
Joel Benjamin Hahn

Senior Capstone for Radio/TV Communications

Dr. Juliet Evusa

3/25/2013



This capstone project was done by Joel Hahn. The purpose of this capstone project was to provide the Belvidere Mansion with social media tools and artifacts such as: brochures, rack cards, posters, and lawn signs. These tools have rebranded the Belvidere and made it relevant among college age students.

Preface

This project, along with the capstone and all of its contents therein, would not be possible without the help and support from the following individuals. They have contributed greatly to the success of the student, and have been invaluable in accomplishing these goals.

- Sharlene Kenyon
- Dr. Juliet Evusa
- Mr. Lee Williams
- Cynthia McVicar
- Kathy Wilken
- Phyllis Ballew
- Jared Hahn

Table of Contents

Cover Page – 1

Preface – 2

Introduction – 5

- i. Client Overview
- ii. Project Rationale
- iii. Academic Professional Background

Methodology/Plan of action – 6

- i. Project goals and anticipated outcomes
 - a. Creating an online presence for the mansion
 - b. Branding via social media
 - c. Spreading the word about the Belvidere
- ii. Timeline
 - a. December 2012-March 2013
- iii. Itemized budget
 - a. Camera Supplies
 - b. Website maintenance
 - c. Media artifacts
- iv. Key Personnel, Facilities, and Equipment used
 - a. Access to RSU Mac Lab
 - b. Used RSU Communications department camera
 - c. Media release forms from Belvidere staff

Results and Evaluation – 8

- i. Achieved Goals and Anticipated Outcomes
 - a. Attracting the younger demographic to the Belvidere
- ii. Evaluation of the project's effectiveness
 - a. Specific methodology

Introduction

Client Overview

Construction of the Belvidere mansion began in 1902. The family patriarch, John Melvin Bayless, never had the chance to see his work of art finished, as he died during the summer of 1907. The Belvidere became the new home for the Bayless family and they lived in the mansion until the 1920s. The Belvidere became apartments in the 1930s and remained so until it fell into disrepair in the late 1980s. In 1990, the Belvidere was scheduled to be torn down, when Wanda Moore stepped in and saved it. The Belvidere was then restored to its original floor plan and began seeing visitors as a museum. The Belvidere, in conjunction with the Claremore Historical Society, now hosts events and parties. The Belvidere also has a Gift shop and tea room for guests who visit the mansion (Tatom).

During the past few decades, the Belvidere has struggled with funding due to their non-profit status. The lack of funding for the Belvidere has affected its media presence in the past. If a client has no money, they cannot advertise and therefore will not attract any new customers. This was a significant challenge which needed to be addressed when this project began. The only sources of income for the mansion are its gift shop and team room. The money gathered from these have always paid the bills of the Belvidere, with very little to spare for other expenses.

Project Rationale

The project goal was to create media that will attract the younger generation and garner interest in the Belvidere once again, without spending a large amount of money. The Belvidere and its staff along with the student had a plan to attract college students to the Belvidere. The age range for this demographic is individuals 18-24 years old. When the project began, a typical visitor to the mansion was a 35-44 year old woman. The target audience of the Belvidere, the 18-24 year old range, has begun to hear about the Belvidere more than they ever have because of social media.

The Belvidere's Facebook page helped the student and client in deciding how to market the mansion. The average visitor to the Belvidere, according to Facebook Analytics, was a 35-44 year old female ("The Belvidere Mansion"). The staff of the Belvidere, along with the student, sought to change that. The goal was to attract the college age, or 18-24 year olds, and cultivate in them interest for the mansion. The method which the capstone student employed was social media. If the younger generation is going to be exposed to anything, they must be met online. Through a new Belvidere website, and its link to the Belvidere Facebook page, the mansion has succeeded in meeting this need. In addition to the Facebook Analytics, a survey was conducted on Survey Monkey about the mansion. The respondents were asked various questions about venues for special events, and about the Belvidere itself (Appendix 27).

Academic Professional Background

The classes at Roger's State and the experiences in them have prepared the consultant well for this endeavor. The communication courses Writing for the Media and News Writing have given the student consultant knowledge that is needed to prepare materials which market the mansion (rephrase). The methods of communication and organization that the student has learned at RSU

have combined perfectly for success in this project. The course work in Writing for the Media and News Writing gives the student necessary skills that are needed to be a successful designer of public relation artifacts. The brochure, rack card, poster, and lawn sign designed by the student for the Belvidere are a direct result of the training in these courses. The need for analytics was shown to the student during the Communication Research Methods course. The student was then able to implement this strategy into this project. A survey conducted through Survey Monkey showed that 61% of people preferred the history and style of a venue over anything else. For this reason, the student designed the website of the Belvidere to look just like the mansion, as if the viewer were there (rephrase). The courses of Video Production and Advanced Broadcast Practicum have taught the student how to shoot and edit video. The techniques learned in those courses have been used in the production of an original YouTube video which is embedded on the Belvidere website.

