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| Signature Project Charter – Architecture Awareness **Jackie Meyle**  **October 23, 2014** |

**Client/Organization**

The client is Dr. Robert Weddle, the Interim Director of the Hammons School of Architecture, and Dr. Karen Spence, the Associate Director of the Hammons School of Architecture. Promoting Drury’s Hammons School of Architecture and recruiting students for the school is one their main responsibilities.

**Purpose**

Over the past four years, the Hammons School of Architecture has had a drop in their numbers of incoming freshmen. In the past, the average number of students for a freshman class could be as high as fifty to sixty students. During the 2012-2013 academic year, the school had a decline in students, with a freshman class of forty students. The following academic year, 2013- 2014, the incoming class dropped by seven students, with an overall class of 33 students. The freshman class for the current academic year, 2014-2015, is 34 students, showing a significant change enrollment.

Social media is used almost everyday by millennials who are about to start looking at colleges. These outlets are important tools that schools should be using in order to promote their departments. The Hammons School of Architecture is on Facebook and Twitter but the department does not utilize these social media tools like their larger competing architecture programs. The reason for this issue is that no one in the department has time to post on these social media tools and they take time to make sure what is being put out there is relevant.

The questions that need to be raised are: a) How can the department use social media more effectively? and b) How can the school use these tools to promote their department? This project is designed to help the department understand why being active on social media is important and show the department different ways to make social media easier to use. The project will also show the architecture department what other social media the school should be utilizing.

Also, the project will help the department understand what attracts prospective students to Hammons School or Architecture and what influences their decision to choose Drury University to study architecture. The project will also help provide information about what the Architecture school could be doing differently in order to recruit a higher number of architecture students.

This project will also use feedback from informal student interviews in order to assist Hammons School of Architecture in making improvements or changes to their recruitment process to help raise awareness and enrollment for the 2015-2016 academic year.

**Objectives**

This project proposal contains four main objectives

1. To determine what architecture students like about the Hammons School of Architecture and what they feel needs improvement.
2. Look at equivalent Architecture programs in the area and research how they recruit students.
3. Show the department why social media is important, how to utilize it, and show different ways to make the management easier.
4. Create an Instagram for the department and teach them how to manage it.

**Target Audience**

This project will reach out to Dr. Weddle and Dr. Spence at The Hammons School of Architecture who can implement these changes to the school.

**Deliverables**

1. Informal Student Survey
   * I will ask Drury University Architecture students questions about the department in an informal conversation setting.
2. Presenting the survey and research results
   * The data collected from the surveys will be presented to the Architecture school in a formal report (six pages or more) for their personal use. The report will provide my findings and recommendations for strengthening the awareness of the program.
   * The results from the project will also be presented verbally to the client through PowerPoint.
3. Thank you note
   * With this project, research will provide answers as to how other schools are recruiting prospective students for Hammons School of Architecture. This project will also provide an example of Thank You Notes to send out to students who have visited the school.

**Research Needs and Budget**

Primary and secondary research needs

* Survey responses from the student body regarding their opinions about Hammons School of Architecture.
* Research recruitment tactics from competing architecture programs.
* Research on what social media outlets competing architecture programs are using and how often they are using them.
* Interviews from Hammons School of Architecture and Admissions Department

The project needs the following items:

* Microsoft Office (Word, Excel) ($0)……………...Provided by researcher
* Final report printed in color ($2)…………….…...Provided by researcher
* Folder for final report ($2)………………………...Provided by researcher
* Printout of Thank You Notes ($10)…...……….….Provided by researcher
* Total Cost…………………………………………….$14

**Completion Date**

Thursday, November 6, 2014

**Potential Obstacles**

The following outlines the potential obstacles that may arise with this project:

* This project should reach around 35-40 students for informal surveying. Many people may not have time to answer all my questions
* The results from the survey may not give an insight into enrollment issues within the department
* The department may not get increased attention on social media

**Project Metrics**

The success of the project will be measured by the following:

* Collecting an insight from the informal interviews with students that can lead to improved processes in Hammons School of Architecture.
* Creating an Instagram for the school.
* Collecting information about the recruitment process from competing architecture programs in the area.
* Samples of Thank You Notes that can be sent out to prospective students who have visited the school.