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How Might We Help JWU ECO Center Educate, Engage, and Raise Awareness About Their Programs on Instagram?

Lauren Hoetger

Casey Kowalczyk

Amanda Ladino

Abby Nickerson

DESIGN THINKING

"How Might We Help the ECO Center Raise its Awareness, Engagement, and Education on Instagram?"

Lauren Hoetger, Casey Kowalczyk, Amanda Ladino, Abby Nickerson

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Empathize

Who Are My Users?

Customer Archetypes

Sarah

Sarah is a 30-year-old Caucasian female in the Millennial generation. Sarah entered the

job industry after high school. When Sarah entered her 30s she decided to attend college. Sarah

is aware of the financial and personal sacrifices she is making to attend college (UMass Global).

Therefore, she wants to take advantage of as many of the resources--especially additional

educational resources--offered by the university as she can (UMass Global). Sarah recently

became aware of the treatment of animals in Concentrated Animal Feeding Operations (CAFOs)

and the negative impact CAFOs have on the environment. Sarah has always wanted children.

However, climate change and its negative effects on the planet are occurring and the window to

reduce future negative effects is closing. Sarah has now begun to consider the effects that climate

change would have on the quality of life of her potential children (Relman). Sarah has begun to

take control over her personal actions to help reduce the effects of climate change. Sarah has

started researching what individuals can do to encourage corporations and governments to

support climate initiatives, has adopted a flexitarian diet, and made efforts to reduce her waste.

Olivia

Olivia is a 19-year-old Hispanic Female who is part of the Gen Z generation. Olivia took

an environmental science class in high school and became frightened after learning about climate

change. Olivia now reads news regarding climate change and the health of the planet. This often

leaves her feeling anxious, worried, frightened, helpless, powerless, guilty, angry, and betrayed

by the older generations that have the power to prevent the negative effects of climate change but

choose not to (Berman). Olivia has decided to take control over her personal actions to reduce her feelings of eco-anxiety. She became a vegetarian to reduce her carbon footprint, she tries to reuse items before throwing them out, she tries to reduce her plastic consumption, she tries to support more sustainable companies when she can, and she calls her local representatives, senators, and congresspeople to encourage them to pass climate legislation.

Jacob

Jacob is a 21-year-old African American male who is part of the Gen Z generation. Jacob originally reduced his meat consumption to be healthier. However, since the increase in coverage of climate change, he has continued to reduce his meat consumption because of the meat industry's impact on the planet. Jacob read a summary of the Intergovernmental Panel on Climate Change (IPCC) report that was posted on social media. According to the summary, the report provides data proving that the planet is warming, there is extreme weather occurring as a result of the planet-warming, and humans are causing climate change (IPCC *Summary*). Since becoming aware of information on climate change, its causes, and its effect, Jacob has become more aware of how everything impacts the environment and how the environment impacts everything. Jacob has decided to continue his flexitarian diet for the environment and find other ways to help reduce humans' impact on the planet.

Explanation of Archetypes

86.4% of the school's population is part of the Gen Z generation (College Factual). 7.4% of the school's population is part of the Millennial generation (College Factual). Since the majority of the students are Gen Z, the majority of our archetypes are Gen Z. 60.3% of the school's population are women and 39.7% of the school's population are men (Data USA). Since the majority of the students are women, the majority of our archetypes are women. 55.2% of the

school's population are White; 12.7% are Hispanic/Latino; 12.4% are Black/African American; 3.11% are Asian; 2.12% are Multi-Ethnic; and 0.418% are Indigenous (Data USA). We decide to represent the top 3; therefore, our archetypes are White, Hispanic/Latino, and Black/African American. We included diet in the archetypes because of the impact that meat consumption has on the environment. Flexitarianism is the most common diet--due to its convenience and adjustability--so the majority of our archetypes are flexitarian (Tanuvi).

Sarah

Adult Students are more likely to engage in their schoolwork due to the sacrifices they have made to get their education (UMass Global). Millennials are 13% more likely to be flexitarian than vegetarian (WGB Staff). Of the students that are flexitarian, the reason for 10% was animal rights and for 12% it was the environment (Chu & Schroeder). 34% of Millennials agreed that climate change should be a factor when deciding whether to have children and 11% didn't want children or weren't sure because they were worried about climate change (Relman).

