Student Takeovers

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Quick Roadmap

- Unit Context
- Review of Resources
- Staffing Structure used to implement takeovers
- Brief Glimpse of process

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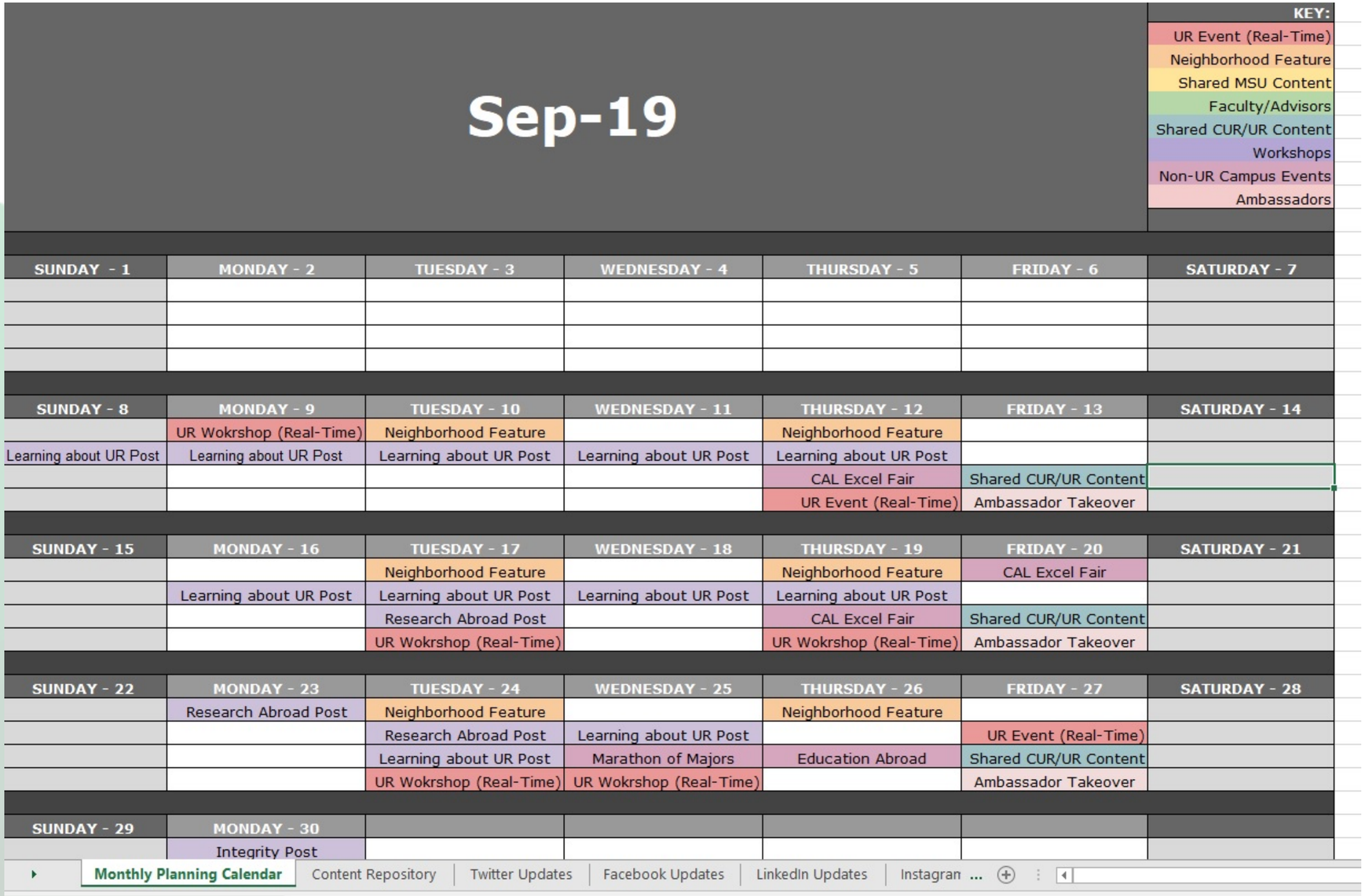
Undergraduate Research Office

- Nested within Office of the Associate Provost for Undergraduate Education (APUE)
- Small Office
  - 3 full-time staff, 15+ students (undergrad and grad)
- Scope of my Role
  - Manage daily operations of office
  - Oversee student staff and full-time coordinator
  - Manage planning and implementation of 2 major research forums
  - Coordinate funding in 14 colleges
  - ….Communication work for the unit (!!!!!!)

