

Performance Improvement Campaign

Networking Rebranded

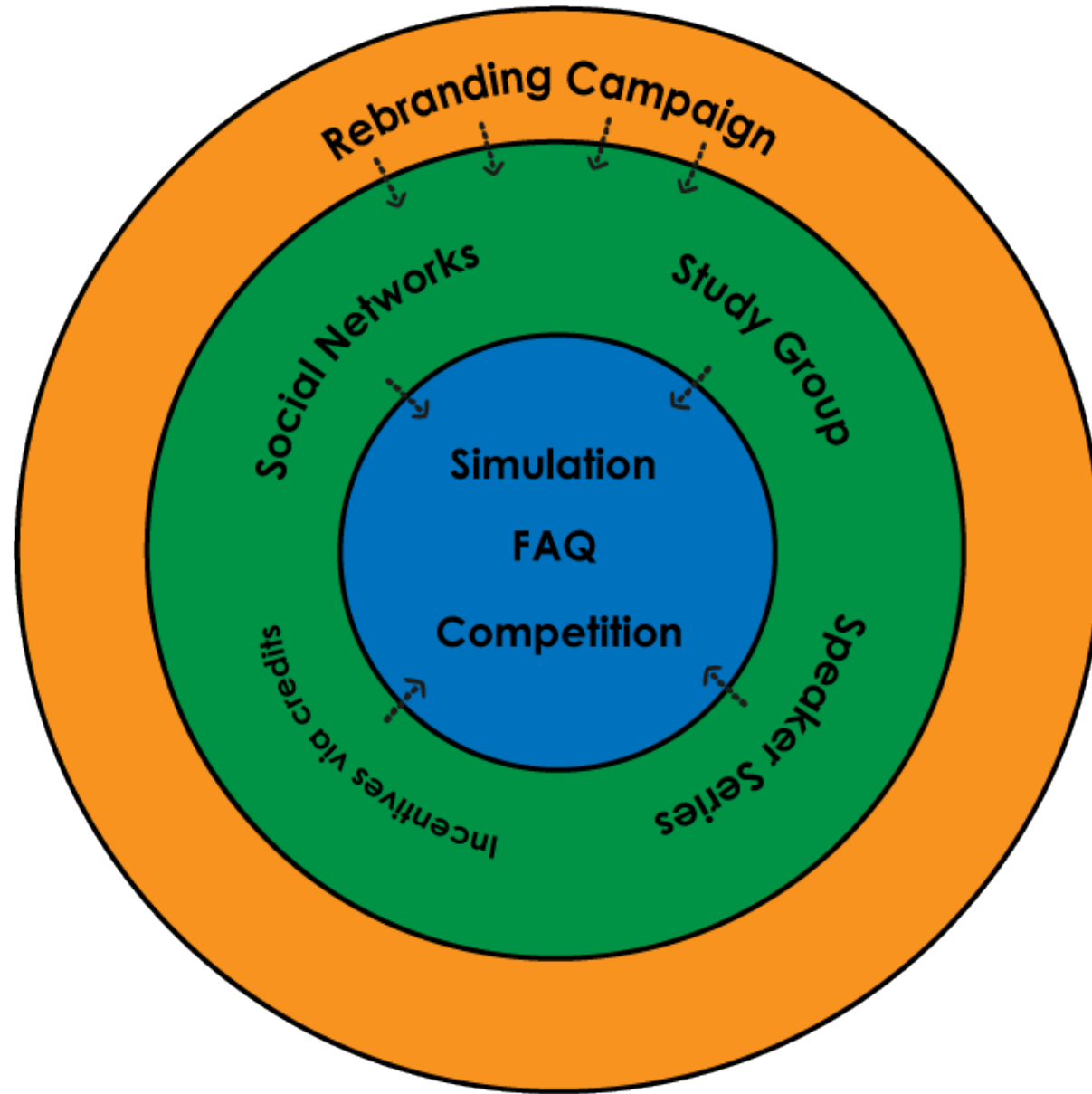
High Level Design

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Concordia University

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Rebranding Campaign
Community/Environment
Individual/Performer





Job One:	Rebrand the term “networking” to excite students about networking opportunities
Main Performance Objectives	
Objective A	Given support services provided by the University, students will develop their interpersonal and communication skills
Objective B	Given time-saving alternatives, students will be able to access information at their own convenience
Objective C	Given resources and opportunities provided by the University, students will apply their networking skills in a number of different contexts and settings.

