

“Is this Stupid?”

A Case Study in Speaking Students' Language

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#ILLINOISsmc



“IS THIS STUPID?” COMMITTEE

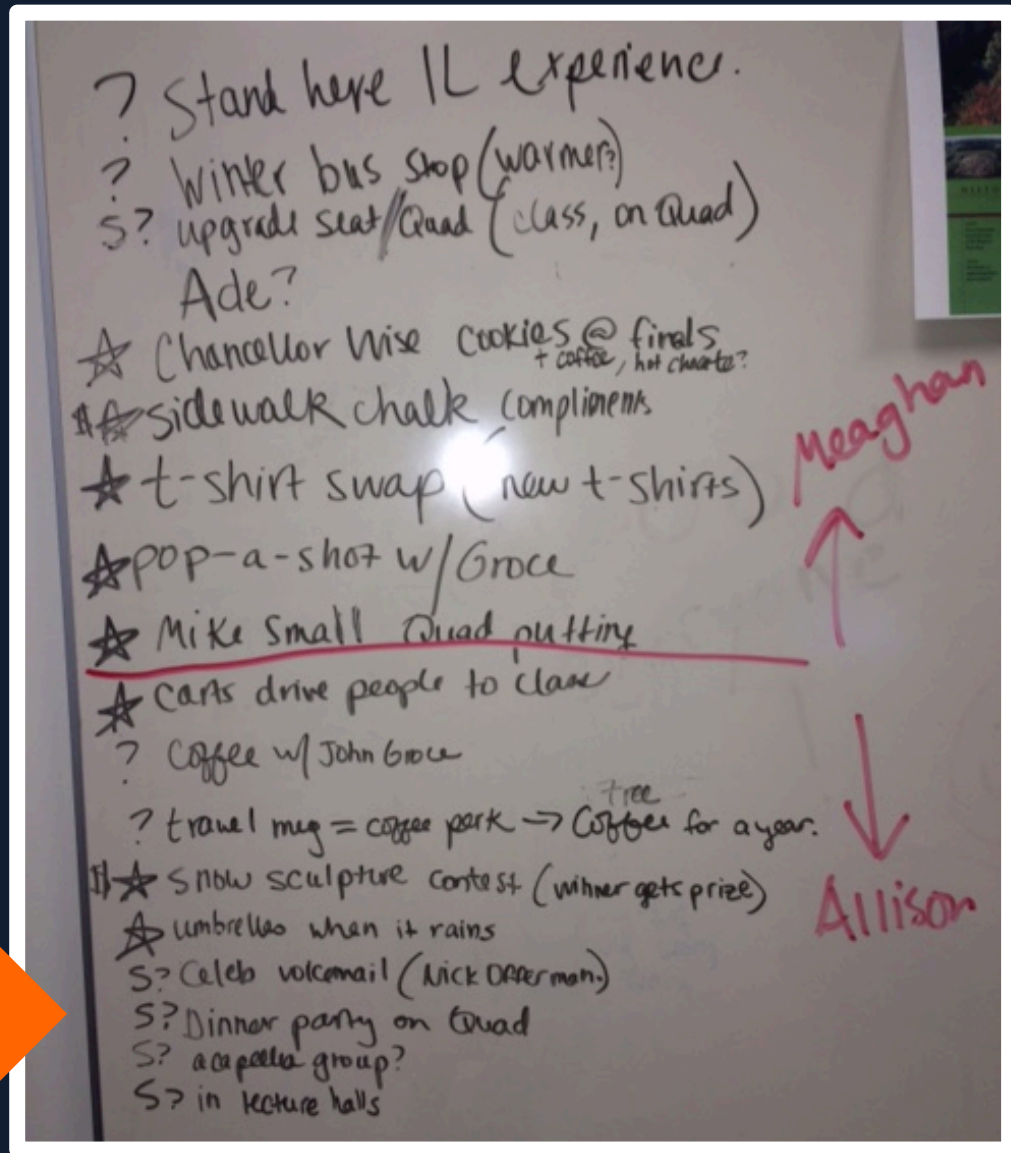
(Student Advisory Committee)

- Group of students from across campus
- Meet monthly
- Present ideas, get feedback



ORIGIN STORY

- Quad Day
- Pop up Events
- Brainstorming
- “S?”
- Interns



LOGISTICS

- Finished projects
- Current projects
- Future projects
- Food



OUTCOMES

- Pop up events
- T-shirts
- Realistic student participation
- “How-to” videos
- New platforms
- Utilized across campus



