Impactful Marketing On a Shoestring Budget

Donna Bickford
University of North Carolina-Chapel Hill

&

Amy Bickel
University of Central Florida
UCF and UNC Facts

- Large metropolitan research university ~ 60,000 students
- Office of Undergraduate Research est. in 2007
- Currently ~ 1800-2000 students involved in research each year
- First public university in the country ~ 30,000 students
- Office for Undergraduate Research est. in 1999
- More than 60% of graduating seniors are involved in research
Rationalization for “Cheap” Marketing

0 Given the financial climate, low-cost strategies have to be implemented
0 Meet students where they are – i.e., on social media
0 It remains a priority to keep the strong programs we have and to grow whenever possible
0 Even without an established Office, these strategies can increase campus presence and reach
0 Using these strategies, both institutions have seen growth in the Offices of Undergraduate Research
General Tips

0 Diversify the strategies you use as much as possible!
   0 Cross-populate social media sites
0 For branding try to contract current Digital Art/Media students-
   0 Will take small stipends or complete for a class project
   0 Helps them build a portfolio
0 Partner with other campus allies (e.g., UNC Research, Endeavors, McNair, Honors College)
Tell us what you are doing!

http://www.polleverywhere.com/multiple_choice_polls/ydkQ4vDGuFBHBB2
In small groups-
What marketing strategies do you currently use and how are your current marketing strategies working?
OUR Marketing Strategies

• Faculty/Staff Councils
• Listservs
• Student Councils
• Social Media
• Blogs
• Campus Newspaper
Faculty/Staff Councils

0 **UCF- Undergraduate Research Council (URC)**
  0 Founded in 2003 with 33 members
    0 Currently 53 members representing 33 academic departments and 7 offices
  0 Meets 8 times a year to:
    0 Review deadlines and programs
    0 Brainstorm about new initiatives
    0 Distribute new publicity items
    0 Act as sub-committees to review grant and fellowship applications
  0 Primary connection to faculty and increases faculty involvement in decision making which produces buy-in
  0 **COST:** FREE
Listserv

- Emails sent out to students signed up for the “OUR listserv”
  - Recruit students through tabling at on-campus and the website- more on that later!
- Topics: event information, application deadlines, links to blog posts, profiles of OUR staff, ambassadors and alumni, and other news related to undergraduate research
- UCF- 6,000 registered; UNC- 1600 registered
- UCF-primarily students; UNC- students, staff, faculty, etc.
- **COST: **FREE
**May 2013**

**DEADLINES**

**MAY 3**
- L.E.A.R.N. Peer Mentor Applications
  - www.ucf.edu/opportunities/leadership/larn-peer-mentors.php

**JUNE 19**
- Burnett Research Scholars (Fall Grant)
  - www.research.horizons.ucf.edu/our-nest-research-scholars

**JULY 26**
- Undergraduate Research Grant (Fall Funds)
  - www.ucf.edu/opportunities/gri-grant.php

**ROLLING SUBMISSIONS**
- Undergraduate Research Journal (URJ)
  - www.urj.ucf.edu

**ROLLING APPLICATIONS**
- Travel Awards
  - www.urj.ucf.edu/opportunities/travel.php

**ROLLING NOMINATIONS**
- Undergraduate Researcher of the Month
  - www.urj.ucf.edu/accomplishments/urjom/evaluation

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**CONGRATULATIONS TO CHRISTOPHER BRITT, THE UNDERGRADUATE RESEARCHER OF THE MONTH!**

**MENTOR:** Dr. Ken Teter (Biomedical Sciences)

**PROJECT:** A Computational Approach to Elucidating the Mechanisms of Bacterial Intoxication

**NEED HELP GETTING STARTED?**

**SUMMER DROP-IN HOURS**
- Starting May 6
  - Tuesdays 10am-12pm, 1pm-4pm
  - Thursdays 1pm-4pm

**NOTES:** Other times are also available by appointment.

**GET CONNECTED**

JOIN OUR FACEBOOK GROUP
- UCF Undergraduate Research www.facebook.com/group.php?id=16929766745

