

FUZZ RESEARCH REPORT

CREATING POST GRADUATE CONNECTIONS

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Meet Michaela

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OUR RESEARCH OBJECTIVE

To test whether or not post-graduates would benefit from events hosted by San Diego Magazine to help foster new connections and learn more about San Diego.

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SECONDARY RESEARCH

- The absence of academic communities, changes in daily routines, and geographical relocation contribute to the post-graduation challenge of finding a community (Mai King, 2022).
- Post-graduates often face difficulties in acclimating to mainstream life and connecting with peers after leaving the structured college environment (Nelson, 2020).

PRIMARY RESEARCH- FOCUS GROUP

- Six person focus group via Zoom
- 3 males, 3 females; aged 22-23 yr/old
- Graduated in the last year; either living in San Diego or moving to San Diego
 - **Example of focus group questions:**
 - Have you participated in any events or communities in San Diego since graduating?
 - Do you feel a need for a postgraduate community in the area? Why or why not?
- **Focus group guided our survey**

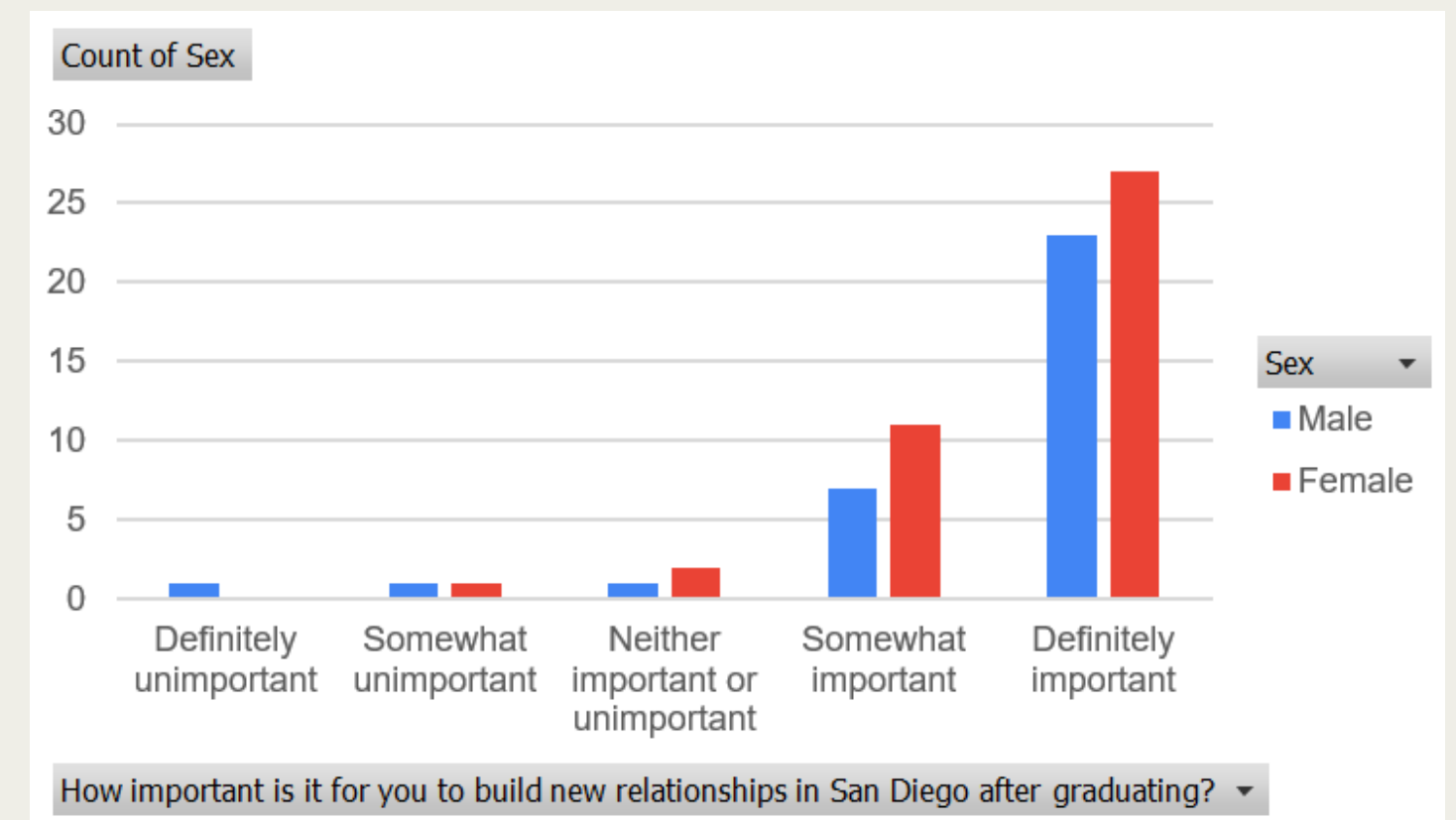
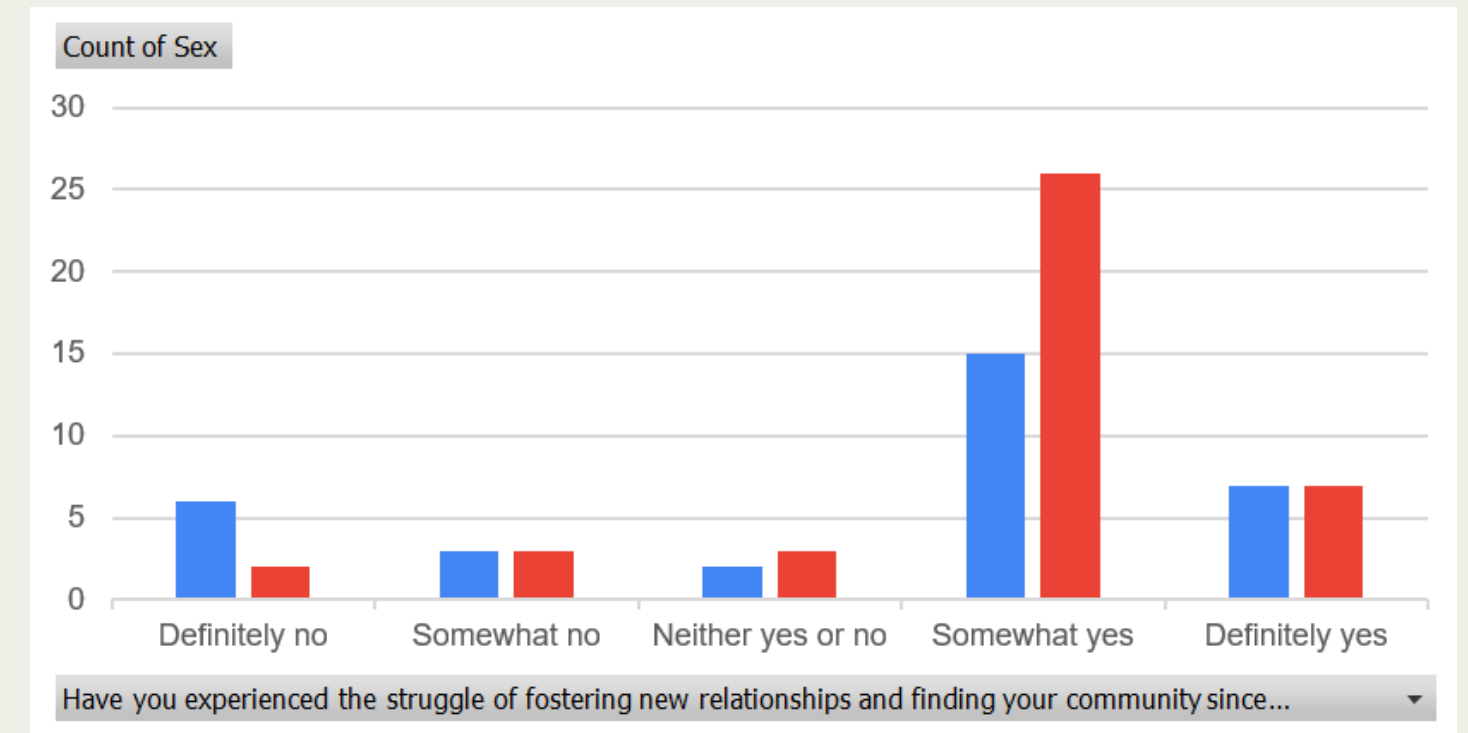
PRIMARY RESEARCH - SURVEY

