

Get it done

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Behavior Promoted

We aim to encourage students in universities at Education City in Qatar to start their group assignments at least two weeks before its deadline.

Target Audience

Our target audience is undergraduate students between the ages of 17-25 attending one of the five universities located in Education City, Qatar, which are Northwestern University in Qatar, Georgetown University in Qatar, Texas A&M University in Qatar, Virginia Commonwealth University in Qatar, and Weill Cornell University in Qatar. According to the latest data from the Qatar National Education Strategic Plan, there are over 12,000 students enrolled in these universities, with around 40% being Qatari nationals and 60% being international students. All of the students reside in Qatar. Qatari nationals and most local expatriates live with their families while internationals tend to live in on-campus housing within Qatar Foundation. More specifically, the NUQ class of 2024 includes students from over 32 countries which brings the total number of nationalities represented by the student body up to 60 (NUQ). In the academic year 2019-20, the number of female students outnumbered male students (Abdallah, 2021).

The target audience is generally motivated by personal growth and academic success. They value good grades on all their assignments, individual and group assignments. They find group assignments to be harder than individual assignments because of several reasons. One would be the struggle to communicate without any misunderstandings. Another would be finding the perfect time when all members of the group can meet either in person or virtually. The students usually have busy schedules especially near the final season and require flexible and convenient support to manage their time and studies. One common finding is that students usually start working on assignments at the very last minute, being either individual or group assignments. When it is a group assignment there is more pressure and barriers that come in the way of completing the work. Some may also have part-time student jobs or other priorities that require a significant amount of their time, making it challenging to balance their academic and personal responsibilities. The students also value free time, therefore,

finishing group assignments earlier would be an advantage to them since they will get more free time in their day. .

TPB Analysis

Attitudes

Behavioral beliefs are the beliefs about the likely consequences or outcomes of engaging in the behavior, in this case, starting a group assignment at least two weeks before its deadline. The frequently mentioned behavior beliefs from our interviews were group performance, having free time, and less stress, therefore, we took these three beliefs as the most important ones and embedded them in our survey. We asked the following questions giving people a 7-point likert scale (*strongly disagree - strongly agree*):

- Starting my group assignments at least two weeks before the deadline will lead to my group performing better.
- Starting my group assignments at least two weeks before the deadline will give me more free time to do other activities.
- Starting my group assignments at least two weeks before the deadline will lead to less *stress*.

We had a total of nineteen respondents to our survey. All of the respondents at least agree that if they do start their group assignments at least two weeks before the deadline, they will experience less stress in their lives ($M=6.47$, $SD=0.75$). The second highest agreed on behavioral belief is that engaging in this behavior will give them more free time for other activities and priorities (eighteen respondents at least agree) ($M=6.16$, $SD=1.09$). While the last belief is that engaging in this behavior will lead to their group performing better (seventeen respondents at least agree) ($M=6.16$, $SD=1.14$).

Based on the findings from the survey, it can be inferred that the target audience believes that starting group assignments at least two weeks before the deadline would lead to positive outcomes. Specifically, the respondents agreed that this behavior would lead to less stress in their lives, give them more free time for other activities, and improve their group performance. Therefore, this directs us to what beliefs we should

focus on promoting our campaigns going forward. Moreover, it helps shape our understanding regarding how students think and believe. The insight these results give us is why students would start working on their group assignment early, their incentives.

Evaluations of behavioral outcomes is how they feel or think about behavioral outcomes. If they feel negatively about an outcome, they are less likely to engage in the promoted behavior. While if they feel/think positively about an outcome/consequence, they are more likely to engage in the promoted behavior. In this part of the survey we included the following with a 7-point likert scale (*extremely bad - extremely good*):

- Performing better on a group assignment is:
- Having more free time is:
- Having less stress is:

The results complement what we found in the behavioral beliefs section. Nineteen respondents at least agree that having less stress is the best outcome from starting their group assignments earlier than its deadline ($M=6.95$, $SD=0.22$). Similarly to having more free time, nineteen respondents at least agree that it is good for them ($M=6.82$, $SD=0.51$). While performing better is evident to be at least good by eighteen respondents, it seems to be the lowest positively evaluated outcome in comparison with the other two ($M=6.47$, $SD=1.04$).

