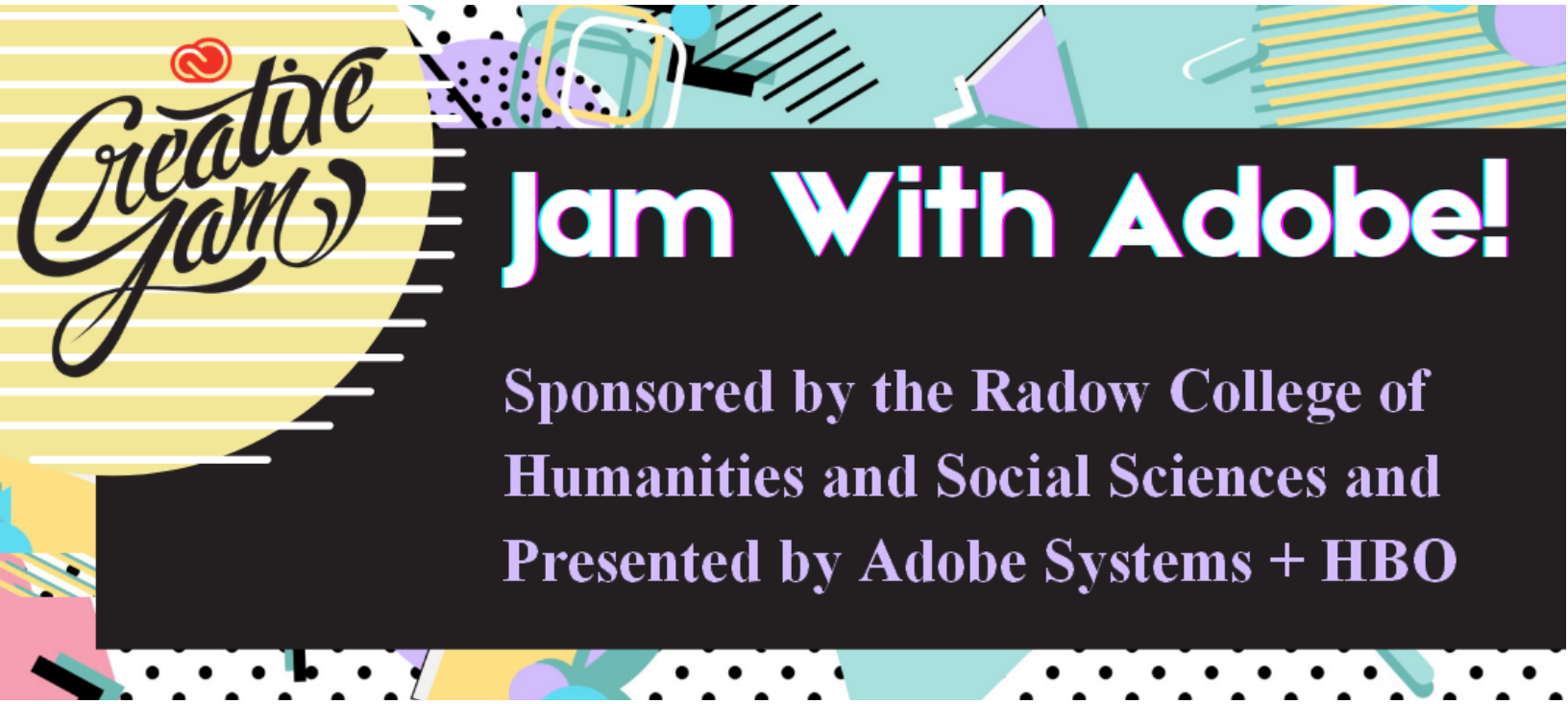
Public Relations Campaign



Adobe Creative Jam

School of Communication and Media

Adobe Creative Jam Evaluation

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Executive Summary

This paper is broken down into six sections that are intended to evaluate the outcome of Peak Communication's campaign efforts to promote KSU SOCM's Adobe Creative Jam competition. The campaign description goes over the plan that was implemented and hits key notes of what occurred throughout the campaign. The methodology section covers what tools and data we utilized to evaluate whether or not our established campaign goals and objectives were met. The results section provides the official counts and data regarding our objectives. The following section serves to interpret and analyze the results of the campaign. This will give context to our efforts and attribute results to specific campaign efforts. Our last section will go into detail about potential implications that other teams can run into through future efforts as well as some suggestions for approaches to take.

Campaign Description

Peak Communications Agency worked with Kennesaw State University's Radow School of Communication and Media to plan and implement a campaign to promote access to the Adobe Creative Cloud. This campaign was executed through the Adobe Premiere Rush Pre-Jam Workshop and the Adobe Creative Jam Live Event. The Adobe Creative Jam is a virtual two-week competition where students have the chance to win money for solving design challenges. Our Creative Jam is in partnership with HBO and the design challenge utilizes the Adobe Rush Software. In consideration of the needs of our client, we created measurable goals and objectives to analyze the effectiveness of our campaign. These goals were as follows:

Goal 1: Peak Communications aims to generate Adobe Creative Jam registrations from KSU students.

- Objective 1 is to have 30 students attend the Pre-Jam workshop on April 1st.

- Objective 2 is to have 70 people registered for the Creative Jam by April 8th.

Goal 2: Peak Communications aims to generate student engagement with social media posts promoting the Adobe Creative Jam.

- Objective 1 is to have tweets promoting the Adobe Creative Jam show a 20% increase in average engagement levels from previously gathered data by April 8th.
- Objective 2 is to have Facebook posts promoting the Adobe Creative Jam show a 20% increase in average engagement levels from previously gathered data by April 8th.

Furthermore, we relied on primary research about our client and their target audience, to create strategies and tactics to effectively reach our goals. These strategies and tactics were as follows:

Owned Media Strategy:

For our owned media, we implemented two tactics. The first used physical promotional materials to raise student awareness of the Creative Jam. The second used digital marketing content to raise awareness of the Creative Jam.

Earned Media Strategy:

For our earned media, we implemented two tactics. Our first tactic was to send out informational content to professors to post to D2L to promote the Creative Jam to students. The second tactic was to utilize on campus organizations to gain more exposure.

Shared Media Strategy:

Our shared media also included two tactics. The first was to post information and encourage sharing about the Creative Jam on Twitter and Facebook, and the second was to encourage KSU Brand Ambassadors to share social media posts regarding the Jam.

The campaign began on March 3rd with emails to professors with resources to promote the Creative Jam. It continued with dates for social media posts, a tabling event, digital posts on the Student Inform, and dates posters would go up around campus. We coordinated social media posts to alternate publishing on Twitter on Tuesdays and Thursdays and Facebook on Wednesdays and Fridays. The campaign ended on April 8th with the Creative Jam Kick-Off. Later in the campaign, we incorporated additional tactics including printed flyers, posters, leaflets, and yard signs for promotion around campus. Ultimately, our campaign successfully met the goals and objectives we set, and we adequately implemented our strategies and tactics.

Evaluation: Methodology

Our primary research for this campaign was a survey that we supplemented with secondary research gathered from a previous Adobe campaign's research survey. The results provided a general understanding of the students in the School of Communication and Media regarding their familiarity with Adobe and their products. The survey we conducted was dispersed via the RADOW news minute email on Monday, February 15. The team also calculated the average levels of engagement from existing posts on SOCM's Twitter and Facebook pages in order to establish our secondary goal and its objective.

On behalf of our client, Radow School of Communication and Media, we set two goals with the primary focus of promoting Kennesaw State University's first ever participation in Adobe's recurring Creative Jam competitions. The first goal for the campaign is based on a benchmark given from Adobe for what a successful first year Jam attendance should look like for a university of KSU's size. We used objectives to indicate whether we reached this goal. The

process we utilized to gather data of the results that indicated if we met our goal is detailed below:

Goal 1

OBJECTIVE 1: To gain 30 student registrations for the Adobe Premiere Rush Workshop. To get the official number of student registrations for the workshop event, our team reached out to Adobe to receive the registration count they collected. This number was used for our ultimate evaluation of this objective.

