



Final Campaign Plan Proposal

R.I.S.E

KASIC group

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Executive Summary

Client Description: For this campaign we will be working with R.I.S.E., the collegiate recovery community at Ohio University. R.I.S.E. gives support and resources for students on campus in recovery, seeking recovery or impacted by substance abuse.

Purpose of Report: We want to allow R.I.S.E. a chance to flourish on campus and spread awareness of the resources they provide to students.

Our Role: As public relations specialists, we hope to find new and unique ways to spread awareness of R.I.S.E. throughout campus by conducting research and surveys that will allow us to better understand our target audience.

Research Procedure: We have conducted qualitative and quantitative research on campus involving current students. We conducted in-person interviews and anonymous surveys.

Main Findings (with reference to SMART goal): We knew from the start that there were not a lot of current members in R.I.S.E. so we wanted to increase that. We found that not many people were aware of R.I.S.E. and have never even heard of it. Instagram is also the platform that most students use to keep up with their organizations. Lastly, students need incentives to attend meetings such as free food or fun activities.

Strategies; Recommendations; Communication Plan: We suggest creating and running an Instagram account because R.I.S.E. currently only has a Twitter and a Facebook page. After our research, we found that Instagram is the mostly used social media platform for students to use when keeping up with their clubs and organizations. Our next suggestion is to host a pizza party or yoga class since students said they wouldn't attend meetings without incentives. The pizza party would bring people in because it is free food and the yoga class is a fun activity while also promoting health and well-being. Lastly, we recommend putting up cardboard cutout displays of people with anonymous stories about their drug addiction in

Baker Center. This would inform and interest all of the students walking by and have them look into R.I.S.E.

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Situation Analysis

1. Problem Statement:

R.I.S.E is currently struggling with Ohio University students not being aware of their organization. They have plenty of resources available that students are not taking full advantage of. There is a big substance abuse problem on campus so they know that there are more students struggling than the small amount that come in for help. They also need more funding because, with little brand awareness, they don't have enough money to support themselves. R.I.S.E. offers trips and scholarships to their students, which they need more funding for in order to continue.

2. SMART Goal:

Our group plans to improve the marketing and outreach on campus of R.I.S.E. and create an easier way for students to know about the organization and get involved. By the end of the semester, we would like there to be 30-35 members total, which is about 50% more than they have now.

Internal and external organization:

- Mission statement

“R.I.S.E. provides support and resources to students in recovery, students seeking recovery, and students impacted by an addictive disorder of a loved one or friend. It creates an exciting sober environment for OHIO students while utilizing abundant resources from the university and the Athens Community. R.I.S.E. promotes a multi-disciplinary approach to recovery, providing a safe and inclusive community in which students can pursue their academic, personal and professional goals for the purpose of enhancing their quality of life.” - Via Ohio Collegiate Recovery Community R.I.S.E.

- History

“The group started in 2012 after a task force decided that Ohio University could benefit from having a collegiate recovery community. A plan was developed along with a budget and work on the plan took about 2 years prior to 2012.” - Via Ann Addington, 2019

- Publics served

The whole Ohio University student body

- Organizational structure
 - i. Two staff members
 - ii. R.I.S.E. currently has two donors - George Kontogiannis who provides a scholarship fund each semester for one student along with some programming funds. The second donor is Allen and Kathy McQuarrie who provide one scholarship per year.
 - iii. One full-time assistant director for health promotion - Ann Addington
 - iv. One graduate assistant - Neena VanCopponelle
- Organizational performance
 - i. How well they are doing
 1. Need more students to be aware of their organization
 - ii. How long have they been running
 1. Since 2012
 - iii. How many people come
 1. This year they have reached 17 members. Need more people to join and attend meetings
- Internal communication
 - i. Two R.I.S.E. meetings every week on Tuesdays at 4pm and Fridays at 3pm open to everyone.
 - ii. EDA (Eating Disorder Anonymous) meeting Monday 6pm
 - iii. NA meeting Tuesday at 12pm
 - iv. Provide plenty of pamphlets
 - v. Website (needs to be updated)
 - vi. Facebook page (active/post frequently; 290 people like; 285 people follow)

Reputation: R.I.S.E. is not a well-known organization on campus. The only articles about R.I.S.E. online are on the Ohio University's website. There are stories about the students that they have provided scholarships for, which puts them in a good light. However, not many students read these articles. Prior to beginning the project most students had not yet heard of R.I.S.E. and were unaware of the organization on campus.

Supporters:

1. Alcoholics Anonymous
2. Narcotics Anonymous
3. Health Recovery Services, Inc.
4. Hopewell Health Centers
5. OU Counseling & Psychological Services

Trend: The organization has grown since it began in 2012, but not by much. They only have around 17 members.

3. External environment:

The Ohio State University - The Collegiate Recovery Community at OSU has an informational page located on the school's website where students can learn more about the program and find ways to get involved. The OSU CRC offers many ways for students to get involved including a recovery house located on campus, peer support, recovery staff, wellness workshops, recovery scholarships, mentor programs, community meals, and social events. The OSU CRC's social media sites are much more updated than Ohio University's, they also offer clearer information about the organization and ways to get involved. In 2015, The Lantern, Ohio State's student publication, published an article about the program coordinator for the CRC and what he does to help the organization. The organization is more well known than Ohio University's CRC, mostly due to their extensive websites and marketing and involvement with student life on campus.

Collegiate Recovery Community

Please support the Collegiate Recovery Community. [Donate to the Student Recovery Fund.](#)

What is the Collegiate Recovery Community?

The Collegiate Recovery Community (CRC) is a program designed to support students in or seeking recovery from alcohol and other drug addiction. The CRC and its programs allow students to have an authentic college experience while maintaining their recovery. The CRC also has a designated lounge area conveniently located on campus in 1230 Lincoln Tower that is available to members of the community. The CRC serves as the main touch point for students in recovery who are either currently attending or plan on attending The Ohio State University by acting as a connector for the students and assisting them in utilizing resources on and off campus.





