

Elon TDT Promotion

Goal: *To develop a better method of promotion and enhancement for the ambition and philosophies of Elon Theatrical Design and Technology. This would be done by comparing external traits to those of other similar undergrad programs, and by expanding the appealing qualities of TDT while adjusting the less helpful ones.*

1. Research

- Find and research 5/6 comparable schools including our own
- Analyze how other programs recruit / reach patrons
 - Through their website / social media
- What can we draw from?
 - Show off facilities?
 - Show off faculty and student accomplishments?
- How accessible is it to get in contact with someone here?

2. Interviews

- With upperclassmen (5-7)
 - How has this department changed over your time here?
 - Have you felt yourself grow?
 - How much of your growth and learning was directly influenced by this department, compared to through your own ambition or outside work?
 - Is there something in the department you would've liked to see more of over your time here, or something nonexistent you wish you could add?
 - Is there anything over the course of your time in TDT you regret or wish you could change?
- With first-years (4-6)
 - How did you find out about Elon TDT?
 - Did you look into our website or social media? If so, how helpful was it in making your decision?
 - What do you remember about that? Was there anything in specific that made Elon TDT stand out to you?
 - Is there something specific you hope to pick up and learn over your next three years here?
 - What about Elon TDT was different than you expected coming in?
- With faculty (4-6)
 - How many years have you been working here?
 - How have you seen this department change over that time?
 - What is one specific trait we have now that you think really defines TDT?
 - What is a weakness the department has been facing for a while now?
 - If we had \$10,000, what would you add to the department? A new program, class, materials, facilities...?
 - Do you think TDT is moving in the right direction in growth?

- New arts building question? 10 year plan

3. Market analysis

- Combine research knowledge and interview data
- Identify biggest strengths and draws to the program
 - How can we advertise those more / enhance them for current students?
 - Identify weaknesses / things we're missing
 - What are feasible steps forward we can take towards bettering these?
- What are our dream goals to improve TDT if we had unlimited resources?
 - From that, what are smaller goals we could reach for?
- How we could apply goals, strengths and weaknesses to interview and department promotion process
- Bias in info because everyone interviewed goes here
 - Important to compare specifics about other university programs
 - Is it possible to have some kind of exit survey after interviews?
- Assist on rising phoenix weekend panels
- Make general market analysis
 - Present findings at a departmental?

Time Breakdown

1. Research

- Find 5-6 other programs to analyze – as well as Elon
- 2-3 hours research per program
 - **Avg. 14 hours**

2. Interviews

- Preparing specific interview questions per category (upperclassmen, first-years, faculty)
- 2 hours per category
 - **6 hours**
- Anywhere from 12-19 interviews
- 1 hour per interview
- 2 hours post per interview, documenting and organizing findings
 - **Avg. 47 hours**

3. Market analysis

- Pulling research and interview data together, defining overlapping points of strength / weakness
 - **3 hours**
- Creating goal statements
 - **2 hours**
- Combination of all data and creation of tangible market analysis and presentation
 - **5-7 hours**
- Assistance at Rising Phoenix weekend panels for prospective students - **2 hours**
- Talking with prospective students over interview weekends to gauge feedback / test highlight points – **4 hours**