Title	Description	Users	Objectives	Form	Medium
Rebranding Advertisement <i>(Non-instructional)</i>	Advertisement will tackle the lack of interest (motivation) that is plaguing the graduate student body. The objective will not be one of simply informing the individual, but inspiring them to take action or attend an event/conference.	Students at Concordia University (Introverts and Extroverts)		Advertisement	Print/Online


A very important part of this campaign would be the vocabulary and writing style used in order to deliver the message. Seeing as one of our main goals is to rebrand and change perceptions of the term networking, we will be wary of using terminology that will help our audience make new associations with networking. Finally, it is of utmost importance that all posters/flyers that are part of the advertising campaign must be well-designed, with a modern, sleek, professional look, that will attract the eye.


Title	Description	Users	Objectives	Form	Medium
<p>Social Networking <i>(Non-instructional)</i></p>	<p>This intervention was selected because it fits into our campaign to rebrand the word “networking”. The effort here is to encourage graduate students to connect on various social media platforms and groups in order to participate and communicate informally with one another.</p>	<p>Graduate students in the DoE at Concordia University (Introverts and Extroverts)</p>		<p>Group Support</p>	<p>On-line</p>
<p>This intervention will result in the organic growth of community among the Department of Education, creating strong bonds of friendship and camaraderie. Early on in the semester, students would be encouraged (by DOEIGSA, by professors) to add one another on these networks, both formal (LinkedIn) and informal (Facebook, Twitter) in order to be able to quickly and easily access one another. These connections will lead people to interact with one another on class projects, helping each other develop their talents, and contribute to their professional growth. They will be able to share career opportunities via a variety of channels.</p>					


Title	Description	Users	Objectives	Form	Medium
<p>Study Groups <i>(Non-instructional)</i></p>	<p>This intervention will seek to improve the state of student community. By having students come together on campus, greater bonds will be formed among them. The aim here is to foster an environment that will promote organic community growth and allow for connections to take place within the faculty of education.</p>	<p>Graduate students in the DoE at Concordia University (Introverts and Extroverts)</p>		<p>Support Group</p>	<p>Face to Face/On-line</p>
<p>The establishment of study groups would kill two birds with one stone. On one hand, it can provide support for students, who are struggling to complete their assignments, ensuring their success in the program. On the other, it allows students to come together in order to complete their work in a common area, contributing to a stronger social bond. It is this social bond and increased connection that will promote awareness and interest about the various activities and opportunities that exist within the department.</p>					

Title	Description	Users	Objectives	Form	Medium
Student-led LinkedIn competition <i>(Non-instructional)</i>	Building a professional looking LinkedIn page assures that people will get noticed by recruiting agents for many large firms worldwide. This will engage students to create a LinkedIn page in order to begin their networking ventures towards employment.	Graduate students in the DoE at Concordia University (Extroverts)		Competition	Face to Face/On-line

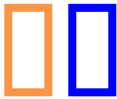
Networking in the 21st century has made a shift and occurs, in large part, on-line. A recent trend shows that 80% of employers are using social media in their recruitment practices (Career Planner, 2016). Professional social media platforms like LinkedIn make it easier and faster than ever to connect with a diverse set of professionals. Students will create LinkedIn pages, which are going to be judged by recruiting agents from select firms in the Montreal area. They will be judged based on set criteria. Criteria will comply with the standard set by Aaron Clayton Dunn of Forbes Magazine. The winner of this competition will be given a free upgrade to the Premium LinkedIn page.

