Academic Outreach and Direct Effect

**Invoice 04**

07/01/2024 - 07/31/2024

Key Activities & Accomplishments

**Project Management**

* Prepared invoice and progress report
* Scheduled and facilitated weekly virtual meetings
* Coordinated updates to all Mailing Promotions guidebooks and materials
* Planned and executed communication campaigns for multiple input streams

**Work Performed**

Expanded Email Outreach List

* Sourced professor list of 1400+ contacts from 50+ schools for email outreach
* Merged and sorted data into MailChimp
* Used expanded list to recruit for Boston DEIC

Newsletter

* Wrote, edited, and designed newsletter that went out to our 13k+ faculty, student, and industry member community

Email campaigns for DEIC outreach

* Crafted messaging for Boston DEIC outreach
* Sent email campaigns to encourage sign-up
* Tracked efficacy and progress through MailChimp and Google Analytics

Summer Series Competition

•. Ran Summer Series competition including tabulation of scores and external messaging of content updates over social media and email

Developed branding for Summer Series

• Created social media promotion videos for communications around Summer Series using our newly designed brand guidelines.

Researched conferences for Direct Effect

* Continued researching possible fits for conferences that Direct Effect can participate in or attend.

Executed social media communications and campaigns

* Social media message writing and graphic design for:
  + National Postal Forum student and faculty participation
  + Summer Series
  + Innovation Space book promotion
* 10 posts created for LinkedIn
* Performed daily social listening and response

Kicked off work on downloadable resources for professors

* Began research, writing, and creative development of a downloadable Direct Effect classroom resource to encourage program participation.

Developed content design and campaign details for DEIC article:

• Drafted interview strategy and format for online article

• Recruited students for interviews through personal outreach

• Ethnographic interview conducted

Cold Outreach for DEIC Clients

* Researched and provided list of more possible live clients for Boston DEIC
* Began cold outreach to company contacts

Facilitated conversations and strategy around 2nd fall DEIC

• Reached out to professor interested in hosting an Innovation Challenged

• Mapped out possible strategy for execution and pitched to USPS

• Met with professor to solidify details and explore possibilities

Research and email campaigns to promote Innovation Space books

• Researched professors nationwide who teach sensory marketing or similar fields and built a list to do personal outreach

• Conducted personal outreach to list of 75 professors

Worked with USPS intern to develop Direct Effect history

• Met with USPS intern to provide insight on social media strategy. Helped construct messaging and edited social content.

• Provided information to intern to help with “History of Direct Effect” project

Mailing Promotions Guidebooks and Presentations

* Met with USPS to coordinate changes to the 2025 Mailing Promotions Guidebooks
* Developed 2025 guidebook design theme and new Add-Ons section content
* Revised 2024 Retargeting Guidebook
* Drafted Retargeting webinar deck
* Developed first drafts of 2025 Guidebooks and shared for review:
  + Integrated Technology
  + Tactile, Sensory, Interactive

**Deliverables**

* Summer Series format, communications, and brand/logo
* Newsletter
* Information on privacy data collected across all platforms
* 10 new professors and 5 new schools through outreach
* Boston DEIC email list
* Communications plans for Boston DEIC
* Bi-weekly progress presentations for USPS leadership
* DEIC live client research
* 2025 Integrated Technology Guidebook (V1)
* 2025 Tactile, Sensory, Interactive Guidebook (V1)
* 2024 Retargeting Guidebook (revised)