MaketheMostofIt.org

The campus is yours, the time is now.

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Elevator Pitch

- MaketheMostofIt.org is a website that:
  - uses an interactive list naming "100 Things to Do Before You Graduate from Ramapo!" to:
    - build a school identity
    - foster community among students and faculty
    - preserve the Ramapo College experience
- Make the Most of It:
  - functions as a "college coach," or a guide to undergraduate life at Ramapo to:
    - energize the campus
    - strengthen school spirit and tradition
    - highlight individuals, organizations, locations and experiences

Target Audience

- Ramapo College students and faculty
  - Mainly students, age 17-25
  - Looking for activities on campus
  - Seeking school spirit
- Begin by attracting student leaders
- Currently get their information from school website, posters, meetings and events
  - Make the Most of It would be more streamlined, consolidated and interactive

Market Research

- Total enrollment: 5,300 undergraduate and 300 graduate students
- 100+ student organizations
- Focus group of five students, one graduate assistant
  - Branding across campus, generate new interest
  - Contest with point values, assessments, rewards
  - Admissions tool
  - Social networking: Facebook application
- What else is out there:
  - "100 Things to Do" articles
  - Bucket List Journey (items)

Mission & Content

- Purpose: To create a sense of unity on campus, spread knowledge about available resources and increase student involvement
- Content (updated biweekly)
  - Stories: experiences, highlights
    - User-generated content, news stories
  - Personal involvement pages, checklists
  - Event and trip organization
  - Item pages, photo albums

Channels & Stories

- Channels
  - What I'm Doing, Featured Stories, Top 10, 1–100, My Major, Check it Off, Sponsor a Trip, Tip Me Off, Faculty, Alumni
- Example stories
  - #43: Get experience in the "Real World" by doing a Co-op or internship (blog about the experience)
  - Senior spotlight
  - #67: Become a Peer Facilitator (report on the program)
- Website mockup