

Campus Connect Live (CCL) Overview and Orientation for New Members

Welcome to Campus Connect Live (CCL)!

We're thrilled to have you consider joining our dynamic team. CCL is a podcast and livestream initiative at Ferris State University designed to bridge the communication gap between students, staff, and alumni. By fostering two-way communication, we aim to create a more engaged and inclusive campus community. Below, you'll find everything you need to know about CCL, including our goals, structure, and how you can contribute.

Who We Are

Campus Connect Live (CCL) is a team of four-five passionate members, each bringing unique skills:

- **Justin Reifeis** (Host) – Leads discussions with a focus on engagement.
 - **Brayden Floden** (Marketing & Production) – Designs marketing campaigns and manages podcast production.
 - **Johnathan Stroble** (Student Engagement) – Builds connections with students to enhance participation.
 - **Owen Herzenstiel** (Podcast & Livestream Production) – Handles technical aspects of livestreams and recordings.
 - **Position Pending** (Video Editor & Co-production) – Elevates our content with creative video editing.
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What We Do

CCL produces a **30-minute segmented broadcast and livestream** designed to:

- Address real issues faced by students and staff through engaging, interactive discussions.
- Highlight campus events, opportunities, and accomplishments.
- Foster meaningful connections across Ferris State University.

Episode Structure:

1. **(0:00–2:00)** Sponsor Thanks, Recap of Last Week, Preview of Today’s Episode.
 2. **(2:00–5:00)** Events, Academic Opportunities, and Student Recognitions.
 3. **(5:00–15:00) Student Segment**
 - Address a key student topic or concern through live discussions, incorporating data points, student stories, and audience input via live chat.
 4. **(15:00–25:00) Staff/Alumni Segment**
 - Feature professors, staff, or alumni sharing insights and answering pre-collected student questions.
 5. **(25:00–30:00)** Highlights, personal opportunities, sponsor messages, and a preview of the next episode.
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Why Join CCL?

Campus Connect Live is more than a broadcast, it’s a platform for impact. By joining CCL, you will:

- Gain real-world experience in podcasting, marketing, and media production.
 - Build meaningful connections with students, faculty, and alumni.
 - Contribute to creating an inclusive and engaged campus community.
 - Enhance your resume with leadership and teamwork experience.
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How We Operate

CCL content is sourced through a variety of innovative methods, including:

1. QR codes on flyers and livestreams for quick engagement.
2. Social media campaigns and Snapchat stories.
3. Periodic updates from RSOs and Student Life.
4. Walking the campus with cameras and microphones for on-the-spot student interviews.

5. Surveys and polls to gather input from students and staff.

Commitment:

- Weekly team meetings on TBA (morning time TBA).
 - Biweekly podcast recordings on TBA (afternoon time TBA).
 - Regular task assignments based on your role and skill set.
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What's Expected of You

As a member, you will take on a role that aligns with your skills and interests. Below are examples of the tasks and responsibilities for each role:

Host (Justin Reifeis):

- Prepare and deliver opening scripts to set the tone for each episode.
- Facilitate discussions and ensure smooth transitions between segments.

Marketing & Production (Brayden Floden):

- Create digital flyers and social media posts to promote episodes and events.
- Collaborate with team members to ensure consistent branding across platforms.

Student Engagement (Johnathan Stroble):

- Develop campaigns to increase livestream participation (e.g., trivia segments, polls, shoutouts).
- Gather and organize student feedback to shape episode topics.

Podcast & Livestream Production (Owen Herzenstiel):

- Test and troubleshoot podcast room equipment to ensure high-quality recordings.
- Handle livestream production, ensuring smooth technical performance.

Video Editor & Co-production (Position Pending):

- Create teaser videos and highlight reels to promote CCL on social media.
 - Edit podcast recordings for distribution across platforms.
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Suggestions and Best Practices

- **Engage Both Audiences:** Balance content to appeal to both students and staff by focusing on shared interests, like academic opportunities, campus initiatives, and personal growth.
 - **Incorporate Data:** Use statistics, research, and stories to ground discussions in real issues, enhancing credibility and relatability.
 - **Use Pre-Collected Questions:** For staff/alumni segments, include student-submitted questions to directly connect their presence to student interests.
 - **Interactive Elements:** Incorporate live polls, chat Q&A sessions, and shoutouts to keep episodes dynamic and participatory.
 - **Balance Fun and Professionalism:** Keep the tone approachable while maintaining respect for staff and alumni contributions.
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Next Steps

If you're ready to join CCL, here's how to get started:

1. Attend an upcoming meeting to observe the process and meet the team.
2. Choose a role that matches your skills and interests.
3. Collaborate with team members to learn the ropes and contribute to CCL's success.

We're excited to have you on board and look forward to the creativity and energy you'll bring to Campus Connect Live!

Contact Information

For questions or more information, please reach out to:

- **Justin Reifeis** (Chairman, Campus Connect Live): Reifeij@ferris.edu
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Together, let's make CCL the voice of Ferris State University!