Based on the findings, it appears that the target audience values having less stress and more free time as the most important outcomes of starting group assignments at least two weeks before the deadline. This is reflected in both their behavioral beliefs and evaluations of outcomes. The belief that starting group assignments earlier will lead to group performance is still important, but it is not as highly valued as having less stress and more free time. Therefore, in order to effectively promote the behavior of starting group assignments early, messaging should emphasize the benefits of reducing stress and increasing free time, rather than focusing solely on group performance.

Subjective Norms

Normative beliefs is an individual's beliefs about the norms, specifically of referent others, about engaging in the promoted behavior. There are two types, descriptive and injunctive. Descriptive is whether referent others do the promoted

behavior and injunctive is what they say about it. From our formative research we figured out that friends and group members are the two most likely groups to influence someone to start their group assignment at least two weeks before its deadline. Thus, we asked the following items with a 7-point likert scale (*strongly disagree - strongly agree*):

- My group members would start the group assignments at least two weeks before the deadline. (descriptive norm)
- My group members encourage me to start the group assignments at least two weeks before the deadline. (injunctive norm)
- My friends usually start their group assignments at least two weeks before the deadline. (descriptive norm)
- My friends encourage me to start my group assignments at least two weeks before the deadline. (injunctive norm)

Fourteen respondents out of nineteen at least disagree about the idea that their group members would start the group assignments at least two weeks before the deadline ($M=2.89$, $SD=1.59$). Nine respondents at least disagree and five are neutral regarding whether group members encourage them to start early ($M=3.53$, $SD=1.43$). As for friends there were more positive results such as friends do encourage to engage in the promoted behavior ($M=4.00$, $SD=1.65$). However, there was mostly disagreement with the idea that friends start their group assignments at least two weeks before the deadline ($M=3.21$, $SD=1.64$). The results were spread out a lot in this question.

The results suggest that there is a lack of agreement or encouragement among group members when it comes to starting group assignments early. This finding may suggest that group dynamics might play a role in hindering the early initiation of group assignments. However, the respondents' friends seem to be more effective in encouraging the behavior. Nevertheless, there was still disagreement among the respondents regarding the extent to which their friends started their group assignments early. These results provide valuable insights into the importance of promoting early engagement in group assignments and the potential barriers that may exist in group dynamics. This helps us understand who the referent others to our sample are, in order to utilize these connections in our message strategies.

Motivation to comply is the extent to which our target group is motivated to conform with what their referent others say or do about the promoted behavior. Since friends and group members are the top ranked referent others, they are more likely to motivate 'our target group' to conform with their beliefs. This is what we try to find out with the following items following a 7-point likert scale (*strongly disagree - strongly agree*):

- If my group members start the group assignment at least two weeks before the deadline, I will work with them.
- If my friends start the group assignment at least two weeks before the deadline, I am more likely to do the same.

The analysis shows that group members have a higher level of influence on their peers compared to friends when it comes to motivation to comply with starting group assignments early. Most of the students in the study ($M=6.16$, $SD=1.27$) reported that they would work with their group members if they started the group assignment two weeks before the deadline. Although fewer students would comply with their friends, they still seem to have a high level of influence on them ($M=5.63$, $SD=1.04$).

The insights from these results suggest that group members may be more influential in motivating their peers to start group assignments early compared to friends. This finding highlights the importance of building positive group dynamics and encouraging early engagement in group assignments in our message strategies and PR tactics. Promoting this behavior should be accompanied by strategies to ease group member coordination, communication and getting started early. These insights provide valuable information for educators and group leaders to promote effective group work and improve student outcomes.

Perceived control

Control beliefs are beliefs about how likely it is that people will encounter *barriers* or *facilitators* for engaging in the promoted behavior. Here we examined what our target audience expected to most likely be barriers or facilitators to engaging in our promoted behavior with a 7-point likert scale (*strongly disagree - strongly agree*).

- I expect that finding a time that works for all group members to work on the group assignment will be difficult.

- I expect that if the group assignment is easy, I do not have to start working on it at least two weeks before the deadline.
- I expect that other assignments could be more important.
- Assignment outlines given by professors make working on the group assignment easier.
- I expect that better communication within the group will allow for organizing a time that works for all of us to begin the group assignment at least two weeks before the deadline.

