



**THE
AGENCY**
AT QUINNIPAC

Executive Summary

May 2024

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Missions

The Agency at Quinnipiac

The Agency provides communications students with hands-on learning opportunities, connecting them with professionals and clients.

Careers start here because we are the best of the best!

The Agency focused on raising awareness of The Agency and increase applications for Fall 2024 semester through social media outreach, Quinnipiac community events, and merchandise. With young professionals whose expertise lie in social media, graphic design, photo and video, and written content, we are built for our clients.

Athletic Brewing

The Agency focused on the creation of a comprehensive social media campaign to launch Athletic Brewing Co.'s new college ambassador program. By conducting virtual conferences with the client, we can ensure alignment with their objectives. We collaborate closely with various teams within The Agency, specifically social media, and graphic design, to develop mock-ups illustrating potential content opportunities. We plan to create promotional events, including excursions such as a visit to Athletic Brewing Co. and a hike at Sleeping Giant State Park to foster brand awareness and emphasize Athletic Brewing Co.'s commitment to environmental responsibility.

1929 Fund

The Agency's goal was to raise awareness and donations for the 1929 Fund on the Quinnipiac University campus. Several studies have shown that people are more likely to donate to a familiar organization. The Agency produced thank you videos, promotional videos, a social media campaign, and flyers. Additionally, the Agency staff contributed to the promotion of in-person events the foundation held. These initiatives will generate continue to give the 1929 Fund more exposure and connection to the QU community.

Hamden Police Department

The Agency focused on creating strategies and products to assist the department in recruiting new officers. The Agency is focused on utilizing media channels and finding new ways to reach potential recruits. In hopes to revamp the current channels of communication between the Hamden Police Department and future recruits, The Agency worked on creating videos, promoting the department on social media, and staying in touch with the community through events.

Social Media Outreach

The Agency provided social media services to clients in effort to help them grow their brands and engage with their audience online. From content creation to audience analysis, the social media team provided customized solutions that met each client's unique needs.

The Agency's staff also worked on their own social media channels. All five of the Agency's social platforms grew over the 90-day semester.