Methodology/Plan of action

Project's Goals and Anticipated Outcomes

The Belvidere needed tools that would help it to become more relevant to visitors in Tulsa and Rogers County—specifically visitors from the age range of 18-24, the college age generation. Essential tools of media that draw in more people and get them excited about the mansion are now on the website ([hyperlink website](#)). The Belvidere's Facebook page ([hyperlink Facebook page](#)) and a YouTube video ([hyperlink YouTube video](#)) are also linked through the website, in addition to QR codes on all artifacts which the student has designed. The Facebook page of the Belvidere mansion at the time the project began only had 260 likes. The page now has 272 likes, and is getting more exposure through the website and QR codes on the brochures, lawn signs, and poster.

The goal of this project was to cultivate through Facebook and the website, an interest in the younger generation as it relates to the mansion. Once interest has been cultivated, the next step is measuring the success of the media created for the Belvidere. Through the use of media, the Belvidere is now on track to welcome new, younger patrons to the mansion. Within a few months the Belvidere will be able to bring in large numbers of younger people through its doors.

The project will succeed in bringing in young visitors to the Belvidere due to the medium that is used to reach them. The Belvidere before had no presence on social media, and now, college age students can access the mansion in the same place they are always looking at everything else, on Facebook. The number of College age students and young adults online has never been higher. By using charts that show the age of visitors to the site and Facebook page, the Belvidere can now pinpoint where their younger visitors are, and what interests them. This, in turn, will provide information on how the Belvidere can cater to the needs of this younger generation in the future. The goal of attracting a new younger demographic of people visiting the Belvidere is now possible. With the correct use of media, thousands can be reached through the use of QR codes, YouTube, and Facebook. The new demographic will see the Belvidere on Facebook and on the website more than they ever could have before. The YouTube video will give individuals an idea of the majesty of the mansion before they ever set foot inside. The Facebook page will have updates in which the people coming to the mansion can interact and use, as it will be connected

to the website through a Facebook button. The same is true for YouTube, as the video is connected through the website, and can provide analytics to the mansion about who is watching.

Timeline

The student consultant, in addition to the staff of the Belvidere, has been working on this project since December of 2012. The ideas and plans discussed then have now been implemented by the student. The Belvidere now has a social media presence and new media artifacts which provide a bright future for the mansion. A list of all events involved with the project is seen below.

- ✓ **December 28-30, 2012** – The student contacted the staff of the Belvidere and explained what the project was, and the project's goals.
- ✓ **January 10, 2013:** The first prospectus draft is sent from the student to the professor.
- ✓ **January 15, 2013:** First response of the prospectus from the professor to the student.
- ✓ **January 16, 2013:** The second draft of the prospectus is sent to the professor.
- ✓ **January 22 & 24, 2013:** The student talked with the Belvidere staff and discussed ideas for media artifacts. The student began designing the new Belvidere website and presented it to the staff.
- ✓ **January 26, 2013:** The student began to finalize the website design with input from the Belvidere staff.
- ✓ **February 1 & 2, 2013:** The Belvidere website is now 90% completed.
- ✓ **February 5, 2013:** The student met with the Belvidere staff and discussed final website improvements, in addition to talks about brochures and other forms of media being produced.
- ✓ **February 12, 2013:** The student at this point had nearly finished the Belvidere website and met with clients to discuss a marketing plan for the mansion.
- ✓ **February 14, 2013:** The student designed a new Gift shop page for the website, while designing and pricing new media for the Belvidere on Vista Print.
- ✓ **February 19 - March 7, 2013:** The Student met with client to finish the website, design artifacts, and make sure all specifications were catered to their needs. Demographic analytics from Survey Monkey were studied to determine how the mansion could be further improved to attract the younger demographic of 18-24 year olds.
- ✓ **February 20, 2013:** The Student turned in the second to last draft of the prospectus to the professor.
- ✓ **March 13, 2013** – The student has submitted by this time the final draft of the prospectus.

Itemized Budget

The cost of this project was fairly minimal. The mansion needed new media to gain the attention of the college age generation, therefore, artifacts were designed. These media artifacts included: Rack Cards, Brochures, Posters, and Lawn signs. These were all essential to the success of the project, as was the addition of a website. The website charges one low annual fee for maintenance, which was necessary in reaching the younger generation. The video which was filmed, and is now on the website used one MiniDV tape. These were the only costs for the project. There were no in-kind contributions, and no volunteer work of any sort. The project

consumed many hours of time, and as mentioned above, just short of \$200. There are no costs besides those listed, and there will be no more for the student upon the project's completion.

PROJECT BUDGET

The Belvidere Brochures, Rack Cards, Posters, and Lawn signs	\$149.99
One MiniDV Tape	\$10.00
Weebly Website Design and Maintenance	\$39.99 for one year
Total Budget	\$199.98

Key Personnel, Facilities, and Equipment

Participants in this project were the staff of the Belvidere. The Staff members included were: Cynthia McVicar, Kathy Wilken, and Phyllis Ballew.

- ✓ **Cynthia:** is a dedicated volunteer to the mansion and has put in countless hours contributing to the restoration of the Belvidere. She regularly volunteers every week day in any way she can, usually organizing the mansion. She contributed input to the project as to what message the Belvidere wanted on their website.
- ✓ **Kathy:** was the tour guide on the virtual tour, which was filmed by the student for YouTube, and the mansion's website. She also offered key input on the menu section of the Brochures and Tea Room page on the Belvidere website.
- ✓ **Phyllis:** helped to contact both of the first two women in the event that they were absent, and carried information back and forth about meeting times. Their permission was given by the RSU media releases, which they signed. Every week these volunteers gave the student input on the mansion, which in turn was produced in the project.

The student was the only person working on the project and doing maintenance of the website and media twenty-four hours a day, seven days a week. The use of RSU's Cameras and Mac Lab were essential to this project's success. Permission for video cameras and the RSU Media Releases in the communications department were the only two things from which the student needed permission concerning the project. Most of the project was completed off campus, specifically around the Belvidere mansion. Meetings every week with the Belvidere staff were conducted at Cappuccino Corner off of Highway twenty in Claremore. The artifacts and social media for this project were designed on the student's personal laptop, and shown to the student's mentor, Sharlene Kenyon, every week. Input from the student's mentor and the staff of the Belvidere was crucial to the success of the project. These two parties contributed greatly to the project with their advice concerning it. The RSU Media Forms were used in any event of participants being involved with the project.

Results and Evaluation

Achieved Goals and Anticipated Outcomes

The achieved goals of the project were as follows:

- ✓ **The student established an online presence for the Belvidere, and specifically incorporated social media**

- ✓ **The student used social media such as Facebook and YouTube to attract the 18-24 year old age range to the Belvidere**
- ✓ **The student designed and introduced new media artifacts to the Belvidere for marketing the mansion**
- ✓ **The Student created a QR code for the mansion on all artifacts, which enables the college age generation to access the website from smart phones, and tablets**

The rebranding of the Belvidere mansion is now complete. The social media aspect, in addition to the media artifacts for the mansion, has made it a place where college age individuals can now see themselves visiting. The Belvidere and its staff are now excited to welcome this new generation to the mansion, and to continue catering to their needs technologically. The Belvidere is now in the process of setting up a wireless network, or WIFI, in the mansion to attract visitors with devices such as laptops, smart phones, and tablets.

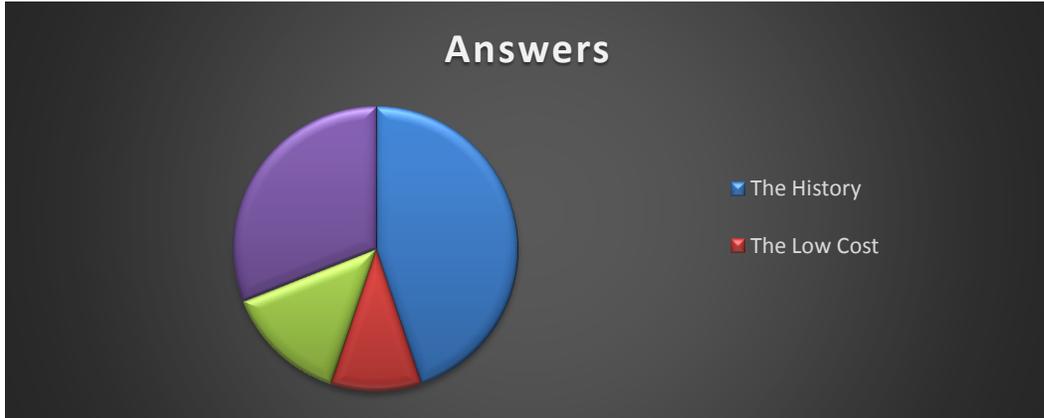
The anticipated outcomes of this project are simple. The Belvidere will bring it new visitors of a younger age because of the change in their image. The new brochures, posters, rack cards, and lawn signs for the mansion will show the Belvidere in such a way that college age individuals will want to visit (Appendix 16-20). The website will show this same age range, the rich history of the Belvidere, and why it is relevant to them. The tour of the mansion on YouTube will reach people who can never visit the mansion, but can still see the beautiful house anytime they want. Younger individuals will want to have their special event at the Belvidere now more than ever. The website has a registration form and a feedback box all in one concerning the Belvidere and any special events there (Appendix 20-23).

Evaluation of Projects Effectiveness

The project will be successful in attracting new visitors to the Belvidere. The staff of the Belvidere has been an instrumental part in this process, and has shown an interest in continuing to market the mansion for future generations. The website and Facebook page are now the staff's to control and the Belvidere will succeed in attracting the college age demographic because of their passion. When designing the media artifacts and website, the staff and the student both gained knowledge through a series of surveys. The surveys were done on Facebook through Survey Monkey and gave precise details about what individuals want in a venue, or in place to visit.

The information from the surveys was taken into consideration and then adapted toward the artwork and design of the media artifacts. The website also benefitted from this feedback and the student designed it accordingly. Various questions were asked and the answers were broken down into percentages of the most popular. There are graphs displayed below which show the figures from the surveys, and any other information the Belvidere staff and the student received.

