



FRESHMAN DAY OF SERVICE

FINAL REPORT FROM FOCUS GROUPS

By Lauren Campbell, Esther Lee, and May Liu, 12/4/2007
Maya Marketing

TABLE OF CONTENTS

Introduction ... 3

research

methodology 4

participation ... 5

recommendations

logistics ... 7

marketing ... 12

dwight hall/future vision ... 14

conclusion ... 19

appendix

list of suggestions ... 20

INTRODUCTION

Out of an approximate class of 1,300, about 125 freshmen participate each year in the Freshman Day of Service, run by Dwight Hall with the purpose of introducing students to service. This project arose out of a response to this observation, and the seeming disconnect between the apparently great reviews that the day has received for the past three years, and the lack of widespread participation among the freshman class.

As a potential answer to this question, our first instinct was to examine campus awareness of FDOS. How is FDOS being marketed? Can it be better marketed, and if so, how? Is marketing the main issue at hand? From these questions, we set out to first verify a need, and an ability, to better market FDOS and increase future participation; and then examine what such steps might look like. This research, however, led us into areas concerning the actual running of the day, from pre-registration prior to the event to the pizza party after it. As a result, our report addresses not only questions of marketing, but those of logistics and purpose. We believe they are all intertwined: if FDOS is to be better marketed, and attract greater numbers, it must first live up to the promises it makes. Through the course of our research, we found that FDOS is indeed a great event, but that there are many concrete steps that can be taken to ensure it runs smoothly, and receives recognition as a campus-wide event.

This report is broken down into three main sections, moving from logistics to marketing, to a broader focus on FDOS and its relationship with Dwight Hall, as well as questions of future vision. Attached is the raw survey data, as well as a list of working suggestions for the next FDOS planning committee. We hope our efforts will contribute to a better understanding of what FDOS is like currently, and from that, an understanding of how to fully capitalize upon FDOS' great potential.

RESEARCH: Methodology

In order to find ways of improving FDOS, we analyzed it from many different angles by collecting data, opinions, and suggestions from various different groups involved with the event. We began by simply taking a survey of this year's participants, asking them some very basic questions about the event. Of 125 freshmen who participated, 27 responded, one of which was a "test" participant. This survey included some multiple-choice questions (How did you hear about FDOS? What encouraged you to participate in FDOS? Do you feel FDOS could be better publicized?), as well as a few open-ended questions where the participants could share their experiences (How did you feel about your project site and your project captains? Would you recommend FDOS to next year's freshmen?).

In addition to this survey, we held a small focus group with 4 participants in which we asked them more detailed questions that delved into each participant's personal experiences. We had representatives from three different sites at this focus group: Friends of Edgerton Park, Town Green Special Services Downtown Clean-up, and the Children in Placement Painting Party. This focus group was one of our most effective ways of gaining more information and better insights into FDOS itself, as these participants were very open and upfront about their experiences, and came up with very good suggestions by discussing their ideas with one other.

Finally, we conducted an initial interview with the head coordinator of FDOS, Jessica Bialecki, and continued correspondence through e-mail with both her and some members of this year's organizing committee. The main purpose of these emails were to get some basic questions answered about the day, as well as to ask them for their experiences in planning the event and their ideas on how it could be improved in the future.

RESEARCH: Participation

At the outset of this project, understanding participation in FDOS was our main concern, and increasing participation our main objective. Thus we felt it important to include in this report our analysis of motivations for both participation and non-participation in the event. As the following discussion and our ensuing recommendations show, however, our initial research indicated that issues of participation went beyond simply the realm of marketing, but led us to examine larger of logistics and planning, as well as the relationship between Dwight Hall and FDOS.

Concerning the marketing of Freshmen Day of Service, surprisingly, the majority—63%—responded that they did not feel it could be better marketed, while the remaining 37% felt that it could be better publicized. This may have been due to the fact that further elaboration was required if they answered “yes”. Despite marketing not being identified as a major problem, answers to the first question of how the freshmen heard about FDOS still suggested that specific modes of marketing were being heavily underutilized. Because of this fact, we decided to verify whether or not such a conclusion—that FDOS could not be better publicized—was valid with further research.

