

Communications Audit

Oklahoma WONDERtorium

Sept. 27, 2017

Oklahoma WONDERtorium

308 W. Franklin Lane

Stillwater, OK 74075

<http://www.okwondertorium.org>

(405) 533-3333



Conducted by

Professor Andrews' Strategic Communication Management and Strategies class

Emma Soto, Sarah Stewart, Nicole Stone, JJ Stribling and Kelli Teel

Introduction

On Sept. 22, 2017, a group of five Oklahoma State Strategic Communications students conducted a meeting with a local nonprofit, the WONDERtorium. This meeting was set up to establish and learn the strengths and weaknesses of the organization regarding its communication. The information obtained was used to create this communication audit.

The five Oklahoma State Strategic Communications students examined all forms of communication performed by the WONDERtorium including both internal and external communications. The following findings include observations from earned, owned and paid media. The students also examined the organization's messages and the consistency of those messages across its various platforms.

The research methods used in this audit were:

- Two online surveys.
 - The first survey was sent out to Oklahoma residents and college students to determine their social media habits, who knew about the WONDERtorium, how they heard about it, who's visited and whose volunteered.
 - The second survey was sent out on behalf of the WONDERtorium and was sent out to their volunteers and visitors in their newsletter to determine how well they, the WONDERtorium communicate with their target audiences.
- A review of the organization's social media accounts including their Instagram, Twitter, YouTube, TripAdvisor and Facebook.
- A review of the organization's social media analytics data showing engagement and site usage.
- A face-to-face interview with Alecia Gray, the Programs & Marketing Coordinator, and Sam Hand, the Operations Manager, to discuss past communications and how well the organization is currently communicating with its audiences, both internally and externally.
- A review of the organization's website.
- An analysis of the news coverage received by the WONDERtorium.

Evaluation Of Past Communications

The Oklahoma WONDERtorium's key audiences are parents of young children, schools, "first-and-forever" learners within an hour of traveling time, along with local volunteers. Its goal is to use play to engage both children and adults in learning through inquiry-based exploration and creative fun.

The WONDERtorium communicates with its audiences via electronic newsletters, brochures, their website, and social media accounts such as Twitter, Instagram, Facebook, TripAdvisor, YouTube, and Pinterest.

The media coverage they have received has primarily been through Oklahoma State University's student paper, the O'Colly. The Stillwater News Press has proven to be difficult to communicate with to gain coverage.

They have also been featured in magazines such as Stillwater Living magazine and MetroFamily magazine.

To reach wider audiences, the WONDERtorium has a "Museum Beyond Walls" program where customers can book a traveling exhibit or performance-based show.

The WONDERtorium communicates with the PR firm handling their marketing and communications via e-mail. There has been a lack of communication between the PR representative and the WONDERtorium, resulting in either incorrect/unwanted outcomes with things such as their website, or in tasks being accomplished in an untimely manner.

The museum's internal communication is primarily via e-mail (by Alecia, the Programs & Marketing Coordinator) and word-of-mouth (by Sam, the Operations Manager). They also have weekly staff meetings with the new Executive Director, Gay Washington; the Outreach & Early Childhood Specialist, Loi Turman; and the Guest Services & Retail Coordinator, Melissa Harrison.

The WONDERtorium has a consistent image portrayed across its various social media, with the design elements of its logo (color, font, graphics) matching the style and design of its website, newsletters, brochures, etc., which makes it more effective in being recognizable and memorable to its audiences.

The website is fairly well done, being user-friendly, interactive, and having fun fonts and colors, but a few tweaks need to be made, such as changing their social media links. Currently, the @ symbol is linked to their e-mail, even though that is widely associated with Twitter. They also do not have a link to their Pinterest on the site.

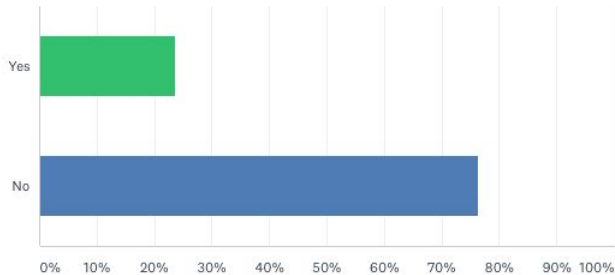
They also need to learn the demographics of the various social media platforms and how to use that information to target their various target audiences.

Their social media is very repetitive, with the same or similar content being posted over and over. Some platforms are very under-utilized.

