Pride Connection

Final Client Presentation

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Our Mission

Pride Connection is a non-profit student organization that prides itself in creating, communicating and connecting to build the highest-quality relationship between an organization and its publics. Our research is based on systems theory, which states organizations that adjust to social change prosper and survive.

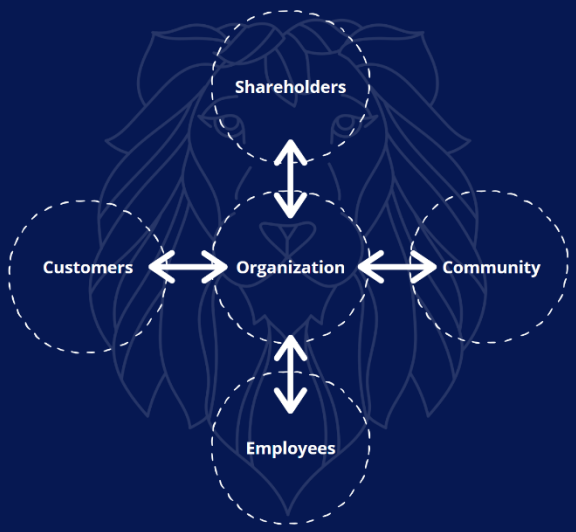
By doing in-depth research through benchmarking, surveys, focus groups, applying innovative communication methods, and creating a system of adjusting to feedback, we aim to promote open two-way communication and help companies survive.

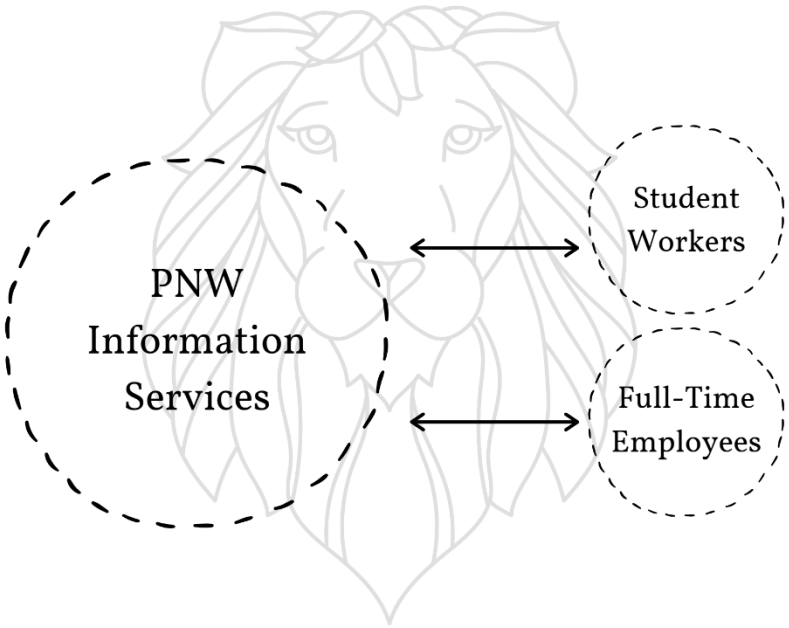
Systems Theory

Systems theory is the interdisciplinary study of systems, and how they work. In public relations, systems theory states an organization is a part of a system consisting of three parts.

These three parts consist of:

- The organization itself
- Its publics (both internal and external)
- The organization's goals

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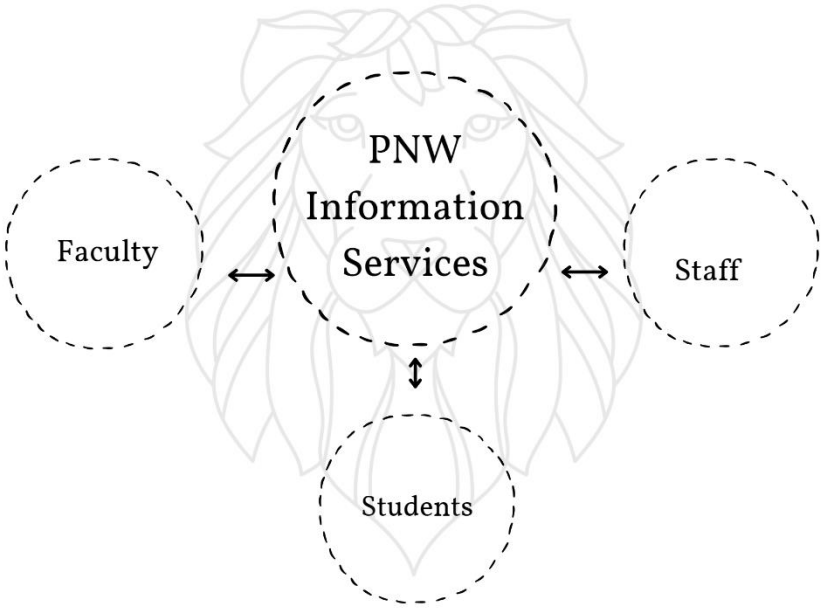
Workers
Full-Time
Employees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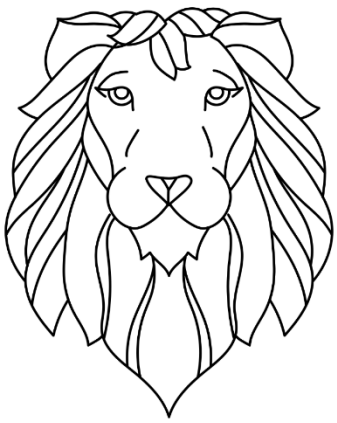


STUDY
MATERIALS

Benchmarking Process

Benchmarking Methodology: Exemplary

12 companies

Exemplary

- Fortune 500 companies
- Best places to work in Indiana

Examples

NiSource, BMO Harris Bank, Centier Bank, JP Morgan Chase Bank

Benchmarking Methodology: Direct

13 Direct Benchmarking reports

Companies Benchmarked

Purdue University Northwest
Purdue West Lafeyette
University of Chicago
IU Bloomington
Calumet College of St. Joseph
Valparaiso University
LaPorte Information Technology
Indiana University Northwest
University of Illinios
Ball State University

Questions?

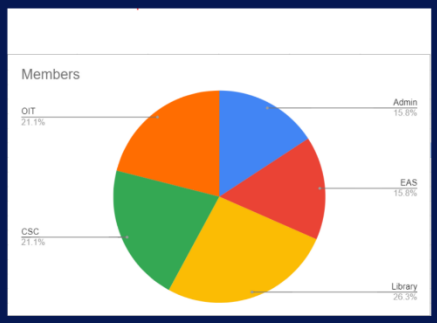
Internal Research

Interviews

Internal Interview Methodology

Sorting Data

- Compiled list of employees
- Separated employees by department



Unbiased Selection

- Assigned each employee in each department a number
- RNG used to select required amount of interviews

Interviews Conducted:

Admin = 3
EAS = 3
CSC = 4
Library = 5
OIT = 4

19 Total Interviews

Questions?

Focus Groups

Internal Focus Group Methodology

1. Obtained list of employees

2. Randomized & stratified list for total number of focus groups

3. RNG was used to assign employees to focus groups

4. Focus groups were successfully conducted

5. Participants were contacted

6. Separated directors from employees

Questions?

Surveys

Internal Survey Methodology

- Gathered a list of all IS employees
- Analyzed the data from interviews and focus groups
- Used Google Forms to create the survey
- 22 out of 60 (37%) IS employees answered the survey

Questions?

Internal Reccomendations

Questions?

5 Minute Intermission

External Research

Interviews

External Interview Methodology

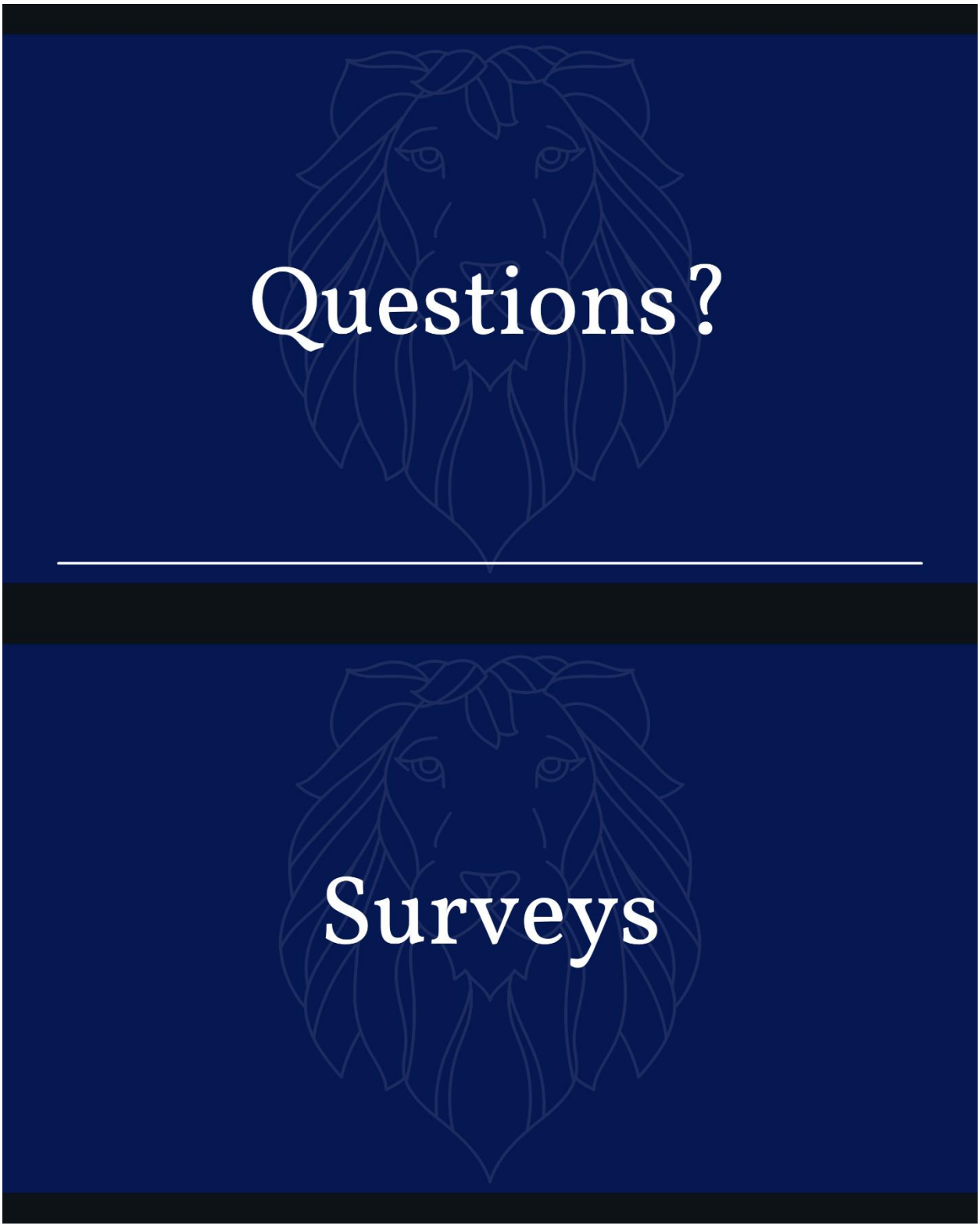
- Conduct Interviews
- Randomized Selection
- Separated interviews by Students (30), Faculty (5) & Staff (7)
- IS services largest public is Students
- Compare and Analyze Results

Questions?

Focus Groups

External Focus Group Methodology

- Faculty
  - Small group discussion
  - Faculty from all departments
- Staff
  - Small group discussion
  - Staff outside of IS
- Students
  - 4 focus groups
  - COM 114 classes


Questions?
Surveys

External Survey Methodology

- Google Form
- Process

Questions?

Audit Book

- Acknowledgments
- About Us
- Systems Theory
- Benchmarking
- Internal Research
- External Research

Questions?

Thank You