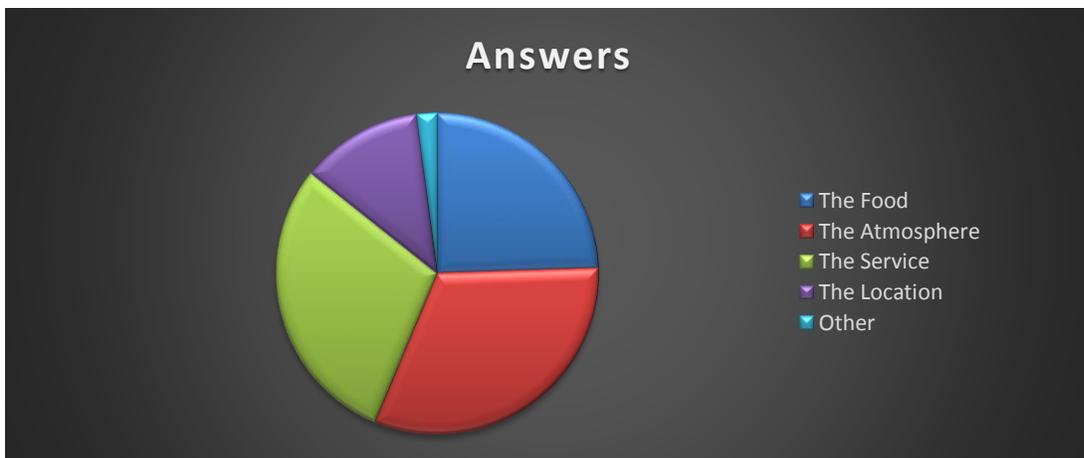
What would attract you to the Belvidere?



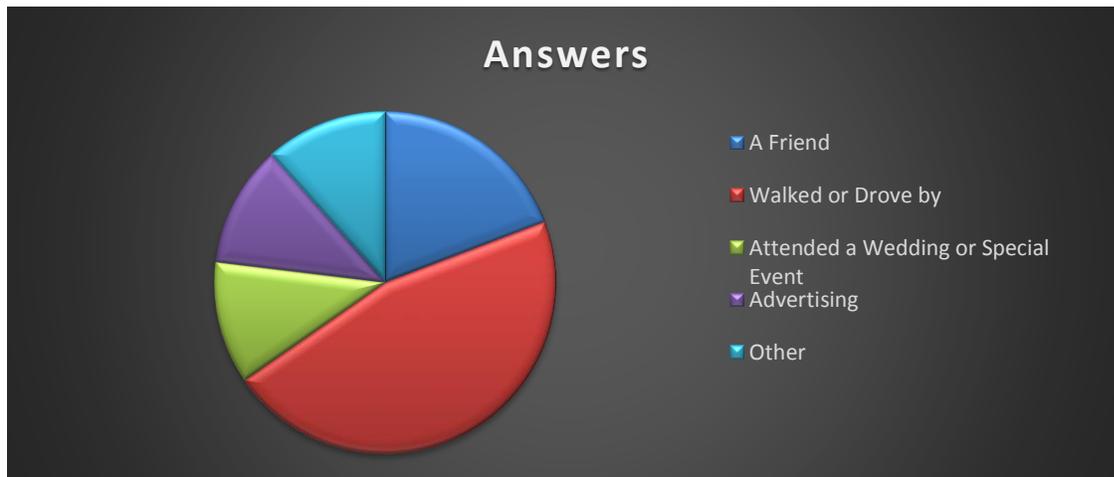
What do you find attractive in an event venue?



What would keep you coming back to a venue?



If you have heard of the Belvidere, How?



The future of the Belvidere is promising because of the changes made by the student to the media artifacts and online presence of the mansion. The data in these graphs helped the staff of the Belvidere and the student to adapt to changing demographics. Now, the age demographic of ages 18-24, or the college age, will be reached by the Belvidere like never before. The staff of the Belvidere has been trained to further implement the new strategies and make sure the mansion continues going in a positive direction.

Dissemination Medium

Facebook and the website were both used in disseminating the plan of the student for the Belvidere. Every Tuesday and Thursday the student met with the staff from the Belvidere with an updated version of the website. This was the primary method of dissemination for the project and showed the progress from week to week.

Concluding Remarks

When the project began, the student had to work very diligently to improve the Belvidere's social media presence and media artifacts. The entire project, with the exception of a few instances, was done by the student. The client in the beginning of the project was somewhat difficult to work with, but as it progressed the student received more help. In the end, the project was an enormous success, as all the goals of the client and student were achieved. Future recommendations for this project would include: a check in from the client to Rogers State, and follow up by Rogers State to make sure the client in complying and that every aspect of the project is running smoothly. This project was beneficial to the student and the client and was an enjoyable process.

References

The Belvidere Mansion. *About The Belvidere*. Claremore: Rogers Country Historical Society,

2013. Print. 21 Mar. 2013.

“The Belvidere Mansion.” *Facebook*. Ron McVicar, n.d. Web. 21 Mar. 2013.

Tatom, Cathy. “Belvidere Mansion.” *CathyTatomReports*. 2012. MP4.

Wilken, Kathy. Personal interview. 21 Mar. 2013.

Appendix

Artifact 1: The Belvidere Rack cards before and after.

