

BYU-IDAHO TESTING CENTER

GETTING YOU THROUGH IT.

Presentation from

BYU | I~Comm
IDAHO | STUDENT MEDIA

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EXECUTIVE SUMMARY

BYU-IDAHO TESTING CENTER

Due to the lack of student preparation, the Testing Center sought out I-Comm for advertising to improve both student preparedness as well as general public opinion. Our goal is to accomplish this through predominately visual campaign targeted towards alleviating student anxiety.

BACKGROUND

BYU-IDAHO TESTING CENTER

The Brigham Young University-Idaho Testing Center is affiliated with the National College Testing Association and the Consortium of College Testing Centers.

They strive to adhere to the NCTA Professional Standards and Guidelines for testing. It is their responsibility to provide a quiet, comfortable and secure environment.

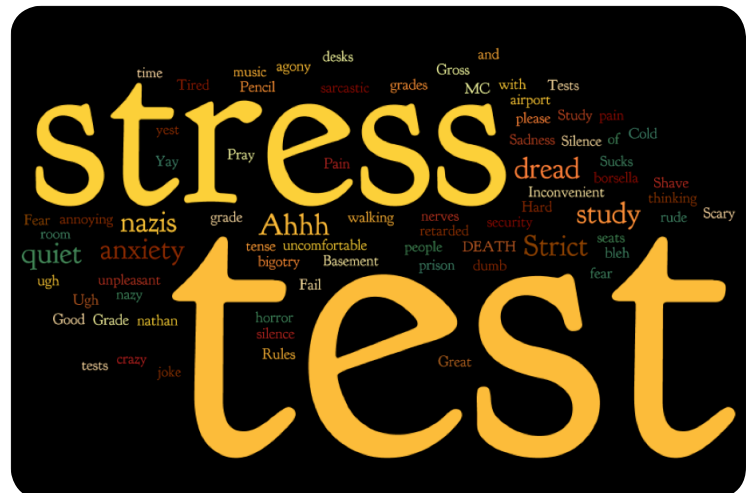
This allows each student to perform to the best of their ability, proving to themselves, their instructors, and the university they can perform within expected parameters.

SITUATION ANALYSIS

BYU-IDAHO TESTING CENTER

The Testing Center provides assesment services for students and faculty on the campus of Brigham Young University-Idaho.

Through our research, we found that there is a negative connotation towards the Testing Center and its employees. Through our campaign, we desire to improve the overall student body opinion of the facility and its services while also increasing trust and appreciation of its employees.



A word cloud of students' responses when asked "What is the first word that comes to mind when you hear 'Testing Center?'"

S.W.O.T. ANALYSIS

BYU - IDAHO TESTING CENTER



- Providing an out of classroom testing environment to assist students and faculty in the teaching and learning process
- Giving immediate and accurate feedback to students and faculty
- Additional staff in testing rooms to assist students with needs during testing



- Negative reputation throughout student body (stressful, strict, overbearing, etc.)
- Provide a generally disliked, but necessary service
- Inconsistent operating hours
- Overzealous dress and grooming regulation



- Provide an optimal assessment environment
- Cater to students' testing needs
- Create a more relaxing environment



- Lack of full support from faculty
- Wait time complaints
- Negative PR that received international attention

AUDIENCE

BYU - I D A H O T E S T I N G C E N T E R

Students at Brigham Young University-Idaho ages 18-34

Professors at Brigham Young University-Idaho ages 35-54

OBJECTIVES

BYU - I D A H O T E S T I N G C E N T E R

Increase awareness of accessibility and services, improve student preparation, and cultivate a positive public image.

STRATEGIES

BYU - I D A H O T E S T I N G C E N T E R

Create student awareness of facility services through visual media (i.e. posters, videos, etc.). Through a news release and rack cards professors will become more aware of the services the Testing Center has to offer and will more fully utilize their assistance for assessments.

THE BIG IDEA

BYU - I D A H O T E S T I N G C E N T E R

I-Comm Student Media will improve the student, Testing Center relationship through our campaign that can be summed up in the slogan, “Getting you through it.”

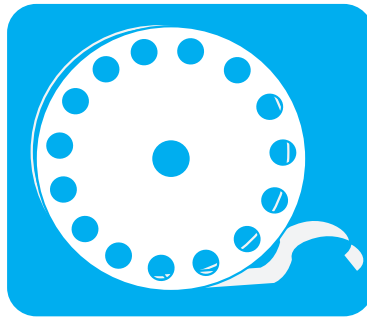
This tagline expresses that the Testing Center is here to serve the students. Our idea is to brand the Testing Center like an airline and all creative for this campaign will reflect this big idea.