Better communication acted as a facilitator based on the results, eighteen respondents at least agree with this item ($M=6.16$, $SD=1.39$). Similarly assignment outlines also facilitate the process of engaging in the promoted behavior. All respondents are on the positive spectrum of the scale (neutral - strongly agree) ($M=6.16$, $SD=0.81$). Eleven respondents at least agree that finding a time that works for all the group members is difficult, meaning that time is a barrier, three are neutral and very few at least disagree ($M=4.95$, $SD=1.57$). Thirteen respondents expect that if the group assignment is easy, they do not have to engage with the promoted behavior, one is neutral, and five at least disagree ($M=4.84$, $SD=1.90$). Fourteen respondents at least agree that other assignments could be more important, two are neutral, and four at least disagree ($M=5.11$, $SD=2.20$).

Based on the results, it appears that better communication and assignment outlines are viewed as facilitators for engaging in the promoted behavior, while finding a time that works for all group members and the perception that the assignment is easy are seen as potential barriers. It is also worth noting that some respondents feel that other assignments could be more important, which could potentially detract from their motivation to work on the group assignment. These insights can be used to develop strategies for addressing the perceived barriers and enhancing the facilitators, such as emphasizing the importance of effective communication and providing clear assignment guidelines, while also addressing concerns about competing demands on students' time.

Perceived power is how much power do those barriers and facilitators hold to either ease or hinder engaging in the promoted behavior. In this section, we wanted to

know the level of power each barrier and facilitator holds over participating in the promoted behavior. The items listed below are measured using a 7-point likert scale (*strongly disagree - strongly agree*).

- My group members' schedules will stop me from starting group assignments at least two weeks before the deadline.
- Starting a group assignment at least two weeks before the deadline depends on the difficulty of the group assignment.
- If I have other important assignments, I will not start working on a group assignment at least two weeks before the deadline.
- Starting to work on a group assignment at least two weeks before the deadline is easier when the professor gives us a specific outline for the assignment.
- When my group members and I can find a time that works best for all of us to work on the group assignment, it is easier to start working on the group assignment at least two weeks before the deadline.

Group member's schedules are seen as a powerful barrier to eleven respondents who think that it will stop them from engaging in the promoted behavior, three are neutral, and five at least disagree ($M=4.58$, $SD=1.43$). While sixteen respondents believe that starting a group assignment at least two weeks before the deadline depends on the difficulty of the group assignment, one is neutral, and two at least disagree ($M=5.21$, $SD=1.47$). Sixteen respondents at least agree that if they have other important assignments, they will not start working on a group assignment at least two weeks before the deadline, two are neutral, and one somewhat disagrees ($M=5.58$, $SD=1.14$). Fifteen respondents think that if the professor gives them a specific outline for the assignment, engaging in the behavior is easier, while three are neutral and one somewhat disagrees ($M=5.84$, $SD=1.27$). Finally, all nineteen respondents believe that if they and their group members can find a time that works best for all of them to work, it is easier to engage in the promoted behavior ($M=6.05$, $SD=0.69$).

The survey results indicate that communication and coordination among group members, as well as having clear assignment guidelines, are powerful facilitators for engaging in group assignments. However, group members' schedules, other important assignments, and the difficulty of the group assignment were identified as significant

barriers, finding the right time being the strongest barrier. Therefore, we plan to organize message strategies and events that make it easier for these groups and students to find a common time to start working as early as possible and decrease procrastination. These findings suggest that targeted interventions aimed at improving communication and collaboration among group members, providing comprehensive instructions and guidelines, and addressing the identified barriers could help increase engagement in group assignments.

Message strategies

Our campaign, "Get it done," was developed based on the findings of our recent survey on group assignments. The survey revealed that the most perceived powerful control beliefs of starting group assignments at least two weeks before the deadline were less stress and better communication. As such, we have designed our campaign around these concepts to promote a more effective and efficient approach to group work.

To address this first issue, our campaign "Get it done" promotes starting group assignments at least two weeks before the deadline to reduce stress and improve communication within the group. We will conduct a series of study sessions on effective group work, where students can come in and work on their upcoming deadlines. As well we will be providing stress management strategies, providing students with the necessary tools to complete their assignments with less stress and more efficiently. Additionally, we will distribute informational material, including infographics and checklists, highlighting the benefits of starting early and providing students with practical tips for effective communication and stress management.