OBJECTIVE 2: This objective related to generating student registrations for the Adobe Creative Jam. To determine this goal we relied on Adobe, which provided metrics they had gathered from other participating campuses to show what they considered to be successful first Creative Jam considering the student population at KSU. We agreed to a goal of 70 students. To evaluate this goal, we requested data collection from Adobe for the number of registered KSU students for the Creative Jam competition. This provided number was used for the evaluation of this objective.

The second goal we created for this campaign reflects the desired student engagement with the social media promotional material for the Adobe Creative Jam. We used objectives to indicate whether we reached this goal. The process we utilized to gather data of the results that indicated if we met our goal is detailed below:

Goal 2

OBJECTIVE 1: In order to get a baseline to establish and measure this objective, data was gathered prior to the initiation of the campaign from KSU SOCM's Twitter page. This data represented engagement levels from the 50 most recent tweets at the time. Engagements are

defined as Twitter users liking, retweeting, or replying to a tweet; this is separate from "impressions" on social media, which reflect the amount of views a given post receives. This data was converted into averages which included finding the mean, median, and mode for engagement numbers (see Appendix A: Figure 3A); together these three measures of averages provide a more holistic reflection of the data and give context to the changes in engagement numbers that were a direct result of the campaign. (EX. If the mean increased by 10% but the mode increased by 50%, then that is reflective of a more consistent line of engagement spread out across tweets. In contrast, a mean increase of 50% with a mode increase of 10% indicates more sporadic/condensed engagement, such as one or two posts receiving an exceptional amount of engagement leaving the rest to have next to none.) The data metrics for mean, median, and mode were calculated for general engagement numbers-- but specific percentage breakdowns for replies, retweets, and likes are provided for the mean engagement data (see Appendix A: Figure 1B). Our objectives for social media engagement were set by adding a 20% increase to the baseline of engagement data we collected; our team felt that 20% would be realistically attainable given the timeline of the campaign, but still reflect a significant increase in engagement. The data gathered prior to and following the campaign was directly compared to determine if the established objective of 20% increases were met. The evaluation of this objective will focus on the percentage increase of the mean engagements per tweet; additional averages (median and mode) are provided as supplemental data to give context to the interpretation of our results.

OBJECTIVE 2: Similar to Objective 1, data for Objective 2 was gathered prior to the initiation of the campaign from KSU SOCM's Facebook page of the engagement levels. Data was

collected from the 50 most recent Facebook posts at the time. Contrasting the data gathered from Twitter, the SOCM Facebook engagement had outliers that were identified from the data set and excluded from calculations. Outliers were identified by using a five number summary and finding the applicable data boundaries based on the interquartile range (see Appendix A: Figure 4). This method identified four Facebook posts that had engagement levels qualifying as outliers, so the remaining 46 posts were used for calculating data. The outlier free data was converted into averages which included finding the mean, median, and mode for engagement numbers (see Appendix A: Figure 3B); the data metrics for mean, median, and mode were calculated for general engagement numbers-- but specific percentage breakdowns for replies, retweets, and likes are provided for the mean engagement data (see Appendix A: Figure 2B). We used the same data collection method used at the beginning of the campaign to gather post-campaign data concerning Creative Jam Facebook content. Our objectives for social media engagement were set by adding a 20% increase to the baseline of overall engagement data we collected; our team felt that 20% would be realistically attainable given the timeline of the campaign, but still reflect a significant increase in engagement. The data gathered prior to and following the campaign was directly compared to determine if the established objective of 20% increases were met. The evaluation of this objective will focus on the percentage increase of the mean engagements per tweet; additional averages (median and mode) are provided as supplemental data to give context to the interpretation of our results.

Evaluation: Results

Goal 1:

	Target Registrations	Actual Registrations	Percent Exceeded
Objective 1	**30**	**172**	**+473%**
Objective 2	**70**	**139**	**+99%**

For goal one objective one we had a target of 30 registrations for the Creative Jam Workshop. 172 students registered for the workshop.

For goal one objective two we set a target of 70 registrations for the Creative Jam. 139 students registered for the Creative Jam.

Goal 2:

	Pre-Campaign Mean Engagements Per Tweet	Post-Campaign Mean Engagements Per Post	Percentage Increase in Mean Engagement
Objective 1: Twitter	**4.28**	**8**	**+87%**
Objective 2: Facebook	**2.76**	**3**	**+9%**

For goal one objective one we set a 20 percent average increase goal for Twitter post engagements. Our result was an 87 percent increase in engagement.

For goal one objective two we set a 20 percent increase goal for Facebook post engagement. Our result was a nine percent increase.

Evaluation: Interpretation of Results

Objectives: Pre-Jam Registrations: Objective 1 for Goal 1 focused on generating 30 student registrations for KSU SOCM's Adobe Premiere Rush workshop event. The official number of student registrations recorded for this was 172, which vastly exceeded our goal by 142 students. KSU SOCM had not previously hosted a workshop of this nature, so it was difficult to gage student interest to establish a reasonable objective for student registrations. Our original thought when creating our objective is that the students who would want to be involved in the Creative Jam would already have a baseline understanding of Adobe products. While there may be a basis to this, our results indicate that additional factors (such as promotion from professors or extra credit opportunities offered to students) can make the workshop appealing to a wider demographic of students. The success achieved for this objective can be drawn back to our earned media strategy with professors who both informed students about the workshop event and also offered rewards/extra credit to students for registering. (See Appendix A: Figure 5)

Objectives: Creative Jam Registrations: Actual registration for the Creative Jam was 139 students, surpassing the goal number of 70 by 69 students. The goal number of 70 was discussed with Adobe and based on the following factors: the fact that Kennesaw is a recent Adobe Creative Campus, this Creative Jam being Kennesaw's first, and the size of the university. Moving forward, Kennesaw and Adobe should anticipate higher participation rates for future creative jam events. Seventy-five students noted on the registration page that they heard about the event from faculty on campus, which alone surpassed our goal. For future efforts, faculty should be considered the most useful resource in reaching the student body. Another important campaign effort was emails sent by the university, which acquired fifty-nine

registrations. Emails sent by the University include the weekly Radow Newsletter and the weekly Student Inform emails.

Objective: Twitter Engagement: Our first objective for Goal 2 was to increase the average engagement on KSU SOCM Twitter posts by 20%. Our baseline mean engagement level was recorded at 4.28 engagements per tweet, and our post-campaign data collection reflected a change to nine engagements per tweet. This indicates an 87% increase which exceeds out target goal by 67%.

This increase in engagement also reflected a more even distribution of replies, retweets, and likes (see Appendix A: Figure 1B). Our shared media strategy included a tactic that focused on constructing tweets specifically encouraging engagement among Twitter users. Our pre-campaign data showed that only 1% of engagements for SOCM tweets were replies, so the content we put out during the campaign focused on increasing replies by asking engaging questions or prompting viewers to tag a friend to share information with them (See Appendix B: Figure 5). This allowed replies to increase and account for 8% of the mean engagements per tweet (see Appendix A: Figure 1B). Our success in this objective and exceeding our goal by such a wide margin indicates that when used properly, Twitter is an effective mode of communication for reaching and engaging with KSU students.

Objective: Facebook Engagement: Our second objective for Goal 2 was to increase the average engagement on KSU SOCM Facebook posts by 20%. Our baseline mean engagement level was recorded at 2.76 engagements per post, and our post-campaign data reflected a change to three engagements per post. This indicates a 9% increase which falls short of our target goal by 11%. While we did not meet our established objective, there are still positive takeaways to

consider. Our pre-campaign engagement data indicated 28% of the posts observed had absolutely no user engagement at all. Conversely, every single post during this campaign generated some form of user engagement. Our pre-campaign data indicated that zero was the most commonly occurring number of engagements per post, whereas our post-campaign data increased that number to four engagements per post (see Appendix A: Figure 3B). This means that while we did not meet the benchmark of 20% increased mean engagement, we generated a much more consistent line of user engagements with our content. Additionally, likes, comments, and shares were more evenly distributed throughout the campaign posts than those studied in the pre-campaign data (see Appendix A: Figure 1B).

The success we found in increasing engagement on Twitter versus the results we gathered from Facebook could indicate that Twitter is a more accessible platform for students to be reached through. However, future efforts could be adjusted in order to make Facebook a more viable method of reaching students, and suggestions for that are outlined in the future initiatives section.

