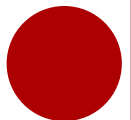


OTTERBEIN COMMUNICATION DEPARTMENT ENROLLMENT PROJECT

**Laura Greenslade, Lavinia Haane, Katie McClain, Holly
Takach, Natasha Watzka**

RESEARCH

- All five majors have lost numerous students.
 - The biggest decline can be observed in the broadcasting major.
- Strengths: opportunities for internships, extra-curricular activities, small classes, personal attention, and advanced, specialized courses.
- Weaknesses: fewer majors, construction over two years, and a poor economy.
- Opportunities: work together with current students and faculty to promote the department.
- Threats: current economic downturn, lower enrollment numbers within the department
- Interviews conducted supported our findings.

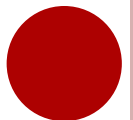
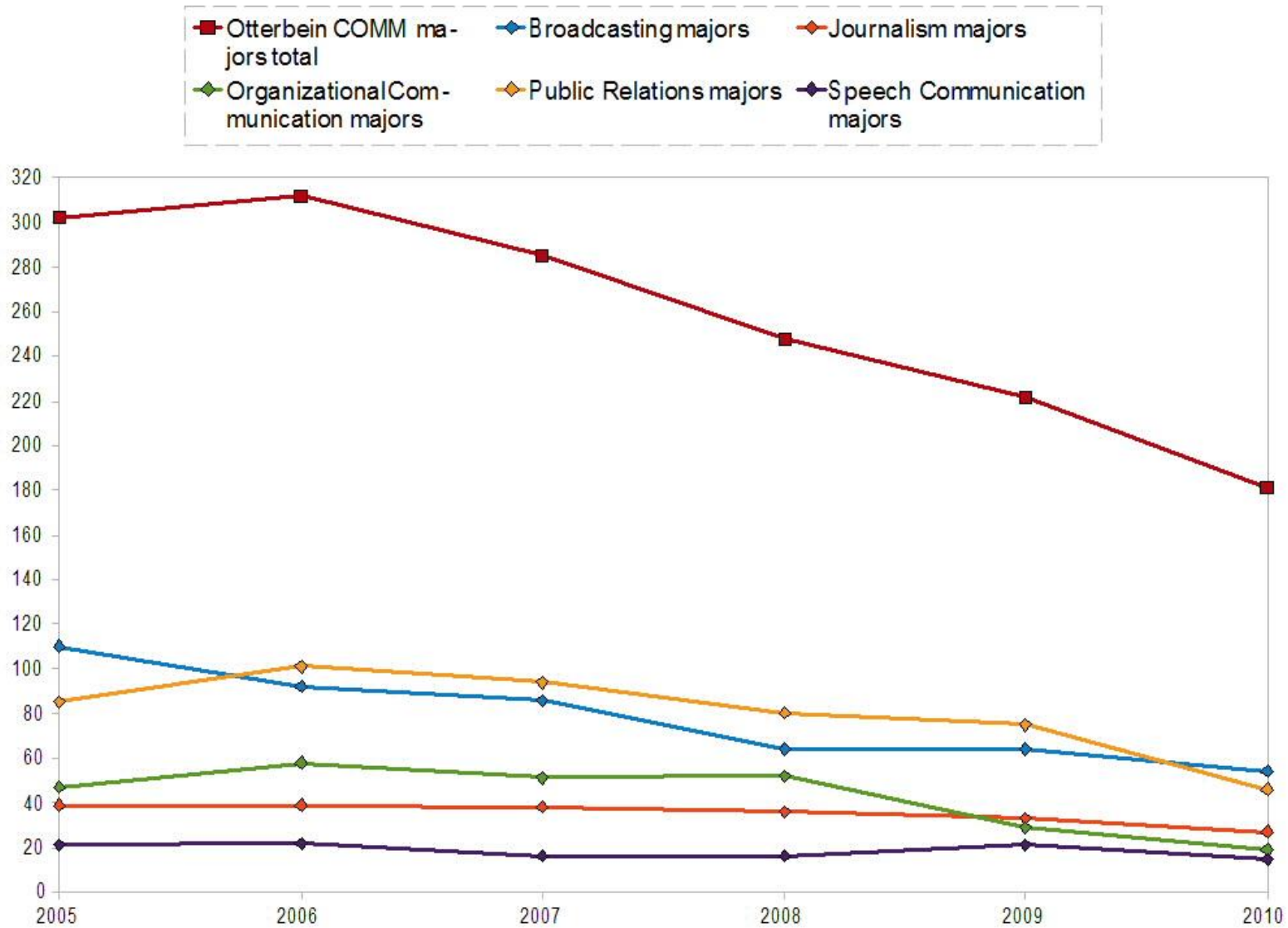


