



“An Event Like No Other”

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CommuniCon.

CommuniCon is an event like no other. Hundreds of students will gather together in the love of golf and community to celebrate and advertise the Communication department to Augusta University students. At CommuniCon, students will be shown the talent and close-knit relationships that are fostered within the department.

CommuniCon is an event in which Communication majors and non-Communication majors will be able to network together and learn more about the major and what one can do with it as a career. The event's theme will be centered around Augusta's favorite game of golf. This will incorporate popular themes of the city of Augusta. It will be engaging for students of differing interests as golf is relevant due to our proximity to the National Masters Tournament.

Research: We heard from Augusta University students who attended last year's CommuniCon using surveys via Qualtrics. We sent such surveys through email to determine the wants and needs of our target audiences. The survey found that the majority of students heard about CommuniCon from professors. According to our surveys, 40% of students were interested in a golf theme compared to 4 other options (see Appendix A). This shows that golf was the theme with the most interest among Communication students. Results indicated that 35% of students heard about CommuniCon via professors compared to word of mouth, social media, or flyers. Findings revealed the importance of informing faculty about the event and asking professors to tell their students about the event. It also helped us understand that we need to improve our communication methods. We will craft engaging and eye-catching social media posts that will spread the word among our peers to attend this event. (*See Appendix A for results*)

Goals: For CommuniCon, we are proposing the following goals:

Par 1 Goals:

- Educate students on what the field of Communication entails through post-evaluation surveys and enrollment
- Bring awareness to the career paths that are obtainable with a Communication major through tabling and providing information to students
- Engage students at Augusta University through interactive events
- Create an engaging experience for students through theme-related interactive games and activities
- Persuade more students to join the Communication department by showing off what the department has to offer

Par 2 Goals:

- Provide Communication students an environment where they can spend time together and network with each other, faculty, and alumni by sending out post-evaluation surveys
- Celebrate student work through slide shows and awards
- Appreciate students and faculty through awards and providing food

Overall Objectives:

- Increase social media following on the Communication Department Instagram by at least 20-25 new followers
- Increase website traffic to the Communication Department website by 10%
- Increase the number of Communication majors by 10% this time next year

Par 1 Objectives

- Our objective is to increase student attendance at CommuniCon from 15%-20% compared to last year
- Increase online traffic to the Communication Department website increase after the event
- Increase positive experience survey results when our post-event evaluation survey is released
- Growth in the number of Communication majors after this event

Par 2 Objectives

- Our objective is to increase Communication major attendance from 10%-15% compared to last year
- Increase following and engagement on department social media platforms (Instagram and Facebook)

Program Activities

- **Par 1:** The first day of CommuniCon will take place April 24, from 11:30 a.m. to 2:00 p.m. in front of Maxwell Theatre. Food, shirts, free swag, engagement/networking opportunities and golf-themed activities will be offered. In case of rain, see Appendix I for rain protocol.
 - The recommended food and drinks for the first day is:
 - Pizza (Papa John's)
 - Sandwiches (McAllister's)
 - Soda (Coca-Cola, Sprite, Dr. Pepper)
 - Water (need to be bought)

- Cookies (Sam's Club bakery cookies)
 - Snow Cones (provided by Maxwell)
- The following activities will be provided:
 - Putt Putt (provided by Oasis Church)
 - Live music (Ethan Balducci)
 - Inflatable (Max's dad)
 - Golf practice net (needs to be bought)
 - Stuffed animal-making station (needs to be bought)
 - Golfing Corn Hole (provided by Oasis Church)
- The following engagement opportunities will be provided:
 - Take pictures with Augustus
 - Engage and network with Communication alumni at tables
 - Engage and network with Communication faculty and students at tables
 - Lanyard (activity insert, everyone gets different tables/tasks; similar to Master's lanyard. Check off after task is complete). (*See Appendix B*)
- **Par 2:** The second day of CommuniCon will be exclusively for Communication students and faculty. Par 2 portion will feature an alumni panel, awards, and appreciation for the Communication students and faculty.
 - The recommended food for day two includes the following:
 - Chick-Fil-A
 - Charcuterie (Kroger)
 - Tea (sweet and unsweetened)
 - Lemonade

