Coin Drop:
Upping Engagement at New Student Orientation

AMY PERRYMAN
PENN STATE UNIVERSITY
Finding the Courage to Change. Is it Really Broke?

From Plan to Proposal to the (Marketing) Pieces

Walk Through Penn State’s NSO

Prize-on-the-Spot & Grand Prizes

Closer Look at the Numbers

New for 2019

Our Secret Weapon

Coin Drop Demo with Q&A
## Is it Really Broke?

<table>
<thead>
<tr>
<th>id+ Wiz Quiz</th>
<th>Why did it break?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming First-Year Students attending FTCAP</td>
<td>NSO – New Student Orientation</td>
</tr>
<tr>
<td>FTCAP – Freshman Testing Counseling Advising Program</td>
<td>Two-day session</td>
</tr>
<tr>
<td>One-day session</td>
<td>Starting at Noon</td>
</tr>
<tr>
<td>7am until 5pm</td>
<td>2013 - Present</td>
</tr>
<tr>
<td>Online quiz located on the id+ website</td>
<td>Limited engagement</td>
</tr>
<tr>
<td>8 questions id+/LionCash/PNC</td>
<td>Decreased participation</td>
</tr>
<tr>
<td></td>
<td>Tracking Entries &amp; Verification Process</td>
</tr>
<tr>
<td></td>
<td>too Cumbersome</td>
</tr>
</tbody>
</table>
## The Plan

<table>
<thead>
<tr>
<th>What We Needed</th>
<th>How We Did It</th>
</tr>
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<tbody>
<tr>
<td>Face-to-Face Interaction + Fun Environment = Increased Engagement</td>
<td>Brainstorming Meetings with Marketing PM</td>
</tr>
<tr>
<td>Opportunity to Educate Students &amp; Parents</td>
<td>Created Comprehensive Proposal Presented to PNC</td>
</tr>
<tr>
<td>Instant Gratification</td>
<td>10 Ideas – 5 To Dos</td>
</tr>
<tr>
<td>Commonwealth Campus Involvement</td>
<td></td>
</tr>
<tr>
<td>Featured Sponsors &amp; Sponsors</td>
<td></td>
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</tbody>
</table>
New Student Orientation Proposal

Proposal Name: id+/PNC Token Contest
Proposal Submitted by: Amy Perryman, Heather Sago, and Megan Berry
Date Submitted: February 27, 2018
Mailing pulled May 1st after Paid Accept Deadline

2017
15,187 first-class pieces
-First-Year UP
-FS CWCs
-Non-FS CWCs

2018
16,613 first-class pieces
-First-Year UP
-FS CWCs & Non-FS CWCs

2019
??
-First-Year UP
?? FS CWC
?? Non-FS CWCs
First Opportunity to Earn Coins!
2nd Coin Drop Stop
End of the Stanchions
Students & Parents are briefly separated while photos are taken.
4th Coin Drop Stop
One-on-One Conversations
LionCash Deposits
Processed On the Spot
Funds Available Immediately
Time to Drop the Coins!
Prize-on-the-Spot
40 DAYS • 40 PRIZES

Congratulations Justin Harvin! Justin was our On-the-Spot Winner today while getting his student id+ card during New Student Orientation.
#LionCash+ #NSO2018 #Winneronthespot

Congratulations Elizabeth Anabell Elizabeth was our On-the-Spot Winner today while getting her student id+ card during New Student Orientation.
#LionCash+ #NSO2018 #Winneronthespot

Congratulations Jerry Dieter! Chris was our On-the-Spot Winner yesterday while getting his student Id+ card during New Student Orientation.
#LionCash+ #NSO2018 #Luckywinner
Thank you to everyone who participated in our Coin Drop during New Student Orientation! Please join us in congratulating our two lucky winners of $500.00 of LionCash+. Congratulations Mary Banco and Thomas Honicker #NSO2018 #LionCash #CoinDropWinner

Will you be drawn as a Coin Drop Winner?
Watch Facebook Live 2 p.m. September 10

LionCash+ is with Heather Richardson-Ayers.
Published by Heather Sage (?) · October 8, 2018 · 📞

Congratulations Heather Ayers!
Heather was the winner of the Nittany Lion Emoji Cookie Tin from the Penn State Bakery for her participation in our FB Live to announce the winners of the id+ PNC NSO 2018 Coin Drop Contest. #LionCash #CoinDropContest #PSUBakery #PNCBank
# Coin Drop by the Numbers

## Measuring Engagement

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007 Wiz Quiz Entries</td>
<td>800+ entries</td>
</tr>
<tr>
<td>2017 Wiz Quiz Entries</td>
<td>-100 entries</td>
</tr>
<tr>
<td>2018 Coin Drop</td>
<td>10,000 coins purchased</td>
</tr>
<tr>
<td></td>
<td>6,697 coins dropped</td>
</tr>
<tr>
<td>Students Dropped</td>
<td>Approx 3 coins ea</td>
</tr>
<tr>
<td>Commonwealth Campuses (Online)</td>
<td>18 of 24 CWCs (15/3)</td>
</tr>
<tr>
<td></td>
<td>Total Coin Count: 227</td>
</tr>
<tr>
<td>International Student Arrival</td>
<td>Total Coin Count: 252</td>
</tr>
</tbody>
</table>

## Dollars & Coins

- 50/50 Split with PNC
- Estimated Total Budget: $3,174.58
- Total Expenses: $2,120.24

### Prep Time and Daily Coin Counts

- Students dropped approx 3 coins ea.
New for 2019

Adding 2 Featured Sponsors
Penn State BookStore
Penn State Bakery

Parent Coins
Difference Color
Limit of 2

Replacing the FB Live Coin Drop Drawing with a LionCash Birthday Bash Coin Drop Drawing at the HUB

Grand Prizes
Apple Watch
- PNC-
(2) $200 Deposits in LionCash
-id+-
Ultimate Penn State Fan Basket
-Penn State BookStore-
Cookies & Coffee Gift Box
-Penn State Bakery-

Estimated Total Budget: $2,442.00
Major Purchase
Acrylic Raffle Drum

Opening Sponsorship Opportunities to University Departments & Unit outside of A&BS
Our Secret Weapon

Hiring id+ Student Orientation Team

Remember your first id+ pic? Capture #psu2023 smiles

jobs.psu.edu
Keyword search “85983”
Let’s Play Coin Drop!!

1. Ask a Question
2. Earn a Coin
3. Put your Initials on the Coin
4. Put it in the Tube

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