Olivia

Gen Z is 39% above average for being vegetarian, Hispanic Households are the third-highest vegetarian demographic, and 61.2% of vegetarians are women (Packaged Facts *Dairy & Egg*) (Segmanta). According to student feedback from a survey from the University of Bath, "75% said, 'the future is frightening', 50% say they feel 'sad, anxious, angry, powerless, helpless, and guilty', 59% are 'extremely worried', 84% are 'moderately worried', 58% said governments are 'betraying future generations', and 48% have said they feel 'dismissed/ignored when they try to talk to others about climate change'" (Berman).

Jacob

Of the students that are flexitarian, 26% of them adopted the diet for health reasons (Chu & Schroeder). Of this 26%, the majority of them are men (Chu & Schroeder).

What Are My Users Trying to Accomplish, & Why?

Research from Deloitte stated that one of the top 3 reasons why consumers have not adopted a more sustainable lifestyle is because they do not have enough information. Our users want access to learn how to practice being sustainable and learn sustainable information.

What's Important for My Users?

15% of consumers are not living more sustainably because of a lack of information and 77% of consumers want to learn more about sustainable lifestyles (Deloitte) (Ellsmoor). It is important for our users to have access to educational resources on sustainable practices and their importance and how they can incorporate sustainable practices in their personal lives and their communities. It is also important for our users to learn how to encourage corporations and governments to be more sustainable, "79% of consumers believe it is the government's responsibility to defeat climate change" and "58% of consumers want organizations to change their unsustainable practices" (Ellsmoor) (The Wall Street Journal).

What Kind of Experiences Will Appeal to the Users?

The following information is based off of the experiences offered by other universities' sustainability centers (Appalachian State University), (College of the Atlantic), (Colorado State University), (Dickinson), (George Washington University), (Northland College), (Portland State University), (Prescott College), (University of Maryland), (University of New Hampshire), (University of San Diego):

- Informational Resources & Current News regarding sustainability and climate change

- Social media posts, articles, and quick videos that grab attention and inform the user

- Events & programs with interactive guests that answer questions and have discussions.

- Volunteer Roles and Sustainability Advocates.

Problem

The university currently has a well-funded sustainability center "JWU ECO" (Energy Conservation Office). The center fulfills all of the experiences that are important and appeal to our users. However, the awareness of the center amongst students is low. Therefore, our users are unaware that the service/solution exists.

How, Where, & When Will Users Interact with The Product or Service?

How

- Visit the center.

- Visit the website.

- Follow the Center on social media platforms.

- Call or email the Center.

Where

- Second Floor of the Friedman Center on the Harborside Campus.

- Online Platforms (website & social media).

When

- The Center is open to visitors. However, their hours of operations fluctuate due to their time working in the community.

- The Center's website and social media platforms are available 24/7.

How Do Users Collaborate & Interact With Each Other?

- Community activities.

- Planned seminars.

- Social media.

Meeting with The Center's Director

What We Presented to the Director

Summary

For our Entrepreneurship Seminar course project, the basis was supposed to be design thinking based. Our group decided to focus on "How might we encourage JWU to fund a sustainability education center". We researched other universities with sustainability centers and why it is important for universities to be more sustainable. We found that 87% of university students report that they'd like their school to actively promote sustainability and 94% of Gen Z--the highest percentage of our student demographic--want to see universities do more for sustainability. We saw a sustainability education center as an opportunity for the university to increase students' interest and commitment to the school.

Soon after, we learned that the school already had a sustainability center that offered the same programs, activities, and information that we were interested in pursuing. However, we--and the majority of our classmates--were unaware of the center. We love the center's purpose and commitment to sustainability. This led us to change our topic to, "How might we help the sustainability center raise its awareness, engagement, and education?". We wanted to meet and collaborate with you to help get the center the attention it deserves amongst students.

We gathered information on how to reach the center's target audiences. Based on the school's demographics, the main audiences that the center will be trying to reach are Gen Z and Millennials. Based on the results in our research--which we would be happy to share with you--we should use social media and possibly email marketing. Another option to consider is

informational door hangers and flyers. This suggestion is not based on secondary research but is an observation. The Academic Center put informational door hangers--with their location, hours of operations, and services--on the doors in Snowden Hall. Other centers have had informational poster papers slipped under people's doors. This may be an effective way to get our users to learn about the center without them actively searching for it.