Implications: Future Initiatives

Over the course of this campaign, we were diligent in documenting the key moments that contributed to the success of our campaign and revisions that we will recommend that our client revise if they intend to use it in a future campaign.

What was successful:

Faculty and social media were two successful tactics that we highly recommend using in future initiatives. Seventy-five people who registered for the Creative Jam said they heard about it through their professors. Professors were a great help with the promotion efforts; many sent out emails to students, posted on D2l, and offered an extra-credit incentive. Social media efforts were also successful in this campaign. Nine people who registered for the Creative Jam said they were referred to the registration page by Social Media. This is relevant because prior to the Jam campaign, SOCM social media posts were getting relatively low engagement levels. A new tactic implemented during this campaign was incorporating the Twitter poll feature (see Appendix Figure 6B). Twitter polls are extremely useful in getting students to interact with content and often prove to generate more responses from students than the reply feature. We recommend continuing to use targeted and engaging content to interact with students online, as well as implementing further use of the poll feature in SOCM's social media content. Additionally, we were very successful in reaching our established goal for the Premiere Rush workshop attendance; we exceeded this objective by a significant margin, so it should be noted for future efforts that a higher number should be taken into consideration when setting for this goal.

What we would do again, but change:

There were a few tactics in our campaign that we would recommend doing in future initiatives, but with suggested changes to be implemented. In our pre-campaign research, we created a survey to understand where our client's target audience gets information about campus events. For future campaign efforts, keep in mind that this a more difficult research method to use. If this is an avenue used in future efforts, we recommend creating the survey and getting it approved by IRB as early as possible, preferably a month before you intend to view the results of the survey. Surveys can be a difficult method of research because to be effective, it has to be engaging and accessible to a significant number of your target audience. Additionally, KSU has made recent changes that make student inform emails go out on a weekly basis, as opposed to a daily basis. Without the time and resources, distributing an engaging survey to a significant number of your target audience will be very difficult, and may not produce the results you want.

In an attempt to directly communicate with KSU students, we reached out to Registered Student Organizations (RSOs) including the Panhellenic Greek Council. The organizations we reached out to seemed eager to participate in the competition, but many of these organizations indicated they would have preferred early notice of the competition. For future campaign efforts, we suggest starting as soon as possible with student organizations and highlighting how it would be beneficial to their members. Giving organizations earlier notice will give them more time to plan and implement a competition before the end of a campaign.

We hosted two tabling events during our campaign efforts, and we feel that they have great potential for interacting with students in a face-to-face setting to really promote the campaign. The human connection can allow for better persuasion than with impersonal promotional efforts like posters or emails. However, due to the pandemic, foot traffic during our

tabling event was significantly impacted. We recommend reserving tabling event efforts for when classes are fully back in person and students have more opportunities to access them. Additionally, time, date, and location for table reservations should be very intentional. In order to maximize students foot traffic and engagement with the table, try to plan it in a way that coincides with other campus occurrences or events that will intrinsically bring students your way to learn more.

While we were intentional in reaching out to organizations on campus that aligned with our campaign to reach as many students as possible, we did not reach out to the KSU Dining and Housing departments. The Housing and Dining Departments at KSU have access to thousands of KSU students. We suggest reaching out to these departments or utilizing their spaces for your promotion materials because so many students come in contact with these spaces. We also recommend keeping an ongoing relationship with these departments and knowing the requirements needed to promote your materials there.

Regarding the visual aspects of printed materials, we suggest including a stronger KSU brand in future promotions. We originally created graphics that our client liked and were effective, however our client was asked by the KSU's Strategic Communications department to incorporate more KSU black and gold. This is beneficial because it aligns more closely to the KSU Brand standards that stakeholders associate with the school. However, we do recommend still incorporating other colors so that the promotion materials will be more eye-catching than the other black and gold signs on campus. In more general spaces on campus like outside and buildings, we recommend posting promotion materials at least two weeks before the event so that it gains more foot traffic. We also recommend posting flyers of at least a size of 8.5x11,

larger if possible. Smaller flyers do not stand out well on crowded boards, which can make them less noticeable.

Our efforts with Facebook posts showed a lot of potential, but there are opportunities to better capitalize on the platform. Our average engagement levels for Facebook only increased by 9%, but we reflected a more consistent level of engagement across all posts compared to that of our pre-campaign data. Most of the posts from the pre-campaign data did not receive engagement, leaving only a small number of posts responsible for contributing to engagement numbers. What caused those posts to differ? In most cases, they were successful due to referencing a specific person and celebrating their accomplishments (see Appendix C: Figure 9). Due to Facebook's nature as a social platform, people seem to be more likely to interact with a post that has a human aspect to it (especially if it is someone they know). We recommend using this information to develop different approaches when creating content for Facebook versus Twitter. For Facebook, one option is to incorporate student testimonials, or otherwise showcase their work and content on Facebook This could leverage the social aspects of the platform and gain engagement from their friends.

In line with adjusting the strategy used for SOCM Facebook content, there are a handful of additional suggestions that could assist in optimizing social media efforts. Facebook timelines tend to move slower than that of its Twitter counterpart. Facebook's ability to create long-form posts make it optimal to have posts with greater content density going out at a reduced rate. In order to encourage user engagement between posts, we recommend utilizing the Facebook story feature. The 24-hour window that the story is up can help boost selected content and notify those who may have missed the initial post on their timeline. For Twitter, we recommend using the pinned tweet feature. Tweets are allowed to have limited characters, so posting repetitive

information (like a registration link) can eat up precious promotional space. The pinned tweet feature highlights the most important content during a given time while allowing to promote things freely knowing users can easily locate content such as informational links or registration pages at the top of the SOCM profile. As previously mentioned in our section detailing successful campaign efforts, the Twitter poll feature is very promising. We recommend implementing this at a higher rate in future efforts to gather opinions from and better engage with students. As a final note, having more visual diversity in promotional posts could also help with engagement across platforms.

Avenues to Avoid in Future Efforts:

One of our tactics was to collaborate with the KSU Admissions Brand Ambassadors to promote the Jam to students on Instagram. We spent a critical portion of the beginning of our campaign communicating with KSU Admissions to make this happen. We learned from this experience that KSU Admissions is only useful for reaching incoming KSU students. We suggest only reaching out to them if your target audience is incoming freshmen or high school seniors.

Appendix A: Charts and Graphs

Figure 1A:

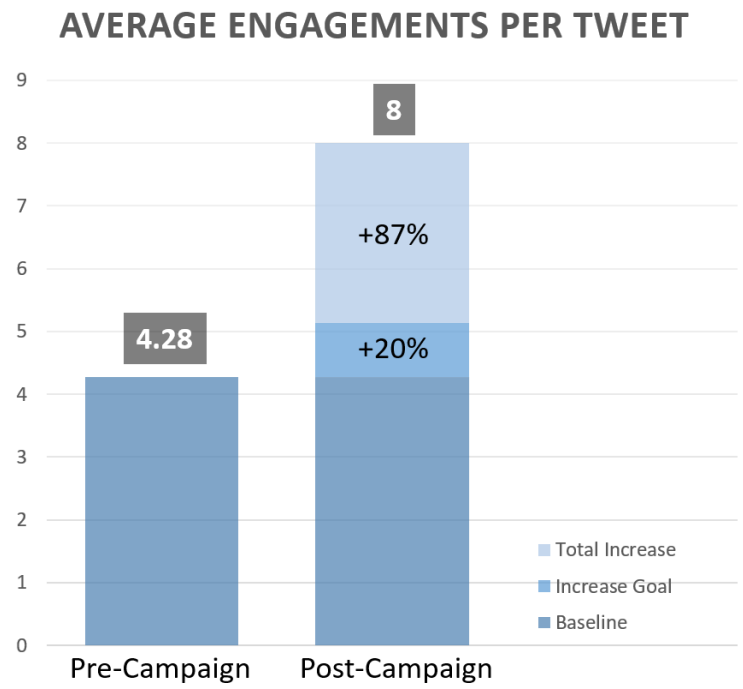


Figure 1B:

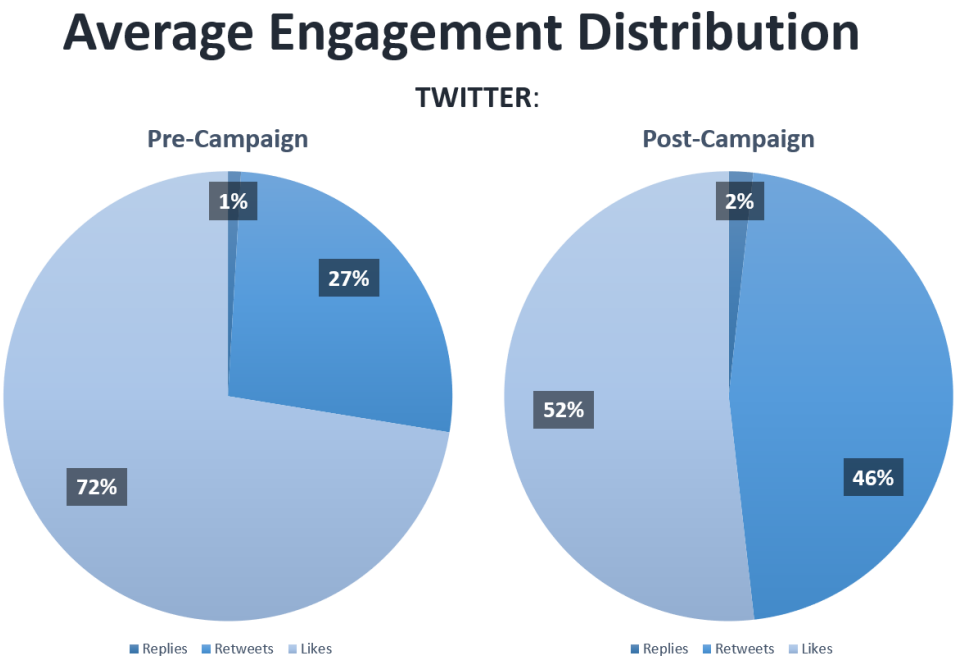


Figure 2A:

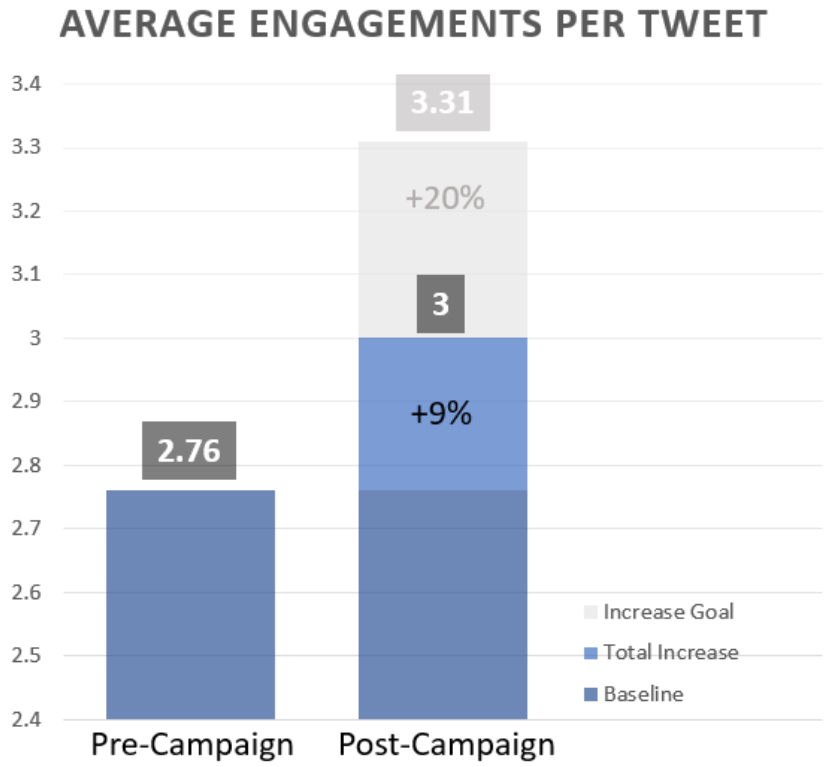


Figure 2B:

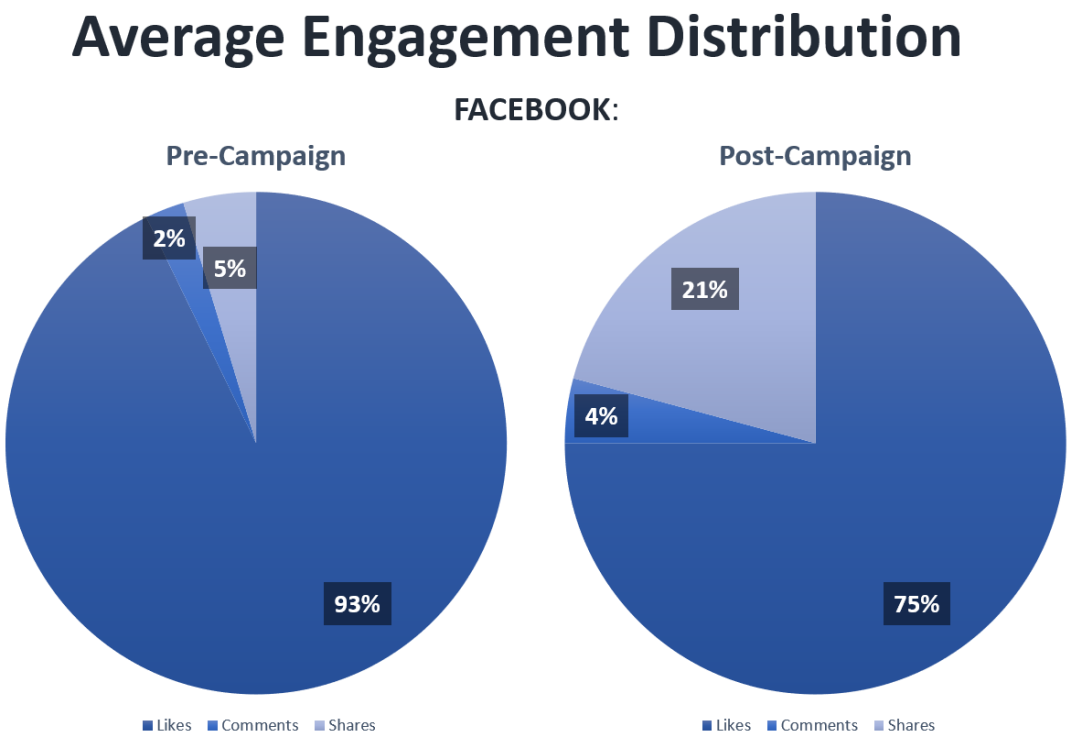
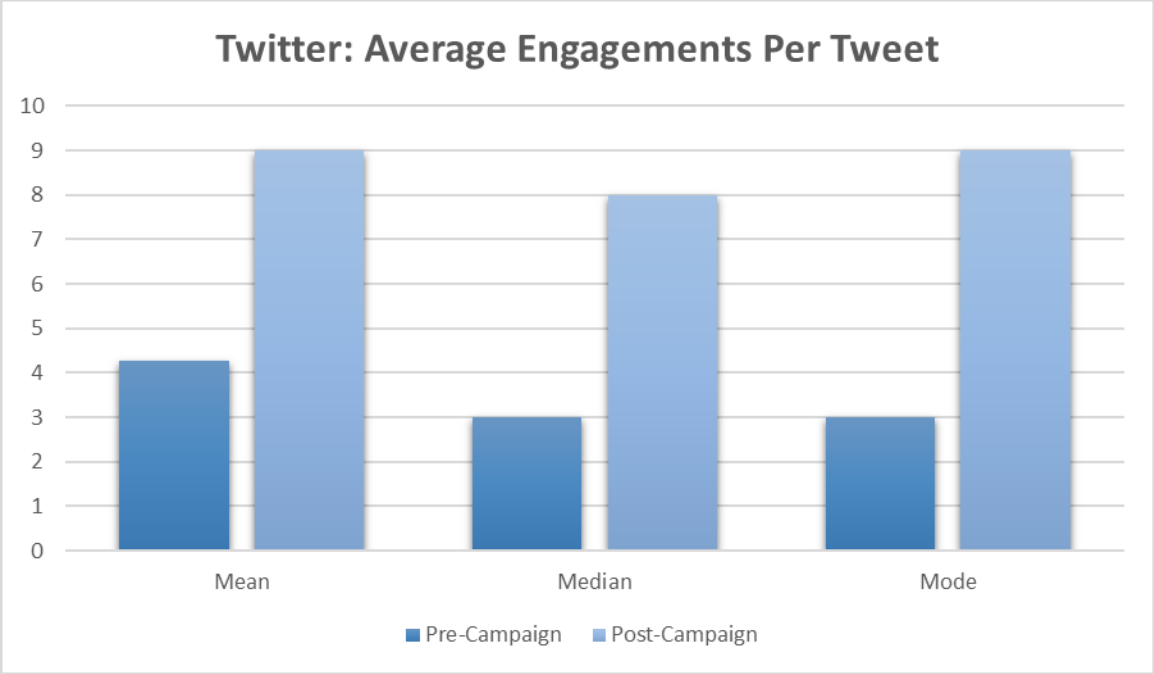
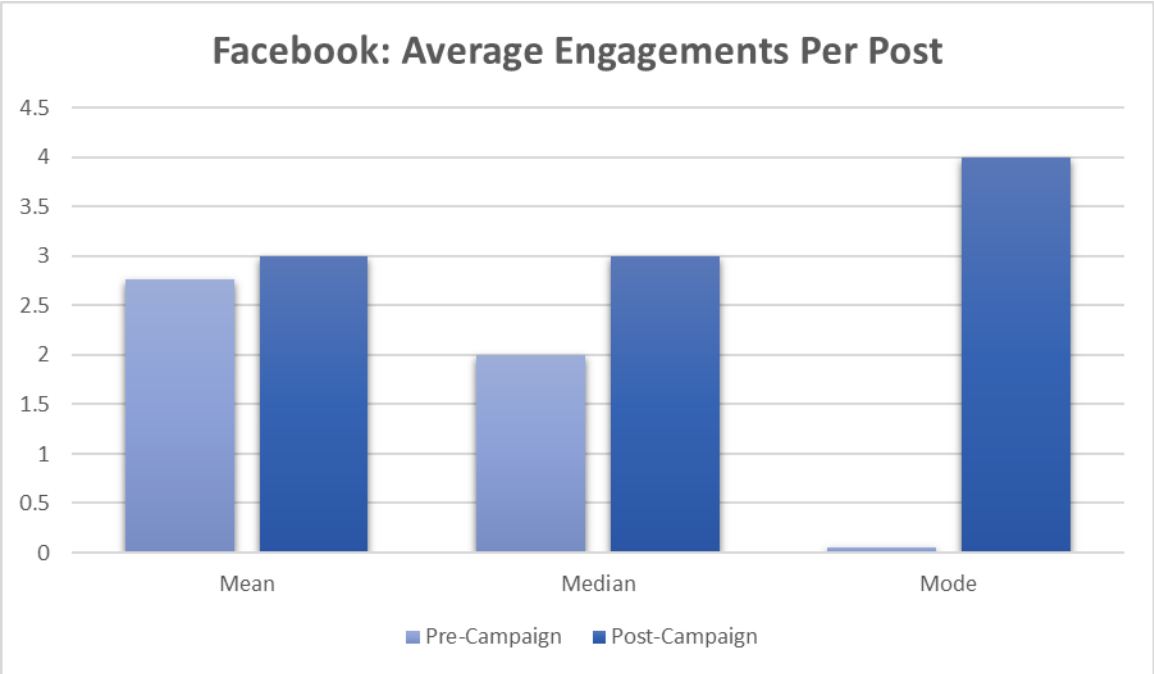