Flying is stressful, but an airline makes that experience as comfortable as possible through service. We want to show all the “new features” of our Testing Center airline that makes test taking a much more relaxing experience. This campaign will educate our “flight participants” (students) on how to use the Testing Center and what not to do in the “airport” (Testing Center). We want our students to “fly” with as much comfort as possible.

Public Relations



Video



Design



TACTICS: PRESS RELEASE

BYU-IDAHO TESTING CENTER

Press Release Testing Center Under New Management *Improved services assist faculty members*

REXBURG, ID - The BYU-Idaho Testing Center has updated its facilities and services to better accommodate the needs of both students and faculty alike.

The Testing Center provides a quiet, comfortable, secure environment allowing each student equal opportunity to perform at his or her highest level. Located in room XXX in the Hyrum Manwaring Center, this out-of-classroom setting allows the faculty more indispensable in-class teaching time while still assessing students' progress.

Other highly valuable benefits of utilizing the Testing Center include security during testing, grading and reporting; and immediate results to faculty and their students. They also provide an online application that allows

faculty members to post test scores from the Testing Center directly into the University Gradebook.

The Testing Center also provides user-friendly information online about requesting a test, writing better tests and guides on improving scoring.

Affiliated with both the National College Testing Association and the Consortium of College Testing Centers, the Testing Center strives to uphold the NCTA Professional Standards and Guidelines for testing. Not only does the testing center benefit those on the BYU-Idaho campus, it facilitates testing for BYU-Idaho Pathway students throughout the world. They also offer national and other specialized testing.

“This out-of-classroom setting allows the faculty more indispensable in-class teaching time while still assessing students' progress.”

Video Script

I-COMM *Video Script*

PAGE: /

CLIENT: Testing Center	COPYWRITER: Becca / Michael Sessions	DIRECTOR: Michael Sessions	
TITLE: The Testing Center Experience		VERSION: 2	RUN-TIME: 60 Sec

VIDEO

*Sincere and heartfelt tone throughout,
Very expressive. No dialogue. The video tells the story.*

We see a well/fashionably dressed man embracing his wife in a long hallway.
They come apart and look at each other. We can tell by context that he's going on a 'trip.'
The woman looks at him, as if asking how he's feeling.
The man shrugs back, "Well I guess I'll see you later."
The woman smiles at him encouragingly.
She hands him the handle to his rolly back-pack

He walks through the skyway. Like it's a concourse
We see a slow-dolly shot down the line as people shuffle slowly into the testing center. The man looks concerned, and a little stressed throughout.
At the desk a helpful, classy-dressed lady takes his I.D. and packets together his test and scantron into a boarding pass-style envelope.
The man walks down the aisle of desks. We see people sitting and (talking?) relaxing. A different man in the background tries to put a backpack in a non-existent overhead shelf. He then puts it under a desk instead.

Close Up. Over the shoulder, we see the man unpack his test. Advanced Geometry. He looks around frantically for a second looking for scratch paper. There isn't any!
Another helpful well-dressed proctor appears behind him. She offers him a small stack of paper labeled, "Scratch Paper". The man nods and thanks her, and as she leaves he smiles, looking more relaxed.
We dolly into a pillar, transitioning to the man leaving the testing center.
There are several crowds of people waiting for people outside. A crowd of suits, one man holding a sign with "Mr. Jacobson" on it. Another crowd of hooligans cheering with balloons waiting for "Elder Smith."

The man looks through the crowd, his wife is waiting in the distance she smiles. The man walks out to her with a smile on his face. We pan up over the early morning testing center and see a plane fly over head.

AUDIO

Sincere and engaging piano music.

(Appropriate airport SFX throughout)

ANNOUNCER:

"We know that testing can be stressful, that's why we aim to make your experience as comfortable as possible.

The MC 005, (getting you through it.)"

TACTICS: VIDEO

BYU-IDAHO TESTING CENTER

Service Video Script

I-COMM *Video Script*

PAGE: /

CLIENT: Testing Center	COPYWRITER: Becca Ray, Jared McKinney	DIRECTOR: Michael Sessions
TITLE: In Flight Safety Video	VERSION: 2	RUN-TIME: APR: 3:00

VIDEO

TONE: Corporate, entertaining and informative. The Delta Safety First Pre Flight video as a reference

Animated Graphics of the MC005, We see a title, "Service First."

We see the woman in charge of the testing center sitting at a desk turning around and holding an intercom microphone.

Stewardess stands in an aisle of desks looking straight on at the camera.