Instagram

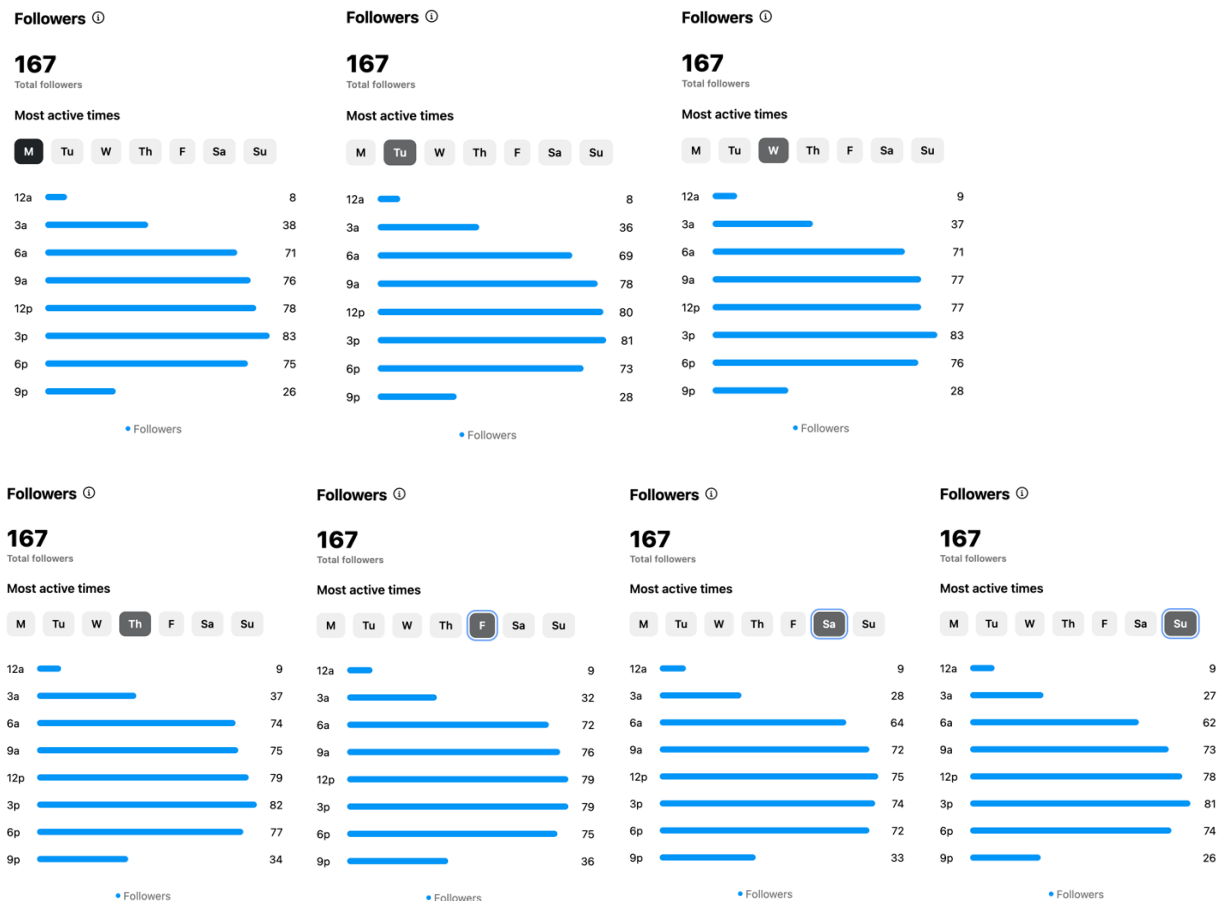
Username: theagencyqu

Analytics from January 26th to April 24th show that our Instagram platform grew more than last semester. 198% more accounts were reached. The account gained 169% more impressions and 40.3% more followers.

Goal for Next Semester: Post more static posts about applications and behind the scenes footage of the year.

Tip: Post the clients, account executives, CEOs and the we're back post one week and then post the 4 teams in four consecutive days the next week.

According to Meta analytics, majority of active Agency followers are on Instagram at 3PM daily.



Tik Tok

Username: theagency.qu

With Tik Tok being a semester old the growth of the account is important. The account gained 9 followers, a 650% increase. Additionally, posts from this semester gained over 6,700 views, a 263% increase from the previous semester.

Goal for Next Semester: Have at least 100 followers by Fall 2024 presentations. This goal will enable the social media team and account executives to see more analytics on the back end. It will also add to our credibility as an Agency with a social media team.

Goal for Next Semester: Post in class content to help feature the types of work being done. This can be done through a Question of the Week video. Bring back day in the life videos. We recommend that two Tik Toks are posted a week, which should be fun and personal but still advertise the Agency members as Young Professionals.

An example of a video we could have done this semester is after the field trip to Athletic Brewing we each picked a brew from their fridge. This was an opportunity to make a video "Question of the Week: Which Athletic Brewing product did you try today?" as well as "Day in the Life: Trip to Athletic Brewing".

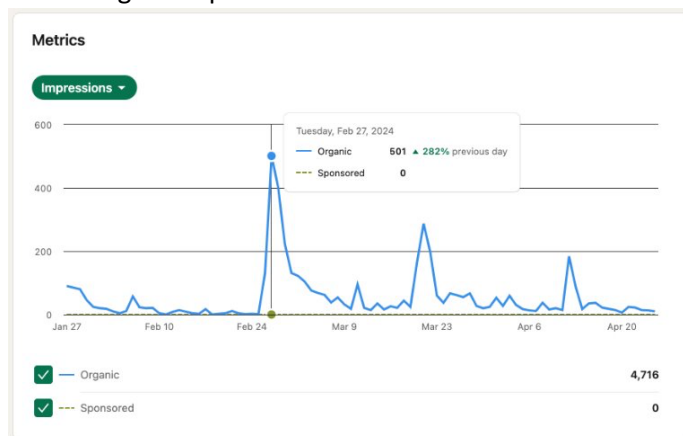
LinkedIn

Page Name: The Agency at Quinnipiac

Analytics from January 27th to April 24th show that our Instagram platform grew more than last semester. The account gained 20.4% more followers and 129% more reactions. Additionally, the page was viewed 23.5% more times than last semester.

Goal for Next Semester: Post static images after the tabling events, guest speaker events, and any client related event or production. This will help our page reach more audiences because we should be tagging other accounts/pages which results in their audiences seeing our posts.