Figure 3A:



Mean: +87% **Median: +167%** **Mode: +200%**

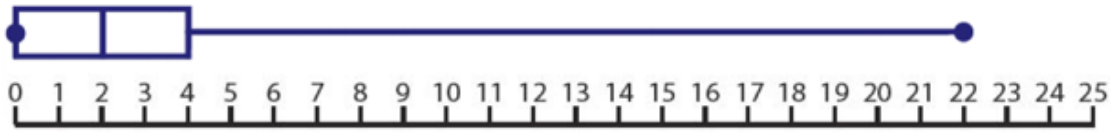
Figure 3B:



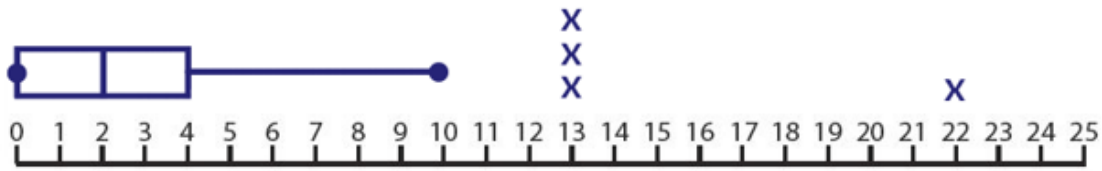
Mean: +9% **Median: +50%** **Mode: +400%**

Figure 4:

5 Number Summary of Engagement Data (Likes) for 50 Most Recent Facebook Posts



5 Number Summary with Potential Outliers Identified



Min = 0 Q1 = 0 Median = 2 Q3 = 4 Max = 22

IQR = 4

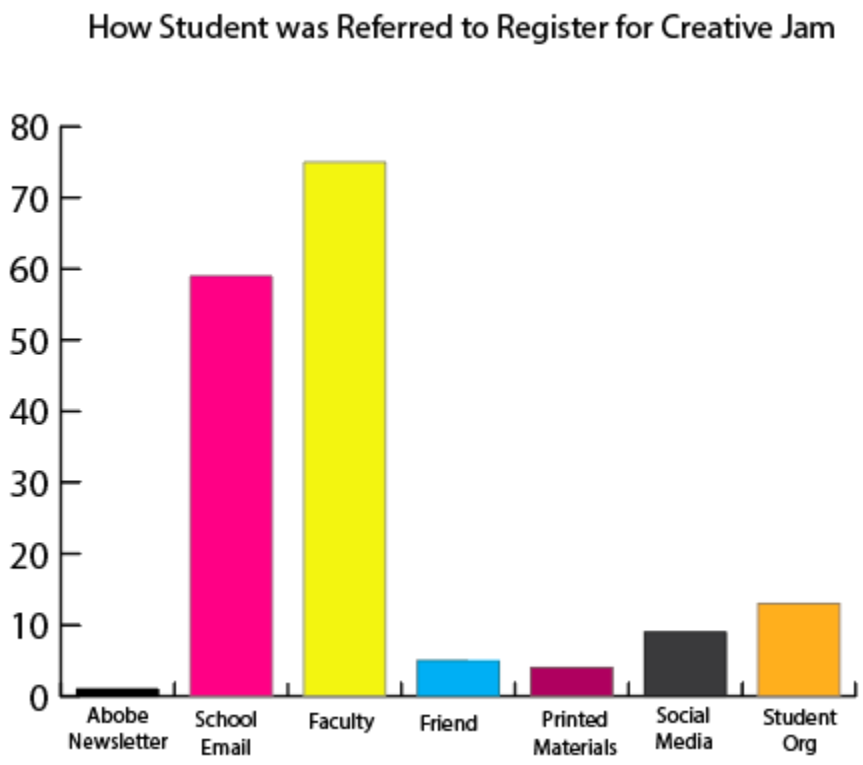
Upper Bound Value = Q3 + (1.5)(IQR)

4 + (1.5)(4) = **10**

Any engagement data exceeding 10 engagements (likes) is identified as a possible outlier in the data set.

Appendix A: Figure 4 is included to detail the process used when gathering baseline data to set social media objective for this campaign. The figure outlines the process used to identify outliers in the data for engagement numbers on pre-campaign Facebook posts.

Figure 5:



Appendix A: Figure 5 details how students who registered for the Adobe Creative Jam competition found out about the event. This information was collected from Adobe's registration survey and converted into a bar graph for visualization.