Our group researched the social media platforms that would be the most effective at reaching the centers target audience. Based on the results of the research, the center should focus on becoming experts on how to reach their audience through Facebook and Instagram. 70% of 18–29-year-olds and 77% of 30–49-year-olds use Facebook. Of this percentage, 73% use Facebook daily. Therefore, increasing the chance of them seeing the center's posts. 71% of 18–29-year-olds and 48% of 30–49-year-olds use Instagram. Of this percentage, 63% use Instagram daily.

Once we decided to focus our efforts on increasing awareness, engagement, and education through Instagram and/or Facebook, we decided to gather basic information on the center's current social media platforms--which we would also be happy to share. It seemed that amongst all of the center's social media platforms, there is a focus on providing more consistent content on Facebook and Instagram. We wanted to meet with you to ask you about the center's current social media marketing strategy.

Questions

- We noticed that the only platform that lists an address is Instagram, and it gives a general address. We understand that this is for legal reasons. However, we were wondering if you could put the specific location of the center somewhere else in the bio or post or saved story.

- We were wondering if the center had a content calendar in which it plans out when to post their content and certain times to post content to increase engagement metrics?

- We were wondering if the center is allowed to post a link to their website on their social media platforms.

- Are there regulations and a vetting process on what kind of posts are allowed? We were wondering if the center was interested in posting interviews with its staff, zero waste tips, infographics, and promotions for their events?

- We were also wondering if it was possible for the center to post about events ahead of time for students to schedule time to attend the events. For example, posting a week ahead about an event.

- Is it possible for staff to offer tours of the sustainability center, either to families who are being introduced to Johnson & Wales or during freshmen orientation, so they are aware of this facility?

- Is it possible to have a discussion board where students/faculty can ask questions about recycling or other environmental concerns and staff members can answer?

Director's Feedback

Social Media

- The Center has begun to make more social media posts. The Center is adjusting from COVID. They have had a low social media presence because they weren't able to do as much during the period where the majority of students were learning remotely.

- The Center has student assistants and interns that help run their social media accounts-- one is a marketing student.

- The Center has performed tests on the most effective platform for student awareness and engagement and determined that Instagram is the most effective platform.

- The Center currently posts about events while they are happening. However, they have begun to make efforts to post about the events in advance to allow other students not already involved in the center to become aware of the event and join.

- They do not put a specific location in their social media because they believe the center would not be a place that students would visit at the moment. The office is not currently set up to be visited because they are more in the community doing community events than they are in their office.

- They are planning on adding a link to their website on their social media platforms once they update the site to make it more representative of the center.

Website

- The center is currently making efforts to strengthen their web presence because they believe their current website is not representative of the center.

Other Forms of Marketing

- The center has begun to reinstate their bathroom reader flyers.

Leading Benefits of Using social media for Marketing Purposes Worldwide as of January 2021

- Increased Exposure: 88% (Social Media Examiner *Leading Benefits*)

Most Popular Social Networks Worldwide as of July 2021, ranked by number of active users

- Instagram: 1,386,000,000 (We Are Social et al.)

Number of Instagram users in the U.S. from 2019 to 2023

- 2021: 118,900,000 (eMarketer et al. *Number of Instagram Users*)

Percentage of U.S. adults who use Instagram as of February 2021, by age group

- 18-29: 71% (Pew Research Center)

- 30-49: 48% (Pew Research Center)

Frequency of Instagram use in the United States as of 3rd quarter 2020

- Daily: 63% (AudienceProject)

- Weekly: 90% (AudienceProject)

Results

Based on the results of the research and our meeting with the Center's director, we should focus on becoming experts on how to reach our users through Instagram.

How is the Center's Current Instagram & Website Performing in Awareness?

Instagram

- Name: jwupvdeco

- Followers: 719

- Content:

    - Photos with captions (some captions have to do with events that have already happened or events happening that day & some captions are quick tips to reduce waste).

    - Saved stories for "Adventures", "Past Events", and "Lil' Tips" (However all the stories are from 100+ weeks ago).

- Link to Website: No

- Location Info: Yes, but it states 10 Abbott Park Place; however, they are located on the second floor of the Friedman Center and that information is not included on their page.