Tweets

1,128

Following

168

Followers

791

Likes

396

Ohio State CRC

@OhioStateCRC

The Office of Student Life Student Wellness Center. Supporting students in or seeking recovery from alcohol & other drug addiction. #BuckeyesInRecovery

Columbus, Ohio

go.osu.edu/recovery

Joined June 2013

Tweet to Ohio State CRC

Tweets

Tweets & replies

Media

Ohio State CRC Retweeted

OSU Student Wellness @OSUwellness

Celebrating our awesome @OhioStateCRC resiliency, and dedication to reach graduation! #wellnessOSU



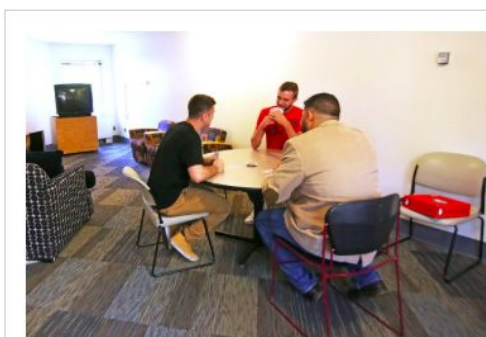
Recovery House at Penn Place

What is the Recovery House at Penn Place?

The Recovery House at Penn Place provides a mainstream college living experience where students in recovery from addiction can live and learn together. Located near campus, the house provides a community of peers to support one another in their journey through college and recovery.

Details

- Official university residence hall
- 28-bed house currently set up as 14 singles
- Private bathroom for each bedroom
- Laundry room, kitchen and community space available on site
- Located in South campus near the Medical Center
- Within walking distance to the CRC
- Available to undergrad, graduate and professional students



Hanging out in the living room at Penn Place



The Collegiate Recovery Community at West Virginia University

The Collegiate Recovery Community at West Virginia University has an up-to-date website with access to plenty of information about the program. They include a lot of videos and links on the homepage relating to recovery. WVU CRC has events listed on their homepage and a link to a calendar that lists a large amount of events and activities. They have named their meeting space Serenity Place, and include a link to a separate page that includes address, hours of operation, and activities offered. The website also includes pictures of the meeting space. The website also makes their social media pages easily accessible by including links.

recovery.wvu.edu

West Virginia University
WVU COLLEGIATE RECOVERY PROGRAM

WVU Home
Search this site...
Search this site Search WVU

Home Serenity Place Events 21-Day Mindfulness Challenge Treatment & Recovery Options Support Groups Holiday Tips
About Us

SUPPORTING STUDENTS IN RECOVERY

Waiting for calendar.wvu.edu...

OUR PROGRAM

One of our wonderful Graduate Assistants spoke to 7,000 high school students about collegiate recovery at the WV Youth Summit on Opioid Awareness, hosted by the Mark Wahlberg Youth Foundation and others. *For those of you accessing this via desktop/laptop, hold the 'ctrl' button down while you click the yellow underlined font to be redirected to our Facebook page where you can view a [snippet of Joey Ferguson's speech](#)

Starting at minute 15:20, via Susie Mullens' Talk Show, Dr. Cathy Yura & a student-worker (Jake Burgess) talk about programming at Serenity Place: (0:00-14:46) Part 1 gives an introduction to a new program created within the state, ft "Rex the Rx" (15:24-28:49) Part 2 highlights Serenity Place & WVU Collegiate Recovery

Solutions, Service & Serenity "Recovery Month 2018"

Watch later Share

Waiting for calendar.wvu.edu...

The Facebook page has just as much information, and they have been doing a “Meet the Staff” series where they include a picture of each staff member as well as a short bio.



The Twitter page seems to have fallen out of use since April 2017. The WVU CRC has been referenced positively in the press. An article by the Pittsburgh Post-Gazette mentions the efforts being made by the WVU CRC and the growth in the last ten years of on-campus resources.

4. Literature search:

1. Pedersen, D.E., & Feroni, S. (2018). A Quantitative Exploration of Alcohol-Related Regret Among Undergraduate Students. *American Journal of Health Education*, 49(6), 335-340.
<https://www-tandfonline-com.proxy.library.ohio.edu/doi/pdf/10.1080/19325037.2018.1516168>

This study was undergone by Daphne E. Pedersen and Samantha Feroni and was published on September 28, 2018. The study explores alcohol-related regret among undergraduate students. It was found that although both men and women reported alcohol-related regret, individuals, especially women, were found to have experienced alcohol-related regret when interacting and associating with Greek life organizations and intercollegiate sports teams. The study established that it is crucial to pay attention to social and group environments when assessing alcohol-related regret. Undergraduate women who are involved with upper status student organizations tend to find themselves in heavy drinking environments, hence increasing the likelihood of regretting their behavior under the influence of alcohol. Similar environments result in students approaching campus health professionals for guidance and recovery in regards to alcohol programming. Health professionals discuss and highlight the long-term consequences (physiologically and emotionally) of prolonged alcohol consumption with students to dissuade them from excessive use.

2. Ranjbaran, M. Mohammadshahi, F., Mani, S., & Karimy, M. (2018). Risk factors for addiction potential among college students. *International journal of preventive medicine*, 9.
<https://eds-b-ebshost-com.proxy.library.ohio.edu/eds/pdfviewer/pdfviewer?vid=6&sid=d8be4edf-ded1-416b-afc6-257a46cbec11%40pdv-v-sessmgr02>

This study was done to understand what risk factors lead to addiction among college students. They conducted a cross-sectional study among 305 students from Arak University of Medical Sciences. They found that male students with low economic status and a lot of family members were more prone to addiction. Along with poor economic condition and family size, addiction in close friends and dispute among family members are also contributors to addiction. This helps us understand what might cause students to want to join R.I.S.E. and how their background may contribute to their addictions.

3. “Peer, Social Media, and Alcohol Marketing Influences on College Student Drinking”

Roberson, A. A., McKinney, C., Walker, C., & Coleman, A. (2018). Peer, social media, and alcohol marketing influences on college student drinking. *Journal of American College Health*, 66(5), 369–379. Retrieved from <https://proxy.library.ohio.edu/login?url=https://search.ebscohost.com/login.aspx?direct=true&db=s3h&AN=130206040&site=eds-live&scope=site>

The objective of this study was to investigate how alcohol marketing and peers may promote college students’ alcohol use through social media. The search was conducted with 682 college students aged 18-22. As a result, the study found that college student drinking is influenced by their friend’s alcohol-related material on social media platforms. The study concluded also that “college campus alcohol misuse interventions should include components to counter peer influences and alcohol marketing on social media.” We felt this helped us understand the pressure of drinking in college and how social media could reflect the issues that college students face. Knowing more about our target audience will help us create a successful campaign that reaches the right people.

