SOCIAL MEDIA ADOPTION SOARS AS HIGHER-ED EXPERIMENTS AND REEVALUATES ITS USE OF NEW COMMUNICATIONS TOOLS

For the “always connected” generation, multi-tasking, hand-held devices and nearly constant communication are normal. Millennials, the generation born after 1980, are far less likely to have land-line phones, but they have Facebook profiles, a Twitter presence and send and receive as many as 50 texts everyday (according to a recent Nielsen Report). Their involvement with technology exceeds any other generation and presents an enormous challenge for those targeting this hyper-connected group. For US institutions of higher education, the competition for these students is fierce and survival ultimately depends on engaging them through the use of social media and new communications tools.

In 2007-2008, fascinated by the dynamic created by all the new tools and habits of Millennials, the University of Massachusetts Dartmouth Center for Marketing Research conducted the first statistically-significant studies on the usage of social media by US colleges and universities. The study explored this fundamental question -- How does a college or university recruit in this new, highly networked, constantly “on” world? That study has been repeated every academic year since and now provides a longitudinal look at adoption of social media by colleges and universities.

This latest study (2010-2011) analyzes the most recent trending of social media adoption among four-year accredited institutions in the United States. As in all previous studies, the colleges and universities were identified using a directory compiled by the University of Texas.

Under the direction of researchers Nora Ganim Barnes and Ava Lescault, interviews took place with those who managed social media at these institutions from November to May of the 2010-2011 academic year.

A proportional sample of schools in all 50 states are included and with public (28%) and private institutions (72%) ranging in size from 4 to over 54,000 undergraduates. Tuition (without fees) ranged from $1,700 to over $53,000. Admissions officers at well-known schools like Brigham Young University, Syracuse University, University of Notre Dame, Duke University, North Carolina State and Colby College were interviewed as well as smaller lesser-known institutions in the US. The findings presented here from the 2010-2011 study are based on 456 interviews and are valid within the range of +/- 4%.

The results are fascinating and continue to support what the 2007-2008 study documented for the first time: Colleges and universities are using social media, especially social networking sites, not only to recruit but to research prospective students. It is clear that online behavior can have important consequences for young people and that these tools can, and will, be utilized by others to make decisions about them. Additionally, schools are now moving away from some tools and embracing others, demonstrating a more strategic approach to their online communications. The complete study can be viewed at: http://www.umassd.edu/cmr/studiesandresearch/
11th ANNUAL CELEBRITY/SCHOLARSHIP DINNER WITH GUEST SPEAKER LARRY HOLMES

Wednesday evening, April 6th, 2011, Larry Holmes was the keynote speaker at the 11th Annual UMass Dartmouth Center for Marketing Research Celebrity/Scholarship Dinner. Larry Holmes, former world heavyweight champion, stood in a room at the Venus de Milo greeting people. Holmes’ right hand was wrapped in white cloth. Holmes, at the Venus for UMass Dartmouth’s Center for Marketing Research 11th Annual Celebrity Scholarship Dinner, explained to Fall River Mayor Will Flanagan why the right hand was bandaged. “It just hurts every now and then,” Holmes said. “When you knock as many people out as I did...” Holmes shrugged a little. And Holmes, who knocked out 44 fighters in his career, remembered other bouts, too.

The Center for Marketing Research gave scholarships to 22 area students Wednesday night and UMass Dartmouth Chancellor Jean MacCormack gave a degree in “Entrepreneurship” to Holmes, whose formal education ended in grade seven, when Holmes dropped out of school in Easton, Pa., to help feed his mother and 11 brothers and sisters. He worked for a time at a car wash, earning $1 an hour. Holmes, who owns a bar, a restaurant, an office building, a Bingo hall and a few other buildings, now estimates he owns about 30 percent of Easton, Pa., where he grew up in the city’s housing projects.

Flanagan presented Holmes with a key to the City of Fall River, being interrupted by a joking Holmes, who asked if it was the key “to the bank.” “If the champ has been following what’s going on here locally, he will know there’s not that much money left in our bank,” Flanagan quipped. “I didn’t get the opportunity to go to school,” Holmes said. “But that doesn’t make me dumb. I got a Ph.D. in common sense. “We had welfare,” said a pensive-sounding champ. “We didn’t have nothin’. We didn’t have nothin’ at all.” And Holmes stopped after saying “nothin’ at all,” as though he remembered and it hurt him still, more than any punch.

