Raising Architecture Awareness – Jackie Meyle

November 4, 2014

**Project Objectives:**

The purpose of this project was to strengthen the marketing techniques used by the Hammons School of Architecture. This involved informal questionnaires with current architecture students asking about their experience in the Architecture Department, events they enjoy, what they like the most, what they think needs improvement, and if they had gone to Architecture Awareness Day as a prospective student. The project also looked at how the department is using social media for prospective students, current students, and alumni.

**Project Results**

The results of the project showed that students really enjoy the architecture program as well as the faculty and the environment they are in on a daily basis. All of the students had something good to say about the department, which led to the use of social media. The project found that the department was not utilizing social media as well as they should which led to the creation of an Instagram account and suggested tips for integrating more content into their Facebook and Twitter accounts.

**Learning Outcomes**

During this project I learned how to create a social media account for a school or department. I also learned that larger universities take more advantage of social media to promote the department. The project also needed design work that I did on InDesign, a program that I had no experience with until now. I also acquired experience in managing a large project.