1. **SWOT analysis**

a. Strengths

- i. Provide a supportive and safe environment for students
- ii. Helps college students during any period in their recovery from substance abuse

b. Weaknesses

- i. Not enough people
- ii. Need more funding for activities

c. Opportunities

- i. To offer services to a larger number of students struggling with addiction or abuse.
- ii. To gain more awareness

d. Threats

- i. If they don’t receive enough funding, they can’t afford to put on activities for the students. If they are unable to put on activities they will lose membership, and be unable to provide necessary events and help for student members of R.I.S.E.

2. Research goals:

- Conduct interviews to get more in-depth answers from current members to get more information about the organization from the people that are actively participating in it
- Understand why students are not aware of the organization
- Visit Baker 321 and go to the meetings to learn more
- Keep in contact with Neena to answer any questions we have about RISE
- Create a survey to send out to Ohio University students to see if they struggle with addiction/ are aware of the resources available

Qualitative Research

1. Goal: Our group plans to improve the marketing and outreach of R.I.S.E. on campus and create an easier way for students to know about the organization and get involved. By the end of the semester, we would like there to be 30-35 members total, which is about 50% more than they have now.

2. Method

i. Development process: Questions were decided based on what our group thought would give us the most information about our audience. Each question was created to gain insight on substance abuse on campus and to see how willing students would be to attend events sponsored by R.I.S.E.

1. How do they help in reaching towards goals and objectives?

They help us reach our goals and objectives because we wanted to find out if people were involved on campus, if they knew about R.I.S.E, if they believed it was useful to have on campus, and if they would then participate in R.I.S.E activities. We wanted to figure out the type of people that look for alternative activities besides big drinking weekends even if they do not have an addiction.

b) Total number of interviews conducted along with the following logistic details for each interview:

<u>Interviewee</u>	<u>Age</u>	<u>Gender</u>	<u>Duration of Interview</u>	<u>Date/Time</u>	<u>Education Level</u>	<u>Location Of Interview</u>
1	21	Female	6 min.	02/17/2019 8:25pm	Junior in College	Interview ee Home
2	20	Female	5 min.	02/17/2019 8:15pm	Junior in College	Interview ee Home
3	19	Female	4 min.	2/17/19 6pm	Sophomor e in College	East End in Jefferson
4	19	Male	5 min.	2/17/19 7pm	Sophomor e in College	East End in Jefferson
5	19	Female	4 min.	02/18/19	Freshman in College	Starbucks
6	18	Female	3 min.	02/18/19	Freshman in College	Starbucks
7	19	Female	4 min.	2/18/19 7:30 p.m.	Sophomor e in College	Home
8	21	Male	3 min.	2/17/19 12 p.m.	Junior in College	Home
9	22	Female	5 Min.	2/14/19 3:00 pm	Senior in College	Interview ee Home

10	21	Male	<5 Min.	2/14/19 4:00 pm	Senior in College	Friend's Home
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Average age: 19.9	7 Female/ 3 Male	Average duration: 4.4 min.	
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3. Data analysis:

We analyzed the data by copying and pasting all of our transcriptions into a Google document and reading over each of our group members' interviews. We went over each question one by one and compared them to the other interviews to discover themes throughout.

4. Results:

Themes supported by two direct quotes from the participants

- People would go to pizza party or yoga class but not the meetings.[PJ3]
 - 1. **“Interviewee 1:** Uh, not necessarily. Depending on what it is I guess. Like I feel it would be awkward if it were just a full-on meeting, but if it were just like a yoga class I would be like “yeah, sure,” but if it were just a meeting to talk about this over pizza I feel like that would be a little weird. “
 - 2. **“Interviewee 3:** I feel like it would be awkward for me to attend those because I don't really use drugs or drink alcohol.”

- Most agreed there is a substance abuse problem on campus.
- 1. “**Interviewee 2:** I think it is a problem on every college campus. Um, I think there is just an expectation to drink or, um, party at college.”
- 2. “**Interviewee 9:** Yes, because in college it’s normalized to blackout or binge drink.”
- Those who were in an organization or club, found the club/organization’s social media accounts helpful.
- 1. “**Amanda:** How did you first hear about Ohio BSN?

Interviewee 3: I heard about it through my own research when I was trying to become more involved on campus.

Amanda: Does it have social media and do you think it’s helpful?

Interviewee 3: Ya they do and I think it’s helpful.”

- 2. “**Interviewee 4:** Ya we have an instagram and I think it’s effective because it shows people what the organization is about. It kind of serves as an advertisement for what we’re doing.”

- There are some people that seek alternatives to big weekends/fests.[PJ4]
- 1. “**Caroline:** Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 2: For sure.”

- 2. “**Karly:** Do you ever seek an alternative to participating in fests/big weekends?

Interviewee 9: Yes, I go home sometimes.”

- Most students have not heard about R.I.S.E. Only 2 people knew/heard about R.I.S.E.
- 1. “**Interviewee 5:** I have not.” - when asked if heard about R.I.S.E.

- 2. “Interviewee 4: Yes

Amanda: How?

Interviewee 4: I heard a little bit about it during my job training freshman year.” - when asked if heard about R.I.S.E.

5. Key insights:

1. A majority of students are not aware of R.I.S.E. on campus.
 2. Many students do not feel they are abusing substances and therefore would not attend meetings. However, many students would participate in a yoga class or come for free pizza.
 3. Social media is a large part of organizations on campus and make it easier for students to get involved and stay in the know. R.I.S.E. needs to ensure they keep up to date social media accounts and continue to put themselves out there on the internet
 4. Many students who are involved in organizations on campus heard of them by word of mouth. If R.I.S.E. could give students a chance to volunteer/work for them it would create more talk on campus.
 5. Ultimately, students feel more comfortable with other students. If R.I.S.E. took on student volunteers/ambassadors/psychology students, they would be more likely to attract more students who are nervous to speak to adults/people they are unfamiliar with.
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Quantitative Research

1. **Goal:** Our group plans to improve the marketing and outreach on campus of R.I.S.E. and create an easier way for students to know about the organization and get involved. By the end of the semester, we would like there to be 30-35 members total, which is about 50% more than they have now.

