Apr 25th, 2:00 PM - 2:15 PM

Is It Possible to Combine Sales and Marketing with Research for an Academic Conference

Ayla Carpenter
ajcarpenter@carroll.edu
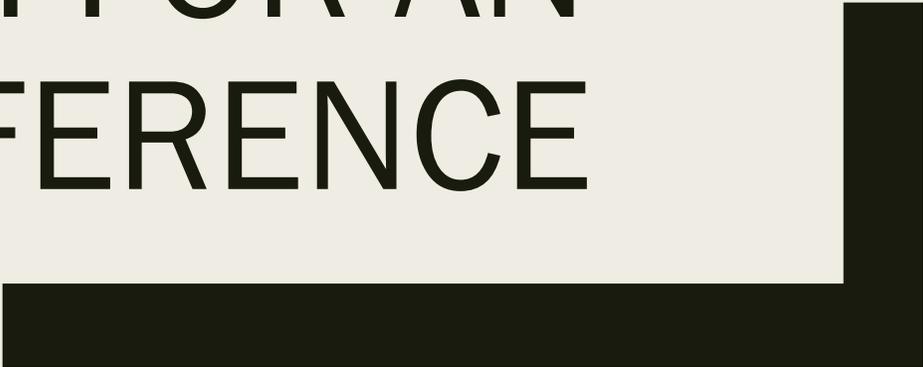
Follow this and additional works at: https://scholars.carroll.edu/surf

Part of the Advertising and Promotion Management Commons

IS IT POSSIBLE TO COMBINE SALES AND MARKETING WITH RESEARCH FOR AN ACADEMIC CONFERENCE

By: Ayla Carpenter
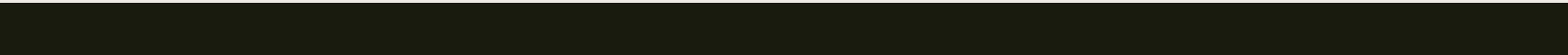
SURF Background

- SURF originated in 2012 when undergraduate research became more popular and students needed recognition for the hard work they put into their research projects for their departments.

What do Colleges seek to promote?

1) Student Success: Colleges seek to improve the outcomes and life experiences that they provide their students. Students use their success and skills not only for their future careers but to be engaged in life, and productive members of society.

2) Student access and diversity: Colleges seek to provide opportunities to students of non-tradition such as adults students, minorities, and financially disadvantaged. Diversity brings lots of value to a campus life and academically.

3) Meeting workforce needs: Being able to connect students to employers that will benefit from the students abilities and knowledge.

4) Research and Innovation: Colleges like Carroll produce scholarly research that benefits both Carroll and the community.

# Goals of marketing for SURF

$ The goal to accomplish is provide funding that will cover the expenses of putting together an academic research festival.

Ƀ Our target market for donations were previous donors from the community and businesses of the community that are financially able to donate to SURF.

In the previous years, we have printed several brochures that provided attendees of students abstracts, locations of presentations/posters and subjects of presentations.
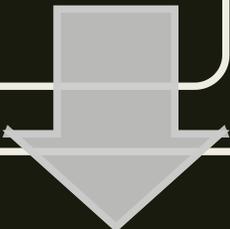
We have since become more technologically advanced in a sense of keeping almost everything online and providing attendees with links that give information about all presentations.
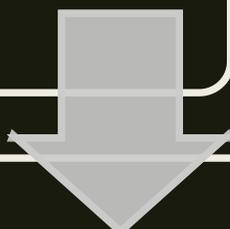
We are modifying the way we utilize our resources by using technology to our advantage.

Technological advancements of Surf

Research makes us more competitive as an institution to have research and being able to provide an entire day of research presentations helps us support and promote our students and their hard work.

With the level of scholarly and applicable research Carroll offers for the size of our school, makes for better qualifications for higher levels of academics or employment.