- Water
- Dessert (cupcakes, bundlets, cookies, or cake)
- The following networking opportunities will be available:
 - Students and staff during intermissions
 - Before and after ceremony/celebration
 - Peers, faculty, and alumni
- The potential alumni for the panel will be:
 - Elizabeth Canas, Philip Stanley, Geraldin Lopex, and Karleigh King
- Appreciation for communication students will be shown through:
 - Awards (nominated and voted for by staff)
 - Superlatives (nominated and voted for by communication students)
 - Showing off student work via video or PowerPoint presentation
 - Photo area for students to take pictures with one another and faculty

Identified Public

The identified publics for CommuniCon are:

- AU students, Communication majors and minors, department faculty and Communication alumni.
- Current Communication students: will be celebrated and provided with an opportunity to network with their peers and alumni.
- Non-Communication majors: will be given the opportunity to learn about the Communication Department. They will learn about the major, certificates and clubs/activities available within the department.

- Alumni: will be able to attend an event that commemorates their time at Augusta University. They will be able to share their advice and experiences since graduating as Communication majors.

Recommended Communication: The recommended communication tactics for CommuniCon include both printed and digital media. We recommend the following forms of communication:

- Flyers (*See Appendix C*)
- Email (*See Appendix D*)
- Stickers (*See Appendix E*)
- *Bell Ringer* article
- Social media posts on Facebook and Instagram (*See Appendix F*)
- Post-CommuniCon evaluation survey (*See Appendix G*)

Timetable/Calendar of Events:

Planning

March 11	Start planning requests (rentals, band, food, alumni, etc.)
March 18	Send out T-shirts (<i>See Appendix H</i>) and sticker designs
March 20	Amazon orders Flyer orders Lanyard design insert orders Augustus presence request
March 27	Dollar store purchases (non-food)
March 29	Order catering

Implementation

March 29	Promotions start: digital flyers (email, socials)
April 5	Progress check-in (groups A, B, C)
April 8-10	Purchase decorations and organize items

April 22	Grocery shop
April 23	Preparation

CommuniCon Schedule

April 24	<u>Par 1</u> 8:00 a.m. - set up 11:30 a.m. - 2:00 a.m. - event 2:30 p.m. - breakdown 5:00 p.m. - day 2 preparation meeting
April 25	<u>Par 2</u> 8:00 a.m. - set up 10:00 a.m. - welcome & introduction 10:15 a.m. - alumni panel 10:45 a.m. - fellowship and food 11:15 a.m. - showcase student work 12:15 p.m. - awards 12:45 p.m. - dessert

Evaluation

January 29	Preliminary Survey
April 29	Post-event Survey

Overview of budget: (\$1500; 1300mx. Approximately)

Par 1 CommuniCon Food Options

Company	Quantity	Price	Total	Notes
<i>McAllister's: Classic Sandwich tray</i>	11	\$10.49	\$157.02	Tray of 10 will equal to 20 half subs
<i>Target</i>	40	\$3.19	\$127.6	Individually packaged
Publix: Deli Wrap Variety, Large	2	\$59.99	\$119.98	Serves 28
Jersey Mike's (Option #2)	5 Trays	\$76.00	\$380	One tray serves 12

Groucho's (Option #3)	1	\$8.99 per person	\$449.50	Customized to own needs
7Brew Coffee	1	\$0	\$0	Received interest from contact
Captain Jack's Ice Shack	1	\$0	\$0	Will show up for the event and serve
Sam's Club	4 boxes	\$7.48	\$29.92	Chocolate chip cookies

Par 1 & 2 CommuniCon Decorations and Necessities

Item	Quantity	Individual Price	Total	Notes	Where to Purchase
Members Mark Purified Water (mini)	4	\$8.98	\$ 35.92	Mini sizes are to ensure minimal waste (leftover opened bottles)	Sams Club
Tablecloth	15	\$1.50	\$21.61	Preferably only for the food tables	Amazon or Party City
Paper plates	1	\$22.99	\$25.99	225 count	Costco
Sprite	10 packs of 12	\$0	\$0	Donation	Oasis Church
Coca Cola	10 packs of 12	\$0	\$0	Donation	Oasis Church
Dr. Pepper	1 pack of 36	\$16.48	\$20.48	N/A	Sams Club
Balloon Arch	1	\$20.99	\$20.99	May need to purchase extra balloons	Amazon
Bubble Machine	1	\$0	\$0	N/A	Comm Office
Table Toppers	1	\$8.99	\$10.11	9pc	Amazon