- 74 survey participants
- 33 males, 41 females; aged 22-23 yr/old
- Graduated in the last year; either living in San Diego or moving to...
 - **Example of survey questions:**
 - Have you experienced the struggle of fostering new relationships and finding your community since graduating from college?
 - What types of events or activities would interest you to meet new people in San Diego?

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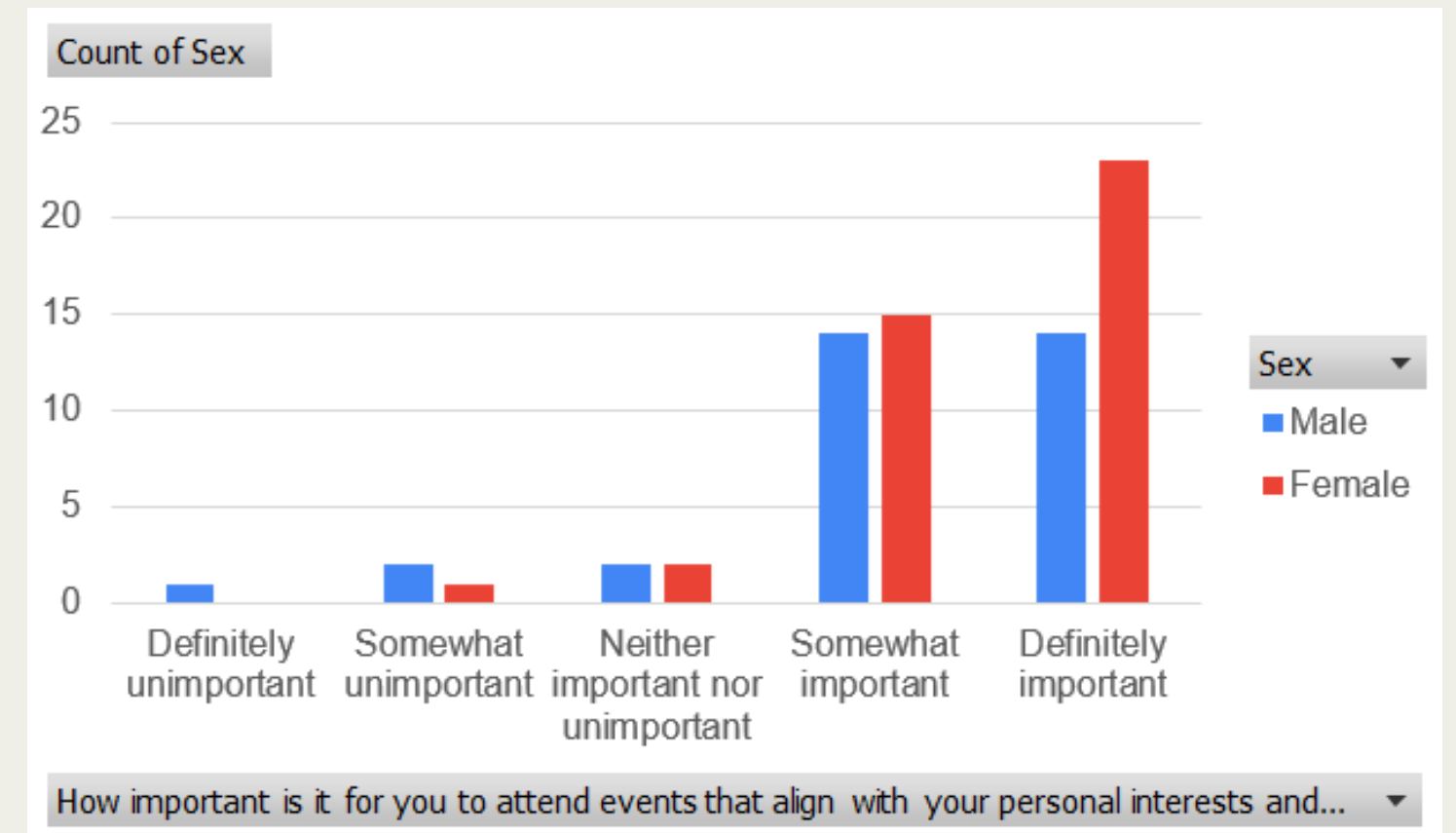