The Rack Cards before rebranding



BACK

FRONT

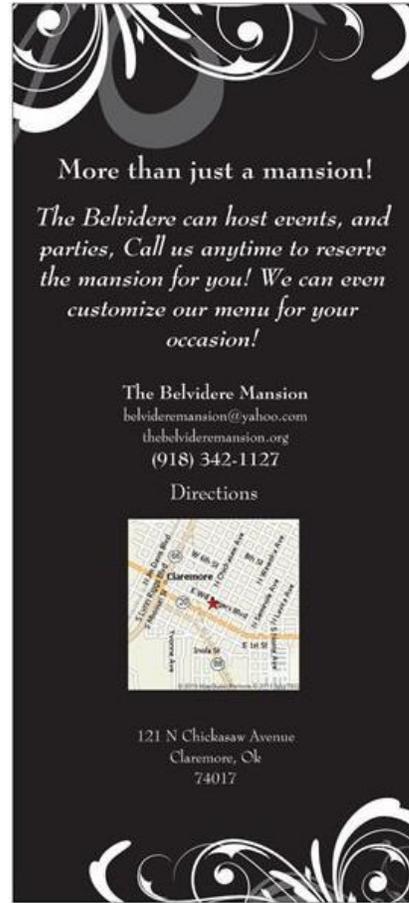
These rack cards were out of date, and had several typographical errors. The new Rack cards designed by the student fixed these errors and incorporated all the details needed for the mansion.

Artifact 1: The Belvidere Rack cards before and after (Continued).

The Rack cards after rebranding



FRONT



BACK

The student also designed a Poster, a Tri-fold brochure, and a Lawn sign for the Belvidere. These artifacts are all being used in addition to the rack cards in the rebranding of the Belvidere. The first of these three, the poster, is shown below. The second artifact shown are the two sides of the Tri-fold brochure complete with QR code. The third artifact is the lawn sign, which was designed for placing anywhere the Belvidere needed advertising, also has a QR code. These three objects were no cost to the client whatsoever.

Artifact 2A: The Belvidere poster with QR Code.



The Belvidere Mansion

We would appreciate your support
for maintenance and renovations!
Feel free to donate here!

Suggested donation \$2.00



www.thebelvideremansion.org
(918) 342-1127

Artifact 2B: The Belvidere tri-fold brochures.

History

John Bayless, owner of the Belvidere, was an Entrepreneur and Businessman in Missouri. He decided, along with his wife Mary and their seven children, that the family would move to Indian territory in 1901. He wanted his home in Claremore because at the time, it was a larger city than Tulsa, and had two railroads. Out of all the buildings that Bayless built, only two are left standing, his home in Cassville, MO, and the Belvidere. John Bayless died in 1907, the year Oklahoma became a state. It was also the year in which construction on the Belvidere was finished. The Bayless family lived in the mansion until 1919, and John's Son Guy even had his little boy Guy Jr. born there.

The Mansion has had many uses over the years, from apartments in the 1930s for the Oklahoma Military Academy, to being a museum for the Bayless family currently. No matter what the purpose, it has stood the test of time. Belvidere means "Beautiful to see" and if you have ever visited the mansion, you know it is just that. The 9,000 square foot masterpiece of a home is a rare treat for the eyes with its three stories, and thousands of one-inch custom Italian tile covering the floor of the home. It remains to this day a treasure of Claremore and of Oklahoma.

Call us at 342-1127 or Stop by for an event schedule and to schedule your own event!

Come See us!
(918) 342-1127
thebelvidere mansion.org

Day	Hours
Sunday	Closed
Monday	Closed
Tuesday	10:00 - 3:00
Wednesday	10:00 - 3:00
Thursday	10:00 - 3:00
Friday	10:00 - 3:00
Saturday	10:00 - 3:00



121 N Chickasaw Ave
Claremore, OK
74017



The Belvidere Mansion
A local treasure



thebelvidere mansion.org

Tri-fold outside

Salads

Mandarin Salad - \$7.99
Selection of Greens with Grilled Chicken, Mandarin Oranges, Red Onion, Bell Pepper, Sprouts, and chow mein noodles with Poppy Seed Dressing.

Chef Salad - Full - \$7.99
Selection of Greens with Ham, Turkey, Shredded Cheese, Hard boiled Egg, Bell Pepper, Cucumber, Sprouts, Red Onion with Crackers, and Croutons.

Summer Salad - \$7.99
Selection of Seasonal Fruits Mixed Salad Greens with Sprouts, Cucumber, Bell Pepper, Onion, Croutons with Raspberry Vinaigrette.

Soup and Salad - \$6.99
Soup of the Day
Side Salad, Crackers
Fruit Garnish



Tea Room

Open 11am-2pm Tuesday through Saturday

The Tea Room is located in the casually elegant Belvidere Mansion a Victorian experience taking you and your guests back to one of the exceptional eras of Oklahoma's history. Located about 4 blocks east of Route 66 in the historic town of Claremore, Oklahoma.

