector.org and student and community statements taken from written evaluations and verbal presentations.*