Our survey results indicate that effective communication is also critical to the success of group assignments. To address this factor, our campaign "Get it done" promotes effective communication as a key component of successful group assignments. Our campaign aims to promote effective group work among students by organizing study sessions where they can collaborate, effectively communicate, and make progress on their upcoming assignments.

Prior to the event we also plan to release messages based on the idea of less stress and better communication to gain attraction to our event before it happens.

These messages will be used as a leading motivation to encourage people to come to our event. We will spread these messages on social media platforms such as Instagram and Twitter, and also through the university newsletter.

PR tactics

PR Tactic 1: Event

“Get it done”

Why: We are trying to promote a decrease in procrastination when it comes to working in group assignments by encouraging students to start working on their assignments at least two weeks before the deadline.

Who: Students in Education city nearing their finals weeks. 18-22 year old males and females. Students who tend to procrastinate on their group assignments or have a hard time managing their time when it comes to group assignments.

Target Persona for the event: This is a 21 year old senior at Northwestern Qatar studying journalism/communications. She has a lot of group assignments and has a hard time managing time to work with her different groups on their assignments because she tends to spend a lot of time on social media and this doesn't allow her to focus properly on her assignments. She is used to procrastinating until the last few days to start working on the projects with her classmates which creates more stress and a decrease in performance.

Where: The event will be hosted in the writing center which is located on the second floor of the library. This is a quiet place where students can focus better and it already hosts the writing center so students can take advantage of these tools as well.

What: The theme of the event is to have a place where students gather to study which helps to motivate them as they can come with their friends and colleagues and it can also create productivity competition. It also allows students to get the help they need while also helping others if they can, creating a studying environment and supportive community. Having group members together in one place also helps eliminate obstacles with working on their projects such as timing and organization.

Timeline:

Leading up to the event:

News releases will be sent out to students through their university email and it will be posted on the nuqsg and nuqwildcats social media page.

On the day of the event:

We will initiate these group study sessions 2 weeks before finals week starts. We think around this time, students will be the most productive since there are usually several group assignments due. The study sessions will be held during community hours from Sunday-thursday for two weeks.

- Study Techniques
 - For this event, we will be introducing different studying techniques such as the 'pomodoro technique' to help groups who come manage their time and not overthink about it.
- Breaks
 - There will be available food vendors and areas to get their minds off of studying in order to have a fresh mindset to get back and get their work done.
- Writing center
 - Since it will be in the same location as the writing center, students can take advantage of these tools and come together with their groups to ask for help from the writing center.

Measuring effectiveness: Students will be given journals with schedule templates at the beginning of the event. Here they will be asked to note down how much of the assignment they had done before the event. They will also be asked to create a plan with their classmates how many times they will be attending the study sessions and what their end goal is for each session. For every session they accomplish their goals, with proof, they get a reward. Through this we will measure if the study sessions were successful at helping groups accomplish their study goals. Additionally we will be handing out surveys for the people in attendance in order to receive feedback on their opinion of the event.

PR Tactic 2: Social Media Campaign

“Get it done”

Why: The goal of this campaign is to encourage students to start working early on their group projects. Through this tactic students will be able to relate to each other but also be able to motivate each other to decrease procrastination when it comes to group assignments.

What: We will be working with student organizations and clubs to create student-led initiatives that focus on promoting early starts and effective group communication. These initiatives will include events, competitions, and activities that encourage students to work collaboratively and support each other in their academic pursuits.

Execution:

Online competition

We will be encouraging students to share photos or videos of themselves working on their group assignments with the hashtag #GetItDone. To make it more interesting, we will be offering prizes to students who share the most creative or inspiring content. This will not only increase engagement but will also create a sense of community among students, where they can share their struggles and successes in group assignments.

Events

In collaboration with student organizations and clubs we will be hosting pop-up workshops around the university campus, where students can learn time management, communication, and collaboration skills. These workshops will be interactive, fun, and engaging, and will also serve as a reminder that it's never too early to start working on group assignments.

Evaluation:

The effectiveness of the campaign will be evaluated by tracking the media impressions and engagement involved with the online competition.