2. **Survey:**

1. **Development process: Provide a general description about how survey questions were decided and why particular questions were included**

Our team decided on our survey questions by considering our goal, the problems we are trying to solve, and our possible solutions to those problems. We included questions about the awareness of R.I.S.E. to get an idea of how many people on Ohio University's campus are already aware of R.I.S.E. or have heard of it before. We included questions about drug dependency to get an idea of what students on campus think dependency is, and how many of these substances do they believe are being used on campus regularly. We also wanted to include questions about what would bring more students to R.I.S.E. meetings/events so that we were able to back up our solutions with data. For example, "I would go to R.I.S.E. meetings if I felt I was building a professional network."

The questions in our survey will help in reaching towards our goals and objectives because they will be giving us information on our problem of lack of visibility on campus. For example, questions like "Have you ever heard of R.I.S.E.?" or "What social media platform do you usually

use to keep up with organizations?” will give us an idea to how many students on campus are aware of R.I.S.E. and how students on campus stay updated on the organizations on campus. These questions will also give us information on possible solutions to our problem. For example, questions like “Which of the following would motivate you to attend a meeting by an organization (such as R.I.S.E.)” will give us ideas of possible ways to persuade new members to attend meetings or events.

B. Data collection:

- a. Provide the link where the survey was hosted

https://ohio.qualtrics.com/jfe/form/SV_dbVufck7X0MWUPr

- b. Number of total questions included

12

- c. Data collection dates and time period: March 5 at 7:57 AM - March 28th at 10:18 AM.

- d. Participant description: total number; demographics (gender, age, major, year) in entirety (provide % and numbers.)

81 responses

Findings

Q1: Have you ever heard of R.I.S.E.?

For question number one, only 79 out of our 81 participants answered it. Eleven people responded yes and 68 responded no. This means that 13.92% of our survey takers have heard of R.I.S.E. and 86.08% have not. Based on the client feedback we expected the majority to not be aware of R.I.S.E., so these results confirmed our prediction.

Q2: Many people have dependency on things like alcohol, prescription medicine and illegal drugs. Which of these in your opinion are used at Ohio University? Click all that apply.

For question two, 67 peoples said adderall, 76 said alcohol, 60 said cocaine, 40 said ecstasy, 68 said marijuana, 54 said xanax, and 6 said other. From this we can gather that respondents feel the most used substances on campus are alcohol, adderall and marijuana. The “other” responses were, “all of the above if not more,” “all,” “literally everything,” “whippets, molly,” “all of the above,” and “all of these things.” We decided to format this question so that respondents would be able to select multiple options because we knew that more than one of these are present at Ohio University.

Q3: In your opinion, define substance abuse.

(Open-ended responses attached at the end)

Based on the open ended responses to this question, there are a few themes of what students believe substance abuse is. The words dependency, illegal, and addiction all came up a lot in the

responses. The dictionary defines substance abuse as overindulgence in or dependence on an addictive substance, especially alcohol or drugs. The Mayo Clinic defines substance abuse as a pattern of repeated drug or alcohol use that often interferes with health, work, or social relationships (Mayo Clinic). It seems as though students have a good understanding of what it means and their definitions were fairly similar to these.

Q4: Which of the following would motivate you to attend a meeting by an organization (such as R.I.S.E?)

For question 4, the majority (67 people) said free food would motivate them to attend a meeting by an organization. Four people said a change of location/environment, such as a coffee shop or restaurant, would prompt them to attend a meeting. Five people voted for fun games and activities. The remaining three individuals voted “other”, these were their answers:

- “My attendance would depend more on the event itself rather than the perks offered.”
- “I’m not familiar with R.I.S.E.”
- “Knowing what it is.”

Q5: What social media platform do you usually use to keep up with organizations?

For question 5, the majority (37 and 46.84%) of people said they usually use Instagram to keep up with organizations. A close second was Twitter with 23 people (29.11%) usually using that platform to keep up with organizations. 15 people (18.99%) said they used Facebook primarily

for their source of information. The remaining four individuals (5.06%) voted “other”, these were their answers:

- “GroupMe”
- “Snapchat”
- “N/A”
- “GroupMe”

Q6: Would you feel awkward attending these meetings?

For this question, 46 people in total replied. 18 (39.13%) answered that they would feel awkward attending a R.I.S.E. meeting and 28 (60.87%) answered that they would be comfortable with attending a meeting. This is surprising because for our later questions, most people said they would not be likely to attend the meetings. Meaning that even though they would not feel awkward, they still wouldn’t attend. This could be because they feel they have no reason to attend the meetings or do not feel they have a problem with substance abuse.

Q7: I look for alternatives to fest/big weekends

For question 7, it was asking if the student looks for alternatives to big fest weekends. During the spring semester there is a different fest for every weekend. Normally, a fest is a set location of a street on campus for example “High Fest” is on High Street. This question was asked on a scale of strongly agree to strongly disagree. In our findings we found that 63 (80%) people don’t look for alternatives, 9 (11%) people were neutral, and the last 7 (9%) people look for an alternative.

Overall, we found that most students that took this survey don't look for an alternative for a fest weekend.

Q8: I'm likely to attend free activities/trips offered by R.I.S.E. during fest weekends

For question 8, 71 (89%) respondents said that they strongly disagreed to this and would not be interested in attending free activities or trips during fest weekends. 6 respondents, 8% of the total, answered that they were neutral to this question and had no strong feelings in either direction. 3 (4%) respondents said that they strongly agreed with this and would be interested in attending free activities or trips during fest weekends.

Q9: Would you be interested in volunteering/representing R.I.S.E. and advocating it to other students across campus?

Only 54 out of the 81 respondents responded to this question. Ten respondents said yes and 44 people said no. This means that 18.52% of survey takers would be interested in being a R.I.S.E. ambassador and advocating it to other students around campus and 81.48% would not. We believe the majority of people would not want to represent or volunteer for R.I.S.E. because they are not completely aware of the organization and what they do.