Survey Results

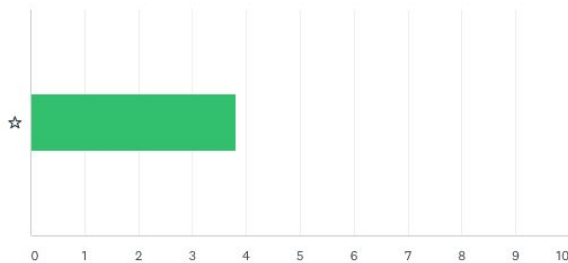
The following survey was performed on surveymonkey.com. We used social media and email to send the survey to various groups of people. We had a total of 55 responders and below are the results.

Question 1: Have you been to the Oklahoma WONDERtorium?



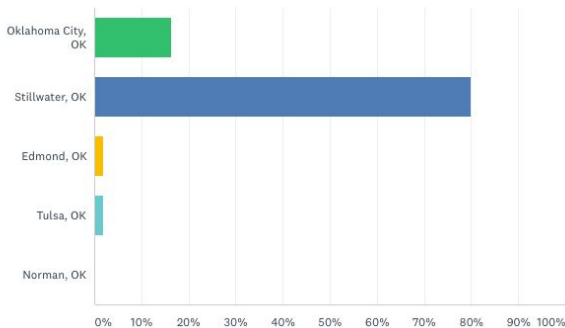
Yes: 13; No: 42

Question 2: Please rate your experience at the Oklahoma WONDERtorium. Skip question if you have not visited.



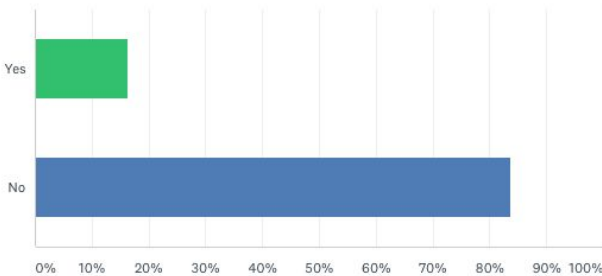
Weighted average: 3.81 stars out of 5 stars.

Question 3: Where is the Oklahoma WONDERtorium located?



OKC: 9, Stillwater: 44, Edmond: 1, Tulsa: 1, Norman: 0

Question 4: Have you volunteered at the Oklahoma WONDERtorium in the past?

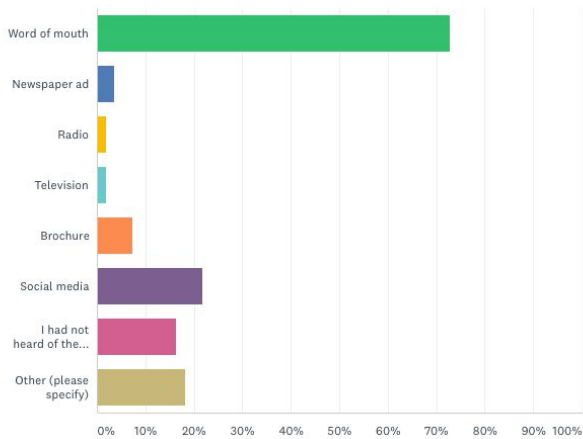


Yes: 9; No: 46

Question 5: We asked them to describe their volunteer experience if the answered 'Yes' to Question 4. Below are the answers from the nine who answered 'Yes'.

- It was a lot of fun! Worked with foster kids while their parents got a date night.
- It's my sororities local philanthropy.
- I went with my sorority a few times and we cleaned and organized toys.
- Has really cool stuff for the kids. A lot of stuff to be entertained it. Nice workers.
- I helped with several group events/parties. They were really nice and let us play with the kids to help get them engaged.
- Sat and "sold" books at the book fair. No one actually came in or bought a book.
- I volunteered for the parents night out for foster parents.
- Played with kids for a few hours and helped the staff clean areas up.
- Weekly science booth on Thursdays last year :) (it was with K-12 outreach for CEAT STUCO).

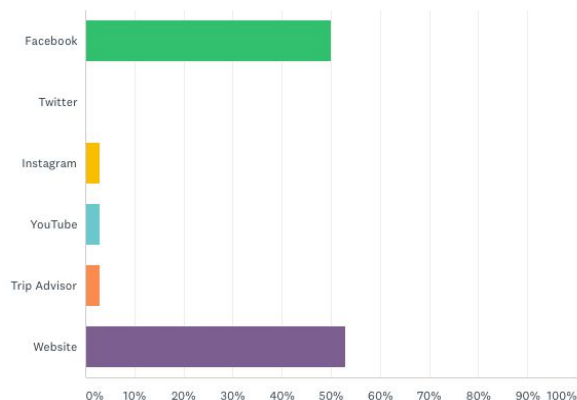
Question 6: Have you heard of the Oklahoma WONDERtorium? If so, select the platforms you have heard from:



Word of mouth: 40, Newspaper ad: 2, Radio: 1, Television: 1, Brochure: 4, Social Media: 12, I have not heard of...: 9, Other: 10

