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Co-Creation Workshop

Purpose: The purpose of this workshop is to gain a better understanding of the ideal audience for Elon's School of Communications – who is in the school, what they want, etc. This will further help the School of Communications create strategic messaging that aligns with its consumers and their needs.

Participants:

Lilly Barron: Lilly Barron has been invited to attend this workshop because she is a student in the School of Communications. As a Strategic Communications major, Lilly has taken many classes in the SoC and is involved in SoC extracurricular activities, such as ETalk.

Estella Hoye: Estella Hoye is a student at the School of Communications and a Communications Fellow at Elon University. She is a journalism major and works in the gear room, thus her time in the SoC will offer unique perspectives for our co-creation workshop.

Logan Miller: Logan Miller is a Sports Management major and is in his second year at Elon University. Logan was chosen to be a part of this co-creation workshop because he is a involved member of the Elon School of Communications and is part of the Sports Vision Scholars program.

Teddy Posner: Teddy Posner is a Cinema and Television Arts major and in his second year at Elon University. Teddy Posner was chosen to participate in our co-creation workshop because in addition to being a communications major, he is also a political science major. Teddy will be able to provide meaningful insight about what the School of Communications provides in contrast to other academic programs that Elon University has to offer.

Brennan Martin: Brennan is a Communications Design major in her third year at Elon University. Brennan was chosen to participate in our co-creation workshop as she is an active, well-rounded and driven participant in the SoC. Brennan is an active member of Live Oak Communications as the Creative Director. She additionally has worked for the Edge Magazine and the Elon Yearbook. Brennan is passionate about Elon University, as she transferred from another university her sophomore year specifically aiming to be part of the SoC. This is why I believe Brennan will make a positive contribution as a participant in our Co-Creation workshop.

Agenda:

INTRODUCTION

1. Welcome – Explain the purpose of the workshop
2. Ice Breakers
 - a. Q - If you could have dinner with any famous person who would it be and why?/
One-word check-in
 - i. Sparks conversation, allows people to open up about their interests and values in a casual way
 - ii. Gets a base level to see how everyone is doing, helping them feel more comfortable

PERSONA

3. Q - If Elon School of Communications was a person, who would it be? Are they old, or young? Are they extroverted, or introverted? Why?
4. Q - What type of person would get along with the SoC as a person?
 - a. What are their hobbies?
 - b. Who are their favorite artists?
 - c. What are their hopes and goals?

NEEDS

5. Hand out sticky notes and ask participants one need they have that they would want a university to provide - put sticky notes on board.
6. Ask the participants if their needs align with other needs they see on the board. Ask if there are any others they thought of.
7. Ask participants to vote on what they think is the most important need. Then ask them to designate the second and third most important.
 - a. This can be done by allowing them to stand up and put a check mark on their top three most important needs.

SERVED

8. For the most important need, ask participants how they believe that the SoC serves these needs.
 - a. Q - What are the practices, if any, that the SoC implements to serve these needs?
 - b. Q - Is there more the SoC could be doing to serve these needs?
 - c. Q - Which of these ideas do you think would be the most effective?
 - d. Q - Do you feel as though you have taken advantage of what the SoC has to offer to meet your needs?

CONCLUSION

9. Summarize key insights and takeaways.
10. Explain how their help generating these insights will benefit the SoC and how they will be used.
11. Thank participants for their contributions.