As we conducted a focus group, it became clear that contrary to our initial impressions, FDOS was not as widely or effectively advertised as it could have been. The most striking observation made by a freshman concerning this area of participation, and echoed by everyone else in the group, was that as he showed up, the biggest surprise (and disappointment) was seeing how few freshmen there were; he had mistakenly believed that “every freshman did it.” The students in our group informed us that friends and suitemates did not participate due to lack of awareness about the event, or what it was; commitments to other activities during the same time; and a sense of not feeling responsible for the event—many people had signed up, but did not end up ultimately going. Though commitments to other activities cannot be avoided, more marketing would do a great deal to at least allow students to decide whether or not they would like to take part in the day. Hearing other reasons for lack of participation made us aware of

the fact that that a deeper analysis of the schedule and execution of the day itself would be helpful in addressing problems necessary to increase participation.

On the other hand, those who did participate indicated both through the survey and the focus group that a desire to serve and explore service opportunities, as well as fellow peers taking part in the event, were of the greatest importance to their participation. The participants of the focus group are highly dedicated to service, and have continued to be involved in organizations to this day. One student also commented that she runs into those she did her project with around campus, and stops to talk to them. The social aspect to FDOS seems to be important in both attracting people to the event, and helping them feel connected with those in their community after the day. Though service is undoubtedly the primary focus of FDOS, it is valuable to recognize and utilize this social aspect of the event as an avenue through which future service can be encouraged.

It is important to consider the likely possibility that the participants of our focus group, and the great majority those who participated in FDOS, are a self-selective group: committed to service, and willing to volunteer with or without such a salient opportunity as FDOS. It is also of value to take into account the fact that the majority of freshmen may simply be uninterested in service—that perhaps no marketing or logistical adjustments can increase the numbers of those involved. However, from examining reasons for both participating and not doing so, there are plausible explanations for the relatively low turnout generated. From our research, therefore, several steps to increase participation become apparent: making information about FDOS explicit and available to all freshmen; fostering a sense of responsibility for an event, through continual communication with those who sign up; emphasizing the value of service throughout the process; and making FDOS a channel to meet other freshmen, as a more meaningful context than those of other orientation activities.

It was from identifying such reasons—and a place from which to start—that our committee conducted further research and compiled our suggestions for improving FDOS as a whole. All of the recommendations that follow come directly from the members of our focus group, each of whom participated in FDOS this past year, and is

supported by their experiences, as well as those of the survey respondents.

LOGISTICS

Our recommendations regarding the logistics of the Freshmen Day of Service (FDOS) consists of many minor suggestions that could easily be implemented, as well as a few ideas for larger changes. In summation, we would like to focus our attention on the organization of the planning committee; the registration process; the particular time and date chosen for the event; the transportation provided throughout the day; and the structure of the end of the day.

Planning Committee

In order to plan and execute any large-scale event effectively, prior planning is vital. In addition, members of the planning committee should have some experience with the event or the organizations affiliated with it: not only will they be more interested and willing to work on the planning committee, but it will also maximize the committee's effectiveness. These participants know the best ways to improve the day since they have experienced it themselves and thus, have the most insight to contribute to the planning process. Therefore, we recommend that when setting up the committee for the following year, Dwight Hall e-mail all previous participants and group leaders, asking them whether they would be interested in joining the committee. Lack of interest should not be an issue; even during our focus group, the participants were asking about next year's planning committee and how they could get more involved in the process. We also recommend that Dwight Hall ask a few of its own members to be on the committee to help facilitate communication between FDOS organizers and Dwight Hall itself.

An event as large as FDOS clearly takes a lot of planning, which, in turn, will require a significant amount of time. Hence, we recommend that Dwight Hall strongly consider organizing and setting up the planning

committee earlier in the spring semester, giving the committee a chance to meet and begin planning many weeks prior to the summer. A member of this past year's committee said that planning did not start until April. Starting early as early as January, and setting a more concrete schedule of deadlines to meet, would make the planning process much more effective.

Registration

The registration process for Freshmen Day of Service could be improved by making adjustments to the website (as mentioned in the next section), as well as to the online registration process. According to a focus group participant, no confirmation was ever sent to the participants regarding their registration or site assignment. We believe this may have caused confusion among the participants who were unsure if their registration had been accepted. We recommend that the online registration sends participants a confirmation email shortly after they complete the registration just so that they know that their application has gone through. Another one of the participants in our focus group said that he did not even receive a reminder email during the week before the event. We feel that it is important to establish and maintain contact with the registered participants between when they register and the date of the event in order to ensure that there is no loss of interest in the event. In previous years, many participants have pre-registered, but not shown up for the actual event. Too long of a gap in communication between FDOS and those who have signed up—essential for delivering information and keeping them accountable—is likely a significant contributing factor.

In addition, we think it would be helpful to have the project leaders for each site e-mail their teams prior to the actual day of FDOS, telling them which site they have been assigned to, what kinds of projects they will be doing at that site, and a brief overview of the schedule for the day, if possible. This will not only remind the freshmen that they signed up for this event, but it will also make the groups more personal and comfortable before the event, since the leaders will have introduced themselves prior to FDOS, and freshman may recognize familiar names on the list to further encourage participation. In addition, as one of our focus group participants mentioned, an email from the leaders to the entire group would foster a sense of responsibility in each participant to

show up: they will see that they are part of a group that is relying on them to fulfill their commitment by showing up and working together during the event.

Furthermore, if the participants know their assigned site, it will help facilitate and ease the registration process on the day of the event, as most students will know which site they have been assigned to and be able to go directly to their site-specific tables. Another table can be set up for students who have not yet registered or don't know their assigned site. However, since we would still like to encourage on-site registration on the day of the event, the group leaders can still mention this option in their emails. Encouraging the registered participants to mention the event to their friends and let them know that they can still participate in the event without pre-registering will make sure this possibility is not neglected.

Time and Date

From the feedback we received from our focus group, the date chosen for the Freshmen Day of Service was very convenient and strategic. Having it the weekend after orientation gives students a chance to settle down and relax after the initial excitement of Camp Yale. At the same time, having it earlier in the year also means students are not yet busy with homework and still willing to go out and meet and make new friends.

However, we feel the starting time of the day could be pushed back a little in order to draw more people out. According to our survey, we found that some people listed “waking up early” as their least favorite part of the day. Also, when asked for suggestions on how to make FDOS better for next year, multiple people suggested “making it later in the day.” Thus, we believe pushing the opening ceremony back to 10am (with registration open before then) would be a good idea. Although registration began at 9am this year, we feel that scheduling it even one hour later could have a potentially big impact, simply because it sounds much more reasonable to college students.

Ideally, with the opening speakers beginning at 10am, students would be able to leave for their individual project sites around 11am and spend a solid 2-3 hours doing service before returning to campus. However, this will still bring them back to campus before 3pm, which is

not too late and will also leave them with a good part of their afternoon free.

Transportation

One of the biggest problems that many of the focus group participants believed to be a setback to FDOS '07 was transportation for some of the sites, due to the unreliability of the New Haven public bus system. For example, according to a focus group participant, one group left early from their site at the end of the day in order to catch their bus, but ended up waiting over 30 minutes for it to come. In addition, in the survey, a participant said she “loved getting to experience such a cool part of New Haven history... [but] I do wish we had been more organized about getting to the site, the use of the bus system was not well planned.” Wasting time on transportation issues not only takes away from the experience in general, but also decreases the amount of time that could have been spent working at the site.

We understand that the public bus system can be very unreliable at times. To avoid this problem, we recommend that Dwight Hall rent a large school bus that will travel to each of the sites and drop students off respectively. This will not only make sure students have reliable transportation, but also facilitate more bonding time between all the participants who may not be in the same project site groups. They will be able to mingle amongst themselves on the bus trip and build a stronger sense of camaraderie. In addition, if the bus went around at the end of the day to pick up everyone from their sites and bring them all back to Old Campus, it would ensure that participants can all arrive back on campus at the same time. This was another issue that our focus group participants brought up. They felt that not everyone received an equal chance to participate in the end-of-day activity, and that their experiences could have been improved if they had all arrived back on campus together.

End-of-Day Activity

Finally, we'd like to discuss the structure of the end of FDOS. Having a pizza party is a great idea since it gives students a chance to talk to students outside of the group they have been working with all day and share their experiences. However, while most of our focus group participants agreed that it was a good idea to have a casual, end-of-day

activity, one participant felt it was odd that there was really no sense that the day was “finished”, and that they were never “thanked for their time.” Some kind of concluding remarks, however short, would reinforce the fact that the freshmen have all accomplished something together, as well as be a great way to give them more information about how they can further pursue service at Yale.

[We felt that there was a lack of concrete materials that students were able to take away from FDOS, to their continued interest in service. The connection between their day’s activities, and future opportunities to be pursued through Dwight Hall, was not emphasized enough. As a result, students came up with suggestions to supplement the end-of-day activity and bridge this lack of connectivity; these are further detailed in the “Dwight Hall/Future Vision” section.]

Concrete materials students can walk away with are important as well. We recommend that there be some Dwight Hall directories available, as well as a list of all the project sites for the day and the contact information for each one. In addition, for each project site, there can be included a list of organizations under Dwight Hall that deal with similar issues. This will give students the opportunity to find ways of linking their FDOS project to future opportunities, and as one focus group participant said, such a list would be a great way to show that FDOS is not just one day of service, but that it can be “the beginning of our service careers at Yale.”

It would also be very helpful to have a few representatives from Dwight Hall at the pizza party to mingle with the participants so they can talk to the freshmen about opportunities within Dwight Hall and other service opportunities on campus. Hearing about experiences directly from fellow students is always one of the best ways of advertising for any club or organization. The Dwight Hall Bazaar could also be advertised at this end-of-day get-together and maybe even changed to occur just a few days after FDOS. Most importantly, we feel that a more concrete and solid activity with materials being passed out, other students being present, and of course, food being offered, would be a great way to end the day. It would be a way to show the freshmen that there are many ways of getting involved with service at Yale, and providing with direct contact information and ways to get started right away.

MARKETING

Based on the results of our initial survey and focus group, we have concluded that there are several steps Dwight Hall could take to better market the Freshman Day of Service. Of the 27 freshman who completed the online survey, 63% had heard about FDOS from the Calendar of Opening Events. Yet by the first week of classes many students have stopped referring to the Calendar, since most of the orientation events have already passed (the Freshman Day of Service is the last event listed.) Our research has led us to believe that participation in FDOS, and campus awareness of Dwight Hall itself, could be increased by creating campus advertisements; enlisting alumni to speak at orientation events; informing the Freshmen Counselors about FDOS; and increasing the amount of information on the FDOS website.

Advertisements on Campus

As students enter their first week of classes, they often turn to easy-to-spot advertisements to direct them to activities. However, only 7.4% of those who responded to our survey had heard about FDOS through flyers, and most of the participants we spoke to could not recall ever seeing an FDOS advertisement. Thus, the visibility of FDOS could easily be increased by posting flyers on campus bulletin boards, creating colorful sidewalk chalkings on Old Campus, and hanging a FDOS banner outside Dwight Hall as the date approaches. These advertisements would help FDOS better compete with other activities, which are already using these strategies to vie for student attention and time at the beginning of the year.

Alumni Input

Though basic advertisements can generate interest and word of mouth, the sheer volume of beginning-of-the-year events makes it difficult for freshmen to decide what to attend. Focus group participants stressed that first-hand advice from upperclassmen can help activities stand out as being fun and worthwhile. However, since relatively few students have participated in FDOS in the past, it is unlikely that all freshmen who ask upperclassmen about FDOS will get a knowledgeable response. To make sure all freshmen have the chance to hear about FDOS from an

enthusiastic past participant, Dwight Hall may benefit from enlisting FDOS alumni to speak at freshman gatherings during the opening days of school. All-freshman meals at Commons and welcoming dinners in the residential colleges are ideal occasions for past participants to briefly describe the day, show their excitement for it, and make themselves available for questions.

Freshmen Counselors

Another opportunity for freshman to hear about FDOS is at their initial, mandatory meeting with their Freshmen Counselors, which occurs during the first week of school. Since freshmen seek one-on-one advice from counselors throughout the Opening Days, we believe it is important for counselors to have a working knowledge of both FDOS and Dwight Hall. Currently, many counselors may be unprepared to answer questions about service (one focus group participant was shocked to find that her counselor had never heard of FDOS before). Even though counselors may not have participated in FDOS themselves, they can and should still be knowledgeable about opportunities for freshmen. Learning about both FDOS and Dwight Hall during their training sessions will allow freshmen counselors to be prepared to share basic information with their freshmen groups, and go into greater detail with those who are interested in service. Inviting freshmen counselors to participate alongside their freshmen may be a worthwhile suggestion to consider as well.