**REGISTRY OF UNDERGRADUATE RESEARCHERS**

The Council on Undergraduate Research hosts a Registry of Undergraduate Researchers. The purpose of this registry is to facilitate matchmaking between undergraduates who have research experience and a desire to pursue an advanced degree, with graduate schools seeking high quality candidates who are well prepared for research. Undergraduates, visit www.ucf.edu/projects service/registry/student_register to fill out a simple curriculum vitae form. There is no charge to the student. Mentors and Opportunities for leadership/larn-peer-mentors.php

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**UNDERGRADUATE RESEARCHER ACCOMPLISHMENTS**

Have you published a paper? Presented at a conference? Received a grant or award for research? If so, post it to the OUR Accomplishments section. This section of the website highlights the achievements of undergraduate researchers at UCF and posts are welcome year-round.

**www.ucf.edu/accomplishments**

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**APRIL 2013**

**DEADLINES**

**APRIL 5**
- Summer Research Academy (SRA) Participant Applications
  - www.ucf.edu/academic.php

**APRIL 12**
- Summer Research Academy (SRA) Peer Mentor Applications
  - www.ucf.edu/mtors

- Student Undergraduate Research Council (SURC) Applications
  - www.ucf.edu/mtors

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**WORKSHOPS**

**GETTING STARTED**

**UNDERGRADUATE RESEARCH**
- July 9, 3:00-4:30 (SU 220)

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**www.ucf.edu/accomplishments**

**QUESTIONS? FEEL FREE TO CONTACT US AT:**
- OFFICE OF UNDERGRADUATE RESEARCH
  - Technology Commons 220 | Orlando, FL 32881-1906
  - (407) 823-3253 | our@ucf.edu | www.OUR.ucf.edu

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**CONGRATULATIONS TO NATALIA SEPULVEDA, THE UNDERGRADUATE RESEARCHER OF THE MONTH!**

**MENTOR:** Dr. Martha Garcia (Modern Languages and Literatures)

**PROJECT:** The Importance of Education from a Global Perspective

**TEACHING DON QUIXOTE IN THE 21ST CENTURY**

**NEED HELP GETTING STARTED?**

**GETTING STARTED**

**UNDERGRADUATE RESEARCH WORKSHOP**
- April 3, 2-3:30 (SU 315AB)

**SPRING DROP-IN HOURS**
- Monday 1pm-4pm
- Tuesday 10am-12pm
- Friday 12pm-3pm

**NOTES:** Other times are also available by appointment.

**GET CONNECTED**

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- UCF Undergraduate Research www.facebook.com/group.php?id=195922766745

**ROLLING SUBMISSIONS**
- Undergraduate Research Journal (URJ)
  - www.urj.ucf.edu

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**ROLLING NOMINATIONS**
- Undergraduate Researcher of the Month
  - www.urj.ucf.edu/accomplishments/urjom/evaluation

**STUDENT UNDERGRADUATE RESEARCH COUNCIL (SURC)**

**SURC** was formed to promote awareness of undergraduate research for students at UCF and acts in an advisory capacity for OUR.

**APPLICATIONS DUE:**
- April 12
  - www.ucf.edu/mtors

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- UCF Undergraduate Research www.facebook.com/group.php?id=16929766745

**WORKSHOPS**

**COMMUNICATING YOUR RESEARCH**
- April 1, 2-3:30 (SU 315AB)

**STUDENT GRANTS AND FELLOWSHIPS**
- April 1, 4:00-5:30 (SU 315AB)

**PREPARING A FELLOWSHIP APPLICATION**
- April 1, 6:00-7:30 (SU 315AB)

**FROM POSTER TO PUBLICATION**
- April 16, 10:30-11:30 (CSU 218AB)

**RESEARCH WEEK 2013: APRIL 1ST-4TH**

- Student Research Week celebrates the research and creative projects of UCF undergraduate and graduate students. Highlights of the week include:
  - Research Seminar: "Hunger Knows No Friend" - Dr. James Wright (Sociology)
  - Professional Development Workshops
  - Graduate Research Forum
  - Showcase of Undergraduate Research Excellence