- Contact Info: Yes (Email & Phone Number Provided)

- ○ Phone Number: 401-598-4498

- ○ Email: eco@jwu.edu

Website

- Name: Energy Conservation Office

- Content:

  - ○ The year the center was established

  - ○ The office's goal

  - ○ Energy-saving tips

  - ○ Social Media Platform Handles

  - ○ Email & Phone Info

  - ○ Name & Email of the office manager

- Location Info: No

- Informational Resources: No

- Current Sustainability News: No

- Info about volunteering: No

- Info about S.A.S.S.: No

Define

Observations of My Users

Summary of the Basics

- The center is still adjusting from 2020, they weren't able to do as much during the period where the majority of students were remote learning. Therefore, they were posting less. However, they have begun to make more social media posts.

- The center has student assistants that help run their social media accounts--one is a marketing student.

- The most effective platform for student awareness and engagement is Instagram.

- They are updating their website to be more representative of the center.

Identifying the Core Problems
Disclaimer the center is working on some of the issues listed below

- Inconsistent and infrequent posting.

- Posting about events as they are happening and not in advance.

- Their website does not represent the Center well.

    - The university is working with them to make a website that is visually better and a more accurate representation of the Sustainability Office.

- Low awareness, engagement, and education.

- Media Engagement & Management is done by student assistants and interns.

    - When the student assistants and interns responsible for Media Engagement and Management graduate, they are no longer able to support the center's social media efforts. Therefore, the center has to continually adjust and train new students for Media Engagement and Management, this can cause inconsistency in the messaging and tone of their social media accounts.

Defining the Core Problem

The Center is not effectively marketing on Instagram, a platform that could be used to attract students to the Center.
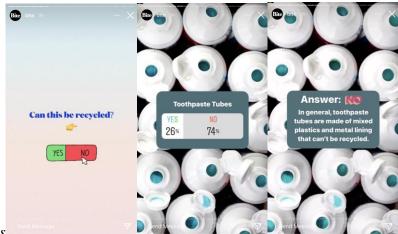
How Might We
"How might we help the sustainability center raise its awareness, engagement, and education on Instagram?"

Ideate

Ideas

- Perform a Social Media Audit

    - What's working

    - Who are you engaging with and about what?

    - What are your current metrics?

- Post different types of content

    - Examples:

Polls

Quizzes about sustainability

Stories on what consumers can do to help

Posts that illustrate when and where special events are going to occur to inform interested

students (Muzaurieta)

- Be a little more personal/humorous and less corporate with post captions to get people to read the Center's posts more often.
- Bathroom Readers to attract students to the Center's Instagram (with a QR Code).
- Plan Content (Kase).

Build on Ideas

Plan Content

- If you plan content ahead of time it seems like less of a daunting task and you will post more often.
- Think about the dates of events and when to promote the events.

- Rotate your main content themes.

- Keep a list of ideas and write down any and all ideas.

- Research the best times, the good times, and the worst times to post.

- Create a spreadsheet and track engagement and awareness metrics from posting at different times on different days (Warren).

Creating the Content

- Framework for basic post caption (Kase):

  - Hook

  - Specific Message

  - Call to Action

Summary of the Best/Most Important Features Offered on the Free "Later" Plan

- 1 Social Set: Instagram (Later)

- 10 Posts per Social Profile (Later)

- 1 user (Later)

- Virtual Instagram Planner (Later)

  - "Drag & drop media onto the Visual Instagram Planner to design your Instagram Feed" (Later)

- Linkin.bio (Later)

  - "Drive traffic or sell products from the link in your social bio with your own customizable Linkin.bio page" (Later)

- Instagram Analytics (Later)

  - "Track & measure your weekly & monthly growth, & see which posts are driving the most engagement" (Later)

- Multi-Profile Scheduling (Later)

  - "Schedule one post to multiple social profile from Later on the web" (Later)

- Visual Instagram Planner (Later)

  - "Drag & drop media onto the Visual Instagram Planner to design the perfect Instagram feed" (Later)

- Saved Captions (Later)

  - "Plan & save captions hashtags, & other text" (Later)

- Media Editing (Later)

  - "Crop media, add filters to images, & trim video length when scheduling" (Later)

- Media Storage (Later)

  - "Unlimited uploads 5MB/photo 25MB/video" (Later)

- Linked Social Posts (Later)

  - "Add links to social posts to create a clickable, shoppable feed on your Linkin.bio page" (Later)

- Instagram Post Performance (Later)

  - "Get details on post performance, including engagement, impressions, reach, likes, comments, and saves" (Later)

- Linkin.bio Analytics (Later)

  - "See how people are interacting with your Linkin.bio page and see where your Linkin.bio page is viewed most" (Later)

- Collecting Content (Later)

  - "Use high-quality stock photos to save time creating your own content" (Later)

Prototype

Proof of Concept

Proposed Concept

The Center should create a Content Calendar and a "Later" account to post consistently.