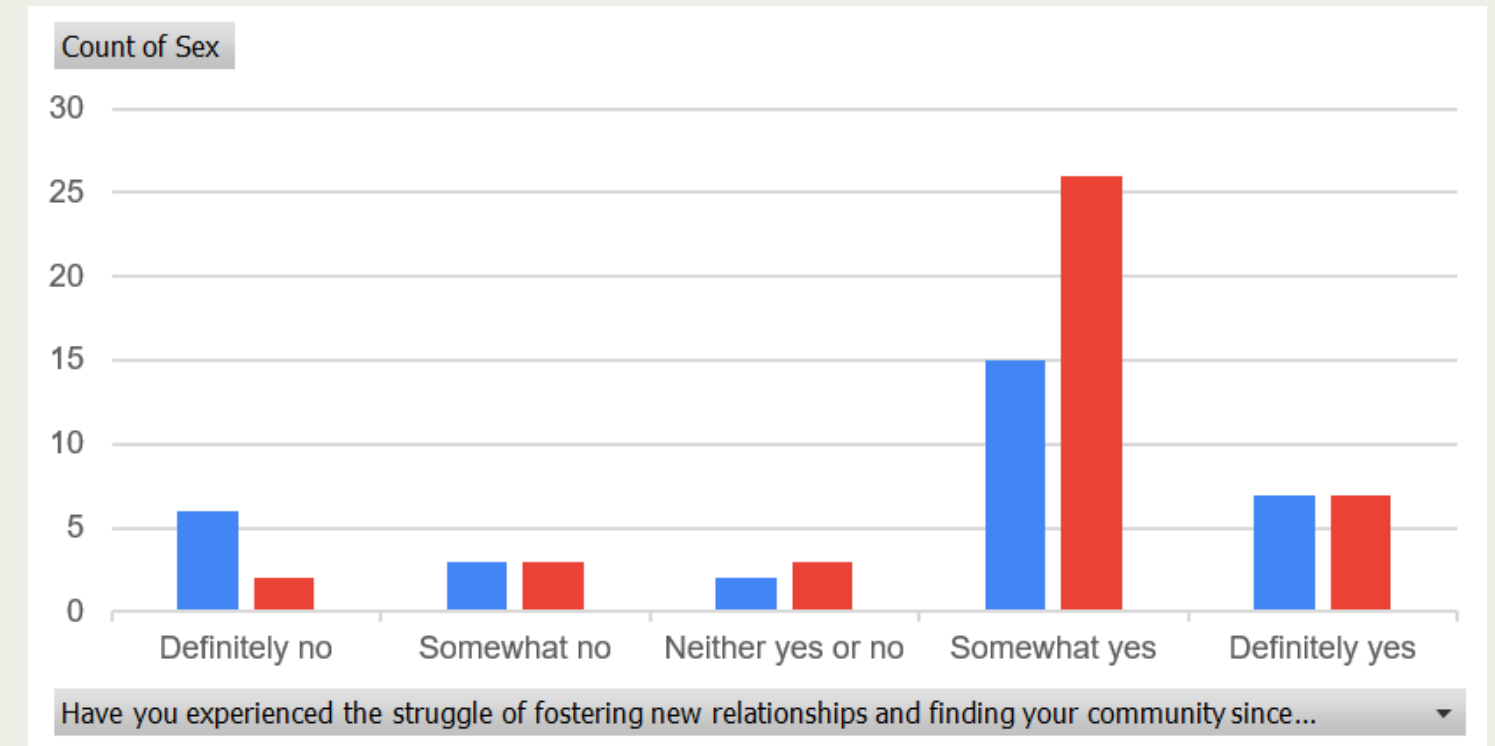
THE POST-GRADUATE STRUGGLE

- **66.67% of males and 80.04% of females** face some challenge in fostering new relationships post-college
- **90.90% of males and 92.68% of females** found it to be either somewhat important or definitely important to build new relationships in San Diego after graduating



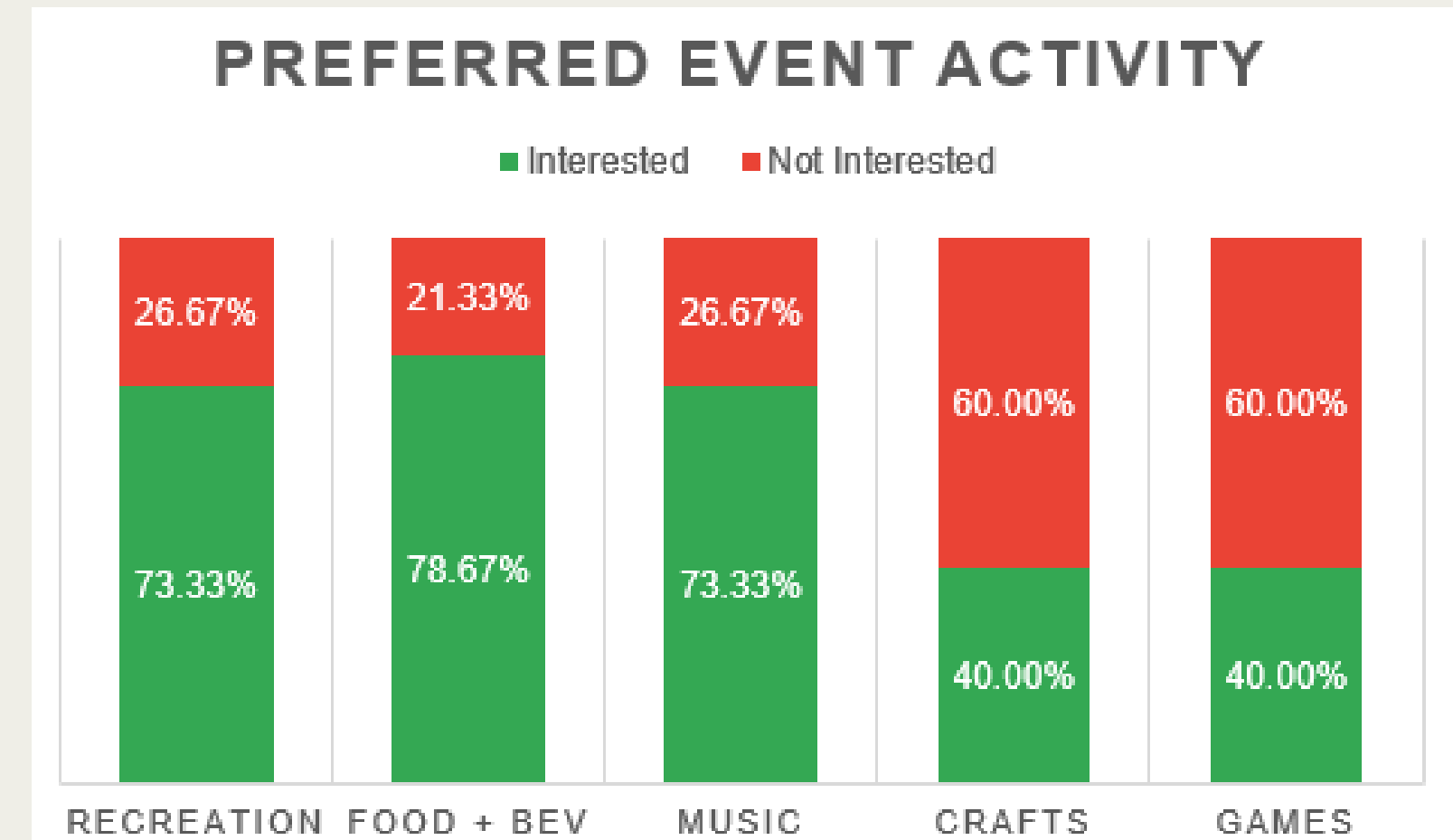
THE POST-GRADUATE STRUGGLE CONT.