**FOR A COMPLETE SCHEDULE OF EVENTS VISIT:** www.researchweek.ucf.edu

**QUESTIONS? FEEL FREE TO CONTACT US AT:**
- OFFICE OF UNDERGRADUATE RESEARCH
  - TECHNOLOGY COMMONS II, ROOM 220 | ORLANDO, FL 32881-1906
  - (407) 823-3253 | OUR@UCF.EDU | WWW.OUR.EDU

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The Office for Undergraduate Research newsletter is published bi-weekly to share news about undergraduate research at UNC, relevant events, accomplishments of our students and faculty, and more. For additional information, please visit our website at www.unc.edu/depts/out or email us at our@unc.edu.

May 16, 2013

**OUR News and Events**

**OUR Blog:**
- Research Bingo Winner: Michele Bresler talks about the 2013 Celebration of Undergraduate Research.
- Suzanne Gulludge discusses one approach to incorporating the Celebration into a course.

**GRC Blog:**
- Ellen Welch shares undergraduate perspectives from her FREN 330 French Civilization course.
- Read about undergraduate research in social psychology: students examined attitude change and plagiarism narratives.

**OUR News:**
- Students in Dr. Sahar Amare’s GRC-supported research-education course, ASIA 452: Muslim Women and Yelling, created an art exhibit. You can see pictures here.

**OUR People:**
- Congratulations to Associate Director Donna Baldick, who will serve as a 2-year term as a Councillor for the Council on Undergraduate Research.
- Meet incoming OUR Ambassador Layia Qurani.

**Other Events and News:**
- Congratulations to GRC Faculty Jeanna Mostal, who received a mentoring award from the Carolina Women’s Leadership Council.
- The Collegiate Inventors Competition is accepting entries for the 2013 Competition (Deadline for submitting entries is Friday, June 14, 2013). Information about the competition is available here. For the last 23 years, the Collegiate Inventors Competition has recognized and honored student inventors whose Inventions one day could make significant contributions to society. The competition is sponsored by the Kauffman Foundation, Abbott, and the U.S. Patent and Trademark Office. This year, more than $55,000 in cash prizes will be awarded to the winning undergraduate and graduate students and their advisors. All finalists in the competition will receive an all-expense paid trip to the final judging round taking place in Washington, DC and the opportunity to have their work reviewed by inductees of the National Inventors Hall of Fame.

Layla Qurani
Major: Global Studies
Minor: Journalism
Layla became involved in undergraduate research her first-year through enrolling in a BorderWork(s) course at Duke University and designing a research project around sectarianism in Iraq after the US invasion. This research project gave her the opportunity to interview Iraqis living in Baghdad (through Skype) and Iraqi refugees living in the US. She was then awarded a SURF to begin a documentary and research the impact and role of the Arts in Palestine, and interviewed nearly 50 Palestinian artists (musicians, dancers, actors, poets, etc.) in 10 major Palestinian cities. She will be traveling to Turkey in the Summer of 2013 in order to research how the Kurds distinguish themselves (as the largest stateless population in the world) amongst a majority Turkish population, and what nonviolent resistance.

OUR Ambassador Miranda McNear 2013: I conducted my undergraduate research by participating in the SMART program summer of 2010; I really appreciate the chance to be exposed to undergraduate research. After completing the SMART program, I decided that research was not the field I wanted to spend the rest of my life in; however, I have gained valuable knowledge in cell biology, cell culturing, cell transport, chemical bonding, magnetic, microscopy, and pharmacology. This opportunity helped to prepare me for research in the future.

OUR Ambassador Miranda McNear 2013
SURC was formed to PROMOTE AWARENESS about undergraduate research for students at the University of Central Florida. Through generating awareness, we hope to INCREASE THE NUMBER OF STUDENTS ENGAGED in research projects at UCF. Also, we want to convey that RESEARCH IS TANGIBLE to students studying a VARIETY OF DISCIPLINES who come from diverse backgrounds. SURC believes that participating in undergraduate research is an important experience for anyone interested in gaining more knowledge and a DEEPER APPRECIATION OF THEIR ACADEMIC FIELD.
SURC Responsibilities

