

Project Input

Client Name: Camille Johnson
Project: University Learning Goals

Your name: Virginia Luu (Team Captain) & Griselda Quintero

My E-Mail: Virginia_luu@yahoo.com

Date: Jan. /15 /2014

Project description.

This will prepare the way for our initial input meeting. Our initial project is to understand the overall objectives of the company, set advertising strategy and discuss execution and budget considerations.

Background. What are the key facts that we should know about your product or market situation and the competition?

The Key Facts of this market situation are:

- A part of the school's goals/ objectives
- These goals are new to SJSU
- Faculty and professor may not know about these goals
- Have not done any marketing to it
- These goals are made to help student check off the different things they should learn from college and learn why they are learning it
- These are more than just goals during college. They may also be life learning goals

Objective. What do you want this project to do for your product or prospect?

I want this project to be able to help students and faculty of SJSU learn about University Learning Goals. I want to help student be aware there are a list of things that they may follow during college and later in life. As for faculty, I would like this project to encourage them to teach these goals to their students.

Target market and audience. Describe the characteristics that make up your ideal target prospect.

Students at SJSU: Female or male, Student of SJSU, freshmen to Senior or even graduate students, they are trying to get a degree, they may be wondering why they are learning general education, they want to be successful

Faculty at SJSU: Female or male, wants to help their student, around any type of students, wants to show students why it is important to learn a specific skill, and wants their student to be successful.

Key barrier to purchase. What is the main obstacle that needs to be overcome in order to make a sale?

The main obstacle to this project is that the University Learning Goals has too many texts. Aside of the ULGs there are also objectives that are already in the green sheets/ syllabus. Students would not read that because it is not fun to read and has too many texts. Similar with the University Learning Goals, it has too many texts and it would bore the students.

Promise. What is the main message you want to communicate to your ideal prospect?

Our main goal in the project is to revamp the University Learning Goals, so that student will be interested in using it in class. We want to help lead student to success by promoting these goals to them. In order to do that, we would need to grab their attention with visual and texts that are easy to read.

Support. How can we support the promise (hard evidence)?

I can support this promise by creating logos, flyers, and brochures. I would want to use these by posting on the school's website. It will be easy to access for students or anyone who wants to learn more. By creating a logo, we will be creating a brand that help student recognize University Learning Goals around campus. Flyers and brochures can be place at career center, in freshmen or transfer orientation paper works, or pass them out when we table on campus.

Tone & image. What feeling do you want this project to convey about your product to your prospect?

I want this project to make my prospect feel like they can use and rely on these goals during their time at SJSU and after the graduate. I want them to use these goals as check list of the different skills they would want to accomplish by the end of their college experience.

Call to action. What should interested prospects do? Why will they do that? Do we already have that material prepared?

Interested prospects will use these goals to help them learn in class. They may also have copies of the flyers and brochures. If they have future questions, they may ask the career center. They would do that because they want to get the most out of college and gain as much experience as possible. I have made a logo, flyer, and brochure. Things that we may need in the future are a website that tells student even more information.

Anything else we should know?

In the beginning of this semester, I wanted to create a logo, flyer, brochure, start-up the website, and have a tabling session on campus. My team and I put together a PowerPoint presentation with our ideas and presented at the faculty meeting. After the presentation, we realized that before we can work on any of our ideas, we need to work on the content of University Learning Goals. The only way to attract students to learn about it is to change the text so that it is understandable to them. My team and I met up with Anita and Suzan at the Career center to talk about how we can change the texts. We also had a focus group with SJSU students to hear more about their ideas on these goals. Through this focus group, we were hoping that these students will be able to help us reword these goals. After the focus group and meeting with Anita and Suzan again, my team and I was able to change most of the text. Toward the end of the semester, I was able to create logos, a flyer, and a brochure. I was unable to help start-up the website or have a tabling session. I realize that changing the content took a lot of a time. I hope that the work I have done will eventually help student get a better understanding of University Learning Goals. Also, I hope promoting these goals will be easier as the next person picks up this project.