Q10: I would go to R.I.S.E. meetings if I felt I was building a community

For this question, the majority (60 individuals) said they wouldn't attend R.I.S.E. meetings even if they felt they were building a community. 16 people, accounting for 20% of the total, voted neutral, suggesting they are indifferent towards attending meetings regardless of any motivators

(i.e. building a community.) The remaining three responses, accounting for 4% of total responses, felt strongly towards attending meetings in the name of building a community.

Q11: I would go to R.I.S.E. meetings if I felt I was building a professional network

For question 11, Within all of the responses 49 (61%) students had disagreed, 23 (29%) students were indifferent and 8 (10%) students agreed with the statement. The data tells us that that more than half of the students wouldn't attend a R.I.S.E meeting even if they felt it was building a professional network.

Q12: I would be willing to volunteer with R.I.S.E. if I felt I was making a difference in the community

For this question a majority of students said that they would not be willing to volunteer with R.I.S.E. even if they felt they were making a difference in the community. 51 respondents, 64% of the total, said that they strongly disagreed to being willing to volunteer with R.I.S.E. if they felt they were making a difference in the community. 20 respondents, 25% of the total, felt passive about this and had no opinion on volunteering for R.I.S.E. 9 (11%) respondents felt strongly that they would be willing to volunteer with R.I.S.E. if they felt they were making a difference in the community.

Key insights :

1. Based on our results, a majority of students on campus are unaware of the organization R.I.S.E. We already expected this, but the survey results confirmed our hypothesis. Out of 79 responses, 68 students said that they had never heard of R.I.S.E., which was

86.08% of the total number of respondents. 11 students responded that they had heard of R.I.S.E, which was 13.92% of the total number of respondents.

2. Based on our survey results we have found that students believe marijuana, Adderall and alcohol are the most used substances on campus. Alcohol was the leading substance with 76 responses followed by marijuana with 68 and Adderall with 67.
3. People are more likely to come to events if they are incentives, i.e. food, change of location or fun games/activities. In question 4 we asked students what would motivate them to come to a R.I.S.E. meeting and 67, out of a total of 79, responded that free food would motivate them to go to an organization's meeting.
4. For our question about what social media platform do people use to keep up with their organizations, 46.84% of respondents chose Instagram. Instagram was selected the most over Twitter and Facebook. This is interesting because R.I.S.E. has Facebook and Twitter pages, but not an Instagram.
5. Most students on campus are not likely to attend meetings even if it meant that they were building a professional network or making a difference in the community. From this we believe the primary motivator is food.

Strategies

1. **STRATEGY:** Our recommended strategy is to create an Instagram account to post content specific to R.I.S.E. Utilize the account by posting content regularly. Recommend two or more times a week. Content should include meetings information, facts about R.I.S.E., statistics about on-campus addiction, and light-hearted content such as advice, positive quotes, and motivational posts.

RESEARCH: From our research we found then Instagram is the most used social media platform that organizations use to inform the students. Quantitative research: 46% of students that we surveyed said that they use Instagram the most than the social media. Qualitative research: From these findings we gathered that students use social media as a large part of staying in touch with their organizations on campus.

TACTICS: GA create and manage account. Create a content calendar. Utilize third-party posting platform such as Hootsuite to schedule posts and monitor analytics. Follow students and related organizations to create awareness and gain visibility.

2.

STRATEGY: People are more likely to come to events if there are incentives. In the beginning of the year scheduling different events like pizza party or a yoga class offered outside ping. Bringing students out to the event to enjoy this free incentive but also promote the organization R.I.S.E. Another strategy would be making an event for learning communities that they can attend since they are freshman and new to the campus wanting to get involved in different organizations.

RESEARCH: Quantitative: 67/79 of students said that food would motivate them to attend an organization meeting/event.

Qualitative: Many students said that they would attend an event if they were offered a free yoga class or pizza.

TACTICS: Have someone be in charge of event planning and figuring out a schedule for the fun incentive events. Planning event in the beginning of the year to inform students of what the organization is and then later on in the year planning the regular weekly meetings. Connecting with different places like Ping to have the event at, for an example yoga on the lawn.

3.

STRATEGY: From our overall findings of our research so far, most students are not aware of what RISE is. To make R.I.S.E. more well-known to students, we need to increase their brand awareness. We recommend doing a display in the top or bottom of Baker with cardboard cutouts of people with anonymous paragraphs written on them about people's stories with drug abuse. This will spark interest in all of the students that walk through Baker during the day and they will see that it is from R.I.S.E. Since our audience is for freshman through seniors, Baker is a place that everyone uses and will get the most attention.

RESEARCH: Qualitative research: Students said they have never heard of R.I.S.E.
Quantitative: 68/79 (86.08%) of our respondents answered that they were unaware of R.I.S.E.

TACTICS: For the display, we will contact Baker Event Services to see where/when we would be allowed to position the cardboard cutouts.

Proposed Timeline

Student Involvement Fair - August 21, 2019

Advertise Pizza Party (on social media and around campus) - September 02, 2019

Host Pizza Party - September 09, 2019

Cutouts - 07-11, 2019

Budget

Pizza Party - 8 medium cheese pizzas - \$76

Cardboard Cutouts - 6 - \$119.94

Total: \$195.94

Conclusion

We recommend implementing our three strategies in the fall next semester in order to increase attendance at meetings and awareness of R.I.S.E. overall.

References

<https://www.ohio.edu/involvement/healthpromotion/recovery.cfm>

<https://swc.osu.edu/services/collegiate-recovery-community/>

<https://recovery.wvu.edu/>

Appendices

Copy of Survey

1. Have you ever heard of R.I.S.E.?

- A. Yes
- B. No
- C. I don't know

2. Many people have a dependency on things like alcohol, prescription medicine, and illegal drugs. Which of these in your opinion are used at Ohio University? Click all that apply.

- A. Adderall
- B. Alcohol
- C. Cocaine
- D. Ecstasy
- E. Marijuana
- F. Xanax
- G. Other (Please specify)

3. In your opinion, define substance abuse.

4. Which of the following would motivate you to attend a meeting by an organization (such as R.I.S.E.)

- A. Free food
- B. Change of location to coffee shop, restaurant, etc.
- C. Fun games/activities
- D. Other (Please Specify)

5. What social media platform do you usually use to keep up with organizations?

- A. Twitter
- B. Facebook
- C. Instagram
- D. Other (Please Specify)

6. Would you feel awkward attending these meetings?

- A. Yes
- B. No
- C. I don't know

7. I look for alternatives to big/fest weekends

- A. Strongly Disagree 0 - 10 Strongly Agree.