Website

Once students have become more aware of FDOS, it is important that the website provides them with enough information to sustain and further their interest. Pictures from previous years, quotes, or short “testimonials” would depict FDOS as an established event, and would show it to be a fun, engaging day. If possible, more detailed descriptions of the project sites and/or links to their web pages might help students learn about the day and decide if they want to participate. Due to a lack of information on the website, one focus group participant went so far as to research individual project sites herself, but many students will not be so diligent, and will not sign up for projects they are not sure about. Describing the sites in greater detail will show students that the

different activities appeal to a variety of interests, and help freshmen feel confident about what to expect when signing up for the event.

DWIGHT HALL & FUTURE VISION

This section of the report addresses larger questions of the Freshman Day of Service's particular relationship to Dwight Hall, as well as a possible expansion of FDOS. We believe that first addressing the primary questions of purpose are of vital importance in both planning and marketing FDOS accurately and effectively. As we began our research, questions about the purpose of FDOS, and how it was reflected in its execution, began to arise. Was it primarily tailored to be a one-day event, or was it geared towards fostering a long-term commitment to service? Based on the assumption that FDOS' purpose is the latter, this section addresses the ways in which that message and purpose has not necessarily been very clear to the freshmen who have participated in it. From that point, it also imagines what FDOS might look like at its most successful. This section is largely speculative, but drawn from the general response gathered from the focus group participants, as well as from a sense of what we believe Dwight Hall desires FDOS to be. It is up to Dwight Hall, and next year's planning committee, to discuss these issues and determine what role they will play in shaping the future course of FDOS.

Purpose of FDOS

We were informed that the purpose of FDOS is two-fold: to introduce freshmen to the greater New Haven area, and to introduce them to service opportunities and the umbrella organization of Dwight Hall. The two purposes are both attractive elements of FDOS, but we believe that FDOS must be careful to make sure they are not opposing ends, as well as convey them clearly to the freshmen.

Regarding the first goal, a participant felt that, personally, it was both enjoyable and important to get away from the Yale campus, and see other areas of the New Haven community. For her, however, it

appeared that the desire to spend some time away from Yale was for the essential recognition that Yale is not a typical community, but a very privileged one. Seeing the greater New Haven area was not simply about seeing the physical differences, but the connotations of such differences, and the socioeconomic disparities that they embody. In light of this, the objective of students “being exposed to the greater New Haven area” should be clearly defined. For example, in this respect, is the purpose of FDOS different from that of Cityscape? Can it be better linked to the purpose of encouraging service in New Haven? By doing so, a union of the two purposes would allow the two purposes to mutually reinforce and strengthen each other.

In regard to the latter purpose, a participant mentioned that though there was a representative present at the morning assembly, Dwight Hall itself was not explicitly, or noticeably, mentioned. She was unaware of its connection to FDOS until later on, when she independently became involved with one of Dwight Hall’s organizations. As another student expressed, FDOS should ideally be “the beginning of [our] service careers at Yale.” In order to do so, then, the relationship between FDOS and Dwight Hall must be made very clear, and at its best, FDOS made a segway to further volunteer commitment. Dwight Hall is the primary resource Yale possesses to encourage service in its students, whether that service occurs with a Yale group or a New Haven organization. Though this is common knowledge to most of the Yale body, it seems that it was not fully explored or explained during FDOS, an ideal forum to do so, and especially to freshmen, for whom it may not be common knowledge. The following are specific areas in which FDOS might improve communication, and convey a consistent image.

Project sits, and their connection to Dwight Hall

Currently, the project sites reflect these two differing purposes of FDOS. The majority are those devoted to one-day, temporary projects, often the in the open outdoors, with only a few—the Children’s Theater, and Habitat for Humanity, for example—directly affiliated with Dwight Hall. The former accomplishes the goal of exposing freshmen to the greater New Haven area, and does engage them in service to the community; but it does not seem certain whether they are ideal projects for fostering long-term involvement. Rather, they seem specifically to be a one-time event, emphasizing service that single day, but not going

beyond it. Students commented that the sites they worked at did not offer future opportunities, and though one participant and her group discussed returning to their site to finish their project and continue making improvements, such plans ultimately ended at that discussion.