Resources

- Sprinklr – High ROI
- Content Calendar
- Student Staff
  - Graduate Assistant
  - Undergraduate Intern
  - Ambassador Program

Content Calendar



Sep-19						KEY:
						UR Event (Real-Time)
						Neighborhood Feature
						Shared MSU Content
						Faculty/Advisors
						Shared CUR/UR Content
						Workshops
						Non-UR Campus Events
						Ambassadors
SUNDAY - 1	MONDAY - 2	TUESDAY - 3	WEDNESDAY - 4	THURSDAY - 5	FRIDAY - 6	SATURDAY - 7
SUNDAY - 8	MONDAY - 9	TUESDAY - 10	WEDNESDAY - 11	THURSDAY - 12	FRIDAY - 13	SATURDAY - 14
	UR Wokrshop (Real-Time)	Neighborhood Feature		Neighborhood Feature		
Learning about UR Post	Learning about UR Post	Learning about UR Post	Learning about UR Post	Learning about UR Post		
				CAL Excel Fair	Shared CUR/UR Content	
				UR Event (Real-Time)	Ambassador Takeover	
SUNDAY - 15	MONDAY - 16	TUESDAY - 17	WEDNESDAY - 18	THURSDAY - 19	FRIDAY - 20	SATURDAY - 21
		Neighborhood Feature		Neighborhood Feature	CAL Excel Fair	
	Learning about UR Post	Learning about UR Post	Learning about UR Post	Learning about UR Post		
		Research Abroad Post		CAL Excel Fair	Shared CUR/UR Content	
		UR Wokrshop (Real-Time)		UR Wokrshop (Real-Time)	Ambassador Takeover	
SUNDAY - 22	MONDAY - 23	TUESDAY - 24	WEDNESDAY - 25	THURSDAY - 26	FRIDAY - 27	SATURDAY - 28
	Research Abroad Post	Neighborhood Feature		Neighborhood Feature		
		Research Abroad Post	Learning about UR Post		UR Event (Real-Time)	
		Learning about UR Post	Marathon of Majors	Education Abroad	Shared CUR/UR Content	
		UR Wokrshop (Real-Time)	UR Wokrshop (Real-Time)		Ambassador Takeover	
SUNDAY - 29	MONDAY - 30					
	Integrity Post					

Monthly Planning Calendar | Content Repository | Twitter Updates | Facebook Updates | LinkedIn Updates | Instagran ...

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Personnel Strategy for Social Media

- ***Assistant Director*** *(40 hours)* – oversees strategy, approves content when necessary, checks in on platforms routinely, troubleshoots with student staff
- ***Graduate Assistant*** *(20 hours)* – manages implementation on a daily/routine basis. Supervises undergraduate student intern tasks, coordinates ambassador takeovers
- ***Undergraduate Intern*** *(10 hours)* – creates and schedules content in Sprinklr (w/ approval from GA), corresponds with ambassadors for takeover logistics

Ambassadors

- Conduct takeovers throughout the semester (one of several responsibilities in their role).
- Trained in August during 1 ½ day orientation program
- Sign “Code of Conduct” / Contract for program
- Provided with social media guidelines & examples
- ***New Fall 2019:*** storyboard content in advance, review w/ intern & graduate assistant

