

# Town of South Orange Residents

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# Executive Summary

## Business Issue

What can Seton Hall University and its' student body implement to get residents to perceive South Orange as a college town?

## Target Group

**Phase 1:** 53 minute in person focus group that included 6 town residents  
**Phase 2:** 5 minute online survey distributed to South Orange & Maplewood residents totalling 785 responses

## Big Picture

**Communication:** Transparency to residents in regards to events on campus.  
**Services:** Aiding the resident's needs as a community  
**Collaboration:** Work as one within the community

# Phase 1: Focus Group Breakdown

## Sample

Participant Demographic	Number of Years in South Orange
Senior Male	9
Middle Age Male	5
Middle Age Female	7
Middle Age Male	20
Middle Age Female	20
Middle Age Male	25

## Focus Group

- 53 minute duration
- 6 Participants
- \$25 Miti Miti Gift Card Incentive

## Objectives

- Determine town residents perception of a college town and how Seton Hall embodies that definition.
- Determine where Seton Hall can improve to foster a greater community between South Orange and Seton Hall.

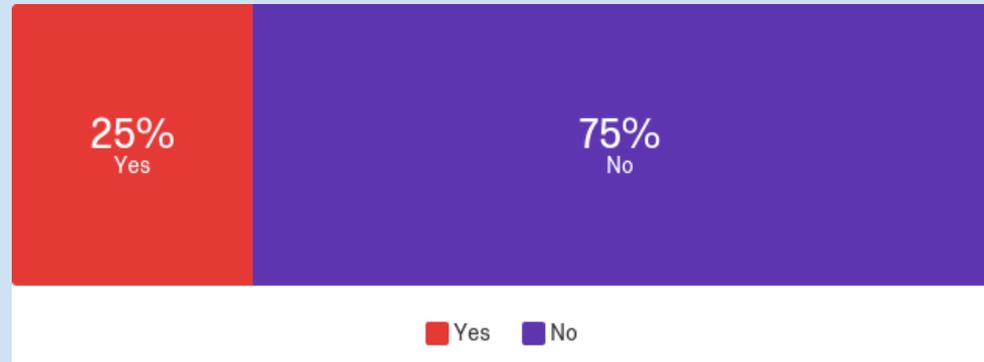
## Key Findings

- There is value in the Setonian
- South Orange is a town of the Arts
- Seton Hall University is NOT welcoming

## Phase 2: Online Survey Breakdown

- 785 Respondents
- Demographics, Views on College Towns, Preferences Regarding SHU
- \$25 Miti Miti Gift Card
- Who answered our survey?
  - Avg. **2.76** years
  - **65%** Full-Time, **9.35%** Retired
  - **75%** Live with children

### Do You Believe South Orange is a College Town?



qualtrics XM

A woman with long brown hair and a black top is overlaid on a photograph of a snowy campus scene. A speech bubble contains text.

**“It would be wonderful for the community to have access to performances and lectures on the college campus. Please increase advertising of events/classes etc on campus that are open to the community. Mailers/email mailers etc?”**



■ Sporting Events   
 ■ Academic Lectures   
 ■ Arts & Theatrics  
■ Family Events   
 ■ Forums & Guest Speakers   
 ■ Other



# Let's get Artsy!

-501 respondents preferred arts & theatrics

- 85 have 1 child
- 258 have 2-3 children
- 13 have 4+ children

232 respondents preferred social media as their source of

Sooo...

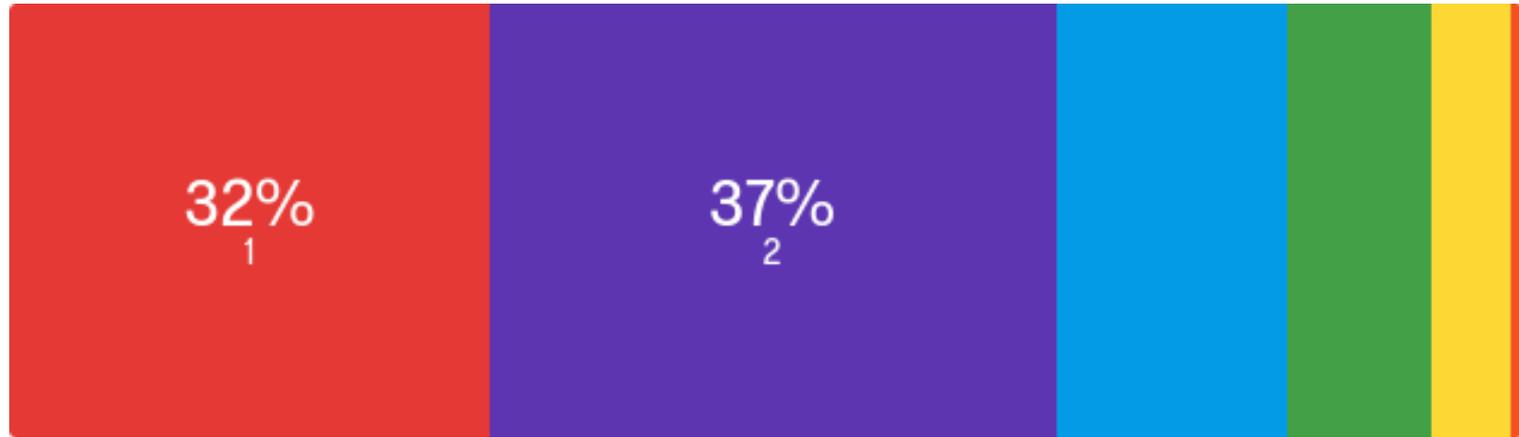
- Lets make a facebook group/instagram page solely for residents to learn about the arts/ events happening on campus
- provide transportation to

“I feel like there should be a better way to stay connected with the residents. I think E-blasts would be a great way to make sure that residents who want more information are emailed weekly or semi-weekly.”





# Let's Start an E-Mail List!



# It's All About Communication

The Residents **WANT** to attend events on campus, but they *aren't*.

- 160 *HAVE* attended an on-campus event within the last 12 months
  - 578 have *NOT*
- 354 *Plan* to attend
  - 383 do *NOT* plan to attend

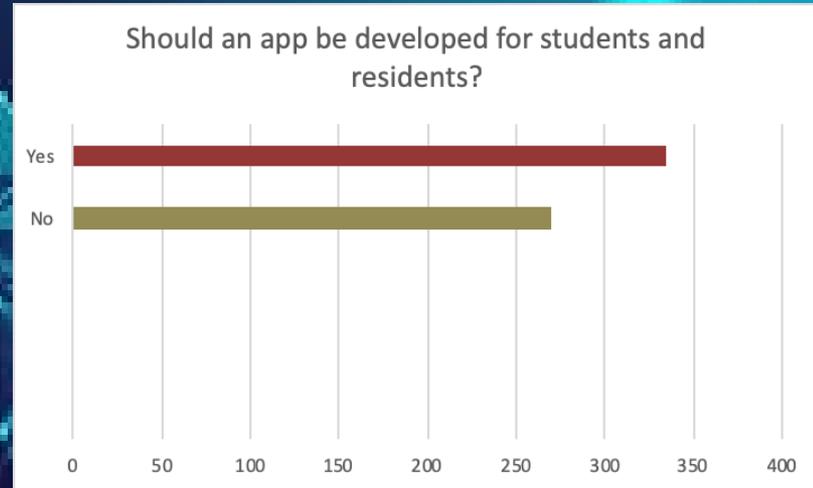
235 Respondents: Provided email address to volunteer to improve SHU-Resident relations