Example: On February 26th The Agency announced the clients we would be working with this semester. On February 27th we had our peak number of organic impressions on LinkedIn. In this post we had tagged the clients which is assumed to be the explanation for the higher impression rate.



Facebook

Username: theagencyatQU

Our Facebook page is also newly created and this semester we have grown the audience. Our page has reached 612.5% more users and 78.7% more users have visited our page directly. Our content is engaged with 235.3% more than it was in the last semester.

Similarly to LinkedIn, the post announcing our clients for the semester reached the most amount of users. There needs to be a focus on promoting our outreach at Quinnipiac events.

Goal for Next Semester: Facebook is primarily used by parents of admitted and current student which makes this platform the perfect place to promote our attendance at Admitted Students day, Career Fairs and our application notices.

Highest reach on a post ⓘ



Facebook post

Meet our agency's new clients and their dedicated Account...

Feb 16, 2024, 11:12 AM

This post's reach (170) is **1,033%** higher than your median post reach (15) on Facebook.

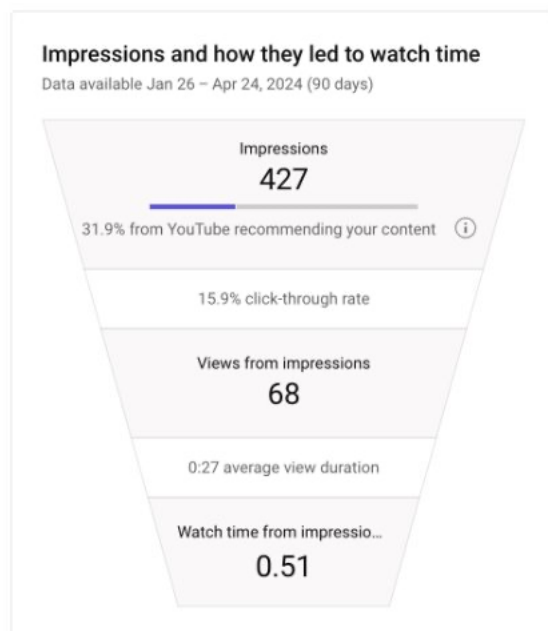
YouTube

Username: theagencyqu

After uploading "A Look Inside The Agency" the YouTube channel regained some views. From January 28th to April 24th the channels video views increased by 409% and 347% were unique viewers.

According to the YouTube analytics, "This funnel depicts how many times a thumbnail was shown to viewers on YouTube (Impressions), how frequently those thumbnails resulted in a view (Click-through rate), and how those views ultimately led to watch time. Views and watch time that did not originate from impressions are not included in this report".

While 31.9% of the impressions were from YouTube recommending our channels content it is also noted that 32.1% of viewers found our channel through external links. We did promote the "A Look Inside The Agency" video on our other social media accounts and made the link available on multiple stories.



Goal for Next Semester: Adding every reel to YouTube Shorts can help grow the channel. Because there is not a huge emphasis on creating another long form video for The Agency adding shorts can keep our channel in the present in YouTube's suggested and search algorithm.

Website

Link: <https://www.theagencyqu.com/>

Updates to Copy

The copy/content team updated the copy on two important sections of the Agency website.

Driven by Young Professionals

Old: The Agency at Quinnipiac is an award-winning and student-run interdisciplinary firm specializing in public relations, graphic design, and marketing. We have partnered with several high-valued and dedicated companies to enhance their communication network and marketing materials. We have a team of highly experienced and motivated personnel who excel in areas including media relations, advertising, and graphic design.

New: The Agency at Quinnipiac is an award-winning student-run interdisciplinary firm consisting of social media, graphic design, content and copy, and photography and video teams. Our history of high-valued and dedicated clients speaks volumes about our professional success in carrying out the ideas of the clients.

Who We Are

Old: The Agency opened at Quinnipiac University in January 2018. Sophomore, junior and senior advertising, public relations, film, and graphic and interactive design young professionals work around the clock to put their best ideas into motion.

New: Founded in 2018, The Agency at Quinnipiac University provides communications students with hands-on learning opportunities, connecting them with professionals and clients. Our expertise lies in social media, graphic design, photo and video, and written content. We are the Agency: we are the best of the best.