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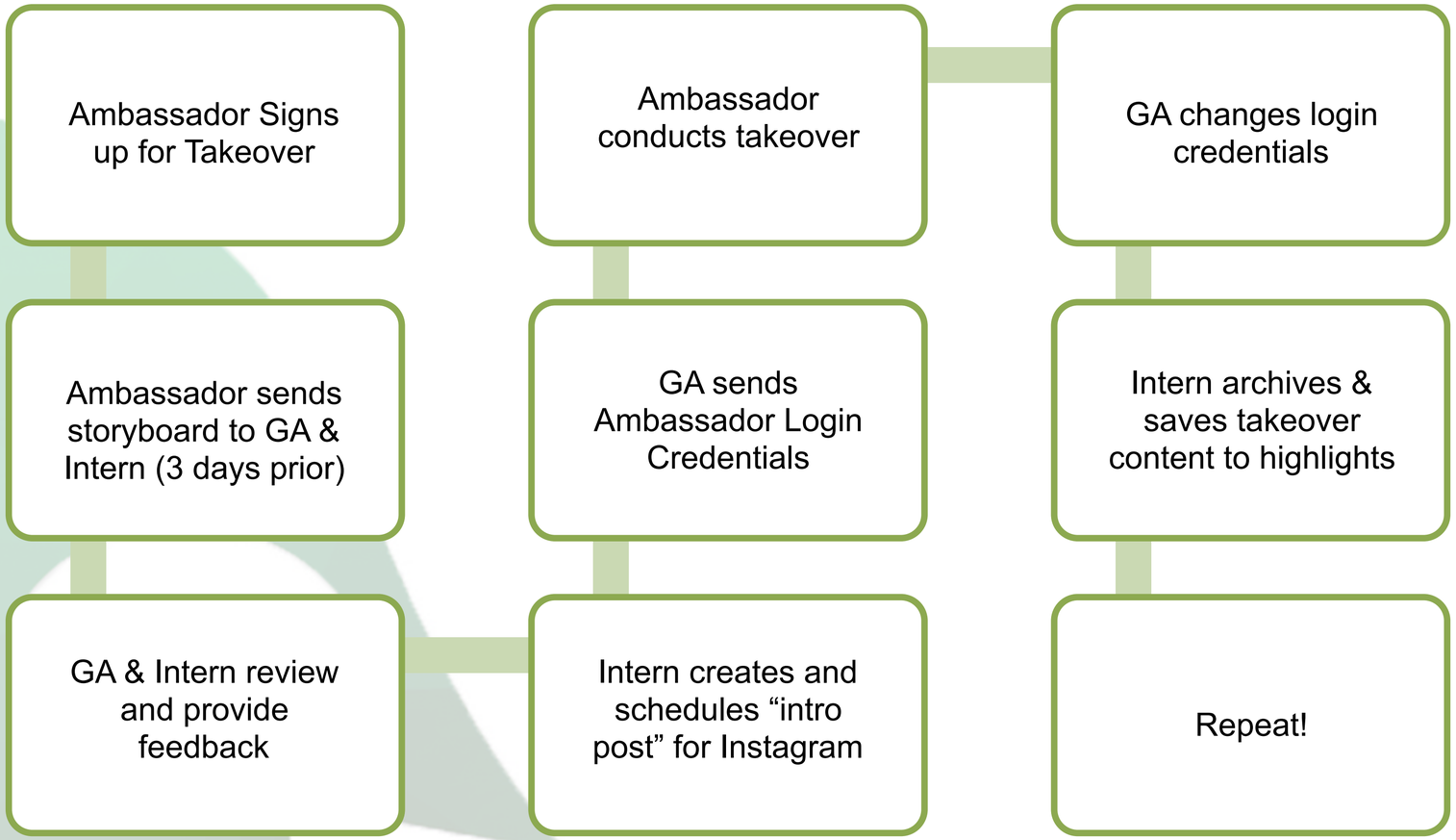
Timeline



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Storyboards... sort of

Take over template. Will include lots of emojis, animations and also different colors to make them lively.