Two-Way Street: Events on campus, events/jobs in town



# Are SHU ready for a better connection?

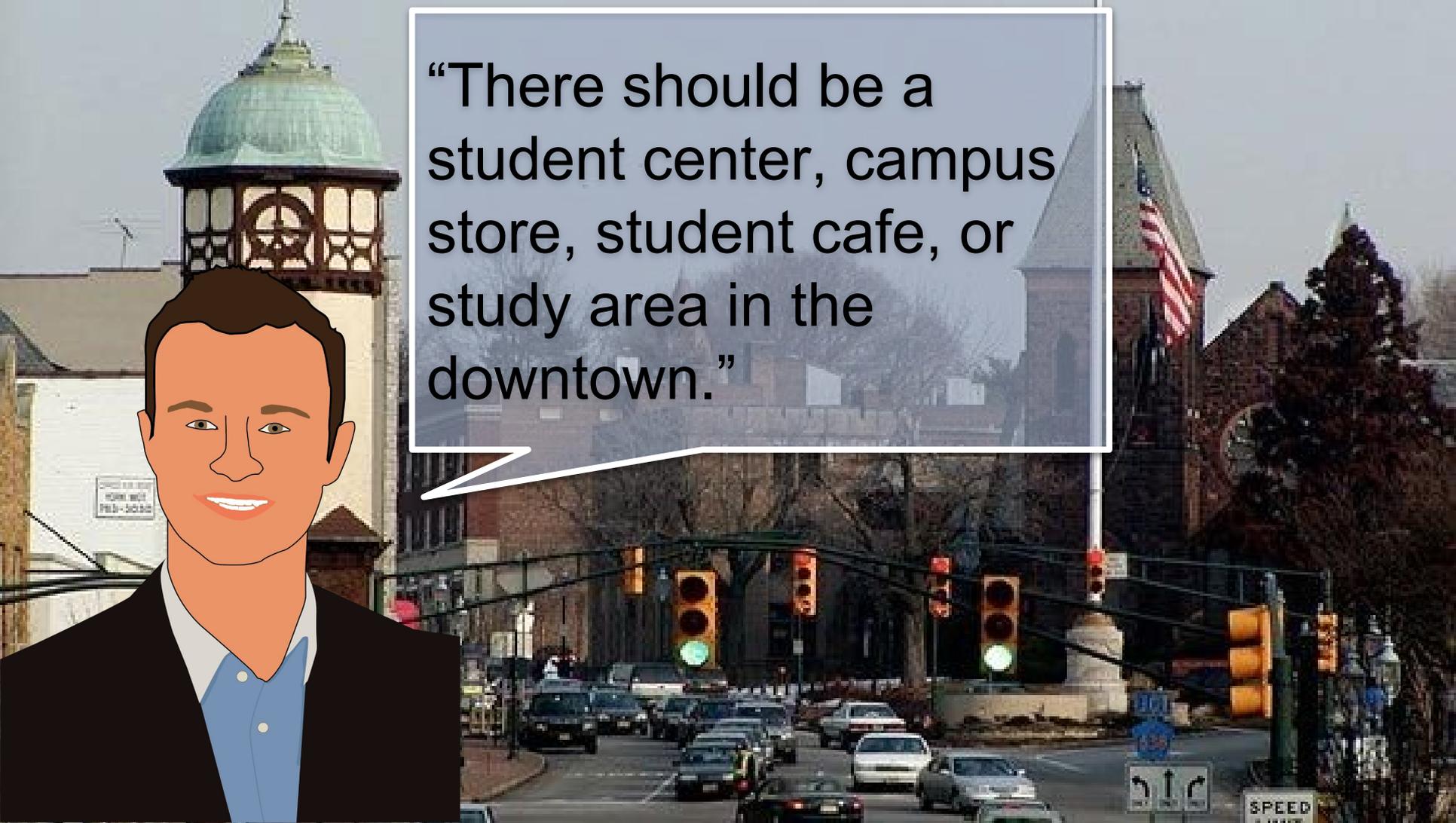
- Purpose: Carry out all events and resources for both audiences
- Featured Services:
  - Babysitting and tutoring younger children
  - Calendar of events including sporting events, lectures, plays etc.
- Redefine the Village's presence by
  - Creating an Instagram page
  - Consolidating into 1 Facebook group for news and updates
- Recruit interns from Seton Hall to evolve the online presence





**“A forum and platform to discuss issues that effect the community. Both issues that Seton Hall can help address for the most vulnerable in our town, but also to address issues where student’s conduct is not safe or appropriate.”**





“There should be a student center, campus store, student cafe, or study area in the downtown.”



# Embrace School Spirit



## Residents want to see...

### Seton Hall Colors

- School Logo
- Banners
- Campus Store to buy apparel

### Students

- Downtown student cafe
- Downtown study area

## Action Plan

1. Integrate School colors into South Orange's brand
1. Hang University banners throughout town
1. Partner with local businesses/cafes to

“As mentioned earlier, I think the students could put on “programs” or events for the community to get involved with. With two young kids, I would love it if the campus hosted a fair or even something simple like a movie night. Might be a good way for clubs to fund raise.”



# Fun for All at Seton Hall



**Host an Annual Community Day for Residents at Seton Hall which would include:**

- Food
- Inflatables
- Carnival Games
- Prizes
- Student Volunteers



**Partner with the School of Nursing to administer Blood Pressure testing to residents at the event**

- Translating concepts into Practice for Seton Hall students
- PProviding Services for the South Orange Community

# Thanks For Your Time! Any Questions?



# Appendix

Thank you for taking the time to participate in our survey! All responses gathered are confidential and will not be shared with outside sources. Once completed, you will be entered in a drawing to win one of six \$25 Miti Miti Restaurant gift cards.

## Demographic Questions:

Which of the following describes best where you live?

How many years have you lived in your town?

Please choose the option that best describes your current living situation:

How many children live in your home?

Please select the option that best describes your current employment status.



# Appendix Continued

## College Town/Involvement Questions:

In a sentence or two, explain what it means to be a "College" town. Specific examples are preferred.

Do you believe South Orange is a college town?

You said South Orange is not a college town. What could be done to make South Orange a college town?

How would you rank Seton Hall University's involvement within South Orange (10=High involvement, 1= Low Involvement)?

Which events at Seton Hall University would you like to attend? Please select all that apply.

In your own words, how can Seton Hall University become more involved with South Orange?

Please rank how welcoming/inviting you feel Seton Hall University has been to you in terms of inviting you on campus.

What were some reasons that made you feel NOT welcomed? Select all that apply.

What is your preferred source for learning about news/information regarding events at Seton Hall University? Please rank the following by dragging from 1 being your most preferred, to 6 being least preferred.



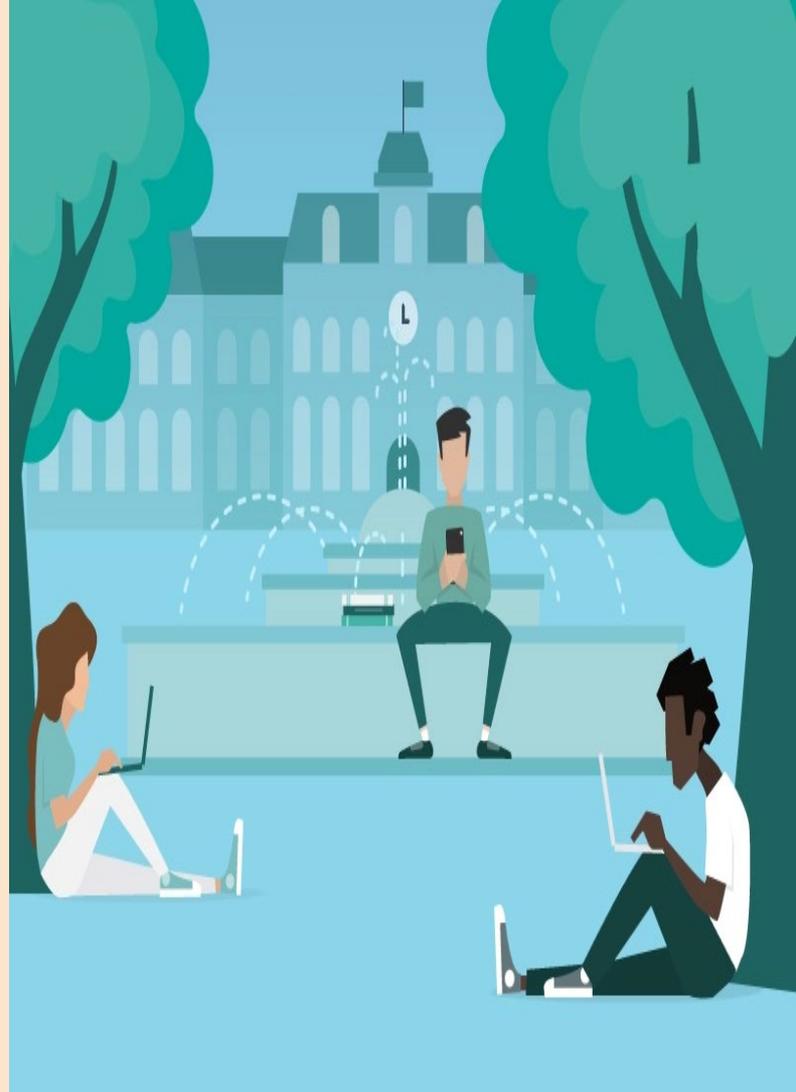
# Appendix Continued

## College Town/Involvement Questions Continued

Within the last 12 months, have you attended any events on Seton Hall's campus?

What event did you attend?

Do you plan on attending any on campus events (basketball games, plays, networking events) at Seton Hall University in the future?



# Appendix Continued

## Communications/Services Questions

If the Setonian (Seton Hall University's Newspaper) were put into town and made available to residents, where would you most likely pick one up?

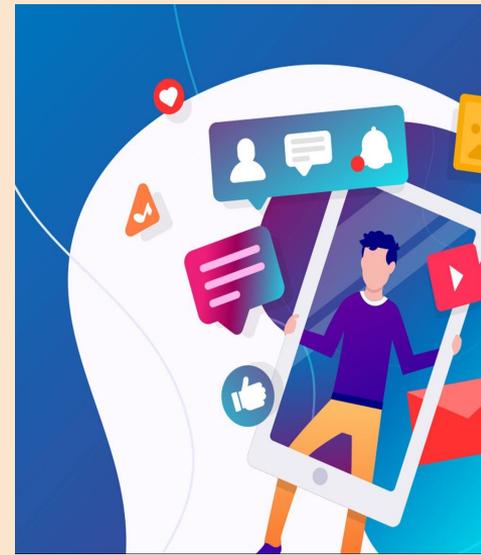
If Seton Hall University were to provide services to the town of South Orange and its residents, please rank which kind of services would be the most useful for you. (Please drag answers, with 1 being the most useful)

Seton Hall University currently provides students with a free shuttle service within South Orange called the SHUFly. If the SHUFly were made available to you, how likely would it be that you would use it?

If an app were developed for student-resident communication regarding student/academic services, would you use it? If yes, please briefly list some features you would like to see.

If academic services were made available to you on the Seton Hall University Campus, would you be interested? If yes, please briefly describe what type of services.

If there were an initiative to strengthen Village-Seton Hall University relations, would you be willing to serve as a volunteer?



# Appendix Continued

## Closing Remarks

Please provide your e-mail address for the Village to contact you. None of your answers will be associated with your email address.

Thank you for your time. In order for us to enter you into the drawing for one of the six \$25 Miti Miti Gift Cards, please provide us with your e-mail address. Your responses will remain anonymous and will NOT be associated with your e-mail address.

Thank you for your time. For the purpose of our survey, we are only interested in responses from South Orange and Maplewood residents.