- A T-test found a strong positive correlation (0.407) with a significant **p-value (< 0.01)** between facing challenges in forming relationships post-college and the importance of attending events aligned with personal interests.”



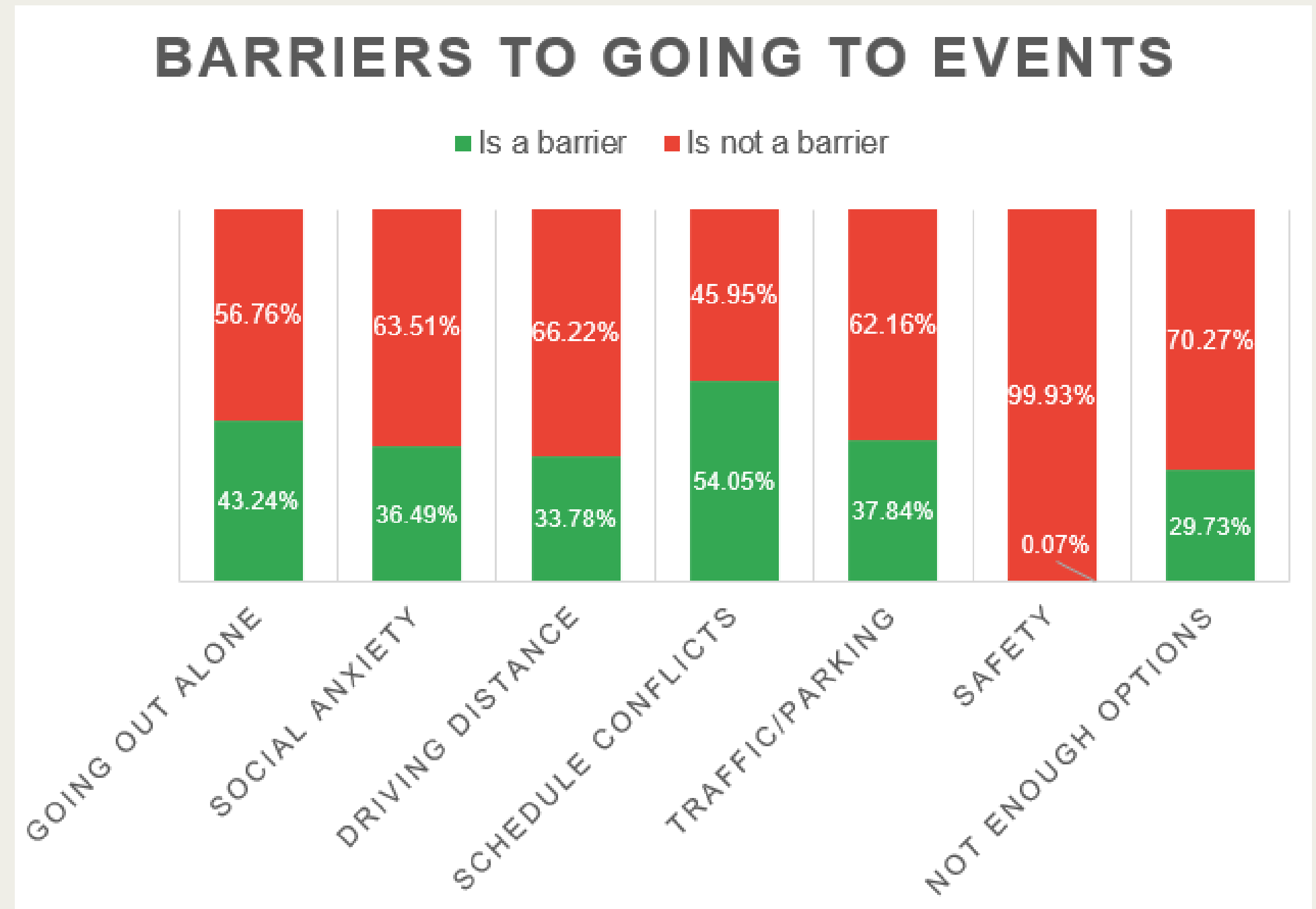
PREFERRED EVENT TYPES AND SOCIAL SETTINGS

- Post-graduates favored events centered around personal interests
 - Strong interest in recreational activities, food/beverage
- Tailored events around shared interests, preferably outdoors and on weekends, emphasizing reliability, safety, and age alignment