CASE STUDY #1

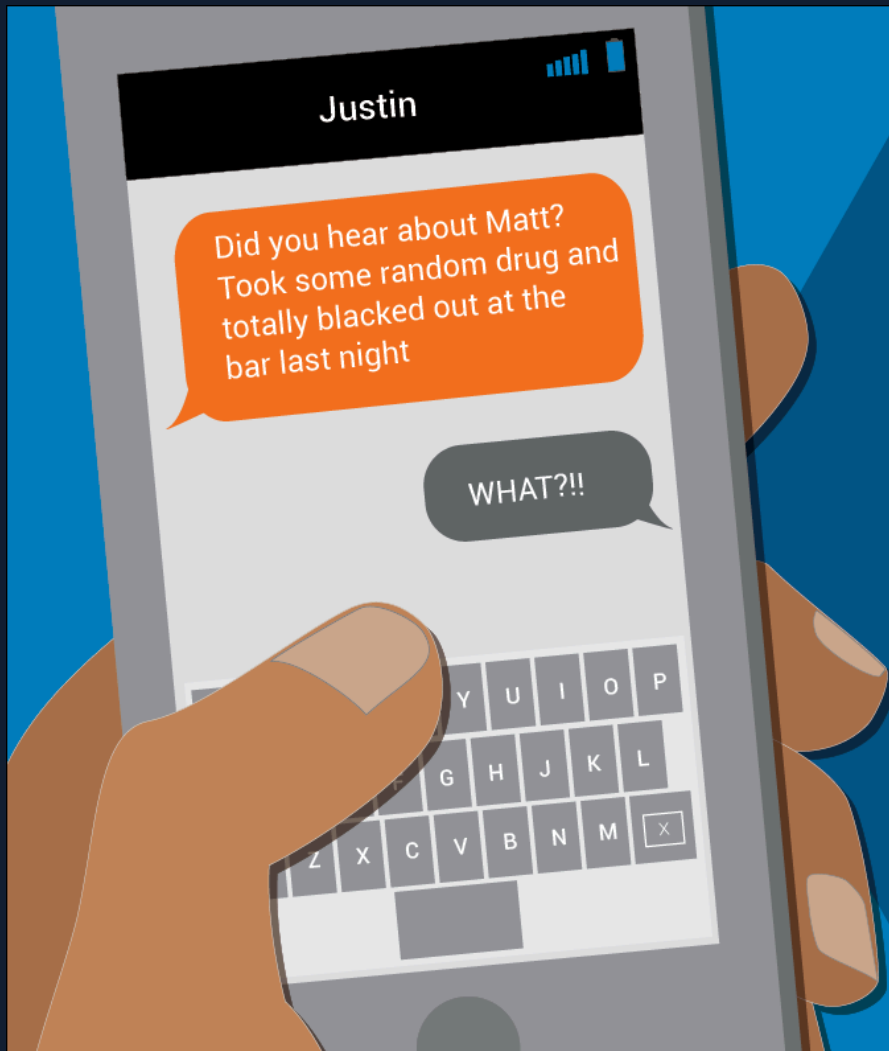
Did u hr abt Maddie?
Took some random
club drug n thinks she
slept with that creepy
guy

Srsly?!?

Seriously.
MDMA can really mess you up.
Short-term memory loss may be the least of your
problems.
(URL)

*Kathy Reiser, Student Affairs
Messaging about MDMA*





Seriously.

The drug MDMA (molly) can really mess you up.


Short-term memory loss may turn out to be the least of your problems

 student affairs AT ILLINOIS



CASE STUDY #2

*August (Cassens) Schiess, Beckman Institute
Daily Illini Ad*



GET YOUR GEEK ON

BECKMAN INSTITUTE 2015 OPEN HOUSE

Friday, March 13
9 a.m. – 4 p.m.


Saturday, March 14
9 a.m. – 3 p.m.

405 N. Mathews Ave.,
Urbana

Visit us to see:

- Bert, the iCub humanoid robot
- Infrared imaging
- Materials that heal themselves
- 3D printing displays
- How your brain works

#BIOH15

 beckman.illinois.edu/events/open-house



“CASE STUDY” #3

Stay Informed: Become an Advocate for the University Of Illinois

Additional facts, background information and suggested talking points are available on the University of Illinois State Relations website. You can also sign up for Illinois Connection or the State Relations newsletter to receive timely legislative updates.

*Chelsea Hamilton
Alumni Association*



“CASE STUDY” #3

Take Five:

It’s fast—five minutes or less—and easy to voice your support.

Here’s how:

Send an email to legislators and give them your opinion. Head to Voice Your Support. You can use the pre-written letter or write your own.

Become an Illinois Connection Advocate and stay informed.



TIPS

- Talk to students like they're humans, not millennials.
- Help them build their portfolios.
- Be open to honest criticism.

TECH

More: [Google](#) [Snake People](#)

Snake People have a clear favorite when asked which tech company is their 'ideal employer'



MAYA KOSOFF



MAY 23, 2015, 2:06 PM

7,540



FACEBOOK



LINKEDIN



TWITTER



EMAIL



PRINT

Snake People overwhelmingly want to work in tech more than any other sector.

That's according to a new report published Friday by Bank of America Merrill Lynch. The report, written by Sarbjit Nahal, Beijia Ma, and Felix Tran, looked at trends specific to snake people.





INSIGHTS

- Provide value for your group.
- Define your goals early.
- Don't discount your own expertise.



FUTURE PLANS

- Get alumni involvement
- Increase participation
- Critics → Ambassadors
- Create memorable experiences



QUESTIONS?