0 Advise the Office of Undergraduate Research
0 Attend bi-weekly meetings
0 Promote undergraduate research at workshops, tabling events, and speaking engagements
0 Mentor students interested in undergraduate research through email and undergraduate research promotion events
0 Work as a team to develop, strengthen, and expand undergraduate research awareness at UCF
SURC Accomplishments

- Created Undergraduate Researcher of the Month and Mentor of the Year award programs
- Created new publicity items
- Main recruitment source for 6000 on the OUR listserv
- Numbers have grown for research programs, campus showcase, summer research academy, workshops etc.
- Published two articles in the CUR Quarterly - Spring 2013
- Almost 300 hours of service to OUR in 2012-2013
- **COST:** Can be free, but...
  - We offer $300 for research supplies, travel, or publishing in the URJ; half of students use the funds.
  - Also provide polos ($290) and name badges ($94) for official events
UNC Student Ambassadors

 Goals for the Ambassador Program:

  0 Build a cohort of student ambassadors to support and enhance the work of the Office for Undergraduate Research
  0 Provide opportunities for students to help continue to build a culture of undergraduate research at UNC
  0 Provide peer mentors to incoming and current students interested in research
  0 Provide professional and leadership development opportunities to OUR Ambassadors
Ambassador Expectations

- Requirements:
  - Complete application and interview process
  - Meet six times during the academic year with OUR staff for program planning and professional development
  - Commit 15-20 hours/semester to Ambassador activities, which might include mentoring current and incoming students, staffing OUR events, participating in panels or presenting in classes about undergraduate research, and engaging in other outreach activities
Ambassador Accomplishments

- Contacted over 300 incoming students to welcome them to Carolina and discuss undergraduate research opportunities
- Presented at more than 25 classes, events and workshops during the 2012-13 academic year
- Publicized and helped host the Celebration of Undergraduate Research
- Edited FAQs
- Cost: food for meetings
Social Media - Facebook

- “UCF Undergraduate Research” group -
  - Currently 757 members
  - “Group” versus “Page” dilemma
  - Post-newsletters, recent publications, upcoming deadlines, applications for programs, etc.

- COST: FREE
Confused about how to get involved in research? Check out OUR's guide to getting started: http://www.unc.edu/depts/our/getting_started.html

2012 SURF recipient Jessica Kennedy investigates food and hunger issues in Watauga County.

Where did the agriculture go?
vinews.com
They say home is where the heart is. For recent alumna Jessica Kennedy, home is also the subject of her undergraduate research.
Social Media – Twitter

Tweets

UNC-Chapel Hill @Carolina_News
Hunger, poverty, farming & food in Watauga County, NC & a #UNC senior's hands-on research. Watch the video! bit.ly/1actNHT
Retweeted by Undergrad Research
Expand

UNC Research @UNCRsearch
RT @UNCLibrary: Traveling this summer? Enter #UNC Global's 14th Annual Carolina Global Photography Competition: bit.ly/11vw3Lg
Retweeted by Undergrad Research
Expand

Undergrad Research @unc_ugrad_rsch
2012 SURF recipient Jessica Kennedy researches food and hunger issues in Watauga County, NC. unc.edu/spotlight/jess...
Expand

Undergrad Research @unc_ugrad_rsch
@UNC2017 R u interested in undergraduate research? Check out these tips: unc.edu/depts/our/gett...
Expand

Undergrad Research @unc_ugrad_rsch
@endeavors_mag highlights Carolina Research Scholar Coertney Scoggin's research on PTSD and the military. endeavors.unc.edu/preventing_ptsd
Expand
Social Media - YouTube/Vimeo

- Videos can be really impactful and are relatively cheap
- You can disseminate the videos through:
  - Presentations
  - QR Codes
  - YouTube Channels
  - Social Media
- Cost: Relatively inexpensive
Find opportunities on campus for research

TO THE EDITOR:

The Best New Minds in Action at Student Research Week

UNC student spends summer researching London’s club music scene

UNC student channels power of Wii for physical therapy
Publicity Items

- Help with event and “brand recognition”
  - Information about your office or an event
  - Targeted publicity to engage a specific audience
  - Get student feedback!
- Develop a logo for OUR office and possibly a “look for events”
- Postcards, pamphlets, and giveaways (laptop stickers, pens, etc.)
General Publicity

Where will your curiosity lead you?