Goal for next semester: Further adjust current content and create new content (such as blogs) to post on the website to increase SEO rankings for the website.

Client Spotlights

Our Work

In efforts to act proactively, each pair of account executives worked with the copy/content team to summarize their semester goals and a background paragraph about their client. These short paragraphs were uploaded to the “Our Work” page and should be updated by next semesters staff members.

Who We’ve Worked With

On the home page hyperlinks were added to the client logos as an additional way for users to learn about what work we did for each client.

Application Hyperlink

After discussing our own applying journeys, The Agency team discovered that each of us visited the website at least once. With this knowledge we felt it was important to add a section to the home and contact page for these students to easily find the application link. This section is still active on the pages but no longer has a link to an application but instead encourages them to check back to the website around October 2024.

Alumni Page

This semester we created an alumni page in efforts to display the success of Agency alumni. One of the great things about the agency is the fact that we are working with real clients on real work. Applicants and future clients can see the success and professionalism one exemplifies while part of the Agency and after. This alumni page will simplify and encourage networking between members of our ever-changing group.

Goal for next semester: Add the young professionals from Spring 2024 to the Alumni Page.

Applications

Applications for the Fall 2024 semester were open to Quinnipiac students, primarily School of Communications Students, from February 28th to March 27th. Those who were interested in applying could find the application on our social channels, around the School of Communications and Computing Engineering, and on our website.

This semester was successful as there was a total of 32 applicants. 16 of the 32 were offered and accepted the opportunity. We, as the Spring 2024 staff, are excited for the future young professionals.

Social Media Square Posts + Flyers

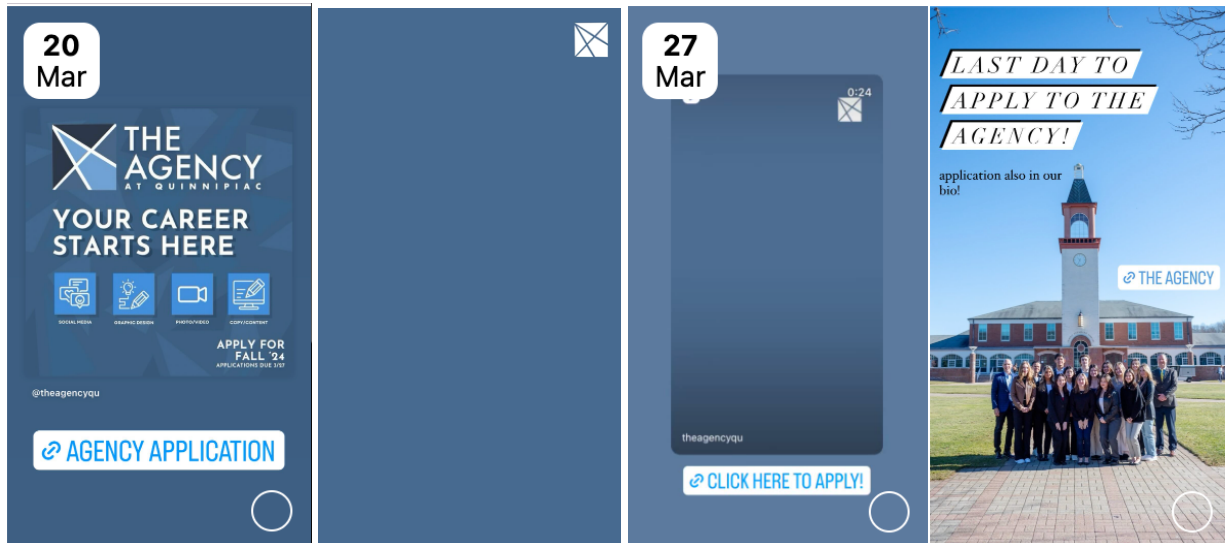
The Agency's Graphic Design team focused on creating a series of flyers to be displayed across the Mount Carmel Campus, as well as social media graphics to be posted on all channels. Each conforming to proper Agency brand guidelines, they present a series of information which allows prospective students to learn exactly what The Agency is. Each also includes information on applications, including how to access them.



Social Media Story Posts

A series of social media story posts were created to drive prospective students to apply for The Agency. These included various static posts which linked to the application and an animated reel emphasizing the deadline.

