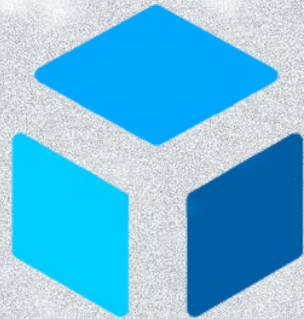


Nittany Entrepreneur Society

Campaign Book | Spring 2024



Client Account Team



Account Executive

Ty Tkacik
Public Relations
Psychology and
Smeal Certificate
Third Year
Curwensville, PA



Assistant Account Executive

Ainsley O'Mara
Telecommunications
DMTA
Third Year
North Andover, MA



Account Associate

Angelina Dembrowski
Advertising
First Year
Long Island, NY



Account Associate

Kate Glinsky
Telecommunications
DMTA
Second Year
Scranton, PA



Account Associate

Owen Joachim
CAS
Marketing
Second Year
Alexandria, VA



Account Associate

Thilak Sankar
MIS
IB
Third Year
Parsippany, NJ

Client Overview

- The Nittany Entrepreneur Society (NES) is an organization dedicated to helping entrepreneurial-minded students from all majors network, pitch ideas, build skills, and seek resources for their startups.
- Connects members with businesses through internships, guest speakers, and events throughout the year.
- Heavy focus on cross-organization collaboration/networking.
- Established social media following on Instagram and LinkedIn.



Primary Goals



Social Media

- Help develop the social media to look cleaner and more cohesive across platforms.
- Develop a social media calendar.



PR/Outreach

- Research new contacts, on and off-campus, for NES to pitch their organization to.
- Produce flyers to hang around campus, among other types of traditional PR.



Templates/Organizing

- Produce on-brand social media templates.
- Help organize new and existing outreach contacts.
- Produce a brand book for future marketing use.

Primary Research

SWOT Analysis



NES SWOT ANALYSIS

STRENGTHS

- Active on both LinkedIn and Instagram with an established following
- Marketable to any type of student, regardless of age or major
- Long standing organization with close ties to the school and resources to work with

WEAKNESSES

- Social media platforms are not entirely cohesive, no consistent posting schedule for Instagram
- Social media outlets could better explain what exactly the organization does
- Current branding isn't clear that NES is open to more than just entrepreneurship/business majors


OPPORTUNITIES


- The internship opportunities offered through NES are a very marketable membership benefit
- Connect with advisors and other Penn State affiliated groups to connect with students
- Social platforms can look more cohesive/communicate the values of NES clearly to prospective members

THREATS

- Other business/entrepreneur related clubs may take members, especially major specific ones
- Not enough press/awareness around the organization
- Misunderstandings about the purpose of the organization could turn people away

Target Personas

SHORT BIOGRAPHY: Business major at Penn State University who is eager to learn about the world of entrepreneurship.		DEMOGRAPHIC INFORMATION	
		AGE:	19
		GENDER:	Female
		EDUCATION LEVEL:	College Sophomore
		LOCATION:	State College, PA
		PERSONAL INFORMATION	
		GOALS:	Attending networking events and creating a strong network by the time she graduates & launching her own business after college.
		INTERESTS:	Entrepreneurship, startups, innovation, networking
		PAIN POINTS:	Balancing academics with extracurriculars & building a supportive network of mentors and connections for the future.

SHORT BIOGRAPHY: Computer Science major at Penn State University who is eager to learn about the world of entrepreneurship to launch his own software company		DEMOGRAPHIC INFORMATION	
		AGE:	21
		GENDER:	Male
		EDUCATION LEVEL:	College Senior
		LOCATION:	State College, PA
		PERSONAL INFORMATION	
		GOALS:	Participate in Hackathon & develop his own software startup
		INTERESTS:	Entrepreneurship, technology, gaming, coding
		PAIN POINTS:	Securing funding for his startup & gaining real-world experience in the tech industry

Social Media Audit

INSTAGRAM

- Started the semester with around 570 followers on the NES Instagram account.
- Around 1-2 posts a week, usually event announcements/general body meeting reminders.
- Posts usually get between 10-30 likes, depending on the event being advertised.
- The Instagram didn't have very consistent branding. Different templates for each post using different fonts and colors.
- Story highlights, but some were very outdated (branded as Innoblue).

LINKEDIN

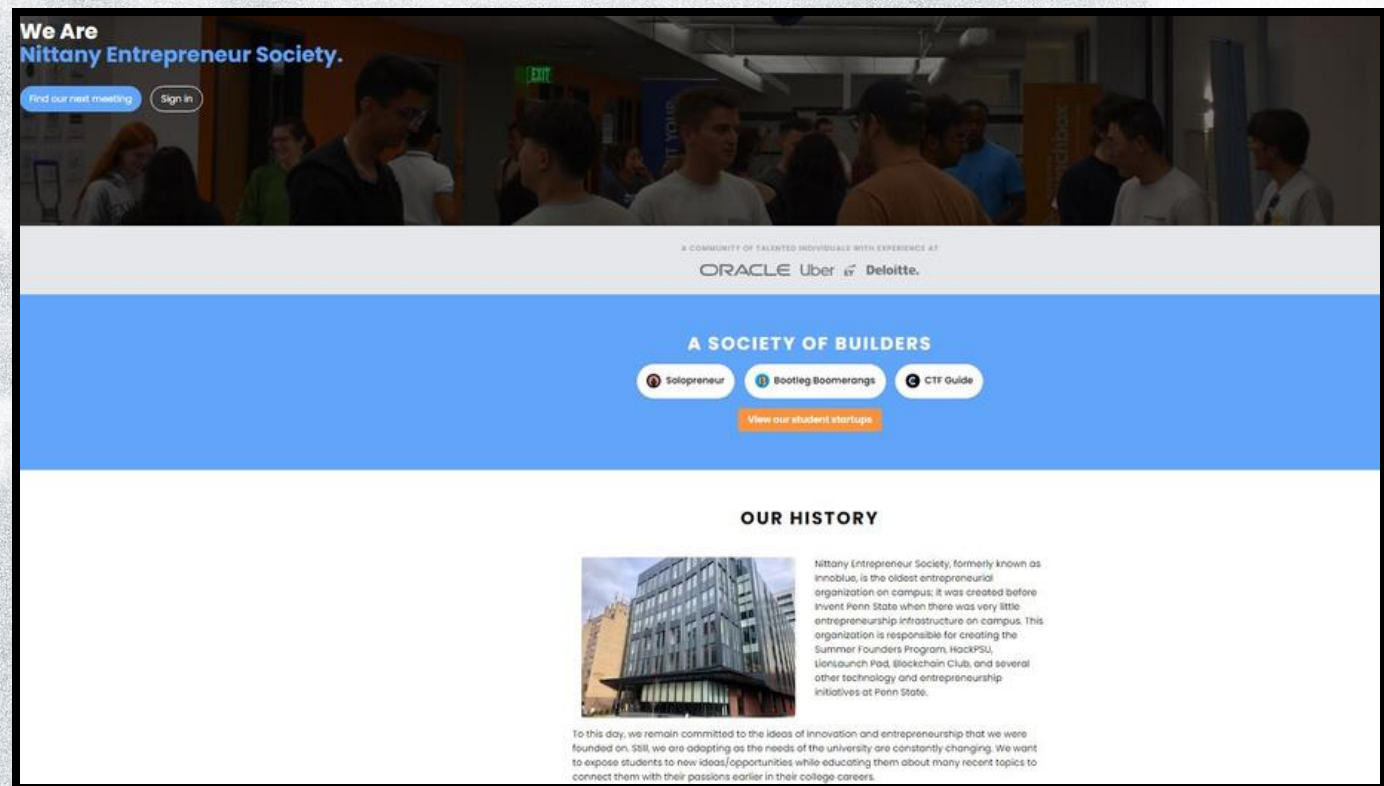
- Similar starting follower count, around 560 followers at the start of the semester.
- Frequently reposting things from other LinkedIn accounts, but not making many original posts.
- Original posts don't get tons of engagement (around 10 reactions).

Website Audit

ORIGINAL WEBSITE

- The original NES website did the job, but wasn't very memorably branded, and looked a little outdated. During the semester, the NES web team redid their website and we utilized their changes to establish a brand identity for NES.

New Website

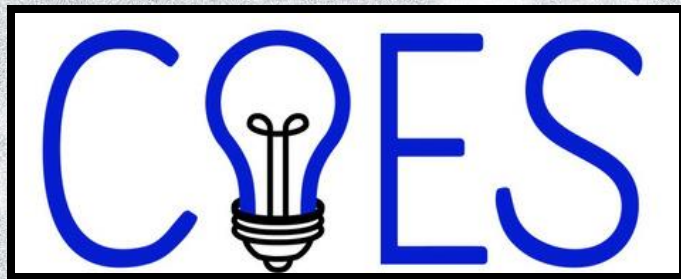


Competitor Analysis



**Happy Valley
Venture Capital**

- Another entrepreneur focused Penn State club.
- New organization, already had a similar social media presence to NES.
- Good branding, but is a little bit forgettable.
- Frequently collaborates with NES for events.



CIES

- Older organization like NES, also focused on connecting entrepreneurs.
- Substantially less active of an organization than NES, still featured in some collaborations.
- Smaller social media presence than NES.
- Similar branding to NES before HVC involvement.

Fact Sheet

WHAT IS THE NITTANY ENTREPRENEUR SOCIETY?

As Penn State's oldest entrepreneurship club, the Nittany Entrepreneur Society (NES) connects students regardless of age or major. We help them build the skills and obtain the resources they need to make their entrepreneurial dreams into reality. We expose students to innovative ideas and opportunities, while educating them on how they can develop as entrepreneurs.

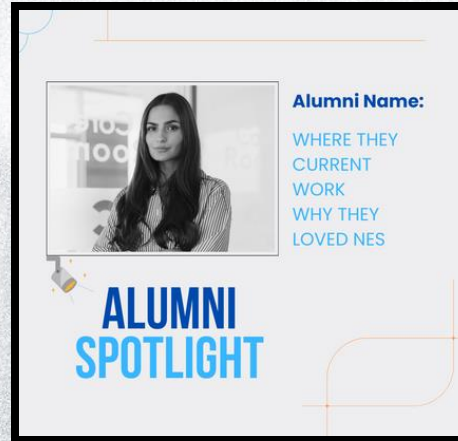
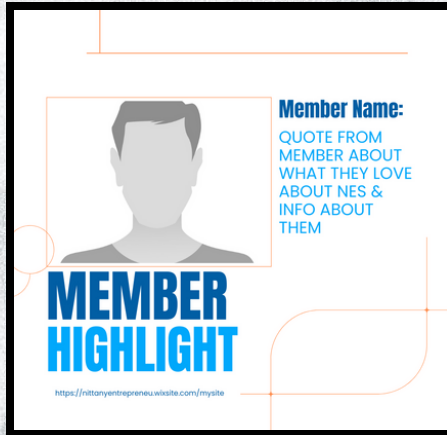


- Formerly known as Innoblu, established in 2010. Matthew Christianson (mac7568@psu.edu) is the current president.
- Hub for other entrepreneur societies at Penn State; heavily partnered with Happy Valley Venture Capital, HackPSU, and the Corporate Innovation & Entrepreneur society to name a few.
- Weekly general body meetings are on Mondays from 6:30 p.m. to 8:00 p.m. at the Happy Valley LaunchBox. The address is 123 S. Burrowes St.
- Membership is open to both undergraduate and graduate students, regardless of class standing or major. No special requirements for membership, open to all interested in entrepreneurship.
- Projects/initiatives started by NES include CodeBlue workshops, DemoDay, HackPSU, 1000 Pitches, 3DayStartup, and LeaderLab.
- Around 60 current active members. Advising faculty includes Ted Graef, director of engineering entrepreneurship in the School of Engineering Design and Innovation, and Brad Zdenek, director of economic development and student programs at Penn State.
- **Social platforms and contact information**
 - Instagram - [@nes_pennstate](#)
 - LinkedIn - www.linkedin.com/company/nittanyentrepreneursociety
 - Website - www.nespsu.com

Creative Execution

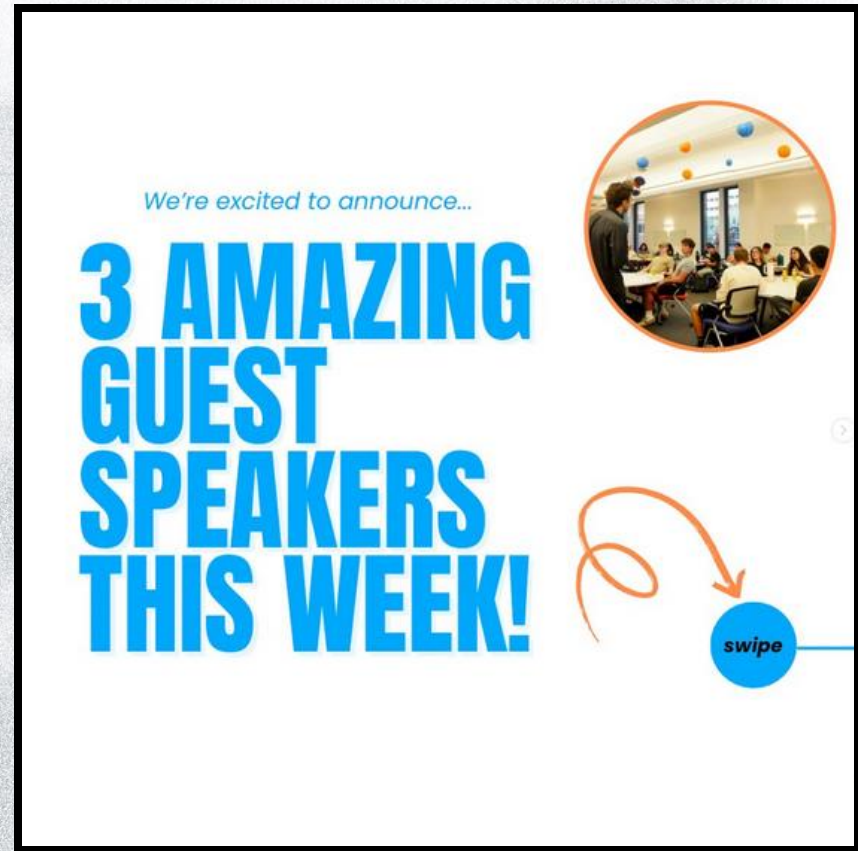
Social Media Templates

For NES marketing team to use in their weekly posting to highlight events, members, and meetings coming up in a cohesively branded format.



Instagram Posts

Posts HVC helped NES produce for specific big events that happened throughout the semester.



Instagram Highlight Icons

To help NES showcase their Instagram story highlights in a way that remains on brand with the rest of the colors featured on social media/their website.



LinkedIn Post Templates

Post templates for NES to use on LinkedIn to help them quickly post event recaps, alumni highlights, and other supplemental LinkedIn content.

LINKEDIN EVENT RECAP POST TEMPLATE

On (Insert date), NES held a (insert event name)! This awesome experience exposed our members to (what the event was about).

(If the event features a speaker or guest, feature a brief 1-2 sentence biography here leading into the insights).

Some of the key insights we took away from this week's event:

1. (What we learned)
2. (What we learned)
3. (What we learned)

Thank you to everyone who joined us this week, both members and guests. Your enthusiasm and participation made the event a huge success, and drives us to continue to hold great events for Penn State's entrepreneur community!

(Insert pictures taken from the event in the caption of the post)

LINKEDIN ALUMNI HIGHLIGHT TEMPLATE

(NAME) is an alumni of Penn State University, and an alumni of our entrepreneurial community. (PERSON) studied (MAJOR) in school, graduating in (GRAD YEAR).

(NAME) was an active participant in a variety of events supported by NES. (TALK ABOUT ANY SPECIFIC EVENTS THEY MENTION TO HELPING THEIR ENTREPRENEURIAL PURSUITS). Aside from these events, (NAME) spent their time (OTHER ACTIVITIES).



Since graduating, (NAME) has (THEIR ACCOMPLISHMENTS AFTER SCHOOL. COMPANIES, INVESTMENTS, ANYTHING NOTABLE).

The experience (NAME) gained through NES events helped them propel themselves towards success after college, and we couldn't be more proud to call them an alumni of our organization! To learn more about (NAME) work, visit (WEBSITE/LINKEDIN/INSTAGRAM).

Social Media Calendar

Template designed to help NES marketing team plan out social media content for a month in advance, helping them stay on top of their posting schedule.

Nittany Entrepreneur Society
Monthly social media
Content Plan

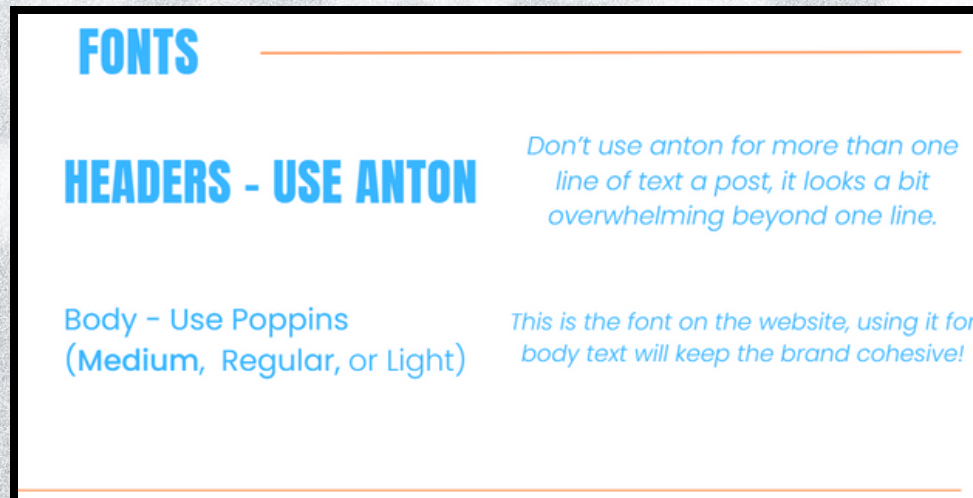


Month

WEEK 1	01	02	03	04	05	06	07
WEEK 2	08	09	10	11	12	13	14
WEEK 3	15	16	17	18	19	20	21
WEEK 4	22	23	24	25	26	27	28
WEEK 5	29	30					

NES Brandbook

Document that stores all logos, brand colors, and brand fonts for NES marketing team to reference.



Organized Outreach Sheet

Located new contacts for NES, and color-coded existing contacts by on-campus, off-campus, and guest speaker opportunities.

Name	Contact (Email)	Who are they/What's their compa	Have they been contacted?	NES Relation	Purpose for contact
On Campus Opportunities (Professors, Advisors, Student Organizations)					
Tina Rose	tmi24@psu.edu	Business Career Center head	No		People are constantly going to her for advice on their resume. If she hears what more about the organization and talks about the opportunities to some of the students that come in.
Bob Martin	rpm163@psu.edu	Bob Martin leads the Office of Internships and Career Placement, which conducts three communications-specific internship/career fairs each year.	No		Bob can be a great resource and connection to students majoring in Comm. Many students contact him for Internships and Career Placement.
Mark Capofari	MarkCapofari@psu.edu	Supply Chain Lecturer, Business	No		Mark is a highly recognized professor here at PSU. He is also an internship coordinator for Smeal College of Business.

On-Campus opportunities



Off Campus Opportunities (Local Media, Businesses, Business fraternities/sororities)					
Rose Kopp		Talent portal/Sponsorships/Opportunities at PNC	Follow up contact		yes
Dustin Betz	814-865-2377	White Rose Ventures director	NEED TO CONTACT		yes, PSU alum and have in
Bank of America Career Center	AskCS@psu.edu	Career Center			I think they will be considering coming in looking for oppor

Off-Campus opportunities



Guest-speakers (Past speakers + Future prospects)					
Jared Yamall-Schane		Innoblue Alum / Biomimicry Institute, director	NEED TO CONTACT		yes, guest speaker opportunity
Frank Igwe		Moravia Health president			yes guest speaker opportunity
Sujay Patel		EY senior management			maybe
Rose Kopp		Talent portal/Sponsorships/Opportunities at PNC			yes
Dustin Betz		White Rose Ventures director			yes

Guest Speaker opportunities



Website Copy

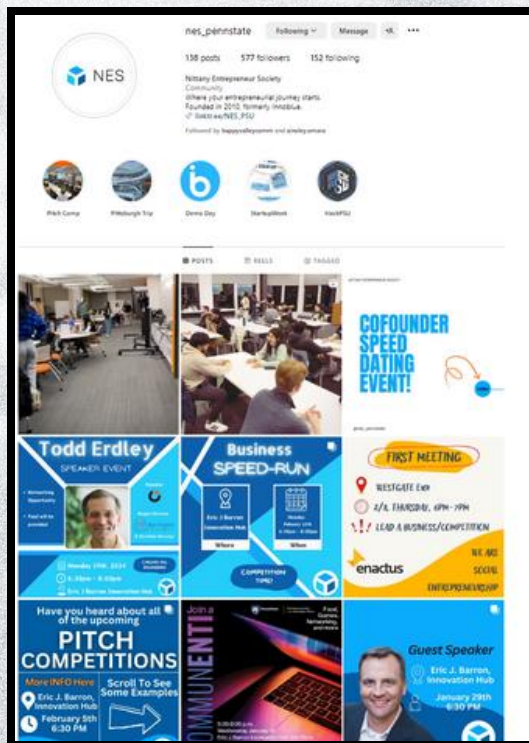
Different bits of text written to be featured on the new NES website. A focus put on communicating NES mission and membership benefits.

Welcome to NES, where we ignite the spark of entrepreneurship within the Penn State community. At NES, we believe that every great business starts with an idea and a drive to create positive change in the world. Through a dynamic range of opportunities, including pitch competitions, business trips, workshops, and networking events, we empower aspiring entrepreneurs to turn their visions into reality. Whether you're a seasoned innovator or just scratching the surface of entrepreneurship, NES provides a supportive environment where you can learn, grow, and connect with like-minded individuals. Join us on an exciting journey of discovery and innovation as we work together to shape the future of business and make a meaningful impact in our community. Together, let's explore new ideas, meet established entrepreneurs, and propel ourselves forward toward success.

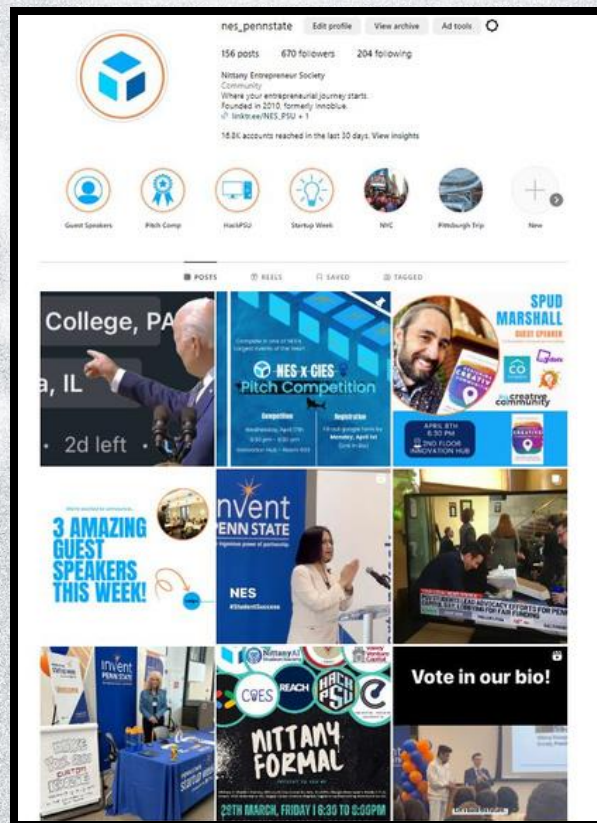
Results

Overall outcomes

NES Instagram before...



NES Instagram after!



- Reached over 17,000 accounts in the last 90 days
- Over a 15% increase in followers since the start of the semester
- Cohesive branding with the new website!

Transition Plan

What has HVC provided your client for future usage? - HVC has provided NES with a variety of new social media post/calendar templates, content ideas, new outreach contacts, and cohesive branding guidelines.

How has HVC improved their communication efforts? - By utilizing what HVC has made for NES, they will have a consistent branding that looks highly professional and sleek. They will also be able to better plan out their social media posting schedule, and stay on top of events as compared to trying to throw together posts last minute.

Did HVC achieve the client's goals? - HVC helped NES execute social media posts for the semester, and prepare the NES marketing team with a variety of deliverables for them to use in future semesters to continue effective marketing efforts.

All deliverables are available within this campaign book, the HVC team's folder, and the NES google drive.