For the events we will be measuring the effectiveness by taking into account the attendance of participants and by asking for feedback from the participants after each event.

PR Tactic 3: PR stunt

Title: "Get it done"

Promoted behavior: starting group assignments at least 2 weeks before its deadline

Who: EC university students

Target Persona for the event: This is a 20 year old Carnegie Mellon freshman studying biology. He has a lot of assignments due and many group projects but he still struggles with managing his time well and is struggling with his first year of college. He was used to a different academic phase back in high school and is still trying to adapt to the change in environment from moving to a different country and having to deal with stuff he never had to deal with before such as cooking, doing laundry, and trying to make friends at his new university. He tends to procrastinate and tends to work on group assignments during the last minute because of this, he also tends to spend a lot of time on Netflix which leaves him with little motivation to work on his assignments.

Demographics:

Age: 18-22

Gender: Male and female

Geography: Students attending universities in Education City, Doha

Psycho-demographics:

Students who tend to procrastinate on their group assignments

Students who have a hard time managing time when it comes to group assignments

Location: Education City universities. We will be spreading alarm clocks around the university campus, which will go off at random intervals throughout the day. We will be partnering with local cafes and restaurants around Education City.

Theme: The theme of this PR stunt is creating a buzz around Education City to motivate students to start working on their group assignments at least two weeks before the deadline. We want to grab students' attention and encourage them to take action.

What:

Timeline: From April 4 - April 21

Alarm Clocks

Starting two weeks before finals week, we will be spreading around the alarm clocks around different education city campuses. These alarm clocks will not only create a buzz and capture the attention of students, but they will also serve as a reminder that time is ticking, and the deadline is approaching. We hope that this will motivate students to take action and start working on their assignments earlier. Another idea of creating the same buzz for instance in NUQ is getting access to the media wall screen and

presenting on it a countdown with a short message regarding the promoted behavior or even an announcement about our workshops and events. It could also incorporate pictures of students working together to motivate others to do the same.

Cafe and restaurant partnership

From the third week before finals to the second week before finals, so for a period of one week, we will be partnering with local cafes and restaurants around Education City University to offer discounts to students who show proof of working on their group assignments that have a deadline during finals week. This will not only motivate students to start working on their assignments earlier but will also promote local businesses.

Measuring effectiveness:

Overall, we believe that these creative PR stunts will help us achieve our goal of promoting early start and effective group communication among Education City University students. We hope that this campaign will inspire students to adopt the "Get It Done" mindset and achieve academic success. We will ask for feedback from the students involved in the Alarm Clock stunt to know whether they understood the point of the stunt.

For the cafe and restaurant partnership we will ask the restaurants and cafes to keep track of how many people were applicable for the discount per day. If there is a steady increase per day it would mean that more people are getting motivated to start working early on their assignments.

Media Kit

News Releases

Northwestern | QATAR

Get It Done!

Student-led initiative to host group study sessions before finals

Doha, Qatar, April 4, 2023

"Get it Done," a student-led initiative, is hosting a series of group study sessions in the weeks leading up to finals. The event aims to help students overcome procrastination and improve their study habits.

The group study sessions will take place at the writing center on the second floor of the library, and will feature different studying hacks that students can use to manage their time better and work more efficiently. The sessions will happen every Sunday, starting from April 16 during community hours, 12 pm to 2 pm. Attendees can expect a quiet, focused environment where they can work on group assignments and get support from their peers.

"I was so excited when I heard about 'Get it Done!' Studying with my group members in a quiet place and learning new studying hacks is just what we need to overcome procrastination and do well on our assignments. I can't wait for this event!" said Naima, an NUQ student who heard about "Get it Done" through her academic advisor.

"Get it Done" is open to all students, from sophomores to seniors. Attendees can expect a competitive studying environment, as well as food vendors and areas to take a break and refresh their minds.

This event is for any student looking to improve their study habits and overcome procrastination. By attending "Get it Done," students will gain valuable skills that will serve them well throughout their academic and professional careers.

About Us

Student Organization at Northwestern university in Qatar is a student-led initiative created to provide solutions to fellow students.

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Northwestern | QATAR

Get it done!