CHALLENGES AND BARRIERS

- Key obstacles included fear of going out alone, schedule conflicts, traffic/parking, and social anxiety
- Safety (focus group)
- Importance of location (focus group)
- Local male perspectives



OUR BUSINESS IDEA

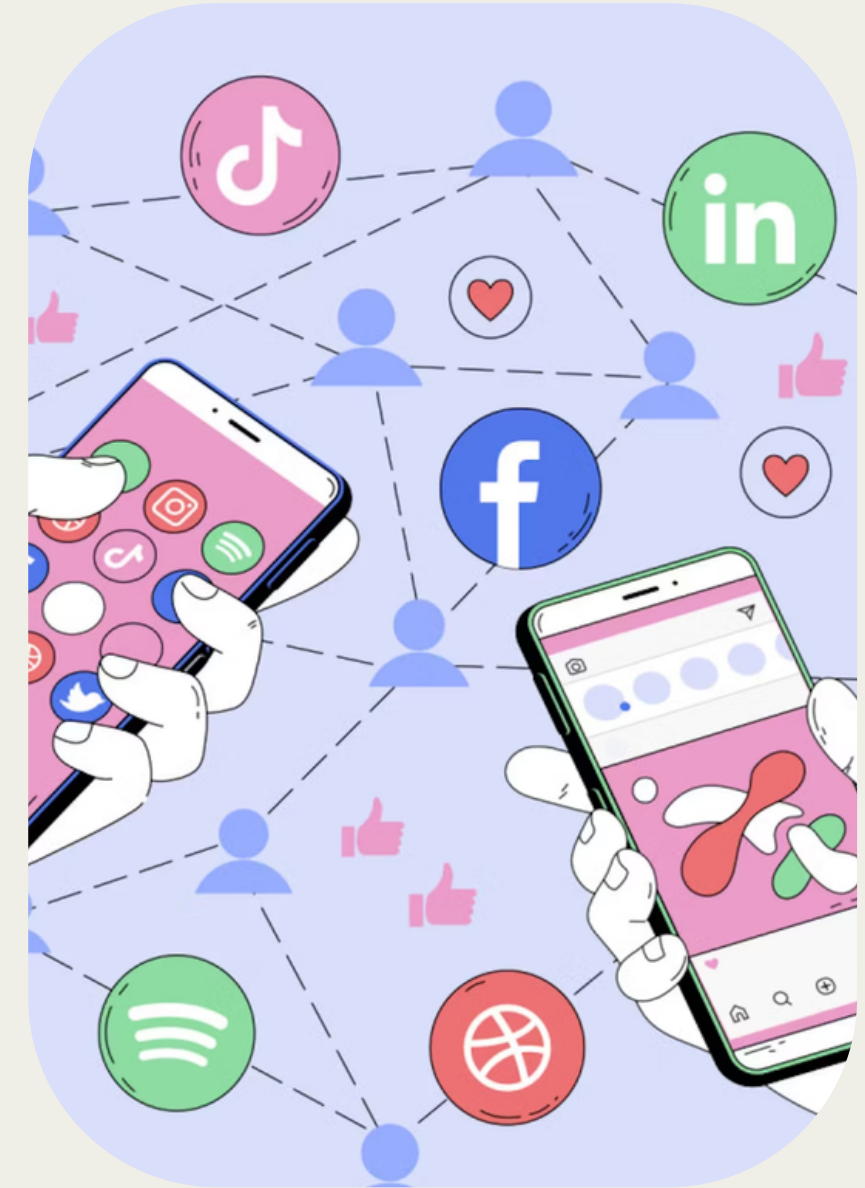
Our **business concept**, in collaboration with San Diego Magazine, is tailor-made for Michaela and others in her shoes. Curated events, from pickleball tournaments to exclusive happy hours, are designed to provide not just experiences but opportunities for meaningful connections and a vibrant community.

- **Why San Diego Magazine?**

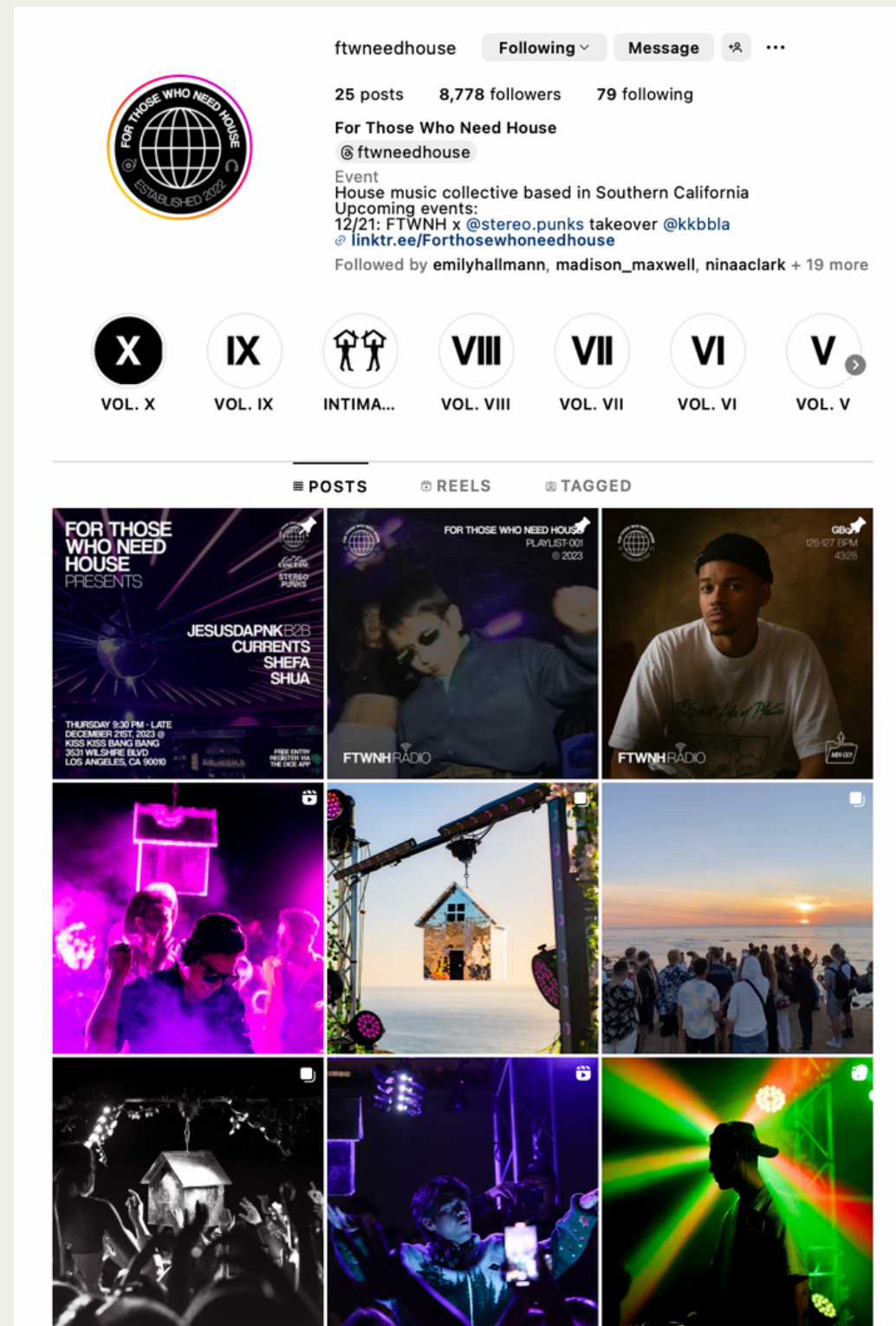
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HOW DO WE REACH POST-GRADUATES?