Appendix B: Twitter Posts

Figure 1:

Figure 2:

Figure 3:

School of Communication... · 3/26/21
Are you ready to #JamWithAdobe this April? Mark your calendars for KSU's free digital workshop on April 1st to introduce you to using Adobe Premiere Rush—beginner-friendly and no previous experience needed! Register for both the workshop and the Jam here:
Adobe
Creative Jam LIVE
HBO
College + HBO Creative Jam
College + HBO Creative Jam LIVE with Adobe Rush
eventbrite.com
3
6

Figure 4:

Figure 5:

Figure 6:

Figure 7:

Appendix C: Facebook Posts

Figure 1:

Figure 2:

KSU School of Communication & Media
March 22 ·
We are so excited to host @kennesawstate's first @Adobe Creative Jam, sponsored by @ksuchss and @HBO! Put those video production skills to work & win a $250 @amazon gift card! Details here: http://ow.ly/fs8p50DK4h7
Let's Jam, Kennesaw State!
SPONSORED BY THE RADOW COLLEGE OF HUMANITIES AND SOCIAL SCIENCES AND PRESENTED BY ADOBE SYSTEMS AND HBO
SPARK.ADOBE.COM
Let's Jam, Kennesaw State!
See the story
3
Like
Comment
Share

Figure 3:

KSU School of Communication & Media
March 23 ·
https://www.youtube.com/watch?v=WH45I_DY1gc How do YOU express your creativity? Whether you are into visual design, photography or audio/video production, KSU is giving you a chance to put your creativity to the test and Jam with Adobe this April! While April's event is 100% virtual, this video proves that Jams are all about one thing: celebrating YOUR creative expression. Register today: https://bit.ly/3bqeHZ4
Creative Jam LIVE
Adobe
HBO
College + HBO Creative Jam
EVENTBRITE.COM
College + HBO Creative Jam LIVE with Adobe Rush
Join Adobe, HBO, and hundreds of college students to use your video...
3
1 Comment
Like
Comment
Share
Most Relevant
Zoe Lumpkin Story telling is my favorite way to express creativity! :^)
5w

Figure 4:

KSU School of Communication & Media
March 26 ·
Are you ready to Jam with Adobe this April? KSU students of all experience levels are invited to put their video editing and creativity skills to the test in Adobe's upcoming Creative Jam competition. Don't have previous Adobe experience? Join us for our introductory workshop on April 1st to get an edge on the competition and have guided experience in how to use the beginner-friendly Premiere Rush program. Register for both the Creative Jam competition and KSU's virtual Adobe Premiere Rush workshop here!: https://bit.ly/3bqeHZ4
Adobe
Creative Jam LIVE
HBO
College + HBO Creative Jam
EVENTBRITE.COM
College + HBO Creative Jam LIVE with Adobe Rush
Join Adobe, HBO, and hundreds of college students to use your video...
1
Like
Comment
Share

Figure 5:

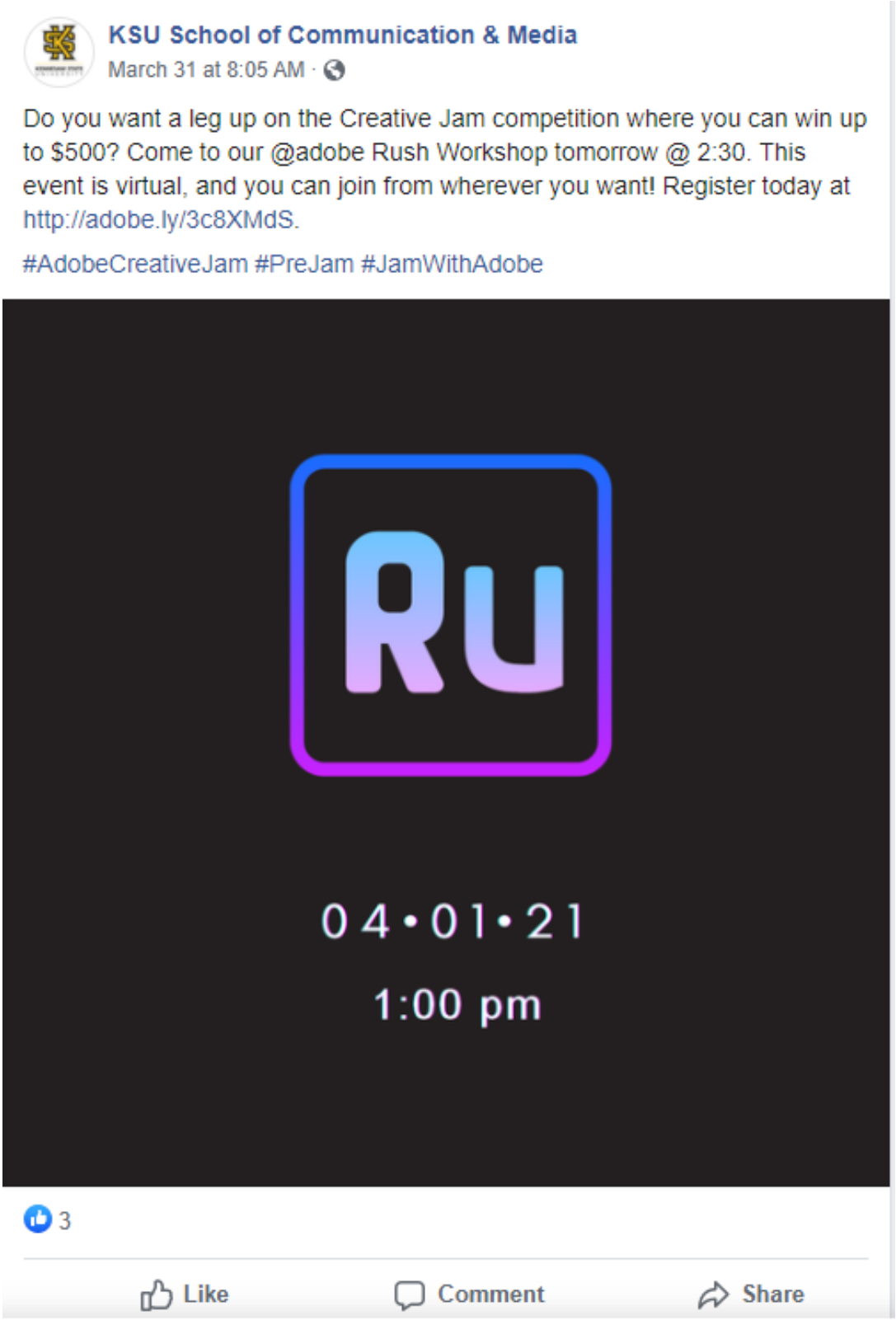

KSU School of Communication & Media
March 31 at 8:05 AM ·
Do you want a leg up on the Creative Jam competition where you can win up to $500? Come to our @adobe Rush Workshop tomorrow @ 2:30. This event is virtual, and you can join from wherever you want! Register today at http://adobe.ly/3c8XMdS.
#AdobeCreativeJam #PreJam #JamWithAdobe
Ru
04•01•21
1:00 pm
3
Like
Comment
Share

Figure 6:

KSU School of Communication & Media
April 2 at 9:05 AM ·
Join HBO Senior Art Director Idris Talib Solomon next week at the Live Kickoff Event for the Adobe Creative Jam! Register at http://adobe.ly/3c8XMdS #AdobeCreativeJam #PreJam #JamWithAdobe
ADOBE CREATIVE JAM LIVE
APRIL 8TH @ 1 PM
w/ Special Guest Speaker
HBO Senior Art Director
IDRIS TALIB SOLOMON
Creative Jam
3
3 Shares
Like
Comment
Share

Figure 7:

Figure 8:

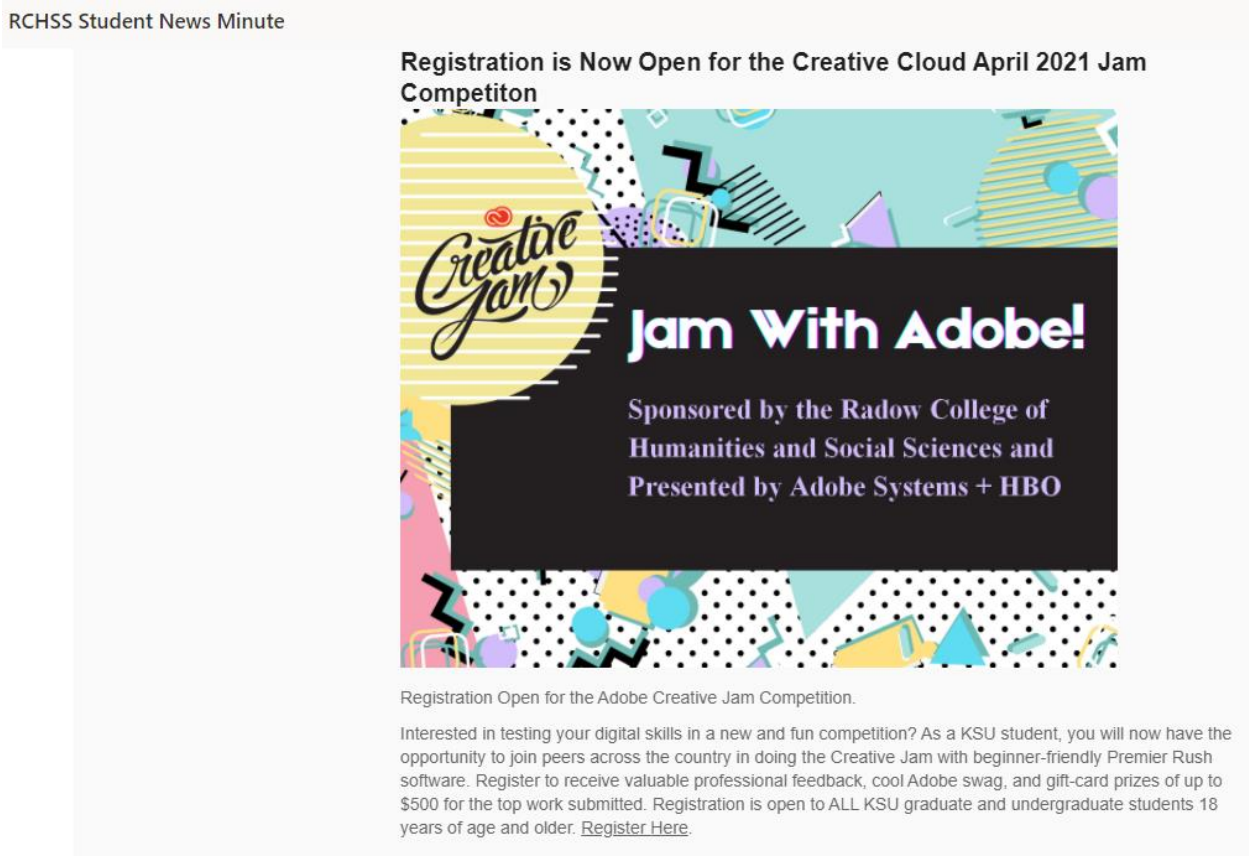
Figure 9:

Appendix C: Figure 9 is a SOCM Facebook post made prior to campaign efforts. This post is included in the appendix for reference from the Future Initiatives section of the campaign evaluation that identifies Facebook's strengths as a platform and suggests how to best generate user engagement there.

Appendix D: Digital Promotional Content (Non-Social Media)

Figure 1A:

Figure 1B:



Radow Student News Minute

Figure 2:

KSU Weekly Student News

Register Now for the Adobe Creative Jam Competition!
Posted by tvizcarr@kennesaw.edu

Interested in winning up to $500 by testing your digital skills in a new and fun competition? As a KSU student, you will now have the opportunity to join peers across the country in doing the Creative Jam with beginner-friendly Premier Rush software. Register to receive valuable professional feedback, cool Adobe swag, and gift-card prizes of up to $500 for the top work submitted. Registration is open to ALL KSU graduate and undergraduate students 18 years of age and older.

Read More

KSU Weekly Student Inform

Figure 3:

KSU students to showcase digital creativity in Adobe Creative Jam competition

Share Tweet Pin Email Share

KENNESAW, Ga. (Mar 12, 2021) — Mark your calendars! Adobe Creative Jam is coming to KSU in April.

Interested in testing your digital skills in a new and fun competition? For the first time, KSU students will have the opportunity to join peers across the country in doing the Creative Jam with beginner-friendly Premier Rush software and trying to qualify to receive valuable professional feedback, cool Adobe swag and gift-card prizes for the top work submitted.

KSU students are invited to participate in a fully virtual Adobe Creative Jam competition beginning on April 8 and lasting two weeks. The Creative Jam will benefit students through gaining resume-building skills and the opportunity to win swag and other prizes.

The Norman J. Radow College of Humanities and Social Sciences has partnered with Adobe and HBO to offer interested KSU students their first Adobe Creative Jam event. During the Jam, students will put their creative digital skills to the test by using Premiere Rush software to solve a challenge presented by Adobe.

"We are thrilled for KSU students to have this tremendous opportunity to test their potential for innovation and creativity through Adobe Creative Jam," said Dr. Pam Cole, Associate Vice President for Curriculum and Interim Dean of the Radow College of Humanities and Social Sciences. "This is an opportunity for students to express themselves in a very creative way after a very challenging year."

The Creative Jam kicks off on April 8, and students will have two weeks to complete and submit their work for the April 22 finale, where the winners will be announced. Cash prizes will be awarded to the top competitors, with the first-place winner receiving a $500 gift card. Prizes will also be awarded to students who place second through fifth.

In addition to the Creative Jam competition, Adobe will offer an exclusive digital workshop to KSU students on April 1. The workshop will provide students an inside look at navigating and using Adobe Premiere Rush.

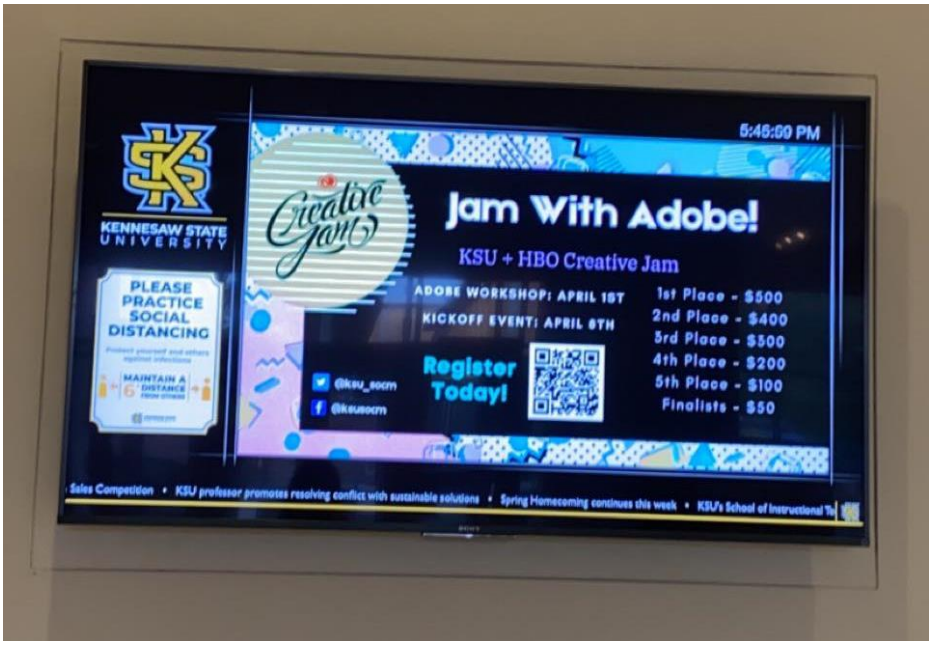
For additional information on the Creative Jam and how to register, click here. Make sure to follow for updates on Twitter @KSU_SOCM and Facebook @ksusocm.

Share Tweet Pin Email Share

KSU SOCM News Release

Figure 4A:

Figure 4B:



Owl TV Promotional Graphic

Figure 5A:

Zoe Lumpkin
Tue 3/30/2021 2:23 PM
To: Jamie Babecka

Hi Jamie!