Northwestern University in Qatar Launches Initiative to Help Students Overcome Procrastination

Doha, Qatar - April 2, 2023

Northwestern University in Qatar (NUQ) is launching "Get it Done," an initiative designed to help students overcome procrastination and improve their academic success. The program was created by NUQ students and will feature group study sessions at the writing center on the second floor of the library, starting two weeks before finals.

The organizers of "Get it Done" believe that procrastination is a major issue that can affect student success. According to a recent study, 80% of college students report struggling with procrastination, leading to poorer grades and higher stress levels. The aim of this initiative is to provide students with the tools and techniques they need to manage their time effectively and stay on track with their studies.

"Procrastination can have a significant impact on student success," said Dr. John Doe, Associate Dean of NUQ. "We encourage all professors and advisors to promote 'Get it Done' to their students. By attending these sessions, students will learn how to stay motivated and focused, work collaboratively, and improve their academic performance."

The group study sessions will feature a range of studying hacks and techniques designed to help students manage their time more effectively and stay on top of their workload. "As professors, we know that our students face numerous challenges, both inside and outside the classroom," said Dr. Jane Smith, Assistant Professor at NUQ. "We believe that 'Get it Done' is an important initiative that can help our students succeed, and we are excited to see the positive impact it will have."

"Get it Done" is open to all NUQ students, including sophomores to seniors. Attendees can expect a quiet place where they can focus better, as well as available food vendors and areas to get their minds off studying in order to have a fresh mindset to get back and get their work done.

About Us

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News release 1 planning form

Conflict: procrastination is the problem

Proximity: In university on week days to help students find time where they are all on campus

Prominence: Finals week is important for everyone

Impact: getting students to finish their work early gives them time for their personal life and can cause them less stress

Oddity: It's an event that has never been done before in NUQ.

Timeliness: With final week approaching, students are stressed and overloaded with assignments.

Human interest: Students will benefit from this event as it will help them deal with procrastination.

Is it News: Yes

5 W's & 1 H

Who: by students for students

What: collective group study session event

Where: writing center in the library

When: at least 2 weeks before finals week

Why: to help students complete their group assignments at least 2 weeks before its due date

How: there will be food vendors, coffee, breaks and rewards. Study sessions using the Pomodoro effect.

Why would anyone bother to attend your event? Students often struggle with procrastination, and this event offers a practical solution that can help them manage their time better and overcome their habit of putting things off until the last minute. By attending this event, students will be able to learn new studying hacks, work on their assignments in a supportive community, and ultimately achieve academic success.

Publication Type: Local university newspaper (The Daily Q)

News release 2 planning form

Conflict: Students procrastination leads to worse performance on their assignments

Proximity: In university on week days to help students find time where they are all on campus. It deals with students in NUQ but it also concerns professors.

Prominence: Finals week is important for students and professors.

Impact: getting students to finish their work early allows students to ask for feedback from professors and it leads to better performance

Oddity: It's an event that has never been done in NUQ before.

Timeliness: With final week approaching, students are stressed and overloaded with assignments.

Human interest: Professors will benefit from this event as it will give their students a space to work on their assignments and better perform on their work

Is it News: Yes

5 W's & 1 H

Who: by students for students

What: collective group study session event

Where: writing center in the library

When: at least 2 weeks before finals week

Why: Professors should encourage students to attend this event to help them complete their group assignments at least 2 weeks before its due date so they can have time to receive feedback and for their performance to be better.

How: there will be food vendors, coffee, breaks and rewards. Study sessions using the Pomodoro effect.

Professors can benefit from promoting this event to their students as it gives their students extra tools to perform better on their assignments which leads to the professors receiving better work from their students.

Publication Type: Higher Education Publications and Media Outlets that focus on student success and academic achievement.

Audience: Professors and Academic Advisors

Additional Why: Procrastination is a major issue that can affect student success. According to a recent study, 80% of college students report struggling with procrastination, leading to poorer grades and higher stress levels. By promoting "Get it Done," professors and academic advisors can help their students develop the skills they need to manage their time effectively and stay on track with their studies.

Fact sheet

Fact sheet 1: Event announcement

Publication Type: Local university newspaper (The Daily Q)

Event Name: "Get it Done!"

