



Navigating Change:

Social Intelligence Insights for Stakeholder Engagement

February 2025 | Kelsey Stockton & Dr. Scott Cline



Welcome!

Valuable and relevant environmental and market scanning

- Learn from organic community conversations
- Assess market trends
- Develop key stakeholder personas
- Understand who is ready to engage with your institution to support growth goals

Timely and unfiltered insight

Retain your greatest asset.

1 Students are your best marketers.

Gain insight into what makes your institution special.

2 Showcase a robust student experience.

Identify student stories that reflect your brand, traditions and values.

3 Meet students where they are.

Support students in the digital age.

Alumni hold unique value.

1 Long-term brand insights

Alumni capture a longer history and evolution of your brand.

2 Most credible influencers

Evaluate how they carry your brand with them in the world, formally and informally.

3 Wear multiple hats

Gather and analyze data on your alumni behaviors. Happy alumni are more likely to become parents of students, donors, returning students, or employees.

Engaging alumni

- They are more likely to use a wider range of online platforms than other audiences.
- They may have diverse needs by age, location, career, milestones, etc.
- Invite them to contribute insights and perspectives through engaging content so you can better understand their priorities.

Alumni can be especially important around:

- **Celebrating success** and praising campus strengths and achievements.
- **Sharing real-time feedback** around crises, strategic priorities, planning shifts, and change management.

The Core of the Nexus: Humans

How are stakeholders communicating online?



r/ApplyingToCollege • 1 yr. ago
TaqysTaqsy

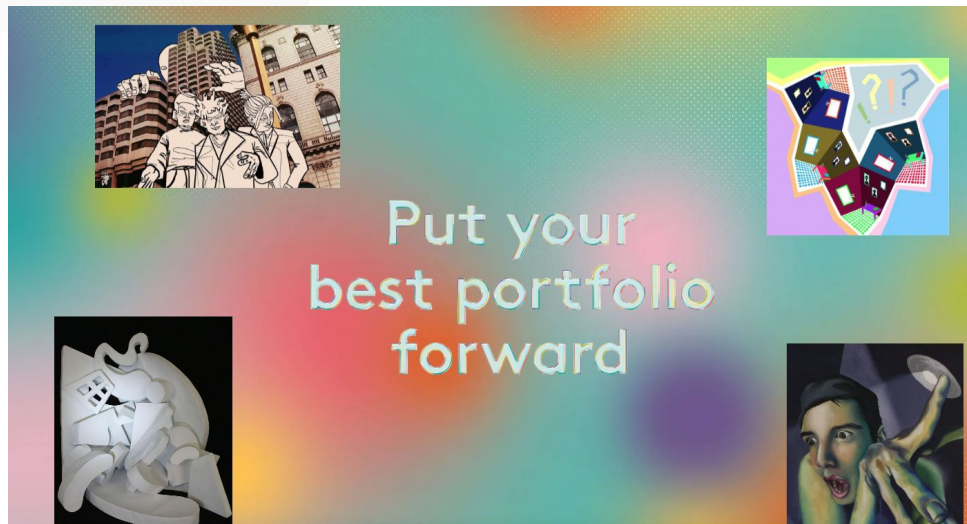


NYU Tisch Portfolio

Application Question

Hello! I am currently trying to fill out my portfolio for NYU Tisch (Film and TV Production) major and on SlideRoom (the platform used for portfolio submissions) it states that it is recommended that one submits one's portfolio a week before the deadline. Silly question, but will I be damned if I submit mine slightly later (still before the actual deadline though)? Sounds stupid, I know, but I am really anxious about the entire thing, because there seems to be no way for me to be able to fit into the recommended timeframe.

P.S. if you have any advice for applying to Tisch, you are more than welcome to share it







jillianbmele  · [Follow](#)

La Salle University

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jillianbmele  35w

It has taken time to get some of this posted, as I was in a bit of disbelief! The last 3 years were filled with many decisions, challenges, changes, and growth. I had no idea when I started this MBA program how much it would add to my life. And then being asked to speak at Commencement was a whole other level! I am not the same person as I was when I started it in 2021. And aside from saying that I



Liked by **diverdown2025** and **others**

May 22, 2024



r/college • 1 yr. ago
JebTheWizard

...

The dining hall food is making me go insane

Health/Mental Health/Covid

I am vegan- this is because my gut cannot digest dairy or meat. This has been an excellent diet- I have never felt weak or depressed.

But when I entered college 4 months ago, I was forced to eat top of this, so the dining hall is where I eat every day

Beans. Beans. Beans. It's all I eat. Half my plate is beans. It's like an animal would eat!!

I am a big man. I go to the gym often. I must eat six pounds of food down my throat, I feel like I am going to cry.

I can't do this anymore. I'm weak. I'm depressed. I feel like I can't anymore. I can't even want to go to the gym because I feel like I am going to cry.

What should I do?



r/CollegeRant • 10 mo. ago
psychcapresearch

...