Office for Undergraduate Research
www.unc.edu/depts/our

Why participate in research as an undergraduate?

Expand your knowledge through research
Gain hands-on experience
Compete for scholarships and grants
Prepare for graduate school and your future

All disciplines can get involved!

O U R
Office of Undergraduate Research
DISCOVER. CREATE. EXPLORE.

www.OUR.ucf.edu
Contact us at OUR@mail.ucf.edu

Undergraduate research offers you the chance to seek answers to the burning questions that trigger your curiosity.
Targeted Audiences

CREATE.
SYNTHESIZE.
TRANSFORM.
contact THE OFFICE OF
UNDERGRADUATE RESEARCH
about taking your ideas to the
NEXT LEVEL

OUR
MARKET YOURSELF
ask the Office of Undergraduate Research how you can be a part of
ground-breaking projects that will set you apart from your peers.
Benefits include:
• Working closely with a faculty mentor
• Developing your knowledge and skills
• Expanding your awareness of career and personal interests
• Earning credit, scholarships, internships, and research awards

INSPIRED
BY
EDUCATION?
TAKE YOUR PASSION TO A NEW LEVEL!
ask the Office of Undergraduate Research about opportunities to prepare
YOU to lead the change in education

UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

UCF
Stands For Opportunity
Programs/Events

2013

10 YEARS OF SHOWCASE + 50 YEARS OF UCF

SHOWCASE OF UNDERGRADUATE RESEARCH EXCELLENCE
CELEBRATING UNDERGRADUATE RESEARCH AND CREATIVITY ACROSS THE CURRICULUM

SCHOLARSHIPS WILL BE AWARDED to students whose Showcase Projects are judged to be the best.

showcase.ucf.edu

UCF50
1955-2010 YEARS

THURSDAY, APRIL 4, 2013
PEGASUS BALLOON/UCF STUDENT UNION
PRESENTATIONS 1:30-4:00 PM
AWARDS 4:00-5:00 PM

THE 10TH ANNUAL Showcase of Undergraduate Research Excellence is a poster forum for UCF undergraduates to present current and recently completed research and creative projects to the university community.

Undergraduates from all disciplines—from theatre to engineering, from the life sciences to visual arts—who are engaged in research and creative projects with a faculty mentor are invited to apply.

ALL application materials (including a faculty mentor endorsement form) are due Friday, February 15, 2013 at 5 p.m.

For more information or to apply, visit www.OUR.ucf.edu/LEARN.

LEARN: Learning Environment and Academic Research Network

What: A unique program that invites science, engineering and math students to become part of a strong and supportive learning community

Where: UCF Housing and Residence Life

Why:
- Learn from faculty and peers as part of the residential experience
- Be in an environment that supports your academic success in science, engineering and math
- Gain experience in research with faculty
- Receive a $200 scholarship and gain a network of friends

Questions?
Contact the Office of Undergraduate Research LEARN@ucf.edu or 407-823-3125

APPLICATIONS WILL BE REVIEWED BEGINNING APRIL 5, 2013.

Interested in Scholarly and Creative Research?

Apply to the Summer Research Academy

www.SRA.ucf.edu

June 13-15, 2013

Find the missing piece

Every summer UCF hosts promising incoming transfer students, as well as current students, for the Summer Research Academy. During this program, you can:

LEARN about research and creative activities
MEET with research faculty and students
EXPLORE research opportunities
EARN one credit hour

Details regarding the program and application requirements are available at the SRA website (www.SRA.ucf.edu). Students in all disciplines are invited to apply. The one credit hour is waived at no cost to all accepted participants who complete the program.

Participant applications are due April 5, 2013. Peer research mentor applications are due April 12, 2013.
Questions for Discussion

- Who is responsible for organizing these Marketing Strategies?
- What is the best/easiest place to start?
- How to solicit and leverage student advice about marketing/branding/social media?
- University wide understanding of social media importance?