Sponsor: Student-led initiative sponsored by Northwestern university in Qatar

Location: Writing center on the second floor of the library, Northwestern University in Qatar

Purpose: To help students overcome procrastination and improve their study habits

Expected Attendance: All NUQ students from freshmen to seniors

Date and Time: Every Sunday, starting from April 16 during community hours, 12 pm to 2 pm

Prominent People:

- Yara Mahrous: Event organizer
- Mariana Monsalve: Event coordinator
- Kelly Wilson: Head of writing center

Newsworthy Aspects of the Event:

"Get it Done" is a student-led initiative to help fellow students improve their academic performance by overcoming procrastination and developing better study habits.

The event features group study sessions with different studying hacks that students can use to manage their time better and work more efficiently.

Attendees can expect a quiet, focused environment where they can work on group assignments and get support from their peers.

Food vendors and areas to take a break and refresh their minds are also available for attendees.

"Get it Done" is open to all NUQ students, from sophomores to seniors.

Fact sheet 2: Event announcement

Publication Type: Higher Education Publications and Media Outlets that focus on student success and academic achievement.

Event Name: "Get it Done"

Sponsor: Northwestern University in Qatar

Location: Writing center on the second floor of the library, Northwestern University in Qatar

Purpose: To help students overcome procrastination and improve their academic success

Expected Attendance: NUQ students from sophomores to seniors

Date and Time: Every Sunday, starting from April 16 during community hours, 12 pm to 2 pm

Prominent People:

- Marwan M. Kraidy: Dean of NUQ
- Dr. Jane Smith: Assistant Professor at NUQ
- Kelly Wilson: Head of writing center
- Yara Mahrous: Event organizer
- Mariana Monsalve: Event coordinator

Newsworthy Aspects of the Event:

Northwestern University in Qatar launches the "Get it Done" initiative to help students overcome procrastination and improve their academic success. The event features group study sessions with a range of studying hacks and techniques designed to help students manage their time more effectively and stay on top of their workload.

The aim of this initiative is to provide students with the tools and techniques they need to manage their time effectively and stay on track with their studies.

Attendees can expect a quiet place where they can focus better, as well as available food vendors and areas to get their minds off studying in order to have a fresh mindset to get back and get their work done.

Research has shown that students who engage in collaborative learning experiences, such as group study sessions, have higher academic achievement and retention rates.

By promoting "Get it Done," professors and academic advisors can demonstrate their commitment to student success and support their students in developing valuable skills for their future careers.

Media Alert

April 2, 2023

“Get it done!”

Who: Freshmen up to seniors in Northwestern university in Qatar.

What: "Get It Done" is a student-led event to encourage other students to get them working on their group assignments. The event aims to promote better performance and reduce stress by fighting procrastination and creating a supportive studying environment.

When: The event takes place every Sunday starting from April 16, 12 pm - 2 pm.

Where: The event will take place in the writing center, located on the second floor of the library, a quiet place where students can focus better and take advantage of writing tools and peer tutors.

Why: To motivate students to study together with their friends and colleagues, promote productivity and create a supportive community where students can get help while also helping others.

How: By providing students with a space to study, work together and get the help they need, the "Get It Done" event aims to eliminate obstacles with working on group assignments, such as timing and organization.

The student organizers will be present in the event alongside the head of the writing center, Kelly Wilson. This is a place where things get done and students leave stress-free with more free time in their hands.

Please RSVP in the link below.

<https://online.forms.app/yaramahrous/event-rsvp-form>

For more information about the event contact yaramahrous2023@u.northwestern.edu or +97455235526.

Email Pitch

Dear Saad Al Abdullah,

As an avid reader of Students Qatar, I am thrilled to bring to your attention an exciting student-led initiative at Northwestern University in Qatar (NUQ). "Get it Done," a series of group study sessions, aims to help students overcome procrastination and improve their study habits leading up to finals.

Starting two weeks before the deadline, these study sessions will take place every Sunday from April 16, during community hours from 12 pm to 2 pm at the writing center on the second floor of the library. Attendees will have access to a focused and quiet environment, food vendors, and areas to refresh their minds.

We are expecting prominent members of the Qatar community to attend the event, including NUQ's Dean Dr. Marwan Kraidy and Student Affairs Vice President Dr. Frederico Silva. Sage Mitchell, who will offer their perspectives on the importance of time management and effective study habits.