RESEARCH

- Otterbein has 12 students per faculty member.
 - Average results of compared universities
- Otterbein had 2,664 enrolled undergraduate students in 2010.
 - Upper third of all compared universities
 - Ashland University and Capital University have more enrolled undergraduates
- Otterbein tuition is \$29,550 for a full-time undergraduate student.
 - Average results of compared universities
 - Ashland University and Ohio Dominican Universities have lower tuition

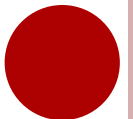


COMMUNICATION MAJORS AT OTTERBEIN UNIVERSITY

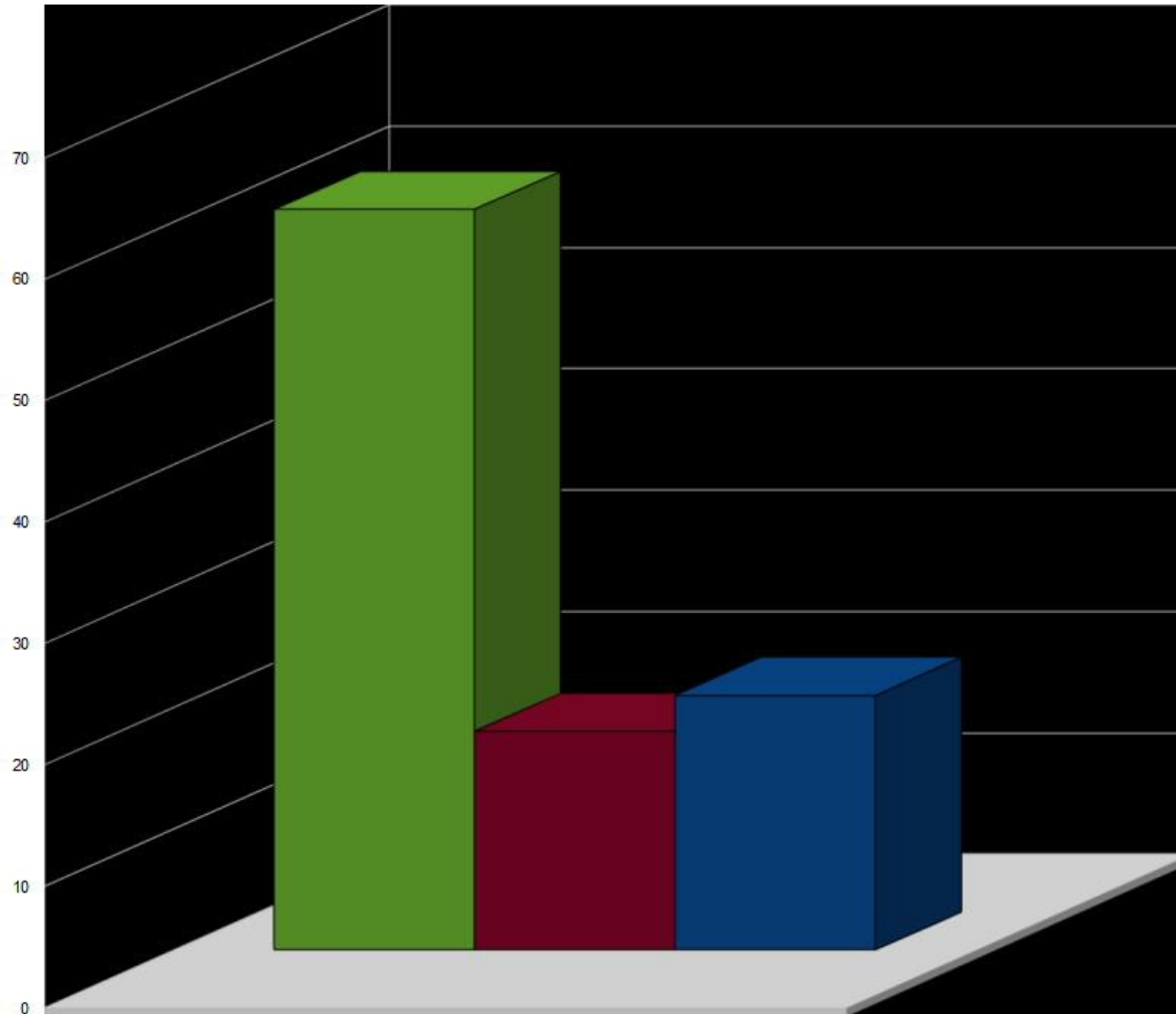


SURVEY

- 100 Communication Students
 - (This Is Not A Representative Sample)
- Demographic Information
- Interest in Communication Majors/Department
- Expectations for Classes/Professors/Future