Title	Description	Users	Objectives	Form	Medium
<p>Incentive via Assignment/Class Project <i>(Non-Instructional)</i></p>	<p>This intervention was chosen because it provides an incentive for students to network. With this added incentive, students will be exposed to the world of career networking.</p>	<p>Graduate students in the DoE at Concordia University (Introverts and Extroverts)</p>		<p>Field Report</p>	<p>Face to Face</p>
<p>This intervention was chosen because, through interviews conducted with both administrators and students, there appears to be a gap in the perceptions of networking benefits. Administrators understand that the benefits that come from networking are not immediate, but students are not really aware of this. This intervention will bridge the gap between these perceptions. The intervention could be integrated into a DoE course as an assignment. The assignment would have students attend networking events and report back on their experiences, making observations of their findings, and bringing them into the classroom in order to discuss the benefits and challenges with their peers. Students would be able to develop the skills required to network successfully and be better prepared for the world of work. This assignment would be graded as pass/fail and would primarily be used to give students and opportunity to put their skills to use.</p>					

Title	Description	Users	Objectives	Form	Medium
Networking Information Page <i>(Non-Instructional)</i>	This intervention sets out to both inform and reassure students, as it offers answers to any questions and concerns they may have with regards to networking practices.	Graduate Students at Concordia University (Introverts and Extroverts)		FAQ	On-line
<p>This intervention accommodates the busy lifestyles graduate students. Through Concordia a networking information page will be set up filled with frequently asked questions. This is useful for students who are more introverted, as they are more comfortable keeping to themselves. This will also help those who are extroverted, as this intervention will serve as an information tool. This intervention is justified by the data collected through interviews and surveys, that many students are not fully informed about networking and what it constitutes as a practice.</p> <p>Furthermore, students feel that the information that is distributed does not always apply to them, so more often than not they just ignore. This FAQ page will be tailored to give general information and if more detail is required students can message an advisor through the web page.</p>					

Title	Description	Users	Objectives	Form	Medium
Interactive Fiction <i>(Non-Instructional)</i>	This choose-your-own-adventure will guide the reader/player through a series of networking situations. The choices they make will directly affect the outcome of the story. It will be made to compliment the F.A.Q., available to all students on the university website.	Students at Concordia University (Introverts)		Simulation	On-line

This interactive text will be created using Twine, an open-source tool that allows for branching paths and non-linear stories. The player will be able to navigate through a variety of scenarios related to networking on campus. They will have to make decisions about how they want to represent themselves. Their choices will have a direct affect on the outcome of their story. This intervention was chosen to bring to light real-life examples of networking scenarios and inform those unfamiliar with the networking process. They will able to navigate this simulation from the comfort of their own home, with complete anonymity, and will always be able to play again in order to reach a more positive outcome. We hope to target an introvert audience that might benefit from trying things out in a safe, virtual environment, before jumping into the real thing. The language and characters used in the writing should reflect the diversity of all Concordia students.

Title	Description	Users	Objectives	Form	Medium
Student-led speaker series <i>(Non-instructional)</i>	A student-led speaker series would provide a resource/platform for students to receive information and connect with people that are working in or conducting research within the field of education. This grassroots, student-led approach would be seen as something more approachable, safe, and welcoming to those who may not be familiar with this type of event.	Graduate students in the DoE at Concordia University (Introverts and Extroverts)		Guest Speaker	Face to Face/On-line

This type of intervention is student-led and in the past has proven to be successful. In February of 2016, students from the Department of Education organized the very first “ED Talks” event. The event brought together a number of alumni from the department who are currently working in the field, as well as present-day Ph.D. candidates conducting research at Concordia. Attendance was so high that there were not enough chairs in the room to accommodate the interested parties. Part of the reason for the event’s success was the fact that education students had a direct link to the event organizers. What makes this so successful is that it is an informal event, and the warming environment welcomes spontaneous conversation. Students will in fact be networking, while not under the impression they are doing so.