



**Research for the Barnes Center at The Arch  
Syracuse University**

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# EXECUTIVE SUMMARY

**Client:** Syracuse University's Barnes Center at The Arch. The Barnes Center aims to provide quality services to students in the hopes of promoting mental and physical well-being.

**Goals:** Increase student awareness of the Barnes Center's extensive list of services and programs and determine the most effective means of communication.

# PROBLEM & OPPORTUNITY STATEMENT

The Barnes Center at Syracuse University **struggles to effectively communicate with its target audiences.**

The Barnes Center is not able to build a strong social media presence because they have a lack of understanding of what platforms to utilize and promote on. This has created a weak connection between the Syracuse student body and The Barnes Center.

# SITUATION ANALYSIS: INTERNAL FACTORS

## **Social Media Accounts:**

- Barnes struggles to engage students through their lack of social media outreach
- Social media accounts could be beneficial to them, but they need more engagement

## **Services & Facilities:**

- Barnes provides state of the art fitness machines and services for student use
- They also host many group programs for physical and mental wellbeing

## **Location:**

- The location of Barnes is convenient for on-campus residents such as freshman & sophomores
- Students who live off campus and belong to other gyms are less inclined to go

# SITUATION ANALYSIS: EXTERNAL FACTORS

## **Student Life:**

- There is a large percentage of students that are interested in on-campus activities
- Easy target to promote the Barnes Center services

## **Weather:**

- Students visit Barnes less frequently when the weather becomes colder
- Less inclined to leave residence halls

## **COVID-19:**

- The pandemic has decreased participation in certain programs and services due to high infection rate
- Mental and physical health issues increase the need for certain programs and counseling

# S.W.O.T ANALYSIS

## Strength

- Staff
- Construction
- Location
- Job
- Opportunities
- Programs

## Weakness

- Student awareness
- Social Media Presence
- Insight on Students
- Accessibility
- Medical Staff
- Service hours

## Opportunities

- Location
- Competition
- Size
- Social media
- Student organizations

## Threats

- COVID-19
- Demographics
- Competitors

# KEY PUBLICS

## **International Students Attending SU:**

- Encompasses students who are originally from outside the United States, but currently live on campus

## **American Students Attending SU:**

- These students currently live on or around campus
- Most frequently utilizes the recreational and health related programs at the Barnes Center

# RESEARCH OBJECTIVES

- Gather data on Syracuse students' digital communication and social media habits in order to determine which methods of communication would be most effective in regards to promoting the Barnes Center's services.
- Gain insight into Syracuse students' general habits and attitudes towards the Barnes Center.
- Determine the reasons why Syracuse students are hesitating to use some of the Barnes Center programs and services, such as the Crowley Family MindSpa.



# RESEARCH METHODOLOGY

## Focus Group

- Undergrad Students at Syracuse University
- Convenience Sampling
- Online Zoom meeting
- 30 Minutes

## Online Survey

- Convenience Sampling
- Online Survey for 20 Questions
- Qualtrics Data Analysis
- 77 Responses

## Qualitative Social Listening

- October 11-November 11, 2021
- Online (Social Studio)
- Number of Social Media Posts: 32
- Keywords: “Barnes Center”, “the Barnes Center at the Arch”

## Quantitative Social Listening

- September 21-October 21, 2021
- Online (Social Studio)
- Number of Social Media Posts: 32
- Keywords: “Barnes Center”, “Students”  
“Syracuse”

# FINDINGS: FOCUS GROUP

## **Students want to see...**

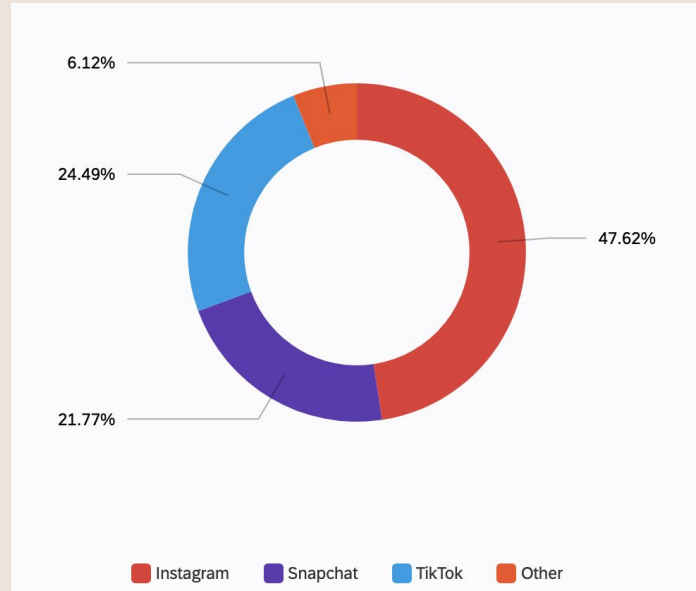
1. More program-specific advertisements
2. Better / more strategic content across all media platforms