8. I'm likely to attend free activities/trips offered by R.I.S.E. during fest weekends.

- A. Strongly Disagree 0 - 10 Strongly Agree.

9. Would you be interested in volunteering/representing R.I.S.E. and advocating it to other students across campus?

- A. Yes

B. No

C. I don't know

10. I would go to R.I.S.E. meetings if I felt I was building a community.

A. Strongly Disagree 0 - 10 Strongly Agree.

11. I would go to R.I.S.E. meetings if I felt I was building a professional network.

A. Strongly Disagree 0 - 10 Strongly Agree.

12. I would be willing to volunteer with R.I.S.E. if I felt I was making a difference in the community.

A. Strongly Disagree 0 - 10 Strongly Agree.

Open-Ended Responses to Question 3:

- When you depend on using a substance in your everyday life.
- Using controlled substances to cope with the hardships of life.
- Substance that is used outside of doctors orders.
- Using any sort of illegal substance, especially when one becomes dependent or overdoses.
- Using a substance to the extent of developing a physical or mental dependence with negative health consequences.
- I tend to think that any recreational use of a drug (cannabis probably excluded) constitutes abuse. Medicinal use is not abuse. Excessive use of a medicinal drug constitutes abuse.
- Becoming dependent on a substance.
- Taking drugs not prescribed to you.

- Using a substance to the point where it affects other commitments or other people in a negative way. Different having a compulsion.
- Use of legal or illegal drugs.
- When someone is regularly using a substance more than they should and is dependent on it.
- When you can't survive a day without feeling like you NEED to use a substance for something other than its intended purpose (or illegal).
- Using something to the point of self harm.
- Overuse of substance to make you feel good seek pleasure.
- Consistently using an illegal substance.
- Using a substance so much that it becomes unhealthy and the person is dependent on it.
- Dependency on those substances.
- Any dependence on no men prescription drugs.
- Using a drug outside of its intended purpose.
- Overuse of substances.
- Dependency on a substance.
- Addiction to any illegal substance.
- Being addicted to substance or the use of a substance in an excessive or incorrect way.
- Abusing controlled substances
- Consistent use of a drug.
- When you use drugs/alcohol and it negatively affects other parts of your life on a regular basis.

- When using a substance as your primary source of dealing with stress, emotions, physical pain, etc.
- The overuse of a substance to the point of affecting one's daily life.
- Overusing illegal or legal substances.
- Letting a substance control your life.
- Abusing the use of substance.
- Binging on illegal substances.
- Being dependent on a harmful substance.
- Overusing a substance for the wrong reasons.
- Relying on a substance to have an altered state of reality or happiness.
- Relying on self-prescribed substances as a means of coping and escaping reality.
- Somebody using a substance beyond its prescribed usage.
- Using substances in harmful way.
- No being able to live without
- Using a substance for a manner other than its purpose.
- Allowing a substance to negatively interfere in your everyday life.
- Using substances that aren't prescribed to you.
- Overusing controlled substances as a means of escapism.
- When substances begin to impact your mood/ responsibilities/ relationships negatively.
- Using a substance so much that you are dependent on it.
- Overuse of controlled substances.
- Taking too much of something.

- Using a substance for a different purpose than it is meant for.
- Using a drug or medication in a way that was not prescribed or creating a negative outcome from the use of drugs.
- Being physically dependent everyday on a drug or substance to survive.
- When one relies on a substance to enhance or function within their lives.
- Feeling a need to take a substance.
- You're addicted to a feeling something provides.
- Taking advantage of a substance and using it in an inappropriate manner.
- Overuse of a substance.
- When it gets in the way of living life or the uncontentment of being sober.
- Needing a substance to go through life that isn't vitally important for health
- Relying on substances to alleviate the pains of life.
- Using harmful drugs regularly.
- Being addicted.
- When you need something and can't function without it.
- Relying on a drug to get through the day or for happiness.
- Not knowing when to stop using a substance.
- Dependency for substances for happiness or daily life functions.
- Not having control over your use of illegal substances.
- Dependency.
- Using and abusing drugs that are not prescribed and/or legal.
- Consuming substances in amounts that become harmful to one's well being.

- Anything that is used out of the social norm.
- Taking more than the required dose of a drug frequently.
- Use without responsibility.
- Someone using an illegal or harmful substance in excess.

Transcription for all the interviews:

Interviewer: Caroline Ruma

Interviewee 1: (Female)

Caroline: What is your year?

Interviewee 1: I'm a junior.

Caroline: Do you live on-campus or off-campus?

Interviewee 1: I live off campus.

Caroline: Are you involved in any school organizations?

Interviewee 1: Yes, I am involved with WIMI, which is Women in Music Industry.

Caroline: How did you first hear about WIMI?

Interviewee 1: Um, it was through a mutual friend that I met in my freshman year.

Caroline: Does your organization have social media and do you think it is effective/helpful?

Why or why not?

Interviewee 1: Um, we have a social media account. I think it could definitely be a little more effective just because we are still a growing organization, but definitely this past semester they have stepped up their game and I think they are utilizing it more and realizing its importance. Um, just as far as like having an account and getting our events out there.

Caroline: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E, that works with students who face addiction or are in recovery. Have you ever heard of R.I.S.E or OU Collegiate Recovery Community?

Interviewee 1: I have not.

Caroline: Would you say it's necessary to have on campus?

Interviewee 1: Yes, I do.

Caroline: Do you think substance abuse is a problem on campus?

Interviewee 1: Um, yeah. I think on-campus and just generally speaking it is an issue.

Caroline: Whether or not you use substances, would you be interested in partaking in the events provided by R.I.S.E, such as pizza parties and yoga classes?

Interviewee 1: Sure.

Caroline: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 1: Um, I don't know. Uh, yeah. I say sometimes because fests can be a little draining and overwhelming so taking a breather every once in a while is pretty good.