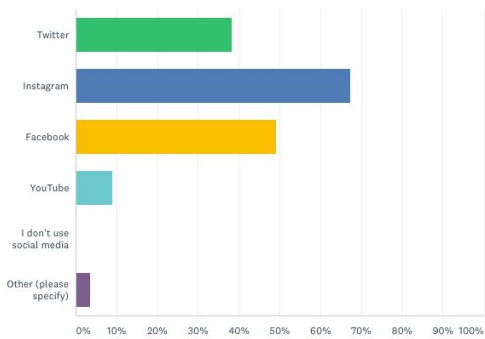
- *Other responses: Greek life, On-campus organizations, Friends/Others volunteering, HireOSUGrads, Billboard, and Volunteer Fair.*

Question 7: Which of the following Oklahoma WONDERtorium social mediums have you visited or seen a post from?



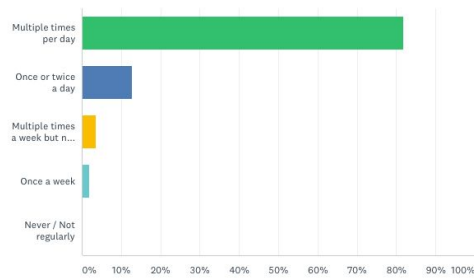
Facebook: 17, Twitter: 0, Instagram: 1, YouTube: 1, Trip Advisor: 1, Website: 18

Question 8: Which of the following social mediums to you spend the most time on?



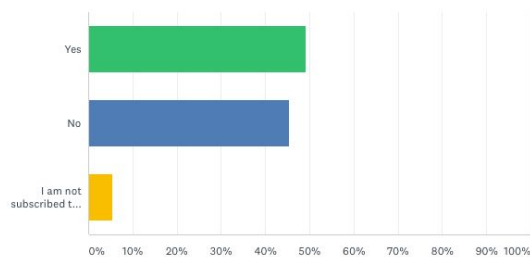
Twitter: 21, Instagram: 37, Facebook: 27, YouTube: 5,
I don't use social media: 0, Other: 2 (*Snapchat*)

Question 9: Do you check your email on a regular basis?



Multiple times per day: 45, Once or twice a day: 7,
Multiple times a week but not everyday: 2, Once a week: 1, Never/Not regularly: 0

Question 10: If you are subscribed to email chains/newsletters, do you feel they are effective?



Yes: 27, No: 25, Not Subscribed: 3

Customer, Community and Staff Perceptions

Due to the communications audit being conducted by Oklahoma State University students, the research only covers the Stillwater area, which in turn does not cover the WONDERtorium's target audiences of parents of young children, schools, and "first-and-forever" learners that are within an hour of traveling distance. However, the students gained feedback from the local community about its experience/perception of the WONDERtorium.

According to the survey, sent to Oklahoma residents and college students, the vast majority of people have not even heard of the WONDERtorium (42/55), let alone what it does. Only 9 of those had volunteered.

Volunteer experiences varied, with some really enjoying their time at the WONDERtorium, and some who either solely went out of obligation to another organization (sorority, OSU student group, etc.) or had a subpar experience.

The main way people had heard about the WONDERtorium was via word-of-mouth, with the second most popular way being social media (primarily Facebook and their website).

However, the responders said they spend the most time on Twitter, Instagram, and Facebook, which shows how Twitter and Instagram are being underutilized.

Most of the responders said they check their e-mail multiple times a day, but it was about half-and-half in regard to how effective e-mail chains and newsletters were.

Of those who have been to the WONDERtorium, their experiences were fairly positive, averaging at 3.81 stars out of 5. The same holds true if one were to look at their TripAdvisor page. There are 57 reviews on their page. Out of those 57 reviews, 32 people said their time there was ‘excellent’, 14 said it was ‘very good’, 9 said it was ‘average’ and only 2 said it was poor. The average rating given by travelers on the WONDERtorium’s page was a 4.5 out of 5. The overall community and customer perception of the WONDERtorium is a fairly positive one, which is encouraging while moving forward.

As far as staff perceptions go they, the employees, all have good things to say about one another. While conducting the interview with Alecia and Sam we learned there are only 4 full-time employees. The four full-time employees communicate face-to-face every day, which is vital when trying to manage an organization. The employees also conduct weekly staff meetings to ensure everyone is on the same page, which in turn helps how people feel about one another. The staff is energetic and passionate about achieving their goals. However, the in-house or full-time employees do have some reservations about the out-of-house PR firm managing their marketing communications. This was the only case of ‘negative’ staff perceptions we witnessed while talking to the employees.

Media Coverage

The WONDERtorium currently has six social media accounts. They have a Twitter, Instagram, Facebook, TripAdvisor, YouTube, and Pinterest. However they’re mainly present on Facebook, Instagram and Twitter. The museum uses engaging, family-friendly content to attract potential customers and volunteers via social media and traditional media like newspaper, magazine articles and brochures and fliers.

