

Maryland Day 2003 Debriefing Executive Summary

This is an overview of commonly reported observations from steering and planning committees, program partners, and visitors.

PROGRAM HIGHLIGHTS:

- ⌘ Synchronized Systems: Program planning, promotion, and production seemed instinctive, easier, and naturally fell into place.
- ⌘ Established Program: Despite rain, nearly 60,000 visitors came. Community knows Maryland Day, values it, and comes back.
- ⌘ Visitors: Web site visitors downloaded the program 43,052 times. They arrived better informed, asked more and better questions, and wanted to learn more about the academic programs. Reported that their experiences positively changed their perceptions of the university.
- ⌘ Volunteers: Visitors raved about the spirit of volunteers. Volunteers reported it to be a good team building experience.
- ⌘ Students: Staff from across campus reported increase in student participation both as volunteers and event guests.
- ⌘ Community Partners: Celebration of Flight events hosted in collaboration with the College Park Aviation Museum and the National Archives Records Administration worked well, brought new visitors, and strengthened relationships.
- ⌘ Corporate Sponsors: Sponsorship soared from four sponsors last year to eleven this year. Below is an itemized summary of support.
 - 10k: Dell (plus in-kind laptops for locator booths, printer for visitor give-away, and *Mobile at Maryland: Wireless Network*)
 - 05k: Lockheed (sponsored event)
 - 05k: IKEA (sponsored *IKEA & Trading Places Hits College Park* event)
 - 05k: BAE (co-sponsored *Engineering: How Things Work!* event)
 - 05k: Booz Allen Hamilton (co-sponsored *Engineering: How Things Work!* event)
 - 05k: Toyota (sponsored Terps' Trading Cards)
 - 05k: Pepsi (sponsored visitor bags)
 - 05k: Barnes & Noble (sponsored *Kids Carnival*)
 - 05k: washingtonpost.com (sponsored *Build Your Career with washingtonpost.com Online Resources* event)
 - 05k: Microsoft (sponsored *Xbox Expo: Let the Games Begin!* event)
 - 55,000 Total (Net 51,300 total after mandated expenses)
 - Plus \$30,000 In-kind On-air Radio Promotional Package: MIX 107.3FM
- ⌘ Marketing & Media:
 - Online Planning Resource Site proved an effective tool for campus planners
 - Revised Printed Program format was cost-effective and popular
 - Terps' Basketball Trading Save-the-Date Cards were successful
 - President's Mote's Five Year Recognition Letter & Pin to campus veterans was a huge hit recipients continue to wear pins
 - Visitor bags met the need of guests who in previous years requested something to carry their mementos
 - Designed Web page for media interested in Maryland Day that included press releases, printed program in PDF format, video and radio PSAs, flyers, PowerPoint Slides, graphics and more. <http://www.marylandday.umd.edu/2003/misc/media.cfm#ginal>
 - TV: University leaders interviewed with WTOP, WUSA-TV, Comcast Local Edition, and WTTG-TV News.
 - Radio: MIX 107.3 FM provided \$30,000 in on-air promotion. Morning show enjoyed "Rise & Shine MD Dairy Ice Cream Buffet."
 - PSAs: broadcasted on UMTV, at Comcast Center, local TV and cable outlets. Developed PSAs in Spanish for Hispanic Media
 - Calendar listings & links: promoted by media including the Washington Post Weekend Best Bets and Baltimore Sun online
 - Numerous community outreach presentations were made to organizations including Prince George's County School Board, City of College Park, Kiwanis and Rotary clubs from Rockville to College Park, Riderwood retirement community, and Maryland Mentoring Partnerships (Baltimore).

NEXT YEAR PRIORITIES:

- ⌘ Strategize ways to maintain balance between signature activities and new events
- ⌘ Develop way to communicate last-minute event changes to Command Center
- ⌘ Revise lunch order and pick-up system to prevent left-over lunches
- ⌘ Work with ICA and Gymkana to schedule their Comcast event for another day or location
- ⌘ Re-evaluate shuttle service needs due to under-utilization
- ⌘ Post reps from each School/College at first floor of respective building to entertain questions to assist visitors with specific inquiries
- ⌘ Increase on-site visibility of locator booths to make it easier for visitors to find
- ⌘ Develop way to manage increasing space needs for Mall events
- ⌘ Prominently outline the "need to know" kinds of info like shuttle stops and schedules
- ⌘ Develop plan for possible crowd control issues
- ⌘ Promote participation of University research partners including NASA/FDA, College Park Airport
- ⌘ Contact large lead-time magazines such as Washingtonian and Baltimore Magazine by January

- ⌘ Print list of rain locations
- ⌘ Collaborate with cross-campus event coordinators to capture market research information