Caroline: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 1: Uh, not necessarily. Depending on what it is I guess. Like I feel it would be awkward if it were just a full-on meeting, but if it were just like a yoga class I would be like "yeah, sure," but if it were just a meeting to talk about this over pizza I feel like that would be a little weird.

Interviewee 2: (Female)

Caroline: What is your year?

Interviewee 2: I'm a junior.

Caroline: Do you live on-campus or off-campus?

Interviewee 2: Off campus.

Caroline: Are you involved in any school organizations?

Interviewee 2: No.

Caroline: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E, that works with students who face addiction or are in recovery. Have you ever heard of R.I.S.E or OU Collegiate Recovery Community?

Interviewee 2: Yes. Through probation with an underage at the university.

Caroline: Do you think substance abuse is a problem on campus?

Interviewee 2: I think it is a problem on every college campus. Um, I think there is just an expectation to drink or, um, party at college.

Caroline: Whether or not you use substances, would you be interested in partaking in the events provided by R.I.S.E, such as pizza parties and yoga classes?

Interviewee 2: Why not.

Caroline: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 2: For sure.

Caroline: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 2: No. I don't think so because it is... ah, I don't know how to explain it. I think it is everyone's own business why they are there. So, I don't think it is my business why people are going and vice versa.

Interviewer: Amanda Schafer

Interviewee 3: (Female)

Amanda: What year are you?

Interviewee 3: I'm a second year.

Amanda: Are you involved in any school organization?

Interviewee 3: Yes.

Amanda: Which ones?

Interviewee 3: Ohio BSN. It's a club for nursing.

Amanda: How did you first hear about Ohio BSN?

Interviewee 3: I heard about it through my own research when I was trying to become more involved on campus.

Amanda: Does it have social media and do you think it's helpful?

Interviewee 3: Ya they do and I think it's helpful.

Amanda: Why's that?

Interviewee 3: It makes it so easy for us to stay up to date and stay in contact with each other and know about the events coming up.

Amanda: There is an organization on campus called OU Collegiate Recovery Community or R.I.S.E. that works with students who face addiction or are in recovery. Have you ever heard of it?

Interviewee 3: No

Amanda: Do you think this is necessary to have on campus?

Interviewee 3: I do! I've seen so many people struggle with both drinking and drug addiction here.

Amanda: So do you think substance abuse is a problem on campus?

Interviewee 3: Ya, substance abuse is a huge problem on our campus. Many people come to OU with the mind-set that we are a big party school and I think that's what leads them into addiction.

Amanda: Whether or not you use substances would you be interested in partaking in the events provided by R.I.S.E. (for example a pizza party or yoga class)

Interviewee 3: No.

Amanda: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 3: Yes, well, sometimes.

Amanda: Would you feel awkward attending these meetings or events? Why or why not?

Interviewee 3: I feel like it would be awkward for me to attend those because I don't really use drugs or drink alcohol.

Interviewee 4: (Male)

Amanda: What year are you?

Interviewee 4: I'm a sophomore.

Amanda: Do you live on or off campus?

Interviewee 4: On campus.

Amanda: Are you involved in any school organization?

Interviewee 4: Ya I'm in SCEC.

Amanda: How did you first hear about it?

Interviewee 4: I heard about it through my education classes.

Amanda: Does it have social media and do you think it's helpful?

Interviewee 4: Ya we have an instagram and I think it's effective because it shows people what the organization is about. It kind of serves as an advertisement for what we're doing.

Amanda: There is an organization on campus called OU Collegiate Recovery Community or R.I.S.E. that works with students who face addiction or are in recovery. Have you ever heard of it?

Interviewee 4: Yes.

Amanda: How?

Interviewee 4: I heard a little bit about it during my job training freshman year.

Amanda: Do you think substance abuse is a problem on campus?

Interviewee 4: I'm not sure. I don't think it's really a problem because I believe the general college atmosphere encourages substance abuse to an extent.

Amanda: Whether or not you use substances would you be interested in partaking in the events provided by R.I.S.E. (for example a pizza party or yoga class)

Interviewee 4: Ya, but it would depend on the dates.

Amanda: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 4: Not really.

Amanda: Would you feel awkward attending these meetings or events? Why or why not?

Interviewee 4: Not necessarily because I don't have substance abuse problems, so I wouldn't be embarrassed to go.

Amanda: So, if you did have an abuse problem you'd be scared to go?

Interviewee 4: Ya. I know it would help me, but I feel like it'd be weird admitting it to strangers.

Interviewer: Samantha Hamilton

Interviewee 5: (Female)

Samantha: What is your year?

Interviewee 5: Freshman.

Samantha: Do you live on-campus or off-campus?

Interviewee 5: On campus.

Samantha: Are you involved in any school organizations?

Interviewee 5: ADPI sorority and Young Life.

Samantha: How did you first hear about ADPI and Young life?

Interviewee 5: The involvement fair.

Samantha: Do these organizations have social media? Do you think it's effective or helpful?

Interviewee 5: Yes. I think that Young Life does a great job of using their social media and helps to know when they are having meetings and events coming up.

Samantha: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E., that works with students who face addiction or are in recovery. Have you ever heard of them?

Interviewee 5: I have not.

Samantha: Do you think substance abuse is a problem on campus?

Interviewee 5: Yes, the only thing around here is bars and there isn't much else to do and offered to the students here.

Samantha: Whether or not you use substances would you be interested in partaking in events provided by R.I.S.E such as yoga class or pizza parties?

Interviewee 5: Yes, I would be interested in these types of events. I don't like to drink at all nor do I like to surround myself with people that do.

Samantha: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 5: I haven't experienced many fests or big weekends so I don't really know what my alternatives would be.

Samantha: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 5: Yes, I would be nervous that people would think I have a problem with substances.

Interviewee 6: (Female)

Samantha: What is your year?

Interviewee 6: Sophomore.

Samantha: Do you live on-campus or off-campus?

Interviewee 6: On campus.

Samantha: Are you involved in any school organizations?

Interviewee 6: No.

Samantha: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E., that works with students who face addiction or are in recovery. Have you ever heard of them?

Interviewee 6: Nope.

Samantha: Do you think substance abuse is a problem on campus?