## **Students noted...**

3. The Barnes Center location is generally far for most people
4. They are more likely to try programs with friends than alone

# FINDINGS: ONLINE SURVEY

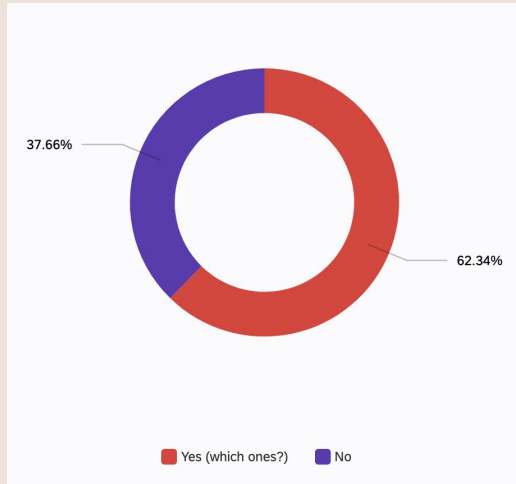
## Student's Preference on Social Media Platforms



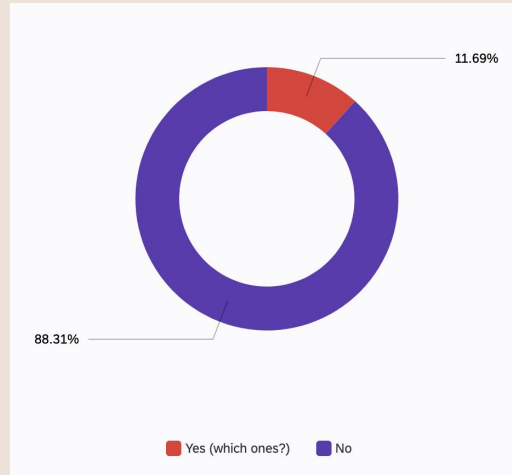
What are your preferred social media platforms?  
(Check all that apply)

# FINDINGS: ONLINE SURVEY

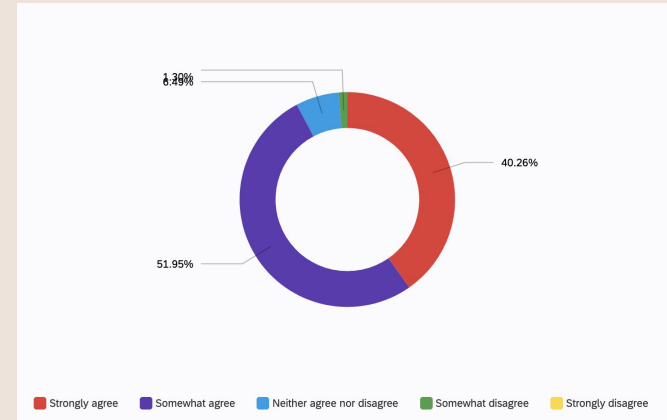
## Likelihood of Following @bewellsu



Do you follow @SyracuseU on any social media platforms?



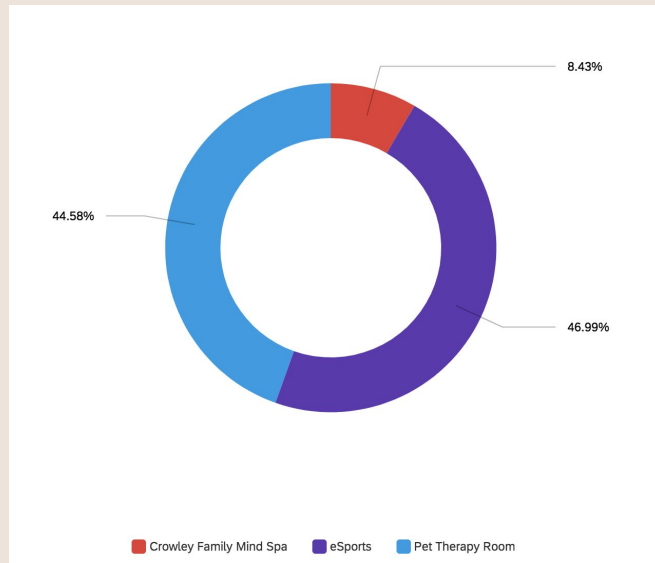
Do you follow @BeWellSU on any social media platforms?



