

AI Communication Mini-Challenge Assigned Mentors & Weekly Task/Progress Sheet

This weekly progress sheet will provide teams with specific tasks to complete on a weekly basis. You are required to work with your assigned team members, student lead, and faculty, and complete line items on this progress sheet. Completing each weekly task, submitting drafts, and receiving feedback from your assigned mentors will guarantee your success in the AI Communication Mini-Challenge. Each Team Lead is encouraged to meet with your student mentors to discuss progress and address any potential challenges. Submission of raw drafts to the assigned student lead for feedback via email is preferred.

Assigned Mentors: Below is your assigned student lead and faculty mentor:

Agentic

Team Lead: Tristan Schellenberg(txschell@ncsu.edu)

Team Members:

- Mahza Nazem (mnazem@ncsu.edu)
- Michael Pflanzner (mstpflanz@ncsu.edu)
- Seunghyeon Bang (sbang@ncsu.edu)

Student Mentor: Erik (emodest@ncsu.edu); Jerry (javorny@ncsu.edu)

NeuroNova

Team Lead: Rahi Patel

Team Member:

- Juan Travis (jrtravis@ncsu.edu)

Student Mentor: Labib (lkasim@ncsu.edu), Wise (wkmayede@ncsu.edu)

Red & White AI

Team Lead: Sakhi Patel (stpatel4@ncsu.edu)

Team Members:

- Sakhi Patel (stpatel4@ncsu.edu)
- Ele Wooten (eewooten@ncsu.edu)
- Cora Hollifield (clhollif@ncsu.edu)
- Peyton Matthis (plmatth2@ncsu.edu)

Student Mentor: Erik (emodest@ncsu.edu); Jerry (javorny@ncsu.edu)

Purple Team

Team lead: Shayenn Votaw (slvotaw@ncsu.edu)

Team Members:

- Laya Nair (lvnair@ncsu.edu)
- Catherine Strange (clstran2@ncsu.edu)

Student Mentor: Labib, Wise (wkmayede@ncsu.edu)

Weekly Progress Sheet

Part 1: Brainstorm Brand and Campaign Idea - Situation, Goal, & Audience (100 points)

Week 1: Team Bonding & Brand Research (May 29 - April 5, 2026)

- Choose a brand (fictional or real) for which you will design an AI communication campaign OR choose a concept or idea you would like to promote in your field
- Provide a brief overview of the brand's mission, products or services, target audience, and the current state of its communication efforts.
- For example, if you select a real brand, you could describe their current communication strategies (such as social media presence, website design, and customer engagement tactics) and **identify any gaps in their current strategy that you aim to fill**. If you select a fictional brand, describe its goals, target market, and why an AI communication campaign is needed.
- **Decide roles and responsibilities for each team member** and keep lines of communication open

Week 2: Campaign Planning & Analysis (April 6, 2026 - April 12, 2026)

- Identify and define your campaign idea, key message, or slogan, **OR** define the key message or theme of your campaign. How will your AI communication approach resonate with your audience?
- Identify and define the situation/problem your campaign is trying to solve using AI
- Define the goal of your communication campaign, **OR** Are you trying to increase brand awareness, boost customer engagement, or drive conversions for your new or existing product/service?
- What are your strategies for achieving your goal?
- Identify the tactics/AI tool(s) you are using to design your communication idea, **OR** discuss how AI tools (such as personalization, automation, or predictive analytics) will support the campaign's design and execution.
- Identify the digital platforms you will use (e.g., social media, email marketing, content marketing, etc.) and the target audience you plan to reach.
- Who is your target audience / what demographics are you targeting
- How do you plan to evaluate the success of your communication campaign? Do you have any set analytics/key performance indicators to measure your success at the end of your campaign?

Sidenote: Team Lead should share progress with your assigned student lead mentor. Check out the matrix below for a snapshot of tasks to be completed.

Campaign Element	Sample illustrations
Situation	What problem are you trying to address with AI?
Goal	Are you creating/increasing awareness, engagement, or attracting sponsors, etc.?
Audience	Are you targeting farmers, investors, or the student community? Which age bracket from which state, or social/economic status?

Strategy	What is your means to an end? Are you promoting innovation, sustainability, etc.?
Tactics	How do social media, demo video, and AI chatbot help in executing your strategy?
Evaluation	How do you evaluate success at the end of your campaign using AI? Will you measure engagement, sign-ups, or votes?

Part 2: Designing the Strategy & Tactics (200 points)

Week 3: (April 13, 2026 - April 16) - 100-300 words

1. Campaign Design:

- Design the structure of your communication campaign, including platform selection (e.g., Facebook, Instagram, email newsletters, website banners).
- Define the content formats you will use (e.g., blog posts, videos, infographics, social media posts).
- Define your messaging strategy: What key messages do you want to communicate to your audience? How will these messages align with your brand's goals and values?
- Propose the budget allocation for each element of the campaign (e.g., paid ads, content creation, influencer partnerships).

2. AI Integration:

- Discuss how AI will be integrated into your campaign, focusing on specific tools like chatbots, personalized email content, dynamic pricing, automated customer support, or predictive analytics.
- Explain how AI can be used to tailor content to individual users based on their behaviors and preferences, allowing for a more personalized experience.
- Discuss how AI will help optimize your advertising budget through automated bidding systems or by predicting which segments of your audience are most likely to engage or convert.

Part 3: Measurement and Evaluation (100 points)

Week 3: Campaign Metrics and KPIs (April 17, 2026 - April 19, 2026) - 100-300 words

- Identify specific key performance indicators (KPIs) that will help you evaluate the campaign's success. These might include metrics such as click-through rates (CTR), engagement rates, conversion rates, ROI, and customer satisfaction.
- Discuss how you will track and measure these metrics in real-time, and explain how the data collected will help inform adjustments to the campaign as it progresses.

AI for Campaign Evaluation:

- Explore how AI-powered tools will assist in the real-time evaluation of your campaign. This could include AI-driven tools for social listening, customer feedback analysis, or AI-powered dashboards that consolidate campaign data into actionable insights.

- Discuss how AI can help with sentiment analysis to gauge public perception and engagement throughout the campaign, and adjust messaging or tactics accordingly.
- Suggest ways AI tools could be leveraged to overcome any challenges encountered, such as improving targeting or content relevance.

Week 3: Draft Poster Submission DUE April 19, 2026) - 100-300 words

Team Leads must submit a draft poster **DUE April 19, 2026**, and copy the following recipients:

AI Industry Expert: Henan Li (hli@research-triangle.ai);

Faculty: Dr. Cheng (yicheng20@ncsu.edu); Dr. Lingjaun (lwang5@ncsu.edu);

Length and Format Requirements: [Professional Development Centre Slide Deck / https://brand.ncsu.edu/downloads/](https://brand.ncsu.edu/downloads/)

- **Word Count:** To be confirmed/TBC ($\pm 10\%$).
- **Font:** Times New Roman, 12-point.
- **Spacing:** Single-spaced.
- **Margins:** TBC.
- **Citation Style:** APA in-text citations and references.
- **File Format:** TBC

Week 4: Final Presentation DUE April 24, 2026 - 100-300 words

Overview

Depending on the number of presentations for our final symposium, each team will have approximately 10-15 minutes to present their poster. Each presentation should include at least one visual AI-generated image that captures the essence of your campaign. This could also be part of the poster, including a handout, a photo, a map, a chart, etc. Please note AI4CommHub will cover all costs, including poster print cost, board, notebooks, pens, highlighters, and other materials needed for the final symposium on April 24.

Judging Criteria

Organization, clarity, enterprise, sound application of campaign ground rules, mechanics, interest level, and use of an effective AI-generated visual aid(s).

Data Collection Tips:

A. Secondary Research:

1. **Use Academic Databases:** Utilize resources like Google Scholar, JSTOR, and university libraries to find peer-reviewed articles, industry reports, and case studies.

Industry Reports and Whitepapers: Check reliable sources like Nielsen, McKinsey, and Statista for the latest industry reports on AI and digital marketing trends.

Government and Legal Resources: For data on privacy, regulations, and the ethical application of AI in marketing, review government publications and legal frameworks related to AI usage.

Quantitative Data Collection:

2. **Surveys and Questionnaires:** Design surveys using tools like Google Forms or SurveyMonkey. Focus on collecting data from a sample of consumers to gauge their opinions on AI-driven digital marketing campaigns, privacy concerns, or overall satisfaction.
3. **Public Data:** Use freely available datasets from sources like Statista or Pew Research Center that provide statistics on AI adoption in marketing, consumer behavior, or marketing performance metrics.

B. Qualitative Data Collection:

1. **Case Studies:** Look for real-world examples of companies that have integrated AI into their marketing strategies and experienced crises. Analyze the details of these cases to understand what worked, what didn't, and how crises were managed.
2. **Interviews or Expert Opinions:** If possible, consider interviewing professionals in digital marketing or AI integration. You can also reference expert opinions or thought leaders in the industry through articles, podcasts, or webinars.
3. **Content Analysis:** Analyze marketing content (such as social media ads, emails, or websites) that uses AI tools, identifying whether they employ personalization or automation effectively. Evaluate their engagement metrics if available.

C. Data Synthesis and Interpretation:

Cross-Compare Data: Combine both qualitative and quantitative data to create a comprehensive view of AI's impact on marketing and crisis communication.

Identify Trends and Patterns: When reviewing case studies or survey responses, look for recurring themes, such as common challenges faced by companies, typical consumer concerns, and successful crisis communication strategies.