Interviewee 6: Yes. I think substance abuse is a problem on any college campus since college students like to take advantage of whatever they can to party.

Samantha: Whether or not you use substances would you be interested in partaking in events provided by R.I.S.E such as yoga class or pizza parties?

Interviewee 6: Sure, why not.

Samantha: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 6: Yes.

Samantha: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 6: Maybe a little because I don't know anyone.

Interviewer: Ihsan Alnaneesh

Interviewee 7: (Female)

Ihsan: What is your year?

Interviewee 7: Sophomore.

Ihsan: Do you live on-campus or off-campus?

Interviewee 7: On campus.

Ihsan: Are you involved in any school organizations?

Interviewee 7: Rough Cut Collective (film group).

Ihsan: And how did you first hear about Rough Cut Collective?

Interviewee 7: I have friends who are in it.

Ihsan: Does the organization use social media? Do you think it's effective?

Interviewee 7: Yes. They have Twitter and I believe they have Instagram, too. It's helpful because you can be alerted about meetings or events to come.

Ihsan: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E., that works with students who face addiction or are in recovery. Have you ever heard of them?

Interviewee 7: No.

Ihsan: Well, do you think it's necessary to have organizations as such on campus?

Interviewee 7: Yes, it seems necessary and a good support system for students to have who are going through this.

Ihsan: Do you think substance abuse is a problem on campus?

Interviewee 7: Not necessarily substance *abuse*, but a lot of students I see tend to rely on substances to a certain extent. Very little people I have interacted with seem like they need real help or actually have a serious problem that should be dealt with professionally per say.

Ihsan: Whether or not you use substances would you be interested in partaking in events provided by R.I.S.E such as yoga class or pizza parties?

Interviewee 7: Yes.

Ihsan: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 7: Not usually.

Ihsan: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 7: Maybe at first, but as time goes on and I get to know different people within it I would be more comfortable.

Interviewer: Ihsan Alnaneesh

Interviewee 8: (Male)

Ihsan: What is your year?

Interviewee 8: Junior.

Ihsan: Do you live on-campus or off-campus?

Interviewee 8: Off campus.

Ihsan: Are you involved in any school organizations?

Interviewee 8: I am not.

Ihsan: There is an organization on campus called OU Collegiate Recovery Community, or R.I.S.E., that works with students who face addiction or are in recovery. Have you ever heard of them?

Interviewee 8: No.

Ihsan: Well, do you think it's necessary to have organizations as such on campus?

Interviewee 8: Yes. it will help students who feel they have a problem with substance usage.

Ihsan: Do you think substance abuse is a problem on campus?

Interviewee 8: Yes, namely alcohol. I think many students, especially those who are underage, take drinking to unnecessary levels which in turn can harm themselves and those around them.

Ihsan: Whether or not you use substances would you be interested in partaking in events provided by R.I.S.E such as yoga class or pizza parties?

Interviewee 8: Sure.

Ihsan: Do you ever seek an alternative to participating in fests or big weekends?

Interviewee 8: I just stay home.

Ihsan: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 8: Not really, but I can see why people would feel awkward seeing the connotation it may bring forth by simply attending.

Interviewer: Karly Zitello

Interviewee 9: (Female)

Karly: What year are you?

Interviewee 9: Senior

Karly: Do you live on or off campus?

Interviewee 9: Off campus

Karly: Are you involved in any school organizations? What are they?

Interviewee 9: Yes, Student Alumni Board

Karly: How did you first hear about this organization that you are affiliated with?

Interviewee 9: From a friend who was involved in the organization

Karly: Does the organization you are involved with have social media and do you think it is effective/helpful?

Interviewee 9: Yes it is effective, they have an entire social media committee and a lot of social media platforms and digital communications.

Karly: There is an organization on campus called OU Collegiate Recovery Community or R.I.S.E. that works with students who face addiction or are in recovery. Have you ever heard of R.I.S.E. or OU Collegiate Recovery Community? If yes, how?

Interviewee 9: No.

Karly: Do you think this organization is necessary to have on campus?

Interviewee 9: Yes. It's the most prevalent now because you are in college and trying new things.

Karly: Do you think substance abuse is a problem on campus? Please explain your response.

Interviewee 9: Yes, because in college it's normalized to blackout or binge drink.

Karly: Whether or not you use substances would you be interested in partaking in the events provided by R.I.S.E.? For example, a pizza party, yoga classes, etc.

Interviewee 9: Sounds cool, but probably would not do it. I like the idea of it.

Karly: Do you ever seek an alternative to participating in fests/big weekends?

Interviewee 9: Yes, I go home sometimes.

Karly: Would you feel awkward attending these meetings/events?

Interviewee 9: I don't think so. It seems fun and would be with students my own age.

Interviewer: Karly Zitello

Interviewee 10 (Male)

Karly: What year are you?

Interviewee 10: Senior.

Karly: Do you live on-campus or off-campus?

Interviewee 10: Off campus.

Karly: Are you involved in any school organizations?

Interviewee 10: Yes, I am involved in the Schey Sales Centre and am the treasurer for Habitat for Humanity on campus.

Karly: Does the organization you are involved with have social media and do you think it is effective/helpful? Why or why not?

Interviewee 10: They both do. For Schey I would say it's give or take - not everyone can relate to Schey because it is centered for students interested in sales so they do not try as hard to advertise. Habitat for Humanity is working to get better.

Karly: There is an organization on campus called OU Collegiate Recovery Community or R.I.S.E. that works with students who face addiction or are in recovery, have you ever heard of this? If yes, how?

Interviewee 10: No.

Karly: Do you think it is necessary to have on campus?

Interviewee 10: Yes.

Karly: Do you think substance abuse is a problem on campus? Please explain your response

Interviewee 10: Yes because I feel like a lot of kids go into college with the intent of experimenting and it becomes an addiction.

Karly: Whether or not you use substances, would you be interested in partaking in the events provided by R.I.S.E.? (For example, a pizza party, yoga class, etc.)

Interviewee 10: Yes, for sure.

Karly: Do you ever seek an alternative to participating in fests/big weekends?

Interviewee 10: No, I love going to fests.

Karly: Would you feel awkward attending these meetings/events? Why or why not?

Interviewee 10: No, I am pretty social.