As an institution we want to attract people from the outside, giving us the chance to engage with each other inside and having the ability to see what other students are doing within their departments.

What does research do for Carroll?

Outcomes-based funding models

Previously used in institutions was enrollment-based models which didn't measure the quality of an institution but focused more on service volume and is a disincentive for student completion rates.

Outcomes-based funding models focus more on productivity which means more graduating students, students going on to higher education levels, and other academic milestones.

Policymakers need useful information to guide important decisions and by using quality metrics, they can see implementation of student progression and completion.

$ Crowdfunding is being used by several higher education institutions to expand the way they reach for supporters and donations.

₿ "Crowdfunding democratizes access to funding by increasing the chances of success in raising funds for groups that have traditionally been at a disadvantage in gaining access to money through more established channels, such as women in technology".

In order to crowdfund, we need to develop a community of giving by keeping our mission at the center of our efforts, ensuring that any donors we encounter know exactly what their funds will be accomplishing and have allow them to express their own ideas on the matter.

Crowdfunding

University of Maryland-College Park; Crowdfunding

- Laura Pittman recently did research on crowdfunding and how it worked for their institution.

- She claims that successful projects have a community that exists around the projects subject matter and team members,

- "it is important for teams to understand that the amount they raise isn't based on their goal; rather, it's based on the amount of work they put into their project and the amount of interest that exists outside of their group.

- "At it's core, crowdfunding is a grassroots activity, even when it happens within the context of a highly bureaucratic university. Projects that focus too much on looking polished and whose message is controlled by higher ups suffer from inauthenticity."

Are we looking in the wrong place for funds?

- Alumni are one of the second largest source for donations in institutions, but are we looking at the right area of alumni?

- "in 2017, alumni giving accounted for 26.1% of all higher education donations, totaling $11.37 billion.

- Alumni donations from private schools are higher than donations from public universities, but are still continuing to decline.

- Schools are looking more at the recent graduated alumni than at millennials. This causes a conflict with recent alumni because finding a job after graduation is getting tougher, recent graduates have greater student loan debt, and other financial struggles.

Reasons For Attendance in College

1 Increase your earning potential

2 Gain job security

3 Get health insurance

4 Learn a valuable skill

5 Make lasting connections

6 Get support as you launch a business

7 Become more financially fit

8 Expand your career options

9 Broaden your horizons

- Personal value over monetary value
  - *We want donors to see the value we have around our education and the value we bring to our community rather than just for the money.*
  - *We are a school that has a big athletic program but we are also a highly respected academic institution and by having SURF and the Honors Convocation back to back we have the ability to showcase all of our academic achievements.*
  - *We want to show donors that we value our academics and not just be known for our athletics. It's called student athlete because we get our jobs done in the classroom before we step on the court or on the field.*

Moving Forward

Sources

- Mollick, Ethan R. "The Dynamics of Crowdfunding: An Exploratory Study." *SSRN*, 26 June 2013, -papers.ssrn.com/sol3/papers.cfm?abstract_id= 2088298&http://papers.ssrn.com/sol3/papers.cfm?abstract_id=2088298).

- "Alumni Giving: 5 Trends Driving University Fundraising." *Hanover Research*, 26 Nov. 2018, www.hanoverresearch.com/insights-blog/alumni-giving-university-fundraising-5-trends/.

- Tedesco, Sarah. "5 Steps to A+ Private & Independent School Fundraising." *DonorSearch*, www.donorsearch.net/independent-school-fundraising-guide/.

- Nykiel, Teddy, et al. "10 Reasons to Go to College, Backed by Data." *NerdWallet*, 1 Oct. 2018, www.nerdwallet.com/blog/loans/student-loans/10-surprising-reasons-college/.

- Rand, Trey Miller. "Higher Education Outcomes-Based Funding Models And Academic Quality." *Lumina Foundation*, Lumina Foundation, Mar. 2016, www.luminafoundation.org/files/resources/ensuring-quality-1.pdf.