Indicate your level of agreement with the following statement: "I would be more willing to explore the Barnes Center services and programs if it were advertised better on social media."

# FINDINGS: ONLINE SURVEY

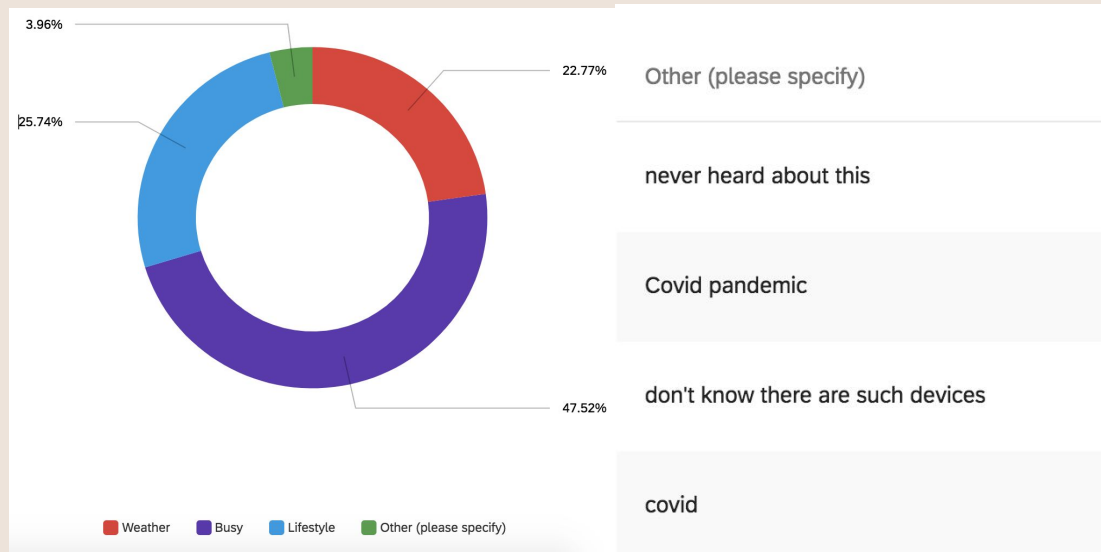
## Popularity of Programs at the Barnes Center



Which of the following have you participated in from the list of non-fitness related programs at the Barnes Center?

# FINDINGS: ONLINE SURVEY

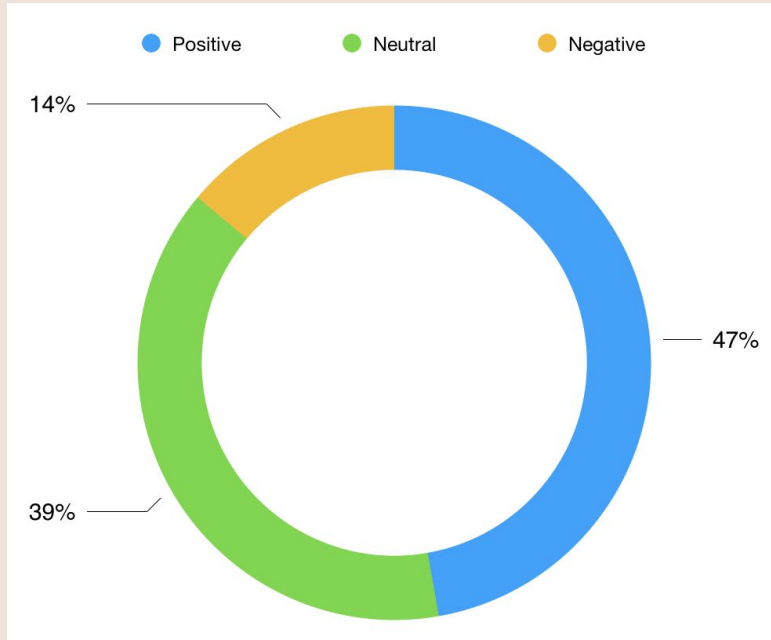
## Reason Why Students Do Not Use Non-fitness Programs