The Tea Room is also a fantastic place to host an event. We can help with bridal and baby showers, bridesmaid teas, business lunches or dinners and family reunions. We also offer custom menus developed just for your special event and dining experience. Call and ask when our next mystery tea will be held, schedule a lunch appointment, or business, club, organizational, family or friend lunch at this unique historic destination venue in Claremore, Oklahoma.

Beverages - \$1.79
Ice Tea - Plain
Peach or Raspberry Ice Tea
Coffee
Soft Drinks
Lemonade

Desserts - \$3.50
Daily Selection and Cheesecake
*with Caramel Pecan or Strawberry sauce.

*Menu and Prices subject to change.

Sandwiches

**Canterbury Classic - Full \$7.99
Half \$6.99**
Chicken Salad Blended with grapes and pineapple. Topped with almonds chips. Served on Croissant, Side Salad, and Chips

The Belvidere - \$6.99
Canterbury Classic Chicken Salad Served on Lettuce Leaf with Crackers, sliced Tomatoes, Cucumbers, and Fruit Cup.

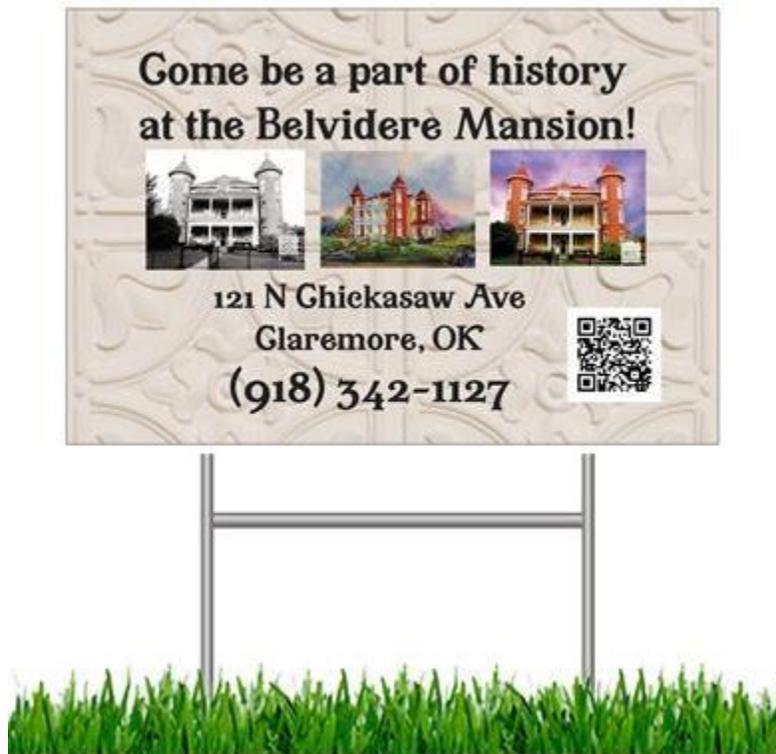
Regency Roast - \$7.99
Thinly sliced Roast Beef on Specialty Bread with Mayo, Horseradish Sauce, choice of side, and chips.

Wellington Wrap - \$7.99
Sliced Smoked Turkey on Tortilla with ranch dressing, with veggies. Choice of side, and chips.

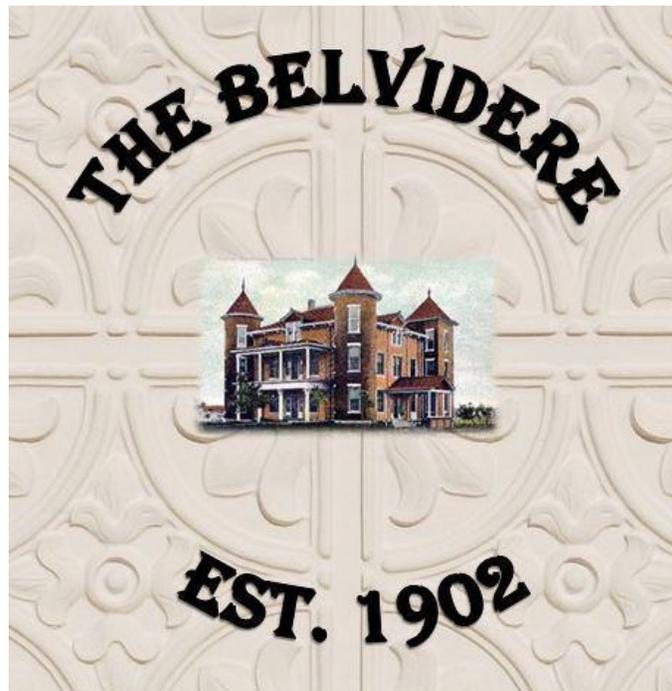


Tri-fold inside

Artifact 2C: The Belvidere lawn sign.



Artifact 3: The Belvidere website and the pages on it.



The Main page banner

Artifact 3: The Belvidere website (continued).