I spoke on this event at a previous PRSSA meeting, but I wanted to shoot you an email with some written content that you can include in your PRSSA newsletter if you'd like! There is a really exciting and rewarding opportunity for PRSSA members on April 8th. Kennesaw State University recently became an Adobe Creative campus, and this semester we are hosting KSU's first Adobe Creative Jam competition. Students who participate can win prizes of $500, $400, $300, $200, $100 or $50 Amazon gift cards.

We would love your help to promote to your members! Adobe is the industry standard for creating content related to business, marketing, and public relations, and graphic design. This is a great opportunity for your members' academic and professional careers. Students in your organization's field tend to boast an impressive list of soft skills like written and verbal communication, but participating in the Adobe Creative Jam competition will also allow them to demonstrate their coveted industry technical skills while showcasing their voice and creativity to set them apart from their peers.

We really think this is a great opportunity for PRSSA members, so we'd love you to forward this information onto them! Registration for the event is open until April 7, and if you'd would like to learn more about the Creative Jam, you are welcome to visit this webpage with more information.

Here's a sample message and graphic that can shared starting today with the members of your organization. If you have questions or would like more information, please email me at zlumpki1@students.kennesaw.edu

Sample Message: *Feel free to use this or write your own!*

Would you like a chance to earn a $500 Amazon gift card? Would you like to have an interesting resume builder to talk about with future employers? Here's your chance; sign up for The Adobe Creative Jam--a virtual competition where you'll have a chance to meet with industry leaders from Adobe and HBO while using Adobe tools to show your creative skills. The top performers will win gift cards and have a fantastic story to tell future employers. To get you started, KSU's School of Communication and Media is hosting a workshop on April 1 to introduce you to the Premiere Rush program. For more details on the Creative Jam and how to get started, click here. Good luck!

Thank you for considering promoting this opportunity to your members!

Best, Zoe Lumpkin

Figure 5B:

JB
Jamie Babecka
Tue 3/30/2021 2:31 PM
To: Zoe Lumpkin

Hi Zoe!

Thanks for the info! I will send out an email to our chapter tomorrow and post about it in our groupme!

Best,
Jamie

Figure 5C:

Want a Chance to Earn $$$ for Being Creative?

JB
Jamie Babecka
Wed 3/31/2021 8:21 PM
To: Team-PRSSA

Hi Everyone!

Would you like a chance to earn a $500 Amazon gift card? Would you like to have an interesting resume builder to talk about with future employers? Here's your chance; sign up for The Adobe Creative Jam--a virtual competition where you'll have a chance to meet with industry leaders from Adobe and HBO while using Adobe tools to show your creative skills. The top performers will win gift cards and have a fantastic story to tell future employers. To get you started, KSU's School of Communication and Media is hosting a workshop on April 1 to introduce you to the Premiere Rush program. For more details on the Creative Jam and how to get started, click here.

Registration for the event is open until April 7, and if you'd would like to learn more about the Creative Jam, you are welcome to visit this webpage with more information. Students who participate can win prizes of $500, $400, $300, $200, $100 or $50 Amazon gift cards. Good luck!

Best,
Jamie Babecka
Kennesaw State PRSSA President

Reply | Reply all | Forward

Appendix D: Figures 5A-5C show an email conversation to the president of the PRSSA encouraging her to promote the Creative Jam to her members.

Figure 6A:

[EXTERNAL] Re: Incredible Opportunity for Kennesaw Society of Black Engineers Members

Zoe Lumpkin
Tue 3/30/2021 5:14 PM
To: spsbe.president@gmail.com

Dear Kennesaw Society of Black Engineers,

There is a really exciting and rewarding opportunity for members of your organization on April 8th. Kennesaw State University recently became an Adobe Creative campus, and this semester we are hosting KSU's first Adobe Creative Jam competition. Students who participate can win prizes of $500, $400, $300, $200, $100 or $50 Amazon gift cards.

We would love your help to promote to your members! Adobe is the industry standard, and this is a great opportunity for your members' academic and professional careers. As individuals in STEM, members of your organization boast an impressive list of technical skills. Participating in the Adobe Creative Jam competition will allow members to demonstrate those skills they've built while showcasing their voice and creativity in a way that will really set them apart from their peers.

We really think this is a great opportunity for members of the Kennesaw Society of Black Engineers, so we'd love you to forward this information onto them! Registration for the event is open until April 7, and if you'd would like to learn more about the Creative Jam, you are welcome to visit this webpage with more information.
Here's a sample message and graphic that can shared starting today with the members of your organization. If you have questions or would like more information, please email me at zlumpki1@students.kennesaw.edu

Sample Message: *Feel free to use this or write your own!*

Would you like a chance to earn a $500 Amazon gift card? Would you like to have an interesting resume builder to talk about with future employers? Here's your chance; sign up for The Adobe Creative Jam--a virtual competition where you'll have a chance to meet with industry leaders from Adobe and HBO while using Adobe tools to show your creative skills. The top performers will win gift cards and have a fantastic story to tell future employers. To get you started, KSU's School of Communication and Media is hosting a workshop on April 1 to introduce you to the Premiere Rush program. For more details on the Creative Jam and how to get started, click here. Good luck!

Thank you for considering promoting this opportunity to your members!
Best, Zoe Lumpkin

Figure 6B:

[EXTERNAL] Re: Incredible Opportunity for Kennesaw Society of Black Engineers Members

KP
KSBE President <spsbe.president@gmail.com>
Tue 3/30/2021 6:02 PM
To: Zoe Lumpkin

Zoe,

Thank you for passing this on. I will push it out to our general body.

Respectfully,

Gerald Teteh | President
National Society of Black Engineers
Kennesaw State University Chapter

Email: spsbe.president@gmail.com
Mobile: 404-512-0097

For more information please visit our chapter website: http://ksu-nsbe.org

The mission of the National Society of Black Engineers is "to increase the number of culturally responsible Black engineers who excel academically, succeed professionally, and positively impact the community."

Appendix D: Figures 6A-6B shows an email conversation to the president of the KSU Society of Black Engineers asking him to promote the Creative Jam to his members.

Figure 7:

LIST OF STUDENT ORGANIZATIONS CONTACTED:

Industry Relevant Organizations (Business/PR/Marketing/Communications/Journalism):
Black Women in Business - hhill30@students.kennesaw.edu
Kennesaw Marketing Association - kmaatkennesaw@gmail.com
KSU Women of Color Success Initiative - ksuwocsi@kennesaw.edu
Professional Sales Club at KSU - hteague7@students.kennesaw.edu
Public Relations Student Society of America – jbabeck1@students.kennesaw.edu
Lambda Pi Eta - mcato8@kennesaw.edu
Society of Professional Journalists - dcassilo@kennesaw.edu

Film/Video:
Animation Studio Society - animaitonstudiosociety@gmail.com
For Film's Sake - forfilmssake.ffs@gmail.com
Screenwriters Association - ksuscreenwriters@gmail.com

STEM:
Aerial Robotics Competition Team - ARCT@kennesaw.edu
Association for Computing Machinery at KSU - acm@kennesaw.edu
Kennesaw Society of Black Engineers - spsbe.president@gmail.com
Robotics & Automation Society - robotics@kennesaw.edu
Vex Robotics Competition Team - vexowls@gmail.com
Women in Technology - witatksu@gmail.com
Girls Who Code Campus Loop - girlswhocodeksu@gmail.com

Computer/Technology Adjacent:
Game Design and Development Club - ksugddc@gmail.com
Esports RSO - ksulolknightowl@gmail.com

Graphic Design:
Graphic Design Club - khwang@kennesaw.edu

ETC:
Career Services
Kennesaw Activities Board (KAB)
KSU Student Government Association (SGA)

Appendix D: Figure 7 is a comprehensive list of all of the student organizations that were emailed a pitch to promote the Adobe Creative Jam to their respective memebers. Sample emails can be seen in Appendix D: Figures 5-6. All emails followed a relativley similar template with appropriate tweaking to target specfic fields that a given organization fell into.

Appendix E: Printed Promotional Materials

Figure 1:

Poster Graphic

Figure 2:

Social Graphic

Figure 3:

Banner Graphic

Figure 4:

Flyer Graphic

Figure 5:

Yard Sign Graphic