My Academic Advisor messed up big. I am short one class to graduate after taking 22 credits this semester.

Advice Wanted

This semester I took 22 credits in order to be graduating today. I completed all my credits with a 4.0. I worked incredibly hard and was super stressed this semester but I wanted to be done with my degree. I met with my advisor last semester in order to go over degree works and get approval for extra classes which I was approved for (Since I have maintained 3.8-4.0 grades). We put all my classes into degree works and it said I would graduate this semester. Now after finals I went to go print my unofficial transcripts and it is saying I am missing 3 credits. I do not understand how this happened. I had all credits required last semester when we put it into degree works. It is one class. I am missing one class to graduate an elective credit. It is saying I need a lower division credit and I did an upper division credit. Can I do anything? This is so stressful. I cannot imagine going back for a single credit. I was applying for graduate schools. I was planning on moving in a month. I don't know what to do I feel sick.



Leverage Social Intelligence for Stakeholder Engagement

How does social intelligence inform your work on campus?

Plant the seeds of engagement.

1. **Tailor your messaging.**
 - a. Deliver the right message at the right time.
2. **Assess and adapt to the needs of your audience.**
 - a. Use social intelligence to support your students as well as your institutional priorities.
3. **When you have valuable feedback, share it!**
 - a. Inform campus partners to improve systems and service.

Watch brand awareness grow.

1. **Amplify stories from your key stakeholders.**
 - a. Leverage positive alumni and student stories to engage prospective students and donors.
2. **Shape your brand narrative.**
 - a. Alumni and current students offer a firsthand look at what life is like on campus.
3. **Align your brand.**
 - a. Identify strengths and opportunities to support your brand perceptions.

Your Social Intelligence Plan

What do you need to be successful?

An always on focus group.

1. **Answer critical questions**
about the market, industry, brand, audience, or topic.
2. **Measure your progress over time** - get an idea of who's talking about you, how and how much, and where as a baseline.

Value of Social Intelligence

- Surveys and focus groups make assumptions about audiences to facilitate data collection.
- Social intelligence leverages organic online conversations to learn about the experiences and beliefs of a community.
- As a form of market research, it's faster, more fluid, and more authentic than traditional methods.

We collect large volumes of audience feedback using

- **Historical analysis** to capture relevant conversation from the past to provide unfiltered insights
- **Real-time analysis** to measure progress and effectiveness as you implement new strategies

A Strategic, Collaborative Partner for Higher Ed Teams

- **Understand insight** - generate discussion, understanding, and action.
- **Apply insight** - strategy discussions and brainstorming.
- **Activate capability** - grow skills required for success.
- **Spark change** - increase buy-in and alignment.

Listen + Engage

Leverage social intelligence findings to understand
and engage your audience.

More than just a number.

1 Understand incoming needs.

Understand what prospects and their families care about most during the college decision-making process.

2 What's your reputation?

Analyze audience perceptions about your institution and its perceived reputation within the market.

3 Reach your target audience.

Deliver the right message at the right time (and place).

Listen more, talk less.

What questions do you have?



Goodnight Scholarships

@GoodnightNCSU

From misunderstandings to milestones, Hanh Tran (T'25) writes about how she has embraced her journey and found strength in diversity. Join us in reading the latest GS Blog about her story!

Link: goodnight.ncsu.edu/goodnight-blog...



11:42 AM · Apr 25, 2024 · 145 Views



Duquesne football player loses house due to L.A. wildfires, leans on school and teammates



ABBY SCHNABLE ✓
Pittsburgh Post-Gazette
aschnable@post-gazette.com

JAN 20, 2025 4:30 AM



r/NCSU • 6 mo. ago
strangecat06



Finding Ppl

Social

im an incoming freshman. im an introvert but once i find the right person im an extrovert. im from a small high school, and only know 5 other people going to state as well. only 2 of them i care for. how hard is it to meet people your freshman year, and is it harder to actually keep up the connections? state seems so big that ill get drowned. also are engineering majors just socially awkward in year. any advice for keeping up a relationship that has been cl



Duerfen • 6mo ago

how hard is it to meet people

Not hard at all, as long as you're open to doing so (and most people go to community events, which should be plentiful in the first few weeks of school. There are a ton of people there and all of them will be looking to make new friends. You'll find your environment in case you don't end up hitting it off with anyone.

harder to actually keep up the connections

In most cases I'd say it's a lot easier tbh. Everyone lives nearby, and people are largely going to be doing similar things, so (at least in my experience) it's pretty easy to gather your friends together to get food, do homework, watch a movie, go to the gym, whatever. I still hang out with those people regularly now 5 years after we graduated, but life happens and it's harder now to find time when people are free to hang out than it was in college.



fyrilin • 6mo ago
Alumnus

I was from a small town and went to engineering at State.

The type of dorm you're in somewhat determines your INITIAL social connection circle: hall-style dorms encourage a larger social group than suite-style by virtue of easier interaction. My first dorm-mates were friends through all of college and some are good friends still. But my wife doesn't talