Statistics From Previous Fair

Here are the numbers to beat. I took information from the day the club fair finished and about a week out (8 days).

Statistic	End of Club Fair	~ One Week Later
Amount of Activity (Total Accesses to Club Links)	1,388 Clicks	1,967 Clicks (40% increase)
Total Different Users	985 Users	1,225 Users (25% increase)
Total Links Accessed	197 Club Links (36% total)	259 Club Links (48% total)
Top 2 Most Accessed Top Clubs (Spot, N Users)	Yellow Door at UVA 153_a (172 Users) Aerial Dance Club 154_b (59 Users)	Yellow Door at UVA 153_a (247 users) Aerial Dance Club 154_b (73 users)
Average Number of Users Accessing Each Club (Based on Top 10)	51 Users per Club	65 Users per Club

Notes:

The top 2 most accessed clubs were the first two clubs that received NFC tags. This shows so much potential for the usefulness, and when we can explain their purpose to the users. In addition, one of those users was an SR (like Finn Mokrzycki), so that person ended up telling the rest of housing at UVA about the tags to give more ideas. This also goes to show how quickly people embrace the tags and how it helps their signups.

Club Forms

Required Information

1. Club Name*

- a. Phrasing: "Club Name (e.g. CAPS, Badminton Club, AKAdeMIX Dance Crew)"
- b. Comments: This was necessary. It was also very important that I included the examples that I did to show that case matters for the letters.

2. 1 Line Description*

a. Phrasing: "Short One Line Description of Your Organization Examples:

1. CAPS:

Counseling and Psychological Services, Student Mental Health Outreach on Grounds)

2. The Cavalier Daily: UVA Student Newspaper

3. Hoos In the Stairwell: Broadway and Disney Style Acapella Group"

b. Comments: This was so essential. Every CIO speaks about their own organization in the way they want. In addition, it helped me explain to clubs that had acronyms that they needed to spell out the acronym and give easy-to-understand descriptions. I was impressed with the descriptions everyone gave since they were brief but good. I would rewrite the question in the exact same way because they needed these examples.

3. Sign Up Sheet*

- a. Phrasing: "Link to Signup Sheet for Club at Activity Fair, or NA if None (or don't want to share)"
- b. Comments: This was a fair split for number who filled it out and who did not. You need to have this NA option because some clubs do not want this information out there because they are selective (eg Club Sports teams) and want to meet members at the fair to determine who they want).
- c. Improvements: I would emphasize every club having a Microsoft Form. A lot of clubs had Google Sheets signups and did not know that I would put those links up, meaning students could see who else signed up. It is better for privacy. In addition, I would rephrase the question for the NA. New question: "Link to Club Signup Form for Activity Fair or NA if you Don't Want to Share". This is simpler and emphasizes the forms more for privacy. There is no need to emphasize Microsoft instead of Google because the class graduating in 2025 is the final one to use Google. It also gives you a more standardized answer for NA because some people wrote None.

4. President Name*

- a. Phrasing: "President (as of August 2024)"
- b. Comments: This was simple. One thing that was really important that I added was the "as of" since some clubs might use their old president information instead of the updated one. The whole purpose of this section is giving a contact person for others to reach out to, so this was useful and should be updated to August 2025 next year.

5. President/Club Email Address*

a. Phrasing: "President/Club Email (UVA email)"

b. Comments: This was a little confusing to some people. The intention for this question is to get a contact email if people want to reach out later. Though it was written in a confusing way, I do not think I received any error responses. The other super important part was that I wrote UVA email so they did not add their personal email or one for their club that was outside of UVA. I got some emails such as the president's personal (perfect) or others like uvarugbyrecruitment@virginia.edu (also perfect) so I would not change this question.

6. Listserv*

- a. Phrasing: "Listserv (e.g. if you're UVA Squash, uva_squash_2024@virginia.edu), or NA if None (or don't want to share)"
- b. Improvements: Similar to my comment for Signup sheet, I would rephrase it like this: "Club Listserv or NA if Don't Want to Share". This is more simple; I had no errors in responses or personal emails so it is understandable since we also asked for the personal one earlier to deter the user from giving that one for this question. We also do not need to give the example since it made sense for the user (I was just testing it since this was the first time we were doing this). This also simplifies the NA so they do not write None.

7. Instagram

- a. Phrasing: "Instagram (if you would like to share, otherwise, leave blank)"
- b. Comments: This is simple but essential. Even though this was optional, 450 of the 500 people who filled this out added an Instagram. The one thing to pay attention to is there were three main ways people shared their Instagrams: the name itself, the name with an '@' symbol in front, and the link to the page. You can account for this later in data cleaning.
- c. Improvements: rephrase the whole question as "Instagram". It's already public information, so no need to say if they would 'like to share'.

8. GroupMe

- a. Phrasing: "GroupMe (if you would like to share, otherwise, leave blank)"
- b. Comments: Some people are dumb. They wrote NA in a multitude of ways instead of leaving blank. Sad. But, about 200 people filled this out of the 500 so it is still an important question and a big way of reaching out to students. You still need to emphasize for some organizations that keep that link private that they do not have to share. Also, people also wrote the actual name of the GroupMe instead of giving a link, so this needs to be addressed.
- c. Improvements: Phrase it like this: "GroupMe Link (if you don't want to share, don't answer this question)".

9. Club Board Image

a. Phrasing: "Image of CIO Activity Fair Board (Image to Appear on Interactive Map and Help Students Locate CIOs Faster). If your board isn't ready, put "Send Later" and email to studco-data@virginia.edu with the subject line "FAF24 - [CIO NAME] Poster Board" All boards must be submitted by 8/24 at 12:00PM EST."

- b. Comments: This question was added to later on. We had an issue of clubs not submitting the form because of this since they were not done with their boards when the survey went out, plus it was the final question. It was also originally required. It was better when it was not required. This was one of the most frustrating parts of the whole fair, since I received so many emails up to and after the deadline with pictures of boards. I had to manually go through and change names of the board to save them. I had to rotate the images correctly.
- c. Improvements: Rephrase this question. One thing to pay more attention to is the "Send Later" option since many submissions were just files such as screenshots of a phonescreen where someone wrote "send-later.jpg" or something like that. Write the question like this: "Image of CIO Activity Fair Board (Image to Appear on Interactive Map and Help Students Locate CIOs Faster).

If your board is ready now, submit your file with the name EXACTLY matching your "Club Name" response above!!!

If the board is not ready now, please submit a file titled "send_later" here, then email studco-data@virginia.edu with the subject line "FAF24 - [CIO NAME] Poster Board" when finished. All boards must be submitted by 8/24 at 12:00PM EST.". I cannot emphasize enough how many emails I received close to and after the submission. Hundreds. Writing the send_later option is helpful to filter out clubs that did not send anything meaningful yet. The file name being the exact same as Club Name makes matching the clubs and their boards for the map page EXTREMELY easy. This would've saved me so many hours. The email worked out because I could search my inbox quickly to find changes. That due date is the closest thing we could get to forcing students to submit their posters early, even though it did not work :(.

Further Improvements

- I would change the Microsoft Form settings to allow respondents to edit their responses. This would make it easy for students to go back to the form answers and update them. The one issue I ran into was students emailing me new form links and GroupMe links later, which was a hassle. Also just encourage students to resubmit a response (which some did), and account for that later.
- 2. If you wanted, I would create a Choice question to ask what type of organization they are. For example, if I was a sport, I could technically be labeled under Social & Hobby, but I would prefer to be listed with the other clubs so then I am better seen. I would check with the CIO Consultants to make sure that is fine, but the clubs preferred that.
- 3. I would include the link to the checklist page (even the previous year's) at the top for the form description. It is helpful for them seeing their old answers, standardizing the information over years, and makes the responses come faster. Maybe write "for reference on how your data will be used, check out last year's map: [LINK HERE]".

Checklist Page

Here is the link from the previous fair: https://finnmok.github.io/StudCoData/ClubFair/start

Currently, it is a thank you screen, which I changed to after the club fair ended. Here is the archived start page: <u>https://finnmok.github.io/StudCoData/ClubFair/oldstarter</u>

Page Layout

a) Instructions at the top saying how to use this page.

i) Improvement: Add into the description that you can click the name of the club next to the checkbox to get a description of the club.

b) An email at the top for people to reach out to.

- i) Comment: I had many people reach out, whether it was to verify or add information about their club, or students interested in knowing about clubs that did not submit information.
- ii) Improvement: Have the email and a link to a Microsoft form that anyone can fill out. Have a StudCo person check every once in a while on this. To make sure the changes are right, check if the person that filled the form out is the President or Secretary (searchable information).

c) Sections for each organization type.

 Comment: Some organizations wanted to be listed under different categories (eg they were 'Special Status' but wanted to go under another or some sports-like organizations wanted to go under Club Sports instead of "Social & Hobby"). Their placements were based on the locations sheet I was given. I will talk about that later.

d) "See All" button below each organization type category.

i) Comment: This was smart. There were over 500 CIOs at the fair so it was too much to scroll through. This made an obvious way to split up the groups and look at all the information. It also made it easy to close everything and do a quick look at the other organization type categories. Having the button instead of making the title of the category clickable was the smart idea.

e) Checkboxes for each organization.

i) Comment: This was super simple. It was easy to identify which clubs you selected. The titles were simple and located immediately next to the checkbox.

f) Clickable club names to get their descriptions.

i) Comment: This was super useful. Some clubs have odd names or acronyms which do not help people understand what their club does. One thing I did that was super useful was use a blue color schema for the page. This means that the club names are blue and when you hover your mouse over the name, a light blue box appears. This signaled to the reader that the club name was clickable like a link to get more information. I also thought it was super helpful that the description appeared right next to the club name and it was closable by reclicking the name of the club. In addition, it was so good that the clubs were able to right their descriptions and not me (I will discuss more in the next part).

ii) Improvement: For the Student Council spot, I would make this display differently to get students to come to our spot more. In addition, some clubs had more than one table, so they had multiple rows in the checklist. I need to think about what to do with this still. Each checklist item was based on a table location, so if a club had, for example, four spots, then there would be four rows of checkboxes on this page. The thing is, the clubs needed to be by table location because that is how they link to the next page.

g) "Reset Selections" button.

i) Comment: This was very helpful. One of the ways I designed the site was every time it reloaded, it would sti;I hold onto the user's selections. If the user accidentally pressed a club somewhere, it would be difficult to refind that organization because all the categories collapse and you need to go through each "See All" button to find which one you accidentally clicked.

h) "Go to Interactive Map" button.

- i) Comment: This was a simple feature. It made it easy for a user to get to the map.
- ii) Improvements: Make this button cooler. I needed a way to let the user know this should be the next step so the checklist is not the only thing on the site. I think I would make the text or the button glow and shine around the border so they know to click it.

i) "Generate Shareable FriendCode" button.

- i) Comment: This worked really well when I was first drafting it, then broke after I added a ton of new features to the site. The way I wrote the website made the codes extremely long and hard to copy. In addition, they started to not link to the correct spots, and needed to be rebuilt. I also did not see people really use this. If their friend wanted to join a club, they would just ask their friend and checkbox those spots too.
- ii) Improvement: I liked this idea and tried it out, but it was a ton of work and time, plus it was not really used. I would remove it.

Further Improvements

- At the bottom of the page, I would include a section to display which clubs you selected as text so you know. I ended up selecting like 15 clubs, so I think that would be a fine amount to show. I would put that where the "Generate Shareable FriendCode" button was, so if the person wants to double check, then they can go back and find other organizations they were looking for.
- Next to each "See All" button for the categories, I would include a "Select All" button. I
 think that some people would like to identify the areas of clubs rather than specific ones.
 This would make the layout of the map on the next page look very similar to the pdf
 versions which they see, which are separated by the same categories.

Map Page

Page Layout

- a) Buttons at Top.
 - i) Comments: When the club fair happened, the only buttons that showed up were "Load Friend's Clubs", "Your Club Tri-Folds", and "Print Page". The "Your Club Links" button went up after the fair. One of the things that I did not want the map doing was replacing in-person visits to the club fair, which is why I did not link the information to the clubs during that time. It would also add a lot of weight to the website on the day of the event. This would make the website take longer to load in the already crappy cell signal areas. The Tri-Folds took a long time to get all the information for, and I wish I had the boards earlier. That is something you cannot control. It is still very useful, and I think it is worth trying again next year. For the "Print Page" button, I do not think it was very useful. I created it as a way to save all the information on your phone before going to the fair due to the cell reception, but it was not used. People just took screenshots and that is alright.
 - ii) Improvements: Remove the "Print Page Button". This was not used. When you print too, it only outlines the boxes in different colors instead of filling in, which is more difficult. In addition, "Load Friend's Clubs" needed to be fixed, because after making a ton of updates to the code, this feature eventually stopped working. For the next data science directors for StudCo, this relies on the index and looks for the number 1, so usually the friendcode button highlights cells starting with the number 1 first (eg 100, 101, 102 etc). The regular feature works though. Just try to sync it to the clubSelections like I did for the other items.
- b) Maps.
 - i) Comments: This was extremely useful. The maps were separated by area and in a blue that was clearly different from the background (which had a yellow tint). The cells that were selected were red, which was another contrasting color from the yellow and blue. This was extremely important because I saw many people use this map during the club fair, which meant they were using it in the sun and needed strong contrasts on their screens. This color schema was actually amazing. The ordering was also good for the maps, since it started with areas closest to the first year areas. One other thing that I did not think about was first-year students do not usually know about the clubs at Peabody Lawn, which was amazing when we showed that first for the students to get them to show up there.
 - ii) Improvements: Maybe, if the user does not select clubs from a specific area, then do not show that map. In addition, maybe we can change the unselected grids to not be filled and only fill in the ones the user chose. This could make identification easier.

c) Tri-Fold Images.

 Comments: Loved the concept. Hard to execute. All the clubs delayed submitting their information up to the fair itself, when it was due days in advance. Still, this was useful because people continued using the maps after the fair. One thing I also noticed was that clubs included QR codes on their boards, so students would scan on their phone after the fair. One thing I think is that clubs will use this to see their previous boards to get this out earlier next year (if you share it, which you should). I also think it was smart to put these boards below the map of the areas that they belong to so the user does not have to scroll all the way to the bottom.

- ii) Comments (cont): Students emailed me about the clubs they wanted when there was no tri-fold. This was because fewer clubs submitted these boards on time.
- iii) Improvements: I would redirect emails like this to the clubs to show them that they are missing out on members by not submitting the boards early. In addition, I would change the bottom screen to show "Club Did Not Submit" in order to shame the organization a little into adding information. They will feel like their club needs to show information, which may motivate them to submit.

Name	Which Branch is Responsibe?	Variables	How It's Collected
Table Locations	CIO Consultants	Location (eg P = Peabody) Table # (eg 1) Table Letter (eg b) Group (eg Archery Club) Name (eg Finn Mokrzycki) Type (Political & Advocacy)	CIO Consultants Decide
Club Information Form	Data Science (for creating) Marketing/CIO Consultants (for sending)	Club Name Short One Line Description of Your Organization Signup Sheet Link Listserv President (name) President/Club Email GroupMe Instagram Image of CIO Tri-Fold	Microsoft Form (described above in section Club Forms)

Required Data Inputs

Bold indicates the column that the data is joined on (Table Locations – Club Information, Left Outer Join on the Club Names).

Important Notes

 a) One thing that took forever was adjusting club names to make sure they joined correctly. I always changed it in the CSV file for the "Club Information Form" because the CIO Consultants use the official name. Just letting you know that this takes a very long time. This is the only information you have for joining together but you need both areas of data. How Variables Are Used

Variable	Usage
Table #	This maps the club name on checkbox page to the spot on the map page . This also helps create the link to the individual club pages .
Table Letter	(same as Table #)
Group	This joins the description and club information to the table number, allowing the checkbox page to connect with maps . This also goes on the club's personal page.
Name	This allows you to manually check names between this form and the other to verify when matching up club names.
Туре	This helps you place clubs under each checkbox category on the checklist page.
Club Name	(same as Group)
Description	This goes on the checklist page for each club, along with the personal page.
Signup	This goes on the club's personal page in a button.
Listserv	This goes on the club's personal page in a link.
President	This goes on the club's personal page as a header.
President Email	This goes on the club's personal page as a header.
GroupMe	This goes on the club's personal page in a link.
Instagram	This goes on the club's personal page as a header.
Tri-fold Image	This goes on the map page.

Purpose

NFC Tags

The purpose of the NFC tags is to give Student Council information on the number of swipes for each CIO. The goal is to measure interest in each organization which the Council can use for budgeting or other purposes later. In addition, these serve to replace QR codes and make it easier for integrating Council websites with physical tools. At the club fair, it makes giving all the information to students easier and standardized across organizations.

Important Notes

- a) This is a very technical thing that people were initially confused about. In the future, I think it would be important to include a video that is about 2 minutes max with a person saying what an NFC tag is, showing a clip of how it is going to be used at the fair, along with optimal angles to hold by phone type. This could go in the email along with the link to the Data Science Club Form.
- b) This could also be advertised to students to show how it is going to be used, so this could be good to make a clip for the marketing team next year.
- c) The dots had a hard-to-remove wrapper on the back, so it was difficult to stick onto the posters. Also, the back of the dots were hard to mark with sharpies, pens, pencils, or other items since they rubbed off.

Distribution of Tags

This Year

Finn Mokrzycki (Co-Director of Data Science) linked ½ of the tags before the fair to each club link. He put the dots in stacks of 50 (eg 1a to 25b, or 26a to 50b), then wrapped the stack in a layer of tape. For the other ones, he carried them in a separate container. In Finn's hand, he also had a tablet with the Excel sheet with each club's table location.

He started with getting a few dots to each area in order to spread the use. Then, he went by the numbers and started from the beginning (e.g. tables 1a and 1b). This meant he completed one whole area (Peabody Lawn, where the numbers started) and had some dots in the other areas.

Here is the process:

- 1. Go to the CIO's stand. Wait a little bit since clubs are usually speaking with members.
- 2. Ask club for the name (or look for the table number). Check if that matches the table location they are supposed to be at on the tablet with official locations.
- 3. Check which tag you have if labeled. Grab a new one if not.
- 4. Link the NFC (if not done) and give the tag to the CIO. Explain what it's for and have them test tap to verify.
 - a. I explained that I am with Student Council Data Science. This tag is from our organization, links to information their presidents or members sent. This makes it easy for members to get the information.
 - b. I have the test tap to verify to know which clubs I needed to adjust.

Here is the process for linking the clubs:

- 1. Open an app called NFC Tools.
- 2. Click Write.
- 3. Click Add a record.
- 4. Click URL / URI.
- 5. Change the URL to be:
 - a. finnmok.github.io/StudCoData/ClubFair/ClubPages/{table #}_{table letter}
 - b. e.g. https://finnmok.github.io/StudCoData/ClubFair/ClubPages/118_a
- 6. Click Write / X Bytes
- 7. Hold the Phone Up to NFC Tag Until It Says Scanned.

This Year's Results

Only about ½ of all clubs received the tag by the end of the club fair. Finn was the only person distributing, and his phone died in the middle of the event by not charging, which took about 30 minutes away. He distributed over the 4 hour time period.

Inefficiencies

- 1. Single Person Distributing
 - a. Being the only person distributing the tags made the process slow. It took about 5 minutes to hand out 4 tags.
- 2. Pre-Linking Some Tags
 - a. I thought this would help speed the process up, but it was useless. It only takes a few seconds to relink a tag, since they are easy to write a link to. This wasted a lot of my time earlier.
- 3. Going Between Different Areas Instead of All One Area
 - a. I would've focused on going area by area to save time in between, but since this was the first year and I was the one person, it was difficult.
- 4. Not Charging Phone the Night Before
 - a. This was on me. I was around 15% at the start of the event, which meant I had to go to Shannon Library in between to charge my phone to get battery to continue relinking tags. This is the one flaw with not presetting tags, but it is minor.
- 5. Working During the Club Fair
 - a. Since there were so many clubs with many people, it meant CIOs were talking with potential members. I sometimes interrupted them to give them the schpiel of what the tag is for and how to use it, along with verification.
- 6. Troubleshooting Wrong Tags
 - a. Some tags were linked to the wrong club page, and that was a technical error. I had to go back and figure out which page they were linked to. This comes when there are errors in the final locations and the club information they gave in the Microsoft form.
- 7. Receiving Damaged Tags Before Fair
 - a. With NFC tags, you are able to lock them, and with doing that, the link it is connect to. This means the tag can never be written to again, or the link changed. 100 of the 600 ordered had a link that could not be overwritten. This is the importance of checking each batch, because this was all in one 100 pack, luckily not mixed between the other packs.
- 8. People did not trust me or the tags.
 - a. Some clubs did not trust a man giving them a device and telling them to tap their phones. There was no identification of me to the Student Council, and the tags seemed sketchy until they scanned and saw their information for their CIO.
- 9. The tags were hard to stick.
 - a. The sticky protection part of the tag was hard to remove, even with people's nails.

Next Year

We need 13 Students. 4 for each area (Peabody, Amphitheater, Lawn) and 1 for troubleshooting.

BEFORE FAIR

Each student needs a downloaded copy of the final locations table, containing the table number, letter, club name, and area for everyone. (This needs to be downloaded due to cell signal, and it's best on a tablet but best if printed).

Each student needs to download NFC Tools App.



This will allow quick linking for the tags.

Verify 3 tags from each package of tags you buy. Make sure you can write three tags and that each person's phone is able to work with this app.

ON FAIR DAY

Each student should be in a Student Council shirt, have 50 NFC tags, a roll of tape (e.g. painter's tape), and their tablet with the table locations.

Student volunteers should come to the fair 1.5 hours before it starts and go to each table. These tables should all be labeled with the table number and letters prior to the start of the fair. At each table, leave a tag with a piece of tape on the back. Link the tag to the link of the table number. Scan with your phone and verify that the table number matches the number and club name on your spreadsheet, and that club matches the link when scanned.

If there is a mismatch, send all error club tables to a single person (the troubleshooter) who is on the laptop at that time. This means the troubleshooter can change what information the tags show by changing the information at the specific link. The link will stay the same, but the information on the page will change.

By doing this, it allows verification without many of the people being there. It allows some members of organizations to see students setting up and using the tags, and that information will spread to other groups easily. The shirts are identifiers to make people feel comfortable. Doing this early prevents having conversations with members or having to wait, which speeds the time up. The piece of tape on the back makes it easy for them to stick it somewhere instead of just holding it in their hands. It also allows them to stick it to their board temporarily, and find another spot that can be more permanent later.

Communicating with Teams

You need to be very close to the CIO Consultants. They will be the people with the information on table locations. Having this be up to date is extremely important. Get their phone numbers. In addition, request the brand colors and other design details from the Marketing team early. This makes it so you can follow their design schema and logos. Marketing is also going to reach out to you a lot about which links to share with the fair. What I did was put up the correct link, but have that page say "Coming Soon" until I uploaded the complete checklist page and map. I uploaded this after I had about 400 responses to my survey. Upload earlier to incentivize people to fill out their information. It is a bad look for a club when you click their name and it says "No Description Available".

For the NFC tags, you should create a video that is less than 2 minutes talking about what they are, how they are used at the club fair, and what to do with the tags after. Put this in the email from CIO consultants and Marketing where they send out the Information Form.

In addition, keep CIO Consultants in the loop with updates, and add CIO Consultants as editors to the Information form, just in case they too need to make changes.

One important communication trick: ask a Senior Resident (SR) in Housing and Residence Life to message all the other SRs about the interactive map. That person will send the link, and treat it as an important first year resource. There is a groupchat for all of these members which will make distributing the information easy when you reach out to one.

In the future, it would be good to get this link to show on the Wahoo Welcome Schedule too.

Page Links and Website Access

Everything for the website is in a Github Repository, including the Python and HTML code to create every website. Email <u>qcp6az@virginia.edu</u> for access and he can pass over full control of the repository to the next group of Student Council Data Science. He can explain the scripts, which are all documented, along with give the previous year's sample data for club information and maps. This also has the previous year's brandings and logos.