



## Impact Report— STCM 459, Strategic Communication Campaigns

Dr. Elizabeth Oppe

Spring 2017

Hours served: 782

Students participating: 25

Community organizations impacted: 2

Impact value to the community: \$16,406

### 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*