Par 1 CommuniCon Activities

Item	Quantity	Individual Price	Total	Notes	Where to Purchase
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Putt Putt Greens	3	\$0	\$0	N/A	Oasis Church
Bouncy House	1	\$0	\$0	Joust	Max's House
Golf Simulator	1	\$60	\$60	N/A	Amazon
Disc Golf Nets	2	\$0	\$0	N/A	Max's house
Stuffed Animal Making Station	2 Packs of animals 3 Packs of Stuffing	\$55 \$30	\$110 \$90	https://teddymountain.com/	website
Golfing Corn hole	1 Set	\$0	\$0	N/A	Oasis Church
VIP Lanyards	5	\$23.99	\$26.16	50 pc set per pack, includes clear pouches	Amazon

Par 2 CommuniCon Food Options

Company	Quantity	Price	Total	Notes
Publix: Deli Wrap Variety, Large	2	\$59.99	\$119.98	Serves 28
<i>Chick-Fil-A: Nugget Tray, Large</i>	2	\$102.00	\$204.00	Serves 200 Total: 400 Nuggets
Kroger: Charcuterie Board	2	\$15.99	\$31.98	
Sam's Club Cookie Cake	1	\$18.98	\$20.50	Serves 25
Bundt Cake	3 (12 dozen signature bundtinis)	\$27.00	\$81.00	Desert option. 48 mini cakes in total.
Refreshments (soda, sweet and unsweetened tea, water)	1 dozen of each	See decorations and necessities	\$111.88	Refreshments still left over from last year. We will need to purchase more (see decorations and necessities)

CommuniCon Par 2 Activities

Item/event	Quantity	Individual Price	Total	Notes	Where to Purchase
Panel	1	N/A	N/A	Alumni will Speak	N/A
Awards	TBD	N/A	N/A	Given by Comm Department	N/A
Superlatives	TBD	N/A	N/A	Given by students to other students	N/A
Showcasing Students Work	TBD	\$0	\$0	Students' work from the semester	N/A
Augustus	1	\$0	\$0	Fill out online application	N/A

s

Appendix A:

<p>1</p> <p>Q1 - What year are you?</p> <p>Senior Junior Sophomore Freshman</p> <p>Q2 - What gender do you identify with?</p> <p>Prefer to not answer Non-binary Female Male</p> <p>Q3 - What t-shirt size are you?</p> <p>XXL XL L M S XS</p>	<p>2</p> <p>Q4 - What is your employment status?</p> <p>Prefer not to answer Unemployed Employed</p> <p>Q5 - Did you enjoy last year's CommuniCon?</p> <p>I didn't go No Yes</p> <p>Q6 - How did you hear about CommuniCon last year?</p> <p>I didn't hear about it Professors Word of mouth (aka friends) Social media posts Flyers around campus</p> <p>Q7 - If you attended, what do you remember most from last year's CommuniCon?</p> <p>If you attended, what do you remember most from last year's CommuniCon?</p> <p>Music</p> <p>Inflatable bounce house</p>
<p>3</p> <p>free food</p> <p>Hanging with friends</p> <p>talking to a professor and hanging out with my friends.</p> <p>I was in the campaigns class and helped put CommuniCon together!</p> <p>the food :)</p> <p>I help put on the event. The band worked great. Unless you were involved or getting an award, students did not go to night part.</p> <p>Food and band</p> <p>The live band and the openness of the event overall</p> <p>I worked on the event last ear, so I mainly remember getting everything ready.</p> <p>The live band--the music was great and they band members were energetic</p> <p>I remember the outdoor tables, live band and evening event.</p> <p>How busy and fun it was</p> <p>Q9 - Did you enjoy the bouncy house from last year's event?</p> <p>I didn't attend Indifferent No Yes</p>	<p>4</p> <p>Q10 - Did you enjoy the outdoor games available last year? (corn hole, basketball, football)</p> <p>I didn't attend I didn't play any games No Yes</p> <p>Q11 - What swag would you like to see at CommuniCon this year?</p> <p>20 Responses</p> <p>What swag would you like to see at CommuniCon this year?</p> <p>T shirts</p> <p>Hats and/or shirt pins</p> <p>T shirts</p> <p>Cute t shirts</p> <p>stickers</p> <p>t-shirt and maybe hoodies</p> <p>Maybe coffee mugs</p> <p>Shirts</p> <p>Hats/beanies</p> <p>Shirts</p> <p>T SHIRTS! Stickers, cups</p> <p>T-Shirts</p> <p>T shirt, Comm sticker, swag from the people that are helping the comm department out</p> <p>Stickers/buttons</p> <p>Shirts, pens and other stationary items, pins</p> <p>shirts</p>