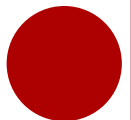


SURVEY RESULTS



Number of students who expect to go directly into a communications field after graduating:

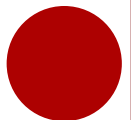
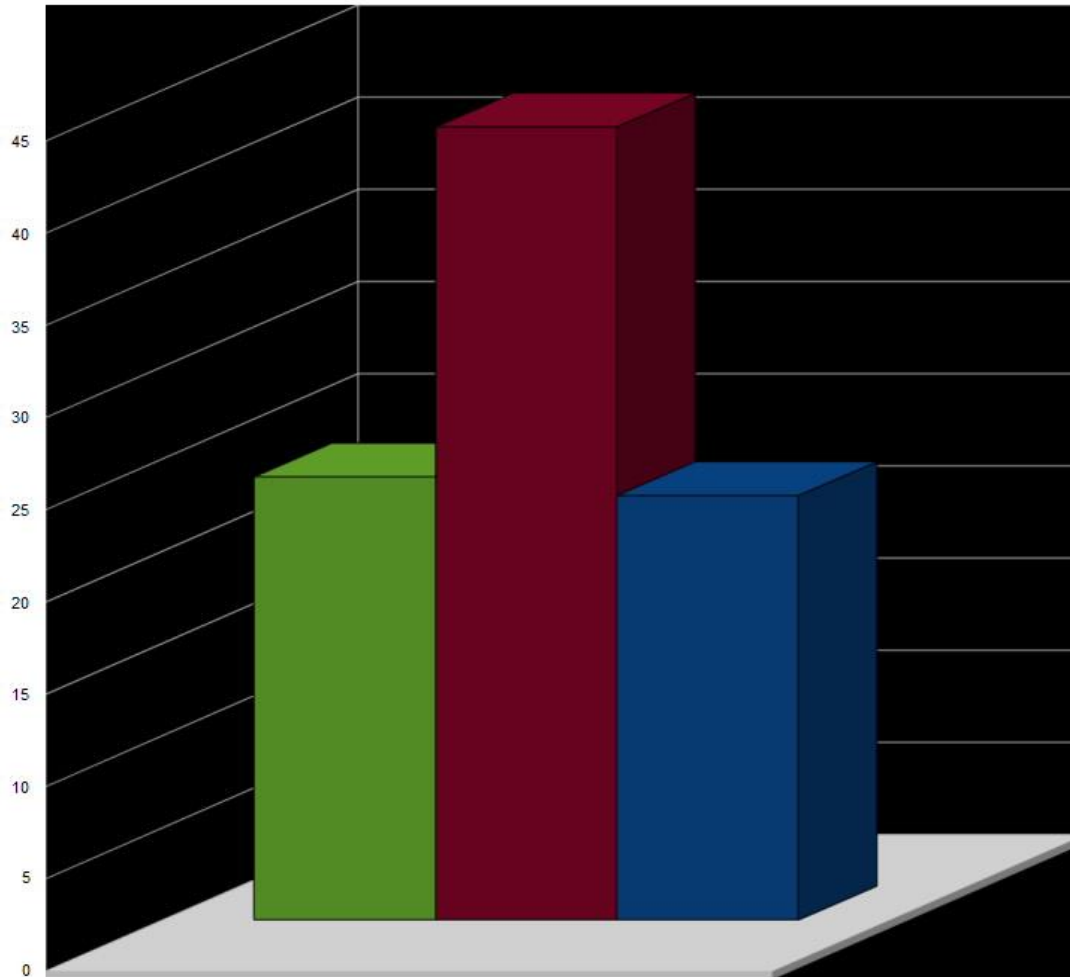
- Yes
- No
- Unsure