Goal for next semester: In addition to more organic posts of day-to-day operations, more posts emphasizing the applications and its deadline would be ideal. This can include more content like what was posted this semester. A giveaway of Agency merchandise is another possibility to drive applications.



Visits to Classes and Clubs/Orgs

Erin Russell talked with Molly Yanity's News Reporting Class (JRN 275) about the opportunity to be a part of the Agency to encourage more journalists to apply. CEO's John Powers and Alexander Laskin talked to about the Agency at the faculty meeting in hopes to have them all encourage their advisees to apply. Kira Beckerman talked to Quinnipiac Film Society on March 20th about the opportunity to be a part of the Agency in hopes to increase the number of FTM students to apply.

Email Blasts

The Agency's Copy and Content team worked to create an email that was sent out to the School of Communications multiple times throughout the semester. This email introduced what The Agency is to students and linked them to our social channels, website, and fall application. The email blast emphasized this semester's client work, as well as some notable previous clients.

SUBJECT:

Apply for The Agency - Your Career Starts Here!

BODY:

Hello SOC students!

Looking to gain real world experience while earning course credit? [The Agency at Quinnipiac](#) is accepting [applications](#) for the fall semester. It is an amazing opportunity for students in all majors, so don't delete this email!

As a member of The Agency, you will work with real clients, practice team leadership, and work under agency expectations. Our past and current clients include Defend the Den, Ellis Brooklyn, the Hamden Police Department, and Athletic Brewing Company.

The Agency provides you with an opportunity to build your portfolio with real client work. Expand your expertise in multimedia production, social media content creation, event planning, writing, design and more.

Visit our [website](#) and [social media](#) to learn more about our clients, account executives, and vice presidents.

[Apply today](#) – the deadline is March 27. There is a place for you at The Agency. After all, we are the best of the best!

[Dr. Powers, Dr. Sisco, & Dr. Laskin](#)

The Agency at Quinnipiac

“A Look Inside The Agency”

The Agency’s Photo/Video team worked to create a video in which current members and alumni of the organization could give insight to interested students as to what The Agency is and what they could gain from applying for it.

The goal of the video was to create awareness of The Agency across the student body in order to increase applications for the Fall 2024 semester. Using other students as subjects allows prospective members to hear the voice of people that they feel they can relate to. Knowing this, four students were interviewed: two current members of The Agency and two alumni.

Interviewees were asked a series of questions which forced them to examine their experience with the organization and what they gained from it. The following were asked to elicit the most effective responses for the sake of the video:

1. How did you first find out about the Agency and why did you decide to join?
2. What was your role at the Agency and what projects did you work on?
3. What’s your best memory from your time in the Agency?
4. Do you feel that you gained practical experience from the Agency? How so?
5. What other opportunities have become available to you because of your time at the Agency?
6. What do you want to tell students who are considering joining the Agency?
7. Anything to add?

From this shoot, one 2-minute-long form video and three 60 second reels were produced. These videos were posted on YouTube, Instagram, TikTok, Facebook, and LinkedIn.

Update to Photo Slideshow

Two televisions which are visible outside of The Agency room display a slideshow of photos of the organization at work. These exist as a great way of creating initial awareness and interest for students who may be unaware of what The Agency is. Unfortunately, it has been a couple of years since this slideshow was last updated.

It is crucial to keep this slideshow up to date to better present the variety of work that can be done at The Agency. Additionally, students who see their peers on the screens in The Agency may be more likely to want to learn more about the organization.

The Agency’s Photo/Video team worked over the course of the semester to capture high quality photos of internal operations to include in an updated version of the slideshow. Photos from previous semesters were also collected to include.

The slideshow is a crucial part of sparking interest about The Agency in the minds of prospective students. Therefore, it is crucial that it is updated with fresh photos each semester in the future.

Guest Speakers

February 5th, 2024: Agency alumni visited our class to talk to the group about their experience in the Agency and what they found worked best. A huge thank you to Ephe Nicolakis, Louis Stamoulis, Sean Formantes, Brianna McEldowney, and Bella Baird for all coming to give us advice that helped set our semester's staff up for success.