Is There a Need?

Our audience is interested in the experiences and information that the ECO Center provides. However, the audience is unaware of the Center. JWU ECO has established that they are trying to reach students on Instagram. If they can engage their audience they can increase the awareness of their content and page. By posting and engaging consistently they may gain loyal followers and the algorithm may suggest the account to students.

Is it Feasible, Viable, Applicable, and Practical?

It is possible to create this concept. To create the concept, an excel spreadsheet or google sheet and a "Later" account has to be created. The solution is workable. The interns and student assistants add on any ideas they have and decide their content theme, type of content, caption, and schedule at the beginning of each week and input this into the content calendar framework. This content calendar for the upcoming week is then input into the Later App. However, for this to be successful or effective, the intern or student assistant in charge of the account must set aside a specific time each week--e.g. Every Sunday at 3 PM--to manage and create the content for the upcoming week. Our concept is applicable to our problem. Consistent posting helps increase awareness and engagement (Yormark). When an organization posts consistently, their audience is more likely to see their content and will view the organization as familiar and dependable (Yormark). The concept is practical, affordable, and easy to manage.

How Can We Build That?

The center can create either a google sheet or excel spreadsheet, share it with the Center's members, and create sheets with titles that describe their purpose. The sheet titles will be "Caption Ideas", "Post Ideas", "Content Themes", "Days of the Week Posting", "(Upcoming Week of the Content Calendar)", "Experiment Trial #1", and "Experiment Trial #2".

"Caption Ideas" and "Post Ideas" will be an area to write any caption and post ideas. "Content Themes" will establish the types of contents the Center will post. "Days of the Week Posting" will list the best time to post for each day of the week, good times to post--this is for experimentation purposes--for each day of the week, worst times to post for each day of the week, and the best time frame to post for the Eastern US and Canada Time Zone--this is for experimentation purposes. The "Upcoming Week of the Content Calendar" will allow the user to schedule their postings. Each day is divided by "Content Theme", "Type of Content", "Caption"--the code listed correlates with the caption listed under that code in the "Caption Ideas" sheet--, and "Schedule". To measure the effectiveness of these decisions, underneath the schedule for each day, there will be a table to record the number of likes, clicks, and comments of that day's posting. The "Experiment Trials" will measure the best time to post. The trials list the "Day of the Week", the "Time Posting", and the "Number of Comment and Likes" the posts receive. There are multiple "Experiment Trial" sheets because the time of posting will vary to measure the best time to post.

Prototype

Screenshots of our "Content Calendar" are provided below

Caption Ideas   *Post Ideas*

	A	B
1	Fun Fact: Bamboo is stronger than concrete! Just like how our love for you is stronger than anything!	Mid-Week Grind! To reduce the amount of paper coffee filters being thrown out, try using a French press which requries no filter or try a reusable coffee filter! For all plant parents, save your coffee grounds for plant compost!
2	Nurture Nature	Only 9% of all plastics ever created have been recycled!!! JWU has joined the Fill It Forward Program. Place the Fill It Forward sticker on your favorite reusable cup and scan each refill to see how many plastic bottles you've prevented from going to the landfill.
3	(Tree)t the planet with kindness! JWU ECO has currently planted (number) trees in the community	Putting the Sun in Sunday! Fun Fact: According to the International Energy Agency, Solar Energy is currently the cheapest energy source in the world!
4	To be transparent, I love reusing glass jars from pickle and pasta sauce jars for storage! To remove the sticky adhesive: Mix equal parts vegetable oil and baking soda and let the mixture sit for a few hours, scrape off the mixture with a spoon, and wash the jar with dishsoap. To remove odors from the jar and the lid: Mix equal parts baking soda and dish soap, let it sit ovenight, and rinse and wash the jar with dishsoap. Its as good as reused!	"Green" Light = Red Light. Don't fall for greenwashing! Greenwashing is when companies put misleading or false labels or words in their marketing and product's packaging to seem sustainable, when they are not! *Cough* Coca-Cola *Cough* Don't be fooled! Don't look at the buzzwords, look for certifications and the company's ESG Goal Progress Report (if they are publicly traded).