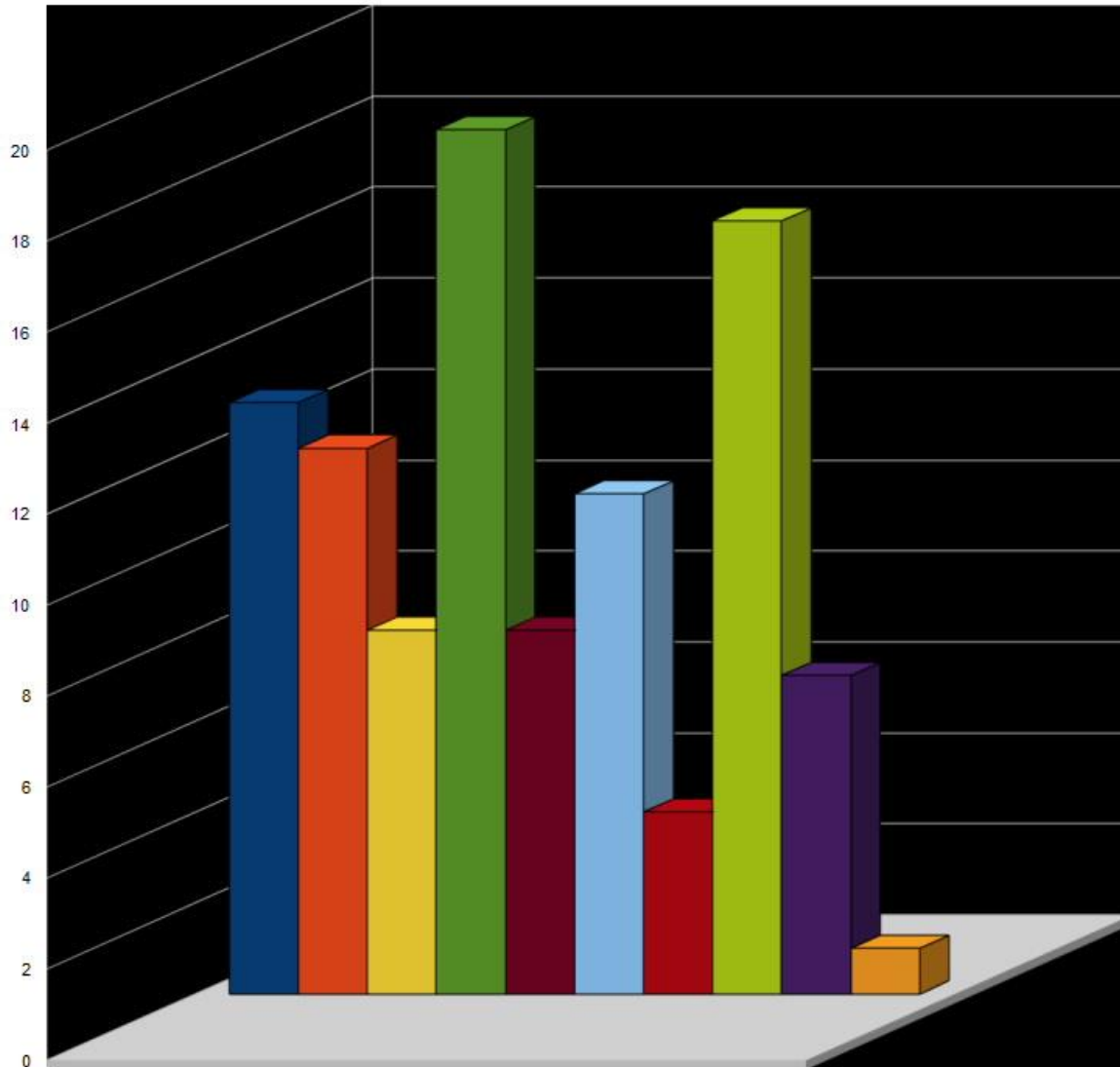
SURVEY RESULTS CONTINUED

While looking at colleges students were:

- Joining the COMM department after coming to Otterbein
- Coming to Otterbein because of its COMM department
- Coming to Otterbein without having intentions of joining COMM department

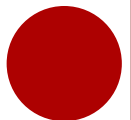


SURVEY RESULTS CONTINUED



How did students first hear about Otterbein's communication department:

- Friends at Otterbein
- Parents/Family
- High school teachers to Otterbein without having intentions of joining COMM department
- Internet research
- Mailings from Otterbein
- Other university information
- Teachers on campus
- Other students from Otterbein
- Other
- Sport recruits



TARGET AUDIENCE #1

Current Communication Department Majors

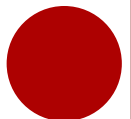
- Work with the faculty to create a bond and investment between students and the department.
- Develop new communications majors, minors, and affiliated interest groups to broaden the areas of interest covered by the communication department.
- Develop new programs within the communication department to include areas of interest outside of the specific majors offered at the university.
- Get Otterbein students invested in the department by working with already established programs.