- 42% use mobile apps to discover local events (survey)
- Out of those who said they use mobile apps to discover events 68% use Instagram, Snapchat, and/or TikTok (survey)
- Word-of-Mouth (focus group)
- BOGO Tickets (focus group)



RELEVANT CASE STUDY



- Almost 10k in two months
- Word of Mouth
- Social Media marketing

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HOW WE WILL ACTIVATE MARKETING SOLUTIONS?

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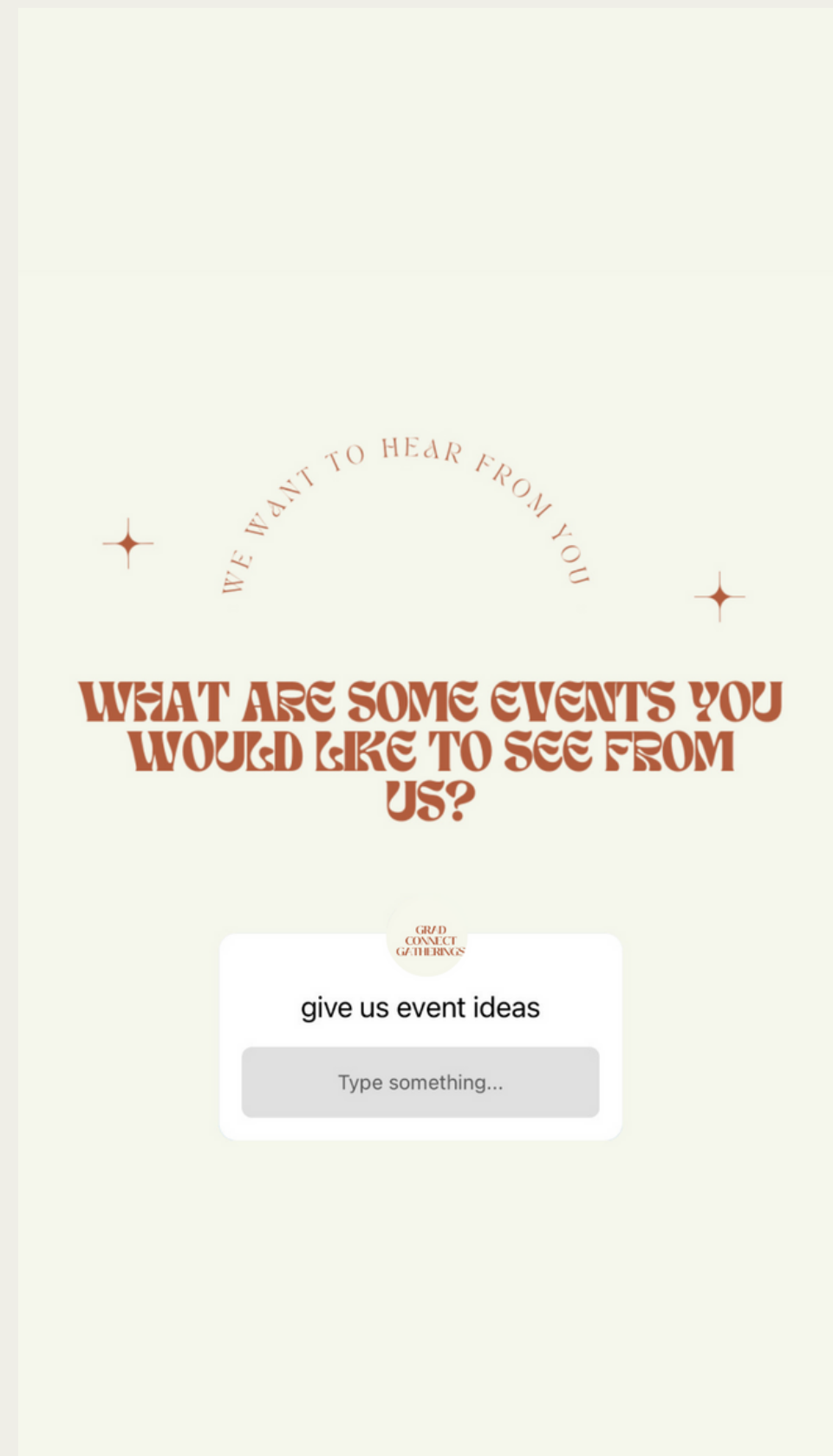
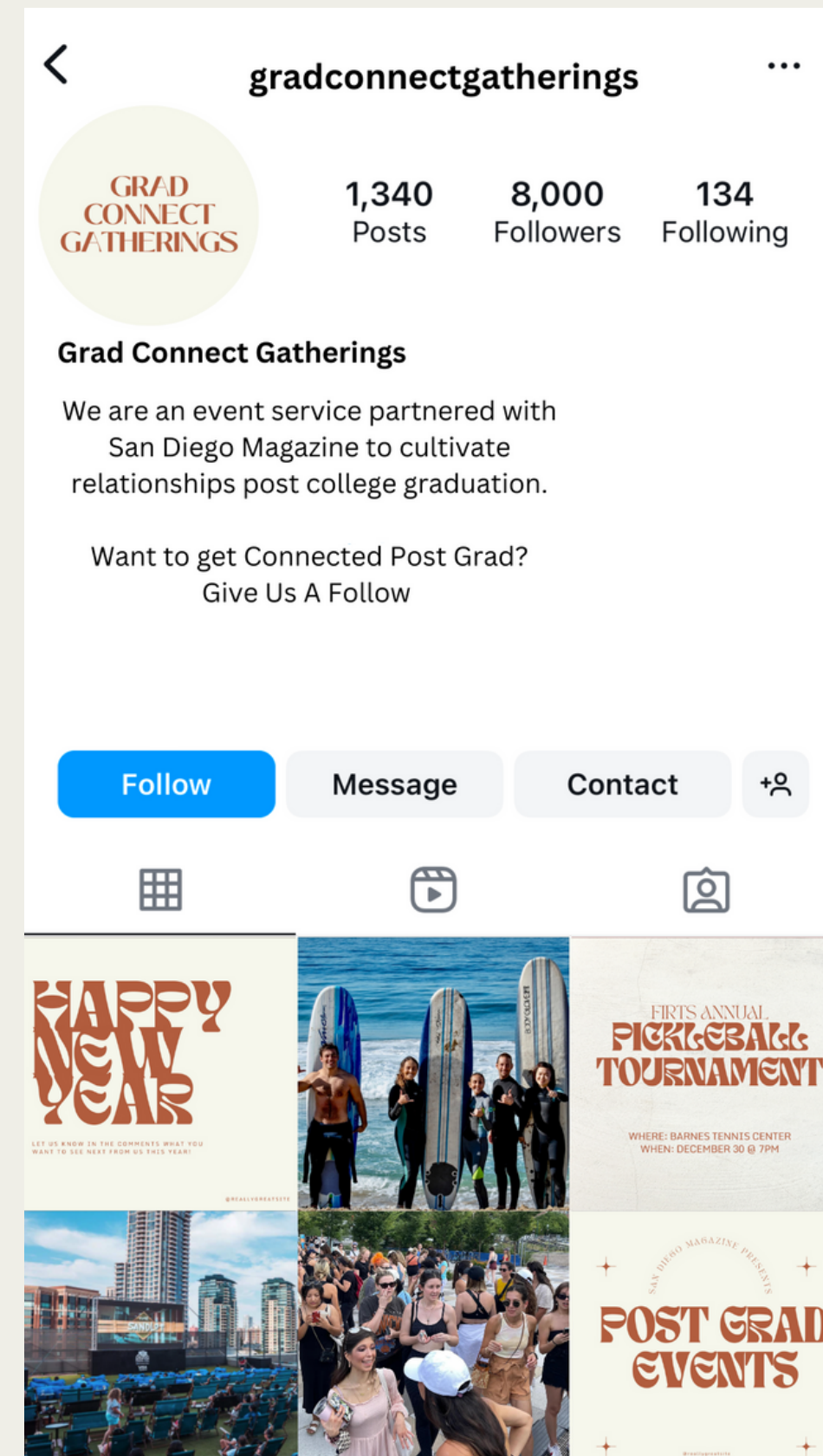
ACTIVATING MARKETING SOLUTIONS