<http://www.thebelvideremansion.org/>

The Tea Room Page

A LOCAL TREASURE



The Tea Room is located in the casually elegant Belvidere Mansion. A Victorian experience taking you and your guests back to one of the exceptional eras of Oklahoma's history! The tea room offers exceptional lunch and tea menus. If not lunch stay and enjoy our desserts with a hot pot of tea, ice tea, coffee or other beverages! The tea room is also a fantastic place to host an event. We can help with bridal and baby showers, bridesmaid teas, business lunches or dinners and family reunions. We also offer custom menus developed just for your special event and dining experience. Call and ask when our next mystery tea will be held, schedule a lunch appointment, or business, club, organizational, family or friend lunch at this unique historic destination venue in Claremore, Oklahoma on Route 66!

**The Tea Room is Open from 11am-2pm
Tuesday through Saturday!**

This page has a full menu for the Belvidere's tea room. This menu includes salads, sandwiches, and deserts that anyone can order at the mansion. The tea room page enables people to see this part of the mansion before they ever visit.

Artifact 3: The Belvidere website (continued).

Locate the Belvidere page



The Belvidere Mansion is located at 4th and Chickasaw in Beautiful Downtown Claremore!



This page of the Belvidere website includes a map from Google. This map enables you to not only view the location of the mansion, but to zoom in or out and find exactly where the mansion is in relation to you. The junction of highways twenty and sixty-six are clearly visible on the map in order to aid travelers from out of town.

Artifact 3: The Belvidere website (last page).

http://youtu.be/yE6lzx_Nw4c

The history page on the Belvidere's site

John Bayless, owner of the Belvidere, was an Entrepreneur and Businessman in Missouri. He decided, along with his wife Mary and their seven children, that the family would move to Indian territory in 1901. He wanted his house in Claremore because at the time, it was a larger city than Tulsa, and had two railroads. Out of all the buildings that Bayless built, only two are left standing, his home in Cassville, MO, and the Belvidere. John Bayless died in 1907, the year Oklahoma became a state. It was also the year in which construction on the Belvidere was finished. The Bayless family lived in the mansion until 1919, and John's Son Guy even had his little boy Guy Jr. born there.

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The history page on the Belvidere's website was the most difficult to design. There is a virtual tour of the mansion on YouTube, with a brief history of the Belvidere on the same video. This video was filmed and edited by the student and was the most labor intensive part of the website.

Artifact 4: The Belvidere mansion's Facebook page.

<https://www.facebook.com/pages/The-Belvidere-Mansion/128410067192040?fref=ts>

The Belvidere Mansion
273 likes · 2 talking about this · 122 were here

✓ Liked Message

Add A Category
4th and Chickasaw, Claremore, OK.
(918) 342-1127
Today 10:00 am - 3:00 pm
About - Suggest an Edit

Photos Likes Map

Highlights

Post Photo / Video
Write something...

The Belvidere Mansion shared a link.
January 31, 2012

Cheapshot Saloon highlights Chamber Gridiron Banquet
claremoreprogress.com

1 Friend
Likes The Belvidere Mansion

Recent Posts by Others on The Belvidere Mansion See All

January 24 at 4:05pm
Ron McVicar
Belvidere Mansion Claremore Oklahoma has the Gift Shop o...
December 23, 2012 at 9:46pm

Claudia Shableski Williams
Love this old place!
December 19, 2012 at 10:39pm

Bethany Powell
Great day to come to the Belvidere for tea and cake! Earl G...
October 13, 2012 at 12:11pm

Lea's Attic, LLC
The Belvidere Mansion is a must see! Beautiful with a lovely...
May 20, 2012 at 1:09pm

More Posts

Recommendations
Write a recommendation...

The Belvidere Mansion
November 7, 2010

When the project for the Belvidere began, this page on Facebook had 261 likes. The page now has 273 likes, an increase of twelve, in addition to seeing an increase in traffic in the past two months as seen by Facebook analytics. The YouTube video and website are directly linked to this page, and this has helped to bring more visitors on Facebook here as well.

Artifact 5: The Belvidere Staff/ RSU Media Release forms

RSU Service Learning Student Rules and Regulations

1. Be responsible for agreed service hours. Call ahead if you will be late or unable to attend a scheduled service time.
2. Follow all policies of the site, including health and safety precautions and confidentiality.
3. Do not go beyond the scope of assigned responsibilities. Use your judgment, and refuse risky or inappropriate requests and situations.
4. Do not work in a room alone with a child or other client, or transport a child or other client, unless screened and cleared by the site to do so.
5. Follow all confidentiality and reporting policies at the site.
6. We recommend that students carry health, accident, and auto insurance, as they are not covered under any college insurance policy.
7. Notify the volunteer site supervisor and/or the faculty member of any concerns or changes.
8. Seek the **informed consent** of site administrators and staff if you intend to interview them. If videotaping or taking photographs at the site do not forget to request participants to sign **RSU's media release form**.

After reading the agreement above, you are required to sign that you will submit:

- i. The approved volunteer status document before beginning your service learning hours.
- ii. Community site volunteer rules and regulations to the faculty member before you begin your project.
- iii. A copy of a signed Service Learning Student Rules and Regulations form to my volunteer site supervisor.

Please read agreement before signing. Site supervisor please keep a copy. I agree to follow all service learning rules and regulations.