Aim: show how I manage my time on Tuesday, increase number of followers

Story 1 (8am): intro selfie video. Name, major, hometown, research topic. Ask me any questions throughout the day, I will respond

Story 2 (10am): Picture of French book and my laptop on my room desk, caption: Apart from research I love learning other languages. I can speak 4 languages.

Story 3 (12pm): video as I walk to biochemistry building explaining how I plan my Tuesday morning and generally my whole week.

Story 4 (12.30pm): pic of biochem building. Caption: this is where I spend most of my time outside of class. Right now, I am going in for my 5hr advanced molecular biology lab

Story 5 (1.30pm): poll. What do you think happens in a lab? Science or magic?

Story 6 (2:00pm): boomerang of my lab experiment. Caption: science is fun. (give some brief description of the pic

*Story 7 (2:45pm): might ask my TA for a comment. (However, I will ask them about this first to see if they agree. I hope they will give one piece of advice for undergrads.)

Story 8 (5-6pm): Video of me getting out of lab. Talking about my evening routine; get off class, grab dinner at Owen and settle down to do assignments.

Story 9 (7-8pm): pic: signoff. Thanks for spending the day with me. Make sure you follow URCA to catch Srikar's takeover next week!

Story Board- Instagram Take Over

Introduction Video with text

- Hi everyone! My name is Srikar and I am a human biology and nutritional sciences major with a minor in public health
- I am currently an undergraduate research ambassador and work in a Food Science and Nutritional Sciences lab and am doing a takeover to let you in on my daily life as an undergraduate researcher
- Stay tuned to see me take you throughout my day

Boomerang

- Take a boomerang of the diary store plant where they make the ice cream/observation deck
- Text: Always pass through this on my way to the lab
- Text: Hardest part of my day is to resist buying a grilled cheese from the diary store

Picture

- Diary Store
- Text: Bad decisions are being made
- Question: What is your favorite diary store ice cream?

Picture

- Picture of my lab work that I am doing that day (most probably an assay using a cell plate reader)
- Text: Explaining what I am doing- Looking at the phytochemical, chlorophyll, and carotene content in grass samples from farmers across the United States to evaluate best growing practices
- Text: Have ran this procedure several times with no successful results. An example of why research is all about patience no matter the field.

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Sadhana is a senior majoring in Physiology and a third-year undergraduate research ambassador. She's been involved in several impressive research projects throughout her undergraduate career and wa
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ur_at_msu Tune in tomorrow as Undergraduate Research Ambassador Daniel Greeson @greesondaniel takes over the UR instagram!
Daniel is a Linguistics and Math double major with minors in Portuguese and Spanish in the College of Arts and Letters @msucal and the College of Natural Science @msunatsci He is involved in MSU qUALMS (q Undergraduate Association for Linguistics at Michigan State). Follow our story tomorrow as Daniel shares his experiences an undergraduate researcher at MSU! #msuresearch #spartanswill #gogreen

8w

Liked by buenoss_diazz and 41 others

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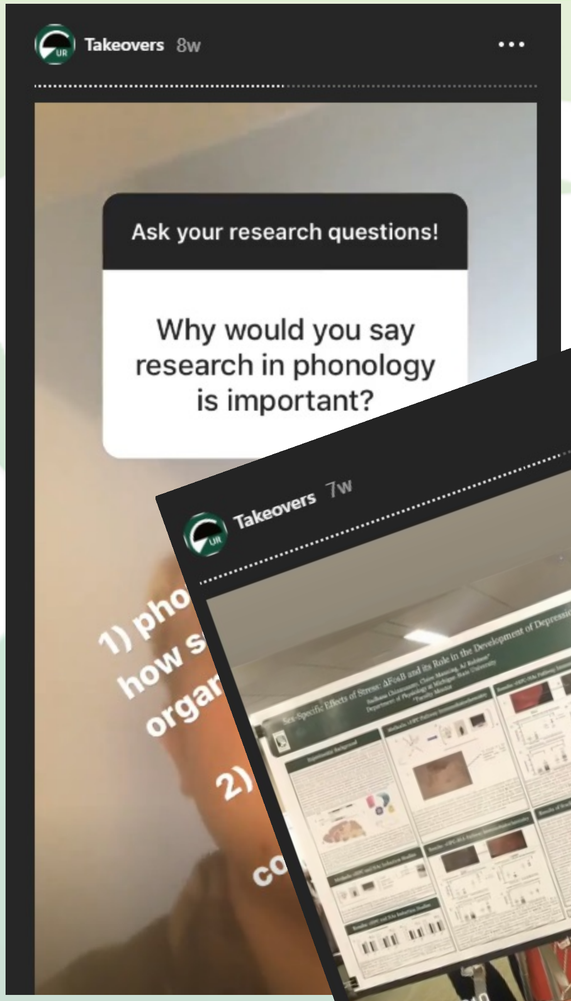