Holmes won 69 fights against six losses and held the title for over seven years. He defended his title 20 times. Always fighting in the shadow of the great Muhammad Ali, Holmes reminded people that you can often do what others say you cannot do. “My legs were too small, they said,” Holmes said. “I couldn’t punch. I was a copy of Ali. “Foreman. Norton. Ali,” he said. “They said ‘You can’t beat those guys.’” And Holmes had advice. “Don’t make them right when they say you can’t do certain things,” he said. “Prove them wrong.”

Herald News, April 7, 2011: Marc Munroe Dion at mdion@heraldnews.com.

2010-2011 CENTER HIGHLIGHTS

- CMR completed 22 projects for area businesses and organizations, as well as UMD groups.
- Awarded returning Marketing students $11,000 in scholarships ($87,750 to date) and hired 21 marketing students throughout the academic year.
- Selected “Best Reports” by Master New Media and selected “The Top 50 Up and Coming Branding Blogs” by Master in Advertising.
The Center hosted its Fall Client Reception on May 10th, at Rachel’s Lakeside. The following clients attended the dinner to receive their customized marketing research studies:

Bristol Pacific Homes, City of Fall River, Company Store, Fall River Historical Society, Precix, Massachusetts Department of Agricultural Resources (Forestry), Massachusetts Department of Agricultural Resources (Commonwealth Quality Seal), Remodelers Outlet and UMass Dartmouth SMAST.

Approximately 2,500 interviews were conducted and approximately 1,750 hours were invested over a three month period! Each study conducted has been appraised by a commercial firm and has a market value of $15,000, making the total value of work done for the semester approximately $150,000.

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**2012 CELEBRITY JUST ANNOUNCED!!!!**

**Date & Time:** Wednesday, 04/25/2012  
from 06:00 PM to 09:00 PM

**Location:** Venus de Milo, GAR Highway, Swansea, MA

**Admission:** $75.00/Tables of 10 Available

**Description:** Join Red Sox pitcher, Hall of Famer, **Dennis Eckersley** for an evening to remember!

We'll be celebrating the 100th anniversary of Fenway Park with our celebrity guest, Dennis Eckersley who will be interviewed on stage by Boston Globe sports writer, Bob Ryan.

The evening will include a full-course meal at the Venus de Milo, silent auction of signed baseball memorabilia, scholarships presented by the Chancellor and Dennis, and the program with straight baseball talk with Dennis and Bob Ryan. There will be opportunities for photos and signings for all who attend!! Get up close and personal with a baseball legend and a popular NESN broadcaster. Come and meet Dennis Eckersley and support scholarships for UMD students.

**For tickets or more information please contact:**  
Ava Lescault at alescault@umassd.edu or 508-910-6534

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**CMR HOSTS THE BI-ANNUAL CLIENT RECEPTION**

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**GRADUATE ASSISTANTS**

The Center is pleased to announce the hiring of Brian Hopkins and Stephanie Cormier as the new Graduate Assistants for the upcoming academic year. Both students will earn their MBA at UMass Dartmouth and be employed by the Center. Mr. Hopkins and Ms. Cormier will work on numerous research projects with the Center throughout the academic year. Both graduate students worked with external clients last year through the undergraduate Senior level Marketing Research class. Ms. Cormier was part of a research team working with Remodelers Outlet in Fall River. Mr. Hopkins worked with a team that was assigned to the Marine Fisheries group at UMass Dartmouth.
ASSOCIATES IN THE NEWS

John Montigny Promoted

Honeywell Life Safety, a Division of Honeywell, Inc. announced July 14, 2011 the promotion of John Montigny to the position of chief marketing officer for Honeywell Safety Products (HSP) the $2 billion world leader in Personal Protective Equipment. In this new role, Montigny will lead HSP’s efforts in developing and executing global growth strategies across all product lines and regions as well as overseeing all communications, branding and overall marketing capability for the business.

Metro South Chamber of Commerce Workshops

Thursday, October 13
8:30 am — 12:30 pm
Introduction to QuickBooks

Tuesday, October 25
7:30 am — 4:00 pm
Principles of Lean Manufacturing

Thursday, October 27
8:30 am—12:30 am
QuickBooks Advanced

All Workshops are held at the Metro South Chamber of Commerce, 60 School Street, Brockton, across from City Hall. All workshops are free to attend, unless otherwise noted.

For more information, or to register please visit events.metrosouthchamber.com. Or contact Lisa Keene at the Chamber, 508.586.0500 x 225, lkeene@metrosouthchamber.com.

Standard Times: Neediest Families Fund

Join us for an evening out
for a good cause!

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