Leverage Social Media Platforms

Sharing engaging content, event highlights, and testimonials as our target audience shared with us that social media, specifically Instagram, Snapchat, and TikTok have a great impact on how they find out about events.

So we would leverage social media by...

- Creating reels to promote events
- Create interactive stories like polls to see what people are wanting to see
- Giveaways



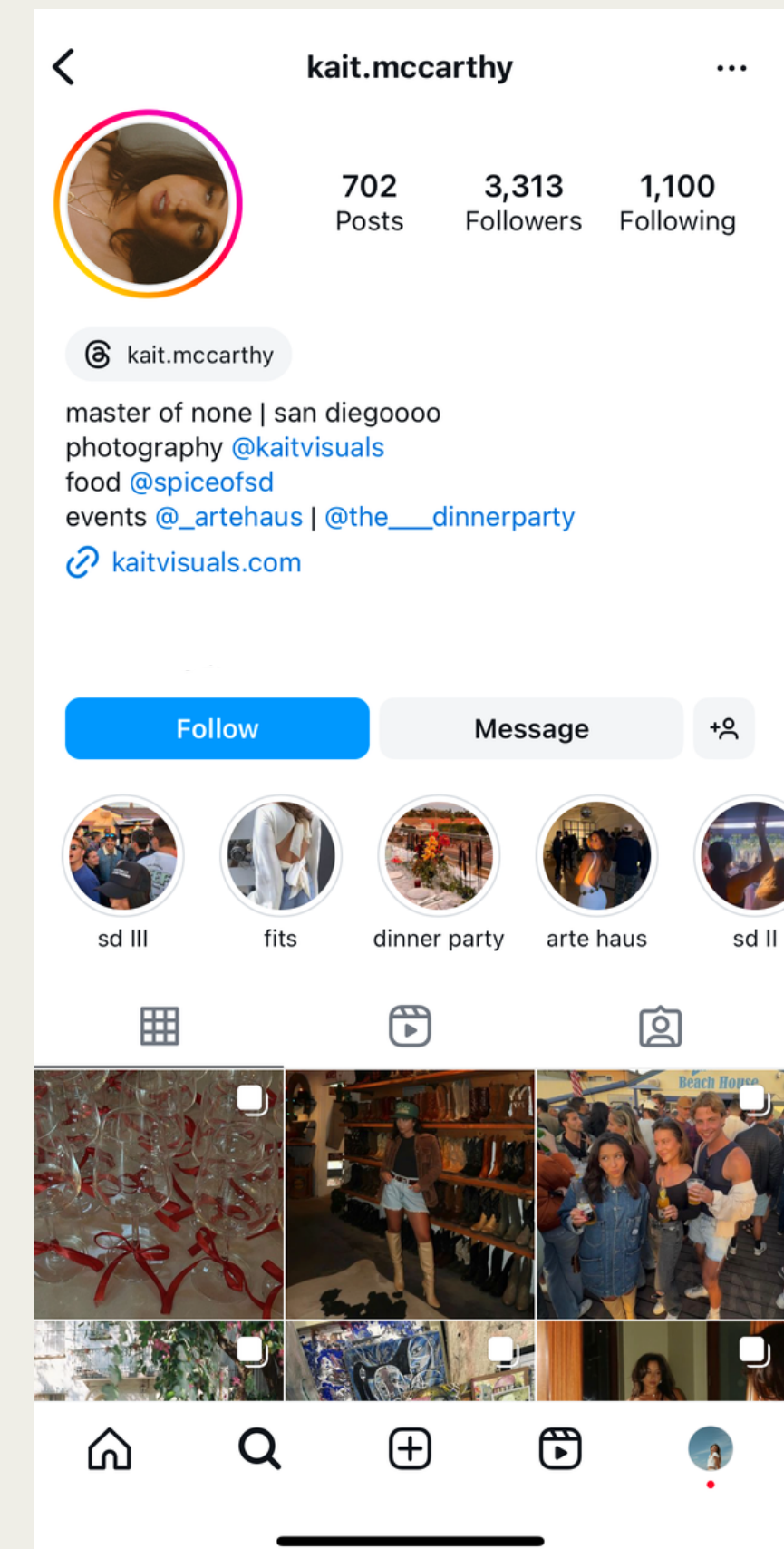
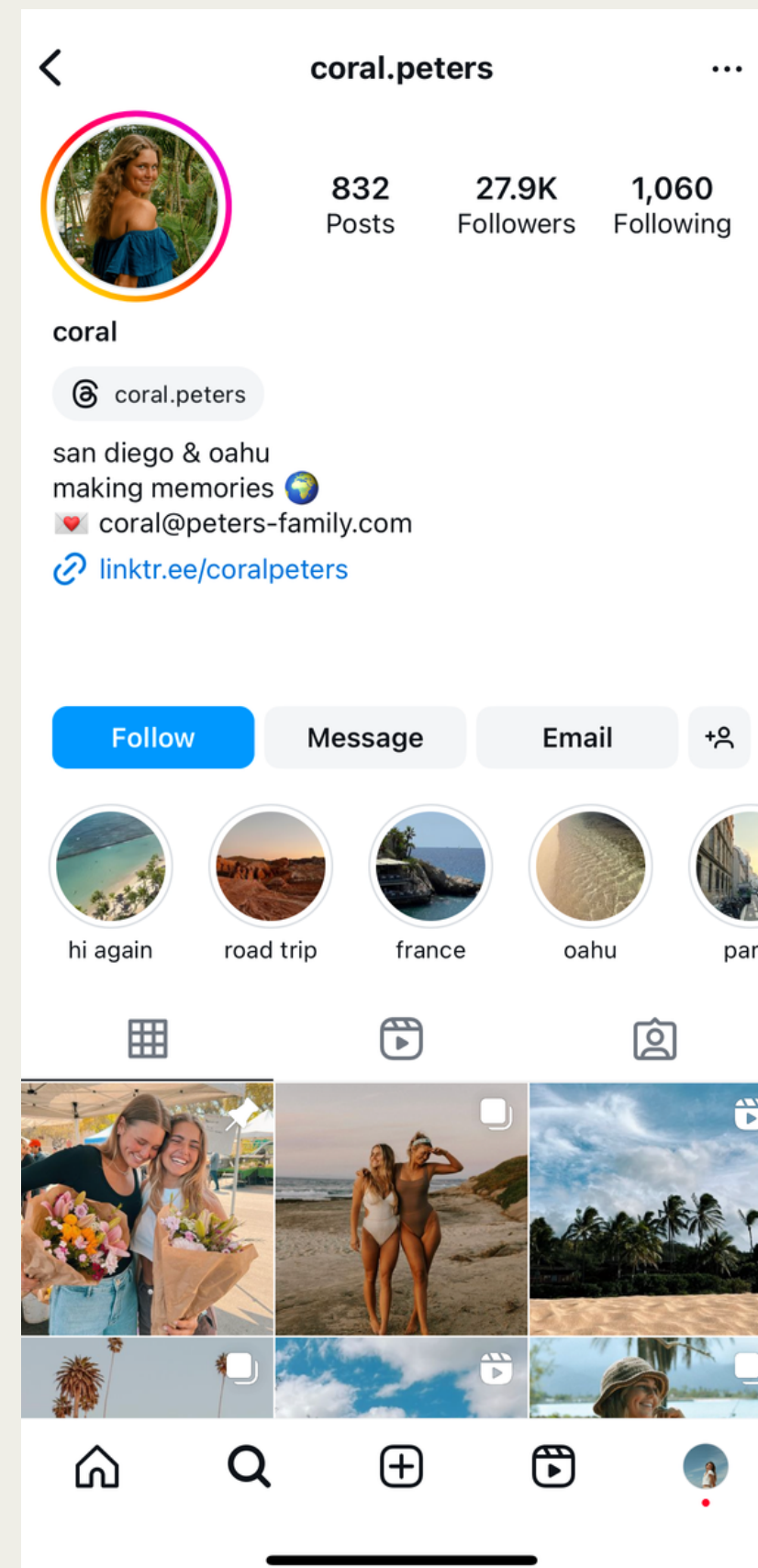
ACTIVATING MARKETING SOLUTIONS

Partnering With Influencers

We have seen a handful of influencers who have a niche of helping people navigate post-graduate life. We would identify and collaborate with local influencers or recent graduates who can promote our events.

Some micro influencers that are San Diego based that we found are...

- Coral Peters
- Kait McCarthy



ACTIVATING MARKETING SOLUTIONS

Community Engagement

- Local college communities sharing our product's opportunities through campus events
- Alumni associations
- Student organizations
- BOGO deal

Why not an app?

- Focus group said they wouldn't download an event app
 - Why?
- “84 percent said they use less than 10 apps daily, and 55 percent said that they only use between one and four apps every day.” (Alford, 2021).



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Closing Statements

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Thank you!

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