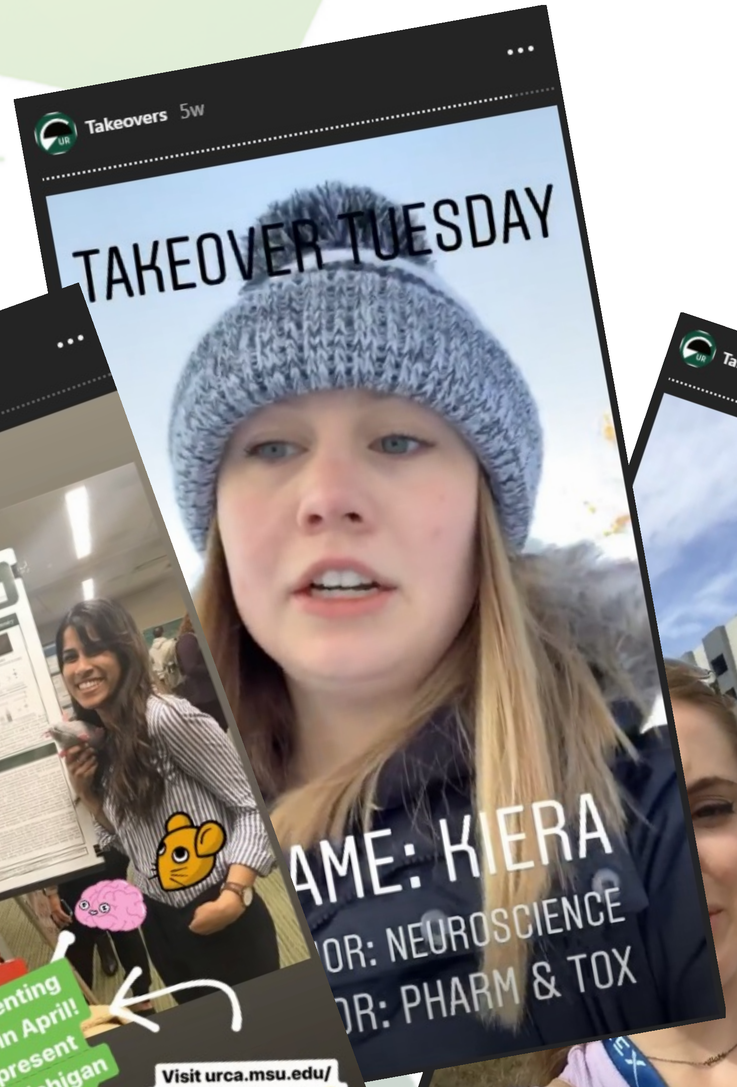

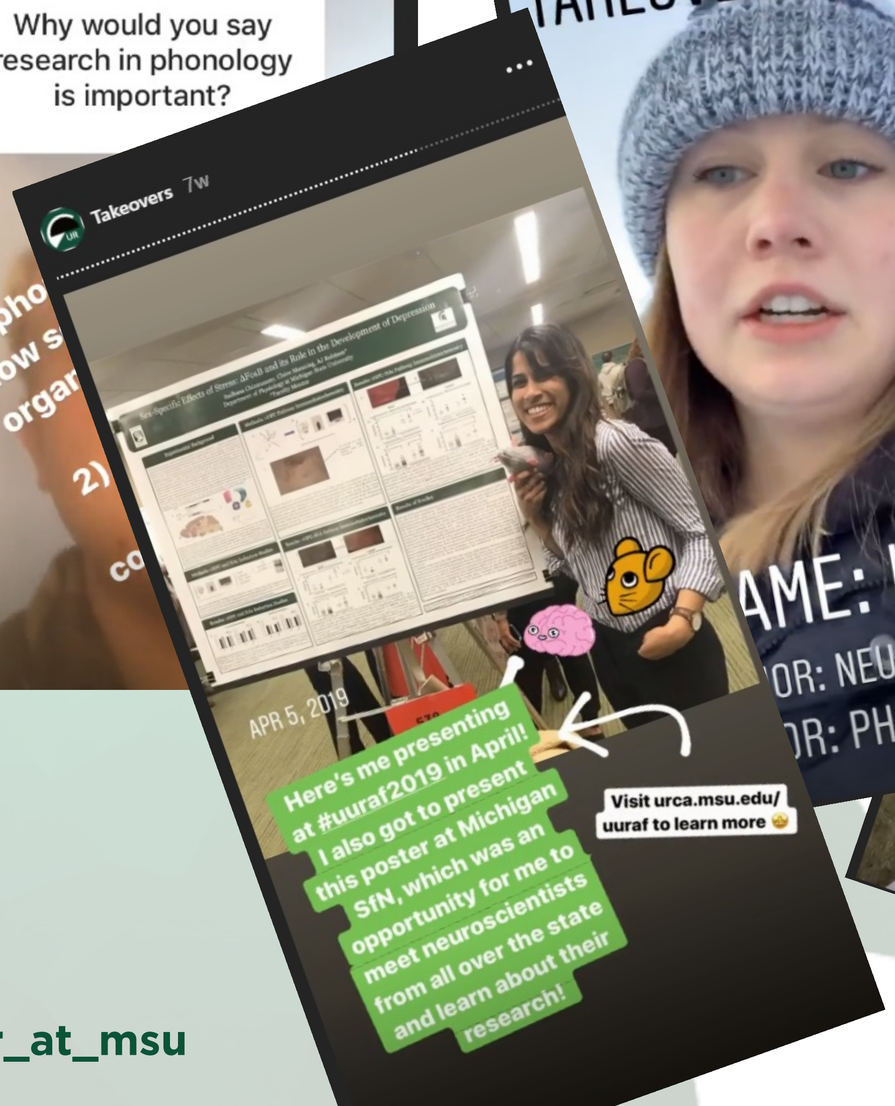