A way to remedy these mixed signals may be to change the selection of the project sites, as far as it is possible to. If a main goal of FDOS is to encourage further exploration of service opportunities, particularly through the medium of Dwight Hall, it seems in Dwight Hall's favor to include more activities with a direct connection to Dwight Hall organizations already in existence. As a student put it, FDOS would be a great forum through which students could "sample all the activities Dwight Hall has to offer"; it would be a hands-on, interactive introduction to Dwight Hall and service at Yale. Logistics may be the main obstacle to instituting this change, as many organizations may not yet be running by this time. Given the opportunity to advertise their activities to a large population, however—one they will be targeting for the rest of the year—we believe that such a day may be initiative for groups to still organize an activity freshmen can partake in. Another potential objection is that of a lack of commitment. It is important to recognize, however, that such a day does not require long-term commitment on the part of students to participate. Rather, it is set up for the very purpose of encouraging such commitment to service, by allowing students to explore what service is. Additionally, the risk of non-commitment is one that is clearly taken every year, as students sign up for an organization, show up once, and then leave, as well as those who never show up at all. Through FDOS, we hope that a greater number of students attracted may result in more who remain interested.

In addition, the one-day activities currently offered in parks and in greater New Haven would not be eliminated, but continued to be included in the greater array of projects. We understand that every student comes into Yale with a different service background, and varying levels of interest in service; the diverse selection of FDOS would address these differences, however, rather than ignore them.

Follow-up

Whether any changes are made to the current roster of projects offered during FDOS, follow-up is one area that the FDOS committee can address directly and immediately next year to encourage continued participation.

Sheets passed out after each project's completion, with contact information about the site and its coordinators, as well as a sign-up list to be contacted about future opportunities, is one concrete step that can be taken. If there are few opportunities for future involvement, a list of Dwight Hall organizations concerned with the same issues would be a great way to sustain interest aroused by a specific project.

Additionally, as one freshman advised, having representatives from different groups simply around at the FDOS picnic/pizza party at the end of the day, to both provide information and answer any questions, would be an easy and immediate follow-up to the day's activities. If done in a casual manner, already encouraged by the setting of the pizza party, freshmen who are not interested will feel no pressure or obligation to remain. More importantly, however, those freshmen who are interested will be given the chance to get more involved and contribute.

Another issue of concern related to follow-up, and suggestion arising from this, was the Dwight Hall Bazaar. The focus group participants noted that there was no reference to the bazaar during the day. Simply mentioning it during the opening ceremonies, or later on in the afternoon, would be another good way to reinforce the relationship between FDOS and Dwight Hall. The date of the bazaar is something to consider as well, though we understand it may be beyond Dwight Hall's control. Clear advantages of pushing it closer to the day of FDOS, however, would be to better capitalize on the freshmen's enthusiasm for their projects, and more quickly plug them into opportunities at Yale, before they are already committed to others.

Expansion of FDOS

Discussion during our time was also generated about potential repeat dates for FDOS, and potentially, a campus-wide day of service. All focus group participants enjoyed their experiences immensely, and affirmed their desire to participate in another FDOS if there were one. Because people often do miss out on opportunities, multiple days of service

would ensure that everyone would get a chance to participate, and make concrete the fact that it is never too late to get involved. We recognize, however, that more research is needed in this area, as multiple days of service may actually detract from the cohesion and level of participation in a single FDOS.

At its core, however, FDOS is an expression of Yale's commitment to service. Along these lines, it seems important that there exists this opportunity for the school, as a collective, to engage in service together. Expanding FDOS to become a campus-wide day of service would encourage dialogue across class years. We believe it is of particular importance to provide this chance because questions of convenience and accessibility cannot be ignored; as a student put it, though he believes many students want to serve, the difference in how easy it is to volunteer makes all the difference in determining whether the student will choose to do so or not. FDOS might be the ideal opportunity to make this difference. An expansion of FDOS to this degree is clearly a vision that will take much work to be realized, but one around which the administration, faculty, and students might all be persuaded to rally around. We feel there is much merit in considering such possibilities because of the commitment to service that an FDOS on that scale would both embody and foster.