TARGET AUDIENCE #2

Undecided Majors at Otterbein University:

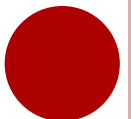
- Hold an open house day for undecided majors to give them the chance to talk to students and professors and to see the classes and facilities.
- Create a new Facebook page only for undecided majors who are interested in the communication department. This page gives them the chance to ask questions at any time.
- Target athletes and inform them about the Communication department, the courses and possible careers during an information event on campus.
- Target students who are interested in dance, theatre and music and inform them about possible communications careers with focus on these areas during an information event on campus.
- Inform undecided students about the different organizations and activities the communication department has to offer through inviting them to a open house day at WOBN, WOCC, T&C and PRSSA facilities.
- Increase the participation in communication organizations and activities especially by undecided majors.



TARGET AUDIENCE #3

Prospective Students:

- a) High school counselors
 - b) High school communication teachers
 - c) High school students in communication classes and activities
- Have an open-house at the Communication Department.
 - Working with already established programs in a mentor or ambassador setting.
 - Have current communication members write letters to undecided majors telling them their stories and why they chose to become a communication major.
 - Create extra-curricular programs in high school that are similar to the ones we have here at Otterbein University. For example, PRSSA Junior.
 - Hold a “College Fair” at local high schools.



TARGET AUDIENCE #4

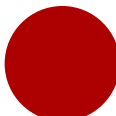
Nursing and Allied Health Majors:

- Hold an event with Healthcare PR professionals to demonstrate the relevance of communications to the healthcare field.
- Create a Healthcare Communication Society on Campus to bring together students that see opportunities for a varied career.
- Create a media advisory style information pack for prospective Health care communication majors. In the style of a typical media pack it will be an insight into types of work produced in communication classes as well as contain info.
- Organize an advisory information event at Westerville North, South, and Central High Schools to promote the new major. Take a group of current communication students and current healthcare students to speak to students, show examples of work and answer any questions.



TARGET AUDIENCE #5

Otterbein Communication Department Teaching Faculty:

- Prepare a handout of all Otterbein Communication Department groups to be handed out at faculty meetings. Create a communication department faculty Facebook group to alert faculty of events and to gain support for certain groups/activities/events and where they can share ideas.
 - Send a newsletter/email to faculty about upcoming events and communication department activities monthly.
 - Hold monthly email quizzes where teachers and students compete in knowledge of recent events in the communication department. This event may take place once or twice a semester.
 - Encourage faculty to utilize LinkedIn with their students for networking, contacts, and internships
 - On 'Meet the Faculty' night, bring together all communications department faculty to one place where they can better promote the communications department as a whole.
- 

GANTT CHART

Strategy	January 2012	June 2012	January 2013	June 2013	January 2014	June 2014
Work with the faculty to create a bond and investment between students and the department.	X	X	X	X	X	X
Develop new programs to broaden the areas of interest covered by the communication department.			X	X		
Develop new programs within the communication department to include areas of interest outside of the specific majors offered at the university.	X	X				
Get Otterbein students invested in the department by working with already established programs.	X		X		X	
Have an open-house at the Communication Department.		X		X		
Get prospective students invested in the department by working with already established programs in a mentor or ambassador setting.	X		X		X	
Have current communication members write letters to undecided majors telling them their stories and why they chose to become a communication major.	X		X		X	
Create extra-curricular programs in high school that are similar to the ones we have here at Otterbein University. For example, PRSSA Junior.						
Hold a "Club Fair" at local high schools.		X		X		
Hold an event with Healthcare PR professionals to demonstrate the relevance of communications to the healthcare field.			X			

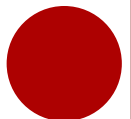
EVALUATION

Audience #1

- Was 95% of membership retained through the fall of 2014? Determine how many students were recruited or originally majors throughout their academic career.
- Are there at least 120 students participating in department organizations? Send out a survey to all communication students to find out.

Audience #2

- Are there at least 250 communications majors enrolled by the fall of 2014? Visit the registrar or ask Diane Wooten for accurate numbers.
- Are there at least 12 students participating in department organizations? Are any of these new students? Send a survey to find out.



EVALUATION CONTINUED

Audience #3

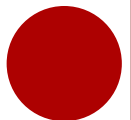
- Is there a 50% boost in participation for academic organizations in the communication department? There should be at least 98 students involved.

Audience #4

- Are there at least 25 students that have transferred to the new Health Communication major? Ask the registrar or Diane Wooten for accurate numbers.
- Do students at Otterbein know about the new major? Send out a survey to find out.

Audience #5

- Are all faculty members taking a part in extra-curricular activities either by being a sponsor, advisor, guest speaker, or member on the Facebook? A faculty survey should be distributed to find out.



SUMMARY

- raise awareness about current majors
- strengthen and increase participation in the department sponsored academic organizations
- encourage faculty participation
- raise awareness about new majors