We see a student making his way through the line. He pulls out his I-card.

A proctor behind the desk hands a dictionary to a student.

We see the stewardess. Cut to CU of a cellphone being stored, or powered off.

Graphics wipe the screen and we see a blueprint image of the Testing Centers floor plan. We superimpose slow dolly shots of each testing area.

Graphics continue to show features.

AUDIO

SFX: Airplane wooshes etc

MC005 Captain:

"Welcome aboard the MC005, we're committed to making your testing experience as comfortable as possible. Pay close attention to this brief presentation of testing procedures, as this information can be helpful to you..

She smiles

... Even if you are a frequent visitor.

Host Stewardess:

"As you approach the front desk, be sure to come with your I-Card, pencil and any other testing items in hand. Or, if you are in need, we are more than happy to accommodate you with a number of commonly used testing items, such as a calculator or dictionary."

Host Stewardess:

Also, please be sure to power off all cell phones and other electronic devices.

Host Stewardess:

" The new MC005 has three testing areas available for your convenience. The MAIN Room, for a quiet, traditional testing experience. The MUSIC Room, to enjoy music while you test. And the COMPUTER Corner, for any test that requires the use of a computer.

It is also equipped with standard commodities available for your use.
4 Water fountains located ... (Details)
and 2 bathrooms located ... (Details)

Service Video Script

VIDEO

The stewardess points with two fingers and both hands. We see a few shots of clearly marked exit signs.

A student reaches his desk and slips his backpack under his desk

A student wakes up from sleeping on a desk. He looks around frantically for a moment then raises his hand. (A bell chimes) A proctor appears,

CU of the stewardess shaking her finger to the camera with a smile.

Another testing proctor talks to a student off frame shaking her head.

A student gets his things together and stands to go

The floor plan graphic comes in, showing the exit routes from each room and how to get to the main exit.

A student surrenders his test and materials.

We see either the lady in charge of the Testing Center.

Transition through black to Graphic.

AUDIO

Host Stewardess:

"All exits are CLEARLY marked, with an exit sign. Though a fire emergency is UNLIKELY, take a moment to locate the exit closest to you, and keep in mind that it may be behind you."

Host Stewardess:

"As you find your desk, please stow all carry on items securely under your seat."

Host Stewardess:

"If at anytime you need assistance, please raise your hand, and a proctor will be glad to help you."

SFX: Airplane chime

Sleeping Student:

"Hey I think I was sleeping when you came around with the Scratch Paper ... Could I ...?"

TC Proctor 1:

"Oh yea, definitely!"

Host Stewardess:

"Cheating is NOT allowed, on any test. And University Policy prohibits cheating in and out of the testing center."

TC Proctor 2:

"You cannot cheat here, I'm so sorry."

Host Stewardess:

"Upon completion of your test, check to be sure you haven't left any personal belongings."

"The main exit is located on the North side of the building. As you exit, please submit your test and all borrowed materials to the proctor."

MC005 Captain:

"On behalf of the Testing Center, thank you for your attention, and thank you for testing with us."

SFX: Chime, or branded MC005 sound

Spotlight Posters

**NOW FEATURING
LESS INVASIVE SECURITY**



**BYU-I TESTING CENTER,
GETTING YOU THROUGH IT.**

Testing Tips Posters & Table Tents

TEST TIP
No. 1

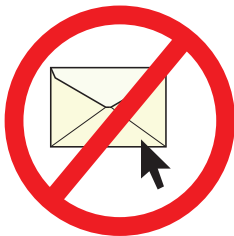
RELAX. BREATHE. STAY POSITIVE.

BYU-I Testing Center, Getting you through it.

BYU Testing Center
IDAHO 225 Clark # Building, Rexburg, ID 83440-0075 Phone: (208) 495-1730

WARNING

Do not open other browsers during the duration of your test.



WARNING

Opening unapproved websites could be hazardous to your test score.



WARNING

Opening unapproved websites could be hazardous to your test score.