Focus group on: University Learning Goals
School: San Jose State University
Number of students: 9 Students
Date: March 13, 2014

Specialized Knowledge

- understand career responsibility as it relates to degree
- understand career responsibility
- simpler terms
- understand your degree
- a unique understanding of their field
- understand career responsibility
- demonstrate an understanding

Broad Integrative Knowledge

- too complex
- Familiarity w/...
- ability to create, design, question
- understand importance
- general knowledge of
- difficult to understand, no flow, too long
- understand thought process required to career and other information

Intellectual Skills

- too long
- communicate efficiently
- confusing
- understand how to continue learning after graduation and grow professionally

Applied Knowledge

- fine the way it is
- use what you learn in real world settings
- groundwork
- ability to integrate and apply
- understand how to use education in the career setting

Social and Global Responsibilities

- to act internationally and ethically to address problems/issues
- increase engagement with the diverse community t SJSU
- global understanding
- wording is funny
- understand what it means to be a civic citizen and how to contribute positively to their employer and society

Logo made by agency:

- Very straight forward
- I like the book and money sign
- I don't like how it's about money
- Maybe use a suitcase instead
- The colors a very appealing

Have you EARNED enough?

- Specialized Knowledge
- Broad Integrative Knowledge
- Intellectual Skills
- Applied Knowledge
- Social and Global Responsibilities

University Learning Goals (ULGs)
+
Your experience using ULGs in class
+
**Your experience using these skills in part-time jobs,
internships, extracurricular activities**
=
SUCCESS

Visit:

http://www.sjsu.edu/about_sjsu/mission/

<http://www.sjsu.edu/careercenter/>

To learn more

University Learning Goals
Learn more EARN more



Learn More Earn More
University Learning Goals



Learn More Earn More
University Learning Goals



Learn More Earn More
University Learning Goals



Learn More Earn More
University Learning Goals



Learn More Earn More
University Learning Goals



University Learning Goals
Learn More Earn More
San Jose State University



University Learning Goals
Learn More Earn More
San Jose State University



University Learning Goals
Learn More Earn More
San Jose State University



University Learning Goals
Learn More Earn More
San Jose State University

- ✓ Specialized Knowledge
- ✓ Broad Integrative Knowledge
- ✓ Intellectual Skills
- ✓ Applied Knowledge
- ✓ Social and Global Responsibilities

LEARN more
EARN more

University Learning Goals (ULGs)

+

Your experience using ULGs in class

+

**Your experience using these skills in
part-time jobs, internships,
extracurricular activities**

=

SUCCESS

University Learning Goals



**Have you
EARNED enough?**



Learn More _{Earn More}
University Learning Goals

University Learning Goals

SJSU has University Learning Goals to help you identify why you are learning what you are learning.

Specialized Knowledge

Do you understand your degree?

Specialized Knowledge is having a depth knowledge of your degree and major.

Intellectual Skills

How can you apply what you learn to your future?

Intellectual Skills are the GEs, basic knowledge, that helps you with life-long learning.

Social and Global Responsibilities

How you can make a global impact and act in an ethical manner?

Social and Global Responsibilities is the understanding of how various perspectives affect the global economy and society.

Broad Integrative Knowledge

Can you apply theories, think creatively, and see the BIG PICTURE to solve problems?

Broad Integrative Knowledge is being able to brainstorm, plan, formulate hypotheses, being able to find solutions, and etc.

Applied Knowledge

How you apply your knowledge to real world?

Applied Knowledge are situations like: internships, co-curricular work, leadership, sharing your knowledge with different audiences. Which help you gain real life experience.

Visit:

http://www.sjsu.edu/about_sjsu/mission/
<http://www.sjsu.edu/careercenter/>

**To find out how you
can accomplish these
goals**