I believe that Students Qatar would be interested in covering this event, which offers valuable insights and tips for students to improve their academic performance. We would be happy to arrange interviews with the event organizers, attendees, and faculty members, to provide a multi-perspective view of the event.

Please let me know if this is something that interests you and your team, and we can arrange a follow-up call to discuss further details. Thank you for your time, and I look forward to hearing from you soon.

Best regards,

Sebastian Marmol

Events Coordinator

Northwestern University in Qatar

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Promotional Feature

Sarah was always known as the social butterfly in her group of friends. She loved attending events, hanging out with her peers, and spending time on social media. But, when it came to group projects, she always struggled to stay on task and focused.

As a senior at university, Sarah knew that she needed to get serious about her academics. She was studying journalism and communications, and knew that she wanted to excel in her field. However, she found that working with her classmates on group projects was a constant source of stress and frustration.

That's when she stumbled upon an event that promised to help students like her: a study session hosted at the library. Sarah was hesitant at first - she had always preferred to work on her own, or with just one other person. But, as the deadline for her group project loomed closer, she knew that she needed all the help she could get.

At the event, Sarah was pleasantly surprised to find that the library was transformed into a productive and collaborative workspace. With food vendors and areas to take breaks, Sarah was able to stay focused and motivated throughout the day. She even found herself chatting with other students about their projects and offering helpful suggestions.

One of the most useful techniques Sarah learned at the event was the "pomodoro technique," which helped her break down her work into manageable chunks and stay on task. With this new approach to studying, Sarah was able to complete her group project well ahead of the deadline, and even received high praise from her professor.

Looking back, Sarah realized that attending the library event was one of the best decisions she had made during her time in university. It had not only helped her improve her academic performance, but had also given her the opportunity to connect with other students and build a supportive community.

Now, as she prepares to graduate and enter the workforce, Sarah is grateful for the skills and confidence she gained at the library event. She knows that she will take these lessons with her wherever she goes, and is excited to see what the future holds.

"Top 10" list

Top 10 Reasons to Attend the "Get It Done" Event

Target Audience: NUQ students nearing their finals week, particularly those who struggle with procrastination and time management

Purpose: To promote the "Get It Done" event and encourage students to attend in order to improve their productivity and performance on group assignments.

Timeline: The list will be released two weeks prior to the event in order to give students enough time to plan ahead and make arrangements to attend.

Reason for Exposure: The list will be shareable on social media platforms by students such as Twitter, Instagram, and Facebook, as well as being shared through email to the targeted audience in the weekly student experience emails. The list has a high chance of being shared due to the relatable nature of the topic and the buzz surrounding finals week.

Distribution: The list will be shared through the university's social media pages, the student newsletter, and through targeted email campaigns.

Impact Measurement: The impact will be measured by the number of RSVPs received for the event, as well as feedback from attendees regarding the usefulness of the event in improving their productivity.

[Top 10 Reasons to Attend the "Get It Done" Event .pptx](#)

Top 10 Study Tips for Group Assignments

Target Audience: Education city university students of all majors who are looking for ways to improve their study habits and productivity

Purpose: To provide students with practical and effective study tips that they can implement immediately in order to improve their academic performance.

Timeline: The list will be released at the beginning of the academic year to coincide with the start of classes and the need for students to establish strong study habits.

Reason for Exposure: The list will be shareable on social media platforms such as Twitter, Instagram, and Facebook, as well as being shared through email to the targeted audience. The list could be shared because of its relatable topic but also due to a regular high demand of tips and tricks to study and perform better in shorter times.

Distribution: The list will be shared through all university's social media pages, the student newsletter, and through targeted email campaigns.

Impact Measurement: The impact will be measured by the number of shares and engagement on social media platforms, as well as feedback from students regarding the effectiveness of the study tips provided. Thus, social media monitoring will be useful.

[Top 10 Study Tips for Group Assignments](https://docs.google.com/presentation/d/17eBv9n1mzV5Ald0m99JLqCz1xbhd0axQqRknylSMYRA/edit?usp=sharing)

<https://docs.google.com/presentation/d/17eBv9n1mzV5Ald0m99JLqCz1xbhd0axQqRknylSMYRA/edit?usp=sharing>