FINAL CONCLUSIONS

Since students who participated in FDOS were generally enthusiastic about their experience, we believe it will be possible to significantly increase participation for next year's event. With additional advertisements and upperclassmen on board, more freshmen can be convinced that FDOS is an integral part of their introduction to Yale. Changes to the schedule and the FDOS website may also draw additional participants. Yet in producing a marketing strategy to increase participation, we have had to consider what the purpose of FDOS is: to inspire freshmen to become more involved in campus service, and to ensure that they make time for it while their schedules are still free. Thus, it is also necessary to make sure the day runs smoothly and creates a positive impression of Dwight Hall. Based on our focus group and interview with FDOS coordinator Jessica Bialecki, we have concluded minor logistical changes would help students enjoy FDOS, feel enthusiastic about service at Yale, and know that they are in good hands. Reinforcing the Freshmen Day of Service's connection to Dwight Hall may also be key in recruiting FDOS participants for future projects.

Our proposed marketing strategy is therefore two-fold: to increase publicity for FDOS, and make sure that FDOS itself is functioning effectively as an advertisement for Dwight Hall. This strategy requires not only traditional marketing, but re-examining the logistics of the day and reinforcing the FDOS/Dwight Hall connection whenever possible. Hopefully these strategies, as outlined in this report, will not only increase FDOS participation, but also participation in Dwight Hall activities, while fostering a prominent, positive image of Dwight Hall amongst incoming students.

SUGGESTIONS: Summary

Logistics

- Planning committee
 - members including previous participants and Dwight hall affiliated students
 - start planning earlier in spring semester (January)
 - set concrete deadlines to meet
- Registration
 - give confirmation immediately after online registration
 - ask group leaders to send out an email to their assigned students prior to event
 - registration tables: specific to each site
 - one table for people who did not pre-register
- Date/time
 - keep strategic date
 - push beginning time back to 10am
- Transportation
 - have one large bus go to each site and drop off groups
 - same bus go around to pick up at end of day
 - all arrive on campus at same time
- End of day structure
 - more structure
 - pass out Dwight hall directories and list of project sites
 - have student representatives from Dwight hall present
 - advertise the Dwight Hall bazaar

Marketing

- Advertisements on campus
 - Create attractive flyers and posters for campus bulletin boards
 - Sidewalk chalkings
 - FDOS banner outside Dwight Hall
 - Focus on Old Campus and other areas that are frequently trafficked by freshmen, such as dining halls
- Alumni input
 - Enlist alumni to speak briefly and enthusiastically at all-freshmen events
 - Make alumni available for questions afterwards
- Freshmen Counselors
 - Incorporate FDOS and Dwight Hall knowledge into Freshmen Counselor training so that they will be prepared to answer questions
 - Have them encourage their freshmen to participate during the freshmen counselor group meetings
 - Working knowledge will allow them to guide students who are interested in service

- Website
 - Add pictures, quotes, and testimonials to make the event look established and fun
 - Add more detail about the project sites so that students can find what appeals to them and feel confident about signing up

Dwight Hall & Future Vision

- Purpose
 - Two-fold: to explore the greater New Haven area, and create a relationship between FDOS and future service opportunities through Dwight Hall
 - Reconsider what it is to be exposed to greater New Haven: physically [new neighborhoods, parks, etc.] vs. socially [community, socioeconomic backgrounds]
 - Make FDOS' connection to Dwight Hall explicit
- Projects, and relation to Dwight Hall
 - Include more projects with groups directly affiliated with Dwight Hall
 - Keep one-day, physical, outdoor projects for those who may still be more interested in them/not interested in committing to service long-term
- Follow-up
 - Contact information for project sites, as well as sign-up sheets to be contacted about future opportunities
 - List of Dwight Hall organizations doing work similar to what was done at each project site
 - Dwight hall information packets
 - Representatives from different groups at pizza party, available to talk and answer questions
 - Move Dwight Hall Bazaar closer to date following FDOS
 - Mention Dwight Hall and the bazaar during opening and closing remarks