

# Project Proposal

## Team Members:

Rownak Choudhury  
Ashley Dunlap  
George Gordon  
Christopher Navarrete

## Selection of Problems Potentially Solvable With New Media Communication:

- Christopher:
  - Professors getting less money than they deserve
  - Not having programs on computers that PTW students need for class (repurpose technology, instructions for how to use existing software)
  - Promoting PTW students work to those outside and inside of school
- George:
  - Helping students stay motivated and develop good study habits.
  - Better promoting of school activities/clubs.
  - An easier method to allow classes to take trips or go outside.
- Ashley:
  - The impact of the CUNY tuition increase
  - Why understanding enrollment dates and advisement is important.
  - Clear understanding of the road to graduation when students enter a program (degree transparency)
- Rownak: Absent.

**Final Selection for the Project:** Student Retention- Helping students stay motivated and develop good study habits & Clear understanding of the road to graduation when students enter a program (degree transparency)

We would aim to make sure that students know exactly what they need in order to graduate and prevent them from having low GPAs.

## How Can This Problem Be Solved With New Media?

For the video, we can interview various different students here at City Tech to see if they have any knowledge of the college catalog, about their degrees, and their study habits. Then, we can use the video to show people how to access and utilize the information that is readily available to them, even though they might not know it.

For Twitter, there can be direct links, memes, gifs, and informational posts that directly highlight what is necessary to form good study habits and understand the requirements for different degrees offered. I will be linking this directly to the school's account @citytechnews and OpenLab's account @cityttechopenlab. This information can then be retweeted and shared to connect with a wider audience. With the help of documents from different departments and the other new media components of the project, the Twitter portion can provide the most instant and easily accessible attention for this project.

The podcast can be used to include most of the information that was shown in the video and twitter. At the end of the podcast, It would let others know where they can find the video and twitter account. In other words, it connects all new media types and promotes them.

For Flickr, there can be images of literary items and/or stills from the videos uploaded on Youtube with small study tips inserted as captions along with one of the hashtags selected for this project.

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**What New Media will each team member develop for the project and how will you each support the other new media components for project synergy/convergence?**

- Christopher: Podcast
  - George: Video
  - Ashley: Twitter
  - Rownak: Posters on Flickr
- Flickr Account Information: <https://www.flickr.com/photos/143092126@N05/>

## **Overall Presentation:**

- Professor Ellis suggested we delegate the collective job of organizing the final blog post and presentation that will be due on the 17th. If the different components are completed by the 15th, I will create a powerpoint presentation for each individual that will help with the end results of the project.

## **Poster Caption Ideas:**

- Study at the same time consistently each day.
- Each study time should have a specific goal.
- Problem Concentrating? Stop at the end of each page in an assignment and slowly count to 10 when you are reading.
- Take practice tests three times before the exam under test-taking conditions.
- Fulfillment of your Writing-Intensive Requirements is a #keytocollege

## **Hashtag Ideas:**

- #Studybits
- #DeeperLearning
- #Dailytip
- #keystocollege
- #AceCollege
- #citytech
- #collegecatalog

## **Podcast Title Ideas**

- Student Retention
- Getting The Degree
- Guide to completing College
- Ace studying with these five habits
- Useful Habits for Studytime
- Make Studytime Easy
- Key to Completing College

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	Task	Due Date
Ashley	<ul style="list-style-type: none"><li>• List of top five hastags to be used</li><li>• Three posts for Twitter</li><li>• Post tweets</li></ul>	<ul style="list-style-type: none"><li>• 5/11/16</li><li>• 5/11/16</li><li>• 5/19/16</li></ul>
Chris	<ul style="list-style-type: none"><li>• Add interviews to podcast</li><li>•</li></ul>	
George	<ul style="list-style-type: none"><li>• Student interviews.</li><li>• Script prototype.</li><li>• Fully edited video.</li><li>• Reflection.</li></ul>	<ul style="list-style-type: none"><li>• 5/17/16</li><li>• 5/17/16</li><li>• 5/18/16</li><li>• 5/18/16</li></ul>
Rownik	<ul style="list-style-type: none"><li>• Initial posters created to gain critiques from members and Jason (3)</li><li>• Remainders of the posters created for final project (2+)</li><li>• Upload posters on Flickr</li></ul>	<ul style="list-style-type: none"><li>• 05/12/16 (Completed)</li><li>• 05/13/16</li><li>• 05/15/16</li></ul>