The WONDERtorium has received a lot of news coverage in the past. They have been published 26 times in the press. They have established a great relationship with the Oklahoman, in Oklahoma City, and have been featured in the O’Colly, Discover Oklahoma and Oklahoma Today. They have also been featured in magazines such as Stillwater Living magazine and MetroFamily magazine.



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NEWS RELEASES

September 1, 2017 - [The WONDERTorium Gets SuperFly with Central Electric Cooperative](#)

August 19, 2017 - [WONDER World: Now that's Fun!](#)

July 26, 2017 - [Fundraiser Tickets for Sale, Auction Added](#)

April 13, 2017 - [New Executive Director Named](#)

February 16, 2017 - [Free Admission and Food Drive](#)

January 8, 2017 - [Successful Fundraising Effort, Change in Director](#)

December 6, 2016 - [Soliciting Year-End Donations](#)

October 13, 2016 - [Celebrating Five Years](#)

June 2, 2016 - [Scholarship Membership Passes Offered](#)

Upcoming Events

TOT TIME

Tuesday, September 26

10:30 am - 11:00 am

AM-STORY TIME

Tuesday, September 26

11:00 am - 11:30 am

PM-STORY TIME

Tuesday, September 26

4:00 pm - 4:30 pm

[View More](#)

The organization has also frequently been on the Morning Scramble, a radio station that airs Thursday mornings.

The WONDERTorium has also produced billboards, fliers and monthly calendars as advertisements.

The WONDERTorium currently uses an outside PR firm to do its marketing and communications. However, while partaking in an interview with Alecia and Sam we discovered there has been a lack of communication between the PR representative and the WONDERTorium. This has resulted in either incorrect/unwanted outcomes with things such as their website, fliers or in tasks being accomplished in an untimely manner. The WONDERTorium is wanting to move their PR back in house instead of an outside company doing it, as a result of these issues.

The Stillwater News Press has proven to be difficult to communicate with to gain coverage.

The communication efforts performed by the WONDERTorium are widespread and cover all of the essential bases the company needs. However, their message isn't reaching all of their target audiences as effectively as it could. The company could benefit from narrowly tailoring their social media efforts.

SWOT Analysis

Strengths

- Website is fairly user-friendly
- Their word-of-mouth communication is positive
- Engaging and creative environment and content

- 600-800 volunteers
- Clear vision (all working toward it)
- Media coverage inside and outside of Stillwater
- Weekly staff meetings
- New tech with volunteers
- Employees, passionate
- Relationships with media.

Weaknesses

- Social Media:
 - Repetitive posts
 - Either not displayed in a user-friendly manner on website, or not displayed at all.
 - Pinterest & Twitter not displayed on website.
- Poor communication with ADPi
 - Little-to-no volunteers and no supportive events
- According to our survey not many have heard of the WONDERtorium, which in turn leads to few volunteers.
- Not reaching out face-to-face (on campus, at similar organizations, etc.)
- Hard to contact them when they are closed for reorganization (at least a week at a time)
- Differing preferences of internal communication
- Poor communication with PR firm

Opportunities

- Sorority, ADPi for volunteers
- Large Student population for volunteers
- Unique Organization
- Low Cost
- New and Young Families

Threats

- Science Museum Oklahoma in Oklahoma City, OK
- Jasmine Moran Children's Museum in Seminole, OK
- Other Kid-Friendly Activities in Stillwater
 - Boomer Lake Splash Pad
 - Frontier Lanes Bowling Alley
 - Lost Creek Safari
 - Outdoor Adventure Climbing Facility
 - Roller Dome Stillwater
 - Southern Woods Splash Pad

- Spacewalk of Stillwater
- Stillwater Family YMCA
- Stillwater Municipal Pool
- White Barn Estates
- Youth Fitness Zone

Recommendations

For the WONDERtorium, we recommend that they be introduced to and start using Hootsuite to better utilize their social media. They should narrow down the social media they want to use and focus on those. Their social posts need to be more creative for each social media outlet they use. Their posts are repetitive. We recommend they make each post unique for each outlet. Also, the WONDERtourium should utilize their Pinterest to target younger moms. Since this is one of their target audiences. We think pinterest would be an excellent tool for the WONDERtorium to use because the people who use pinterest are the type of creative and out-of-the-box thinkers the WONDERtorium is trying to attract. For their handouts/brochures, they should make them more colorful and eye-catching. We also think they should get rid of the tree in the 'O' of WONDER and switch it with their mascot, the owl. We also recommend they use a shared calendar so each staff member can see what the is doing at any time. Alecia and Sam also talked about wanting to bring more staff in house, so we recommend they hire a part-time marketing assistant.