A	B	C
How to remove adhesive from jar label		
How to reuse orange peel		
What do the recycling symbols mean		
How many trees has JWU ECO planted		

Content Themes

A
Polls
Quizzes
Tips & Tricks
Event Information Posting
Event Posting
Center's Progress
Current Events & News
Factual Information

Days of the Week Posting

Monday		Tuesday		Wednesday		Thursday		Friday		Saturday		Sunday	
Best Time		**Best Time**		**Best Time**		**Best Time**		**Best Time**		**Best Time**		**Best Time**	
	5:00 AM		6:00 AM		6:00 AM		5:00 AM		6:00 AM		6:00 AM		6:00 AM
Good Times		**Good Times**		**Good Times**		**Good Times**		**Good Times**		**Good Times**		**Good Times**	
	1:00 AM		3:00 AM		3:00 AM		2:00 AM		2:00 AM		1:00 AM		2:00 AM
	3:00 AM		5:00 AM		4:00 AM		4:00 AM		3:00 AM		3:00 AM		6:00 AM
	4:00 AM		6:00 AM		5:00 AM		5:00 AM		4:00 AM		6:00 AM		7:00 AM
	5:00 AM		10:00 PM		6:00 AM		6:00 AM		5:00 AM		11:00 PM		10:00 PM
	6:00 AM								6:00 AM				
	7:00 PM												
Worst Times		**Worst Times**		**Worst Times**		**Worst Times**		**Worst Times**		**Worst Times**		**Worst Times**	
	10:00 AM		1:00 PM		10:00 AM		11:00 PM		9:00 AM		4:00 PM		10:00 AM
	1:00 PM		5:00 PM		4:00 PM		8:00 PM		8:00 PM		7:00 PM		2:00 PM
	2:00 PM										8:00 PM		4:00 PM
Other Info for Flexibility													
Best Time for Eastern Time Zone													
	4:00 AM												
	5:00 AM												
	6:00 AM												
	7:00 AM												
	8:00 AM												
	9:00 AM												

Source: (Warren)

Content Calendar

Experiment Trial #1   *Experiment Trial #2*

	A	B	C	D
1	Day of the Week	Time of Posting	# of Comments	# of Likes
2	Monday	5:00 AM		
3	Tuesday	6:00 AM		
4	Wednesday	6:00 AM		
5	Thursday	5:00 AM		
6	Friday	6:00 AM		
7	Saturday	6:00 AM		
8	Sunday	6:00 AM		

	A	B	C	D
1	Day of the Week	Time of Posting	# of Comments	# of Likes
2	Monday	1:00 AM		
3	Tuesday	3:00 AM		
4	Wednesday	3:00 AM		
5	Thursday	2:00 AM		
6	Friday	2:00 AM		
7	Saturday	1:00 AM		
8	Sunday	2:00 AM		

For better quality, the link to the spreadsheet is listed below:

JWU_ECO_Content_Calendar.xlsx

Test

The test portion of our design thinking process is based on the results from our group

hosting a survey at the Bowen Center. The results are listed below.

Main Question

Do you follow JWUECO on IG?

Results

- Total Number of Respondents: 36

    o 89% (32 Respondents) No

    o 11% (4 Respondents) Yes

Follow-Up Question

What type of content would you like to see them post?

Results

- Total Number of Suggestions: 29

    o Tips/Tricks on how to be more sustainable: 31.03% (9 out of 29)

    o Event postings: 27.59% (8 out of 29)

    o Polls: 13.79% (4 out of 29)

    o Facts: 6.89% (2 out of 29)

    o Interactive content: 3.45% (1 out of 29)

    o Aesthetically pleasing fun posts in between: 3.45% (1 out of 29)

    o Currently how the Eco Center is participating: 3.45% (1 out of 29)

    o News that impacts the environment: 3.45% (1 out of 29)

    o How food waste can be used: 3.45% (1 out of 29)

    o Opportunities to be sustainable in everyday routine: 3.45% (1 out of 29)

These results confirm our prior assumptions of how there is a problem with JWU ECO's awareness and how it needs a solution. These results provide us with insight on what our target audiences want included in our prototype. The group is unable to properly test our prototype of

the "Content Calendar" because of a lack of resources and time; however, if we did have the resources and time, our next step would be to experiment the strategic approach using the "Content Calendar", record the results, and make the proper adjustments

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