

Study Abroad Research Plan

PAKKD

Meet PAKKD



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Client Problem Statement

Why are men less likely to study abroad than women?

The client would like to know what causes men to “fall off the wagon” when it comes to studying abroad.

How does the University of Washington and Kent State utilize their social media and websites to encourage and get students interested in study abroad?

Study Abroad Research Needs

Secondary Research:

- What social media outlets are used for University of Washington and Kent State Study Abroad programs?
 - What kind of posts get the most engagement?
 - What works on their website compared to Central's Study Abroad website?
 - What kinds of posts do they make? (pictures, gifs, facts, etc.)
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Study Abroad Research Needs

Primary Research:

- CMU Junior and Senior Male Students
 - Why aren't men choosing to study abroad?
 - How do junior and senior males feel about study abroad?
 - What are the factors that hinder them from studying abroad?
 - Have they seen the flyers or gone to events held by study abroad?
 - Do the men on campus know where Ronan Hall is?
 - Have the men on campus been to the study abroad office?
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Research Objectives

Secondary Research

- University of Washington
- Kent State University
 - Assess use of websites and social media.
 - Identify weak spots in their websites and CMU Study Abroad's website.
 - Learn how they use websites and social media correctly.

Primary Research

- Focus on Junior and Senior male CMU students
 - What do they think about Study Abroad?
 - Have they attended Study Abroad events?
 - Do they know where the Study Abroad Office is located?
 - What stops them from studying abroad?
 - What is the best way to reach them?

Research Strategy

Secondary Research:

- Websites
- Social Media

Primary Research:

- Survey
 - Interviews
 - Focus Groups
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Research Methods

Secondary Research

- Analyze social media platforms and websites
 - University of Washington and Kent State University
 - Instagram
 - Facebook
 - Twitter
 - Identify weak spots of the social media platforms and websites
 - Understand how they use these platforms correctly
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Methods Cont.

Primary Research

- Interviews
 - One-on-one
 - Done in UC or Biosciences Building
- Focus Group
 - Five participants
 - Conducted in UC or EHS Building
- Survey
 - Online survey created through Google Surveys
 - Send out link to friends/classmates
 - ■ Post link to survey on our social media pages

University of Washington

[Website](#)

[Twitter](#)

[Facebook](#)

[Instagram](#)

Kent State University

[Website](#)




[Twitter](#)

[Facebook](#)

Overall Timeline

- Secondary Research
 - Feb. 8-26
 - Analyze websites and social media
 - Feb. 12-18
 - Compare data to CMU's Study Abroad
 - Feb. 19-26
 - Primary Research
 - Feb. 25-April 30
 - Develop focus group questions and discussion guide
 - Feb. 25
 - Develop interview questions
 - Feb. 28
 - Focus Group
 - March 15
 - Open survey
 - April 10
 - Close survey
 - April 16
 - Complete Research and Final Presentation
 - April 23-May 1
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Secondary Research Timeline

February 2017						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
			Begin Secondary Research			
						
12	13	14	15	16	17	18
Analyze University of Washington's website and social media			Analyze Kent State University's website and social media			
						
19	20	21	22	23	24	25
Compare research findings to CMU Study Abroad's website and social media						Develop Focus Group Questions and Discussion Guide
						
26	27	28				
End Secondary Research		Develop interview questions and guide				

Primary Research Timeline

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH 2017						
			1	2	3	4
5	6	7	8	9	10	11
Spring Break						
12	13	14	15 Focus Group	16 Transcribe Data	17	18
19	20	21	22	23	24	25
26	27 Assemble Survey Questionnaire	28	29	30	31	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
APRIL 2017							
						1	
2	3	4	5	6	7	8	
9	10 Open survey to target audience	11	12	13	14	15	
16 Close survey	17 Analyze survey data	18	19	20	21	22	
23	24 Complete research and finalize presentation					28	29
30							

Budget

Possible Expenses

- Incentives for people to participate in surveys & focus groups
 - Pizza, gift cards, candy, etc.
- Focus Groups
- Data Access
- Wages and Salaries (PAKKD charge & Interviewers)