March 25th, 2024: Yael Shy, the CEO of Mindfulness Consulting, joined us with the goal of deepening the team's connection. This was a great exercise for our team to undergo as we were preparing for a heavier load of work as the end of the semester was approaching.

Tip: This experience would be great to schedule within the first three weeks of the semester.

April 1st, 2024: Agency Professionals came to our scheduled meeting time to consult with us about our clients. This experience enabled us to network and gain insights from those who have a range of experience. A huge thank you to Dan Baum, Marylou Cadwell, Andrea Obston, Louis Stamoulis and Ephe Nicolakis for your advice!

Quinnipiac University Events

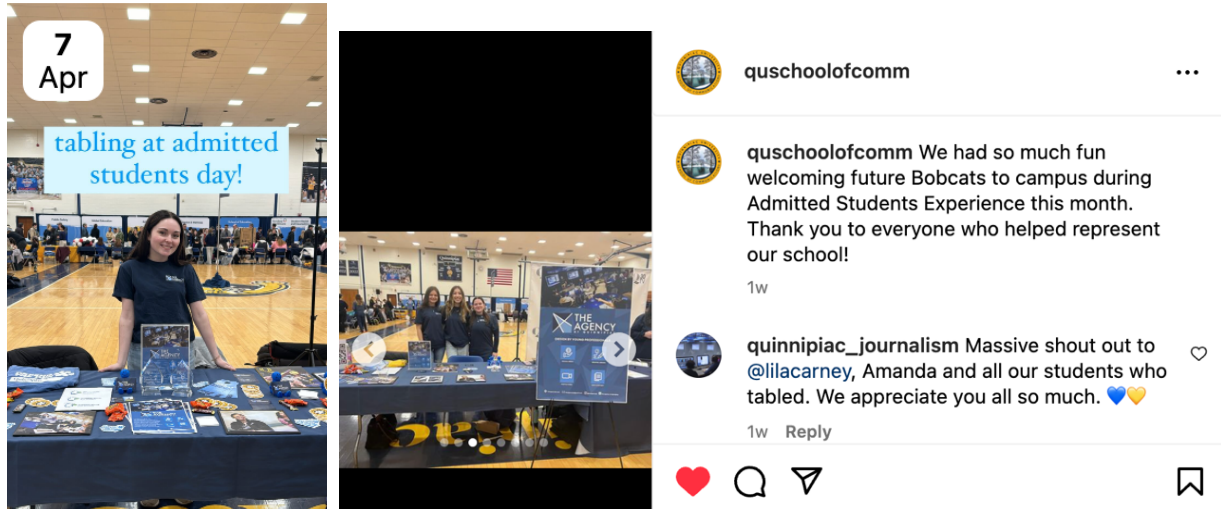
Career Fair

On February 19th Quinnipiac held a career fair for students to attend and network with companies. The Agency took this opportunity to engage with current students who were looking for hands on experience. Four Agency representatives were joined by CEO John Powers at the table to talk to students and possible Agency clients.



Admitted Students Day

On April 6th and 7th The Agency team took shifts tabling at the Admitted Students days. This experience enabled us to spread the word out to parents and perspective students about the opportunities available at Quinnipiac. After this event, we were featured in a recap post by the QU School of Communications Official Instagram Account which helps raise awareness about us.



QU Community Development Award

Early in the semester, The Agency applied for the Quinnipiac University Community Engagement Grant for communications work on behalf of the Hamden Police Department. After the review process, The Agency was awarded with \$5,000 to benefit the organization.

The goal of partnering with the Hamden Police Department was to give the department resources to increase recruitment, particularly among young, entry-level officers. Deliverables included a recruitment video, website content, a recruitment-specific landing page, and social media recommendations.

The award will benefit internal operations at The Agency and allow future members the resources to further benefit future clients.

Merchandising

This semester The Agency continued our relationship with Marketing Graphics, LLC based in Meriden, CT to create additional merchandise. One of the goals set in place last semester was a desire to have an online store link. To do so, the team decided that having a % zip and a hoodie were two merchandise pieces that could be worn by anyone and everyone. Because The Agency is such a unique opportunity for students, we purchased graduation cords for all the graduating members and alumni. Additionally, more Agency pins were ordered for the current and incoming team members.

The online store is ready to be activated next semester.

Thank you, Brian Wallace and Carol Conant, for working with us again!