Joel Hahn
Student Name

3-12-13
Date

Kathy Wicken
Site Supervisor

3-12-13
Date

Contact Person:

Juliet Evusa, Associate Professor
Department of Communications
Rogers State University
Claremore, OK 74017
jevusa@rsu.edu or 918-343-7677



RSU Service Learning Student Rules and Regulations

1. Be responsible for agreed service hours. Call ahead if you will be late or unable to attend a scheduled service time.
2. Follow all policies of the site, including health and safety precautions and confidentiality.
3. Do not go beyond the scope of assigned responsibilities. Use your judgment, and refuse risky or inappropriate requests and situations.
4. Do not work in a room alone with a child or other client, or transport a child or other client, unless screened and cleared by the site to do so.
5. Follow all confidentiality and reporting policies at the site.
6. We recommend that students carry health, accident, and auto insurance, as they are not covered under any college insurance policy.
7. Notify the volunteer site supervisor and/or the faculty member of any concerns or changes.
8. Seek the **informed consent** of site administrators and staff if you intend to interview them. If videotaping or taking photographs at the site do not forget to request participants to sign RSU's **media release form**.

After reading the agreement above, you are required to sign that you will submit:

- i. The approved volunteer status document before beginning your service learning hours.
- ii. Community site volunteer rules and regulations to the faculty member before you begin your project.
- iii. A copy of a signed Service Learning Student Rules and Regulations form to my volunteer site supervisor.

Please read agreement before signing. Site supervisor please keep a copy. I agree to follow all service learning rules and regulations.

Joel Hahn

Student Name

3-12-13

Date

Phyllis Stearns

Site Supervisor

3-12-13

Date

Contact Person:

Juliet Evusa, Associate Professor
Department of Communications
Rogers State University
Claremore, OK 74017
jevusa@rsu.edu or 918-343-7677



The media release forms on the previous pages were signed by two members of the Belvidere staff for their involvement in the filming of the virtual tour. The tour is on the history page of the Belvidere website and shows Kathy Wilken, a guide at the mansion, as she tells the story of John M. Bayless and the Belvidere mansion itself.

Artifact 6: The Belvidere Surveys on Survey Monkey.

What would attract you to the Belvidere?

Answered: 21
Skipped: 0

Answer Choices	Responses
The History	61.90% 13
The Low Cost	14.29% 3
The Close Location	19.05% 4
The Syle of the Mansion	42.86% 9
What else?	0% 0
Total Respondents: 21	

What do you find attractive in an event venue?

Answered: 21
Skipped: 0

Answer Choices	Responses
The Cost	52.38% 11
The Size	14.29% 3
The Accessibility	9.52% 2
The Location	38.10% 8
The Style	66.67% 14
Anything else?	0% 0
Total Respondents: 21	

What would keep you coming back to a venue?

Answered: 21
Skipped: 0

Answer Choices	Responses
The Food	47.62% 10
The Atmosphere	61.90% 13
The Service	57.14% 12
The Location	23.81% 5
What else would keep you coming back?	4.76% 1
Total Respondents: 21	

If you have heard of the Belvidere, How?

Answered: 21
Skipped: 0

Answer Choices	Responses
A friend	23.81% 5
Walked or Drove by	57.14% 12
Attended a wedding or special event	14.29% 3
Advertising	14.29% 3
Other	14.29% 3
Total Respondents: 21	

Artifact 6: The Belvidere Surveys on Survey Monkey (continued).

What are any additional comments you have about the Belvidere?

The history of it is the most appealing to me.

2/18/2013 11:28 AM

They should have murder mystery dinner nights in October!

2/18/2013 9:48 AM

Where is it?

2/18/2013 8:32 AM

It's shows off the history of the town.

2/18/2013 7:39 AM

None.

2/18/2013 1:40 AM

Would maybe like to see it one day

2/18/2013 1:36 AM

I think it is a very special and pretty place! The historical value does help with its appeal, however if it were to be slightly updated on the inside I think that would really help it take off as a business establishment!

2/18/2013 12:26 AM

Have never seen it, but looking for a venue with a certain style is high priority.

2/17/2013 11:54 PM

It is an awesome piece of architecture!

2/17/2013 11:50 PM

I've never been but have heard it is very nice.

2/17/2013 11:26 PM

Pretty building. Cool piece of history.

2/17/2013 11:13 PM

Needs remodeling

2/17/2013 11:13 PM

It looks very nice and seems like a place I would like to visit someday. However, it is probably not a place I would travel specifically to visit.

2/17/2013 11:08 PM

Beautiful place, like the baked potatoes they added to the menu of the tea room!

2/17/2013 11:01 PM

Great for weddings

2/17/2013 10:55 PM

History, location, tour, food,& cost
2/17/2013 2:42 PM

It seems like a pretty place with lots to offer.
2/17/2013 10:19 AM

They need to do more marketing to let people know they are there.
2/17/2013 8:52 AM

Love it. Hope the ghosts haunt me!!
2/17/2013 3:30 AM

So pretty!
2/17/2013 12:53 AM

A beautiful building with a great history. Plus, rumor has it that on occasion guests see Mr. Belvidere himself!!!
2/17/2013 12:53 AM