**A&U Strategies- Plan of Action-Research Timeline**

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1. **Research Method and Why**

We chose the research method of surveys to conduct and carry out our research on our client, AUDM.  AUDM has such a large impact on a diverse group of people, we found it would be best to ask questions that are specific to niches within our targeted audience, and the best way to reach those niche communities would be through text messaging groups and social media.  We believe this will be most effective because our goal is to figure out the student body’s awareness and opinions of our client.

1. **Timeline of Completing the Research**

* **Monday, Feb. 21- Research Questions/Goals & Objectives**
* Group meeting via zoom to discuss, brainstorm, and research possible questions that are specifically relevant to our client’s audience. Jot down ideas, and then later go through and revise each question and determine what questions are more important in giving the information we need to obtain to help our client. While doing so we will also establish our goals and objectives regarding what we hope to achieve from this survey research.

* **Wednesday, Feb. 23- Create Survey**
* Managing director (Anna McKelvey) who has experience in Qualtrics will create the survey via Qualtrics. The survey will consist of 10 questions, two open ended, 3 short answers, and 5 multiple choices (using the Likert scale). The survey will then be approved by other group members and final revisions can be made (additions, changes, edits, deletions).

* **Friday, Feb. 25- Send out Survey**
* Group members (Dalton, Anna Snead, Anna McKelvey, Erica) will be asked to send out the survey link to Auburn students ONLY. This includes study group chats, on campus organizations, etc. We advise that only Auburn students participate and have decided to keep the survey open all weekend Feb. 25-28.

* **Monday, Feb. 28- Analyze Results**
* After the survey closes our team will meet and analyze the results. We will make notes of the top answers, similar answers, and different answers. We then will collect the results and create an excel that each member will be able to view. Once results are analyzed, then will form a hypothesis.

* **Wednesday, March 2- Create Plan of Action/Hypothesis**
* After discussing our results, we will now move forward with creating our plan of action and hypothesis. This will allow us to ensure that we are setting up our client (AUDM) for a successful campaign.

* **Thursday, March 17- Present Plan of Action to AUDM**
* After we create our plan of action, we will present it to AUDM. This is to make sure that everyone is on the same page before moving forward, and to make any last-minute changes that AUDM might request. Once this step is complete, we will implement the plan immediately.

* **Monday, April 18 - Evaluate the Plan’s Effectiveness**
* This will be our first major evaluation of our plan. Here we will assess if our research is producing the desired results and draft a progress report to share with AUDM.