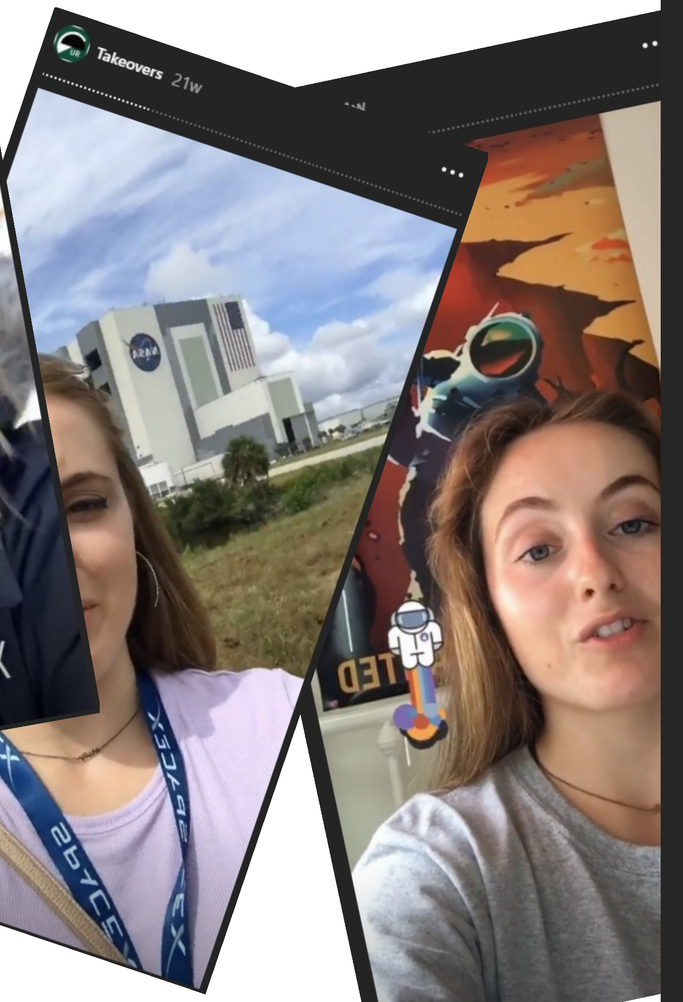

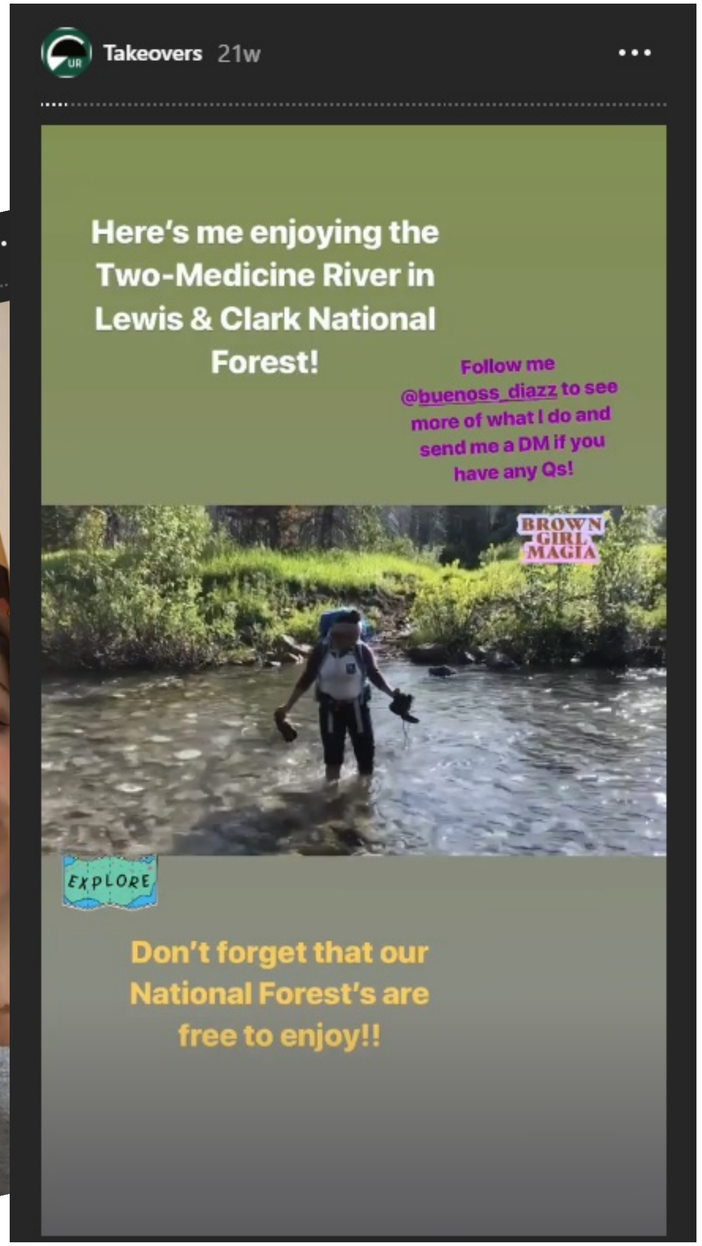

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Questions?

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