Carry on Size Checker

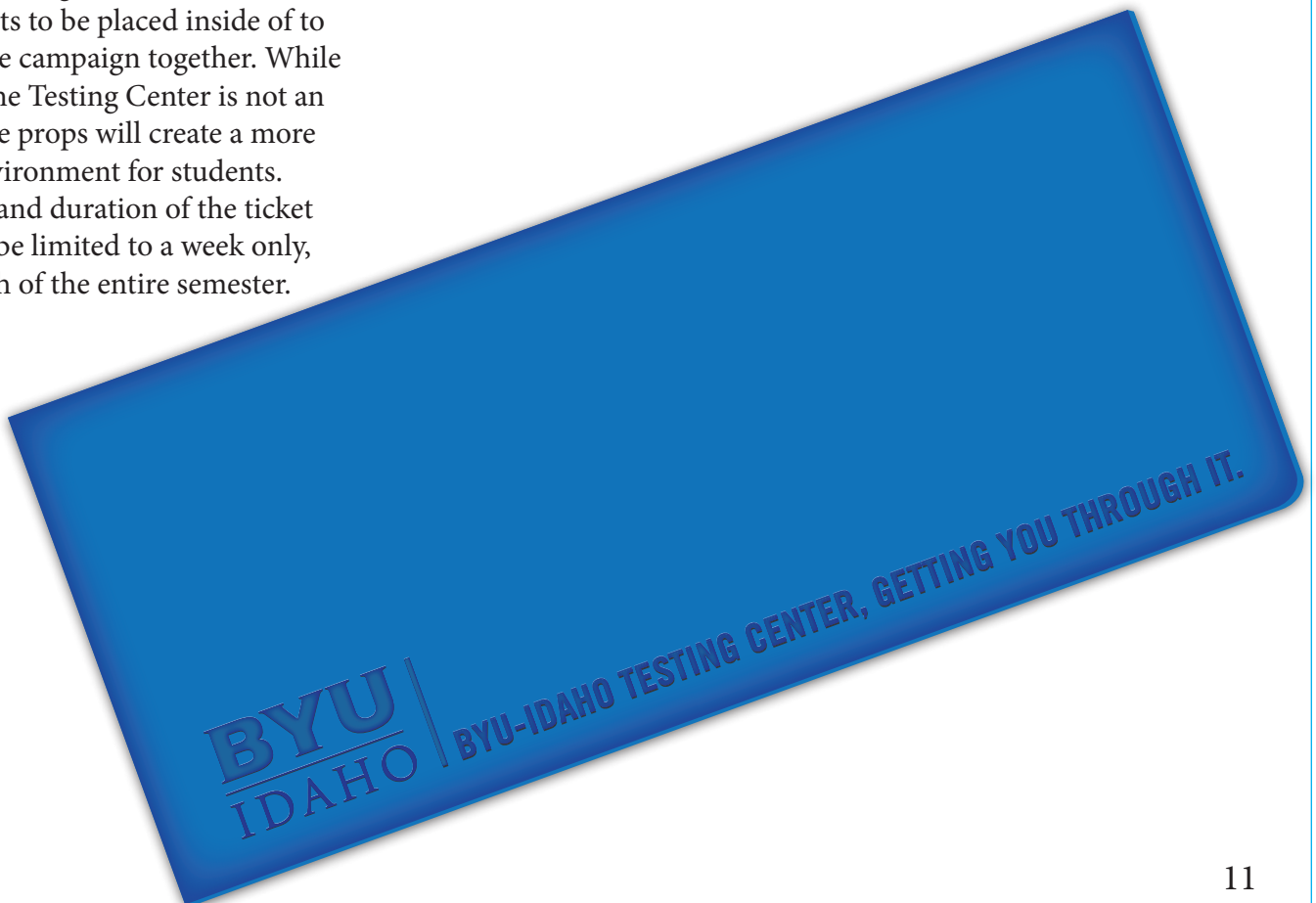
An influential campaign does not only rely on traditional media to engage its audience. We believe that in order to change the image of the Testing Center, students must be more involved than reading posters or watching videos.

We will build the testing center a under-seat bag size checker much like an airport has for carry on baggage. It will not only allow students to see if their bag fits under then Testing Center chairs, but will also display a few “Do’s and Don’ts” of the Testing Center.



Ticket Sleeve


We will also design ticket sleeves for student’s tests to be placed inside of to tie the whole campaign together. While we realize the Testing Center is not an airport these props will create a more relaxing environment for students. The timing and duration of the ticket sleeves can be limited to a week only, or the length of the entire semester.



CALENDAR

BYU-IDAHO TESTING CENTER

DEC 10 December 10th, launch campaign- make sure all print ads, videos and interactive components are placed

 Make a list of events in the upcoming semester where ads and commercials can be placed.

 Send news release to professors within first couple of weeks of winter semester

EVALUATION

BYU-IDAHO TESTING CENTER

A year from when the campaign is launched I~Comm should be contacted to perform research to see if students and professors attitudes were changed towards the Testing Center.

BYU | I~Comm
IDAHO | STUDENT MEDIA

“

Our goal is to accomplish [improved student preparedness and general public opinion] through predominately visual campaign targeted towards alleviating student anxiety.

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