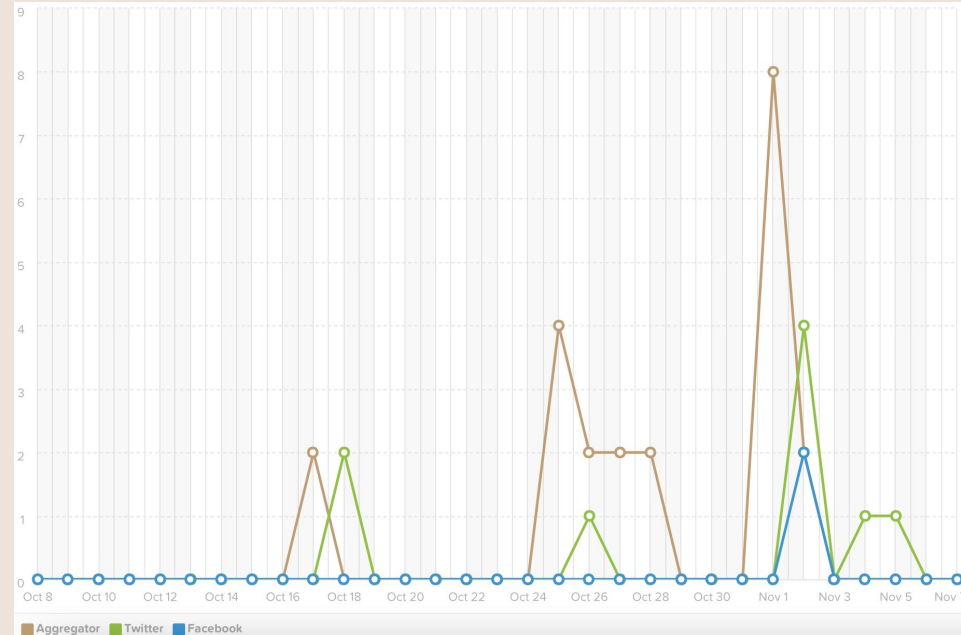
What are the reasons for not using non-fitness programs at the Barnes Center? (can choose more than one)

# FINDINGS: QUANTITATIVE SOCIAL LISTENING

## Sentiment of the collected social media posts



## Media Type Trends



# FINDINGS: QUALITATIVE SOCIAL LISTENING

## Content from on-campus media sources



The GSO Senate hosted staff members from the **Barnes Center** to learn about the mental health services that are offered on campus. [dailyorange.com/2021/11/35-per...](https://dailyorange.com/2021/11/35-per...)



Syracuse University student employees will be eligible to receive COVID-19 booster shots at the **Barnes Center** at The Arch starting Wednesday. [dailyorange.com/2021/11/su-off...](https://dailyorange.com/2021/11/su-off...)

## The value of cross-promotion



Syracuse University student employees will be eligible to receive COVID-19 booster shots at the **Barnes Center** at The Arch starting Wednesday.

### SU to offer COVID-19 vaccine booster shots for s...

Student employees and students who received the Johnson & Johnson vaccine are eligible to get COVID-19 booster vaccines from SU beginning Wednesday.



Student employees at SU will be able to get COVID-19 vaccine booster shots at the **Barnes Center** at The Arch this week. The university will administer the Johnson & Johnson vaccine on Wednesday, Moderna on Thursday and Pfizer on Friday.



# SUMMARY OF FINDINGS

- Most posts come from on-campus media organizations, like the Daily Orange
- There is a lack of original content from the Barnes Center
- Cross-promotion increases engagement and awareness
- Twitter and Facebook are important platforms to take advantage of
- Most posts are not about the Barnes Center's underused services and programs

# RECOMMENDATIONS

## 1. Prioritize The Quality of Content

- The Barnes center would benefit from more **strategic media posting** instead of trying to push out content everyday
- Implement **hashtags** & more **descriptive captions**

## 2. Create More Original and Consistent Content

- More consistent content will create a theme and cohesiveness
- **Smoothie Sundays** where the Barnes Center features their juice and smoothie cafe that will highlight different smoothie recipes to make at home or **Mental Health Mondays** where students get a chance to have their content shared on the BeWellSU account
- Reliable and new content that students can participate in will create a higher engagement

## 3. Utilize All Features Social Media Offers

- Respondents show strong interest in Instagram and TikTok from the focus group
- Reels reach around **800+ views** with the highest amount being **13,000 views**. An average number of likes on their photos ranges from around **50-200 likes**

**QUESTIONS?**

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