T-Shirts, cups, koozies, pens

T-shirts, cups, stickers, drawstring bags

Tote bags, notebooks, caps

I still have the shirt from last year, but the bubbles were also really cool

5

Q13 - Which theme would you like to possibly see? - Selected Choice

Theme	Count
Golf	12
Lucky Charm	7
Candy Land	6
other...	3
Disco	2

other...
Candy Land
Lucky Charm
Disco
Golf

Appendix B:

CommuniCon

Complete the task !!

☐ Talk & learn about 4 of the informational tables

☐ Take a picture with Augustus

☐ Talk to the alumni table

Appendix C:



Communicon

"An Event Like No Other"

April 25
11:30 a.m. - 1:30 p.m.
JSAC Coffeehouse
Free Food & Drinks
Awards
Superlatives

NEWS

NEWS

AU COMM Department

.....★★★.....

CommuniCon

"An Event Like No Other"

.....★★★.....

April 24
Maxwell Theatre
11:30 a.m. - 2:00 p.m.

**FREE
FOOD!**

**FREE
T-SHIRTS!**

GAMES!



AU COMM Department



Appendix D:

Hello Communication Students,

You are invited to an exciting day of activities and networking activities at our CommuniCon celebration, hosted by the Communication Department. Mark your calendars for Wednesday, April 24, from 11:30 a.m. to 2 p.m. in front of the Maxwell Theatre.

Bring a friend and enjoy complimentary food, games, and live music. Meet communication faculty and discover communication-related opportunities at our informational tables.

Additionally, as a valued Communication Student, we extend a warm invitation to you for Par 2 of CommuniCon on Thursday, April 25, from 10:00 a.m. to 1:00 p.m. Join us as we showcase student work, give out awards, network with alumni, and eat a delicious lunch with dessert.

We look forward to seeing you at CommuniCon 2024.

Best regards,

The CommuniCon Planning Committee

Appendix E:

Appendix F:



Appendix G:

Par 1 CommuniCon evaluation survey:

- Are you a communication major?
 - Yes
 - No
- Did you enjoy this year's Communicon (2024)?
 - Yes
 - No
- Did you feel that you learned more about the Department of Communication from attending CommuniCon?
 - Yes
 - No
- Were you able to network with others at this event?
 - Yes
 - No
- Who did you network with?
 - Students
 - Faculty
 - Alumni
 - N/A
- Are you likely to visit the Communication Department website after attending CommuniCon 2024?
 - Yes
 - No
 - Maybe
- Did you enjoy this year's theme?
 - Yes

- No
 - Indifferent
- Please leave any additional comments or suggestions below:

Day 2 CommuniCon evaluation survey:

- Are you a Communication major?
 - Yes
 - No
- Were you able to network with other students?
 - Yes
 - No
- Were you able to network with faculty/alumni?
 - Yes
 - No
- Did you enjoy the superlatives?
 - Yes
 - No
 - Indifferent
- Did you enjoy the food selection?
 - Yes
 - No
- Did you feel that your work as a Communication major was celebrated?
 - Yes
 - No
 - Indifferent
- How likely are you to recommend the Communication major to your friends?
 - Scale from 1-10

Appendix H:

Appendix I:

If rain does occur on Par 1, we will...

- Reserve the JSAC ballroom in advance
- Cancel the inflatable
- Cancel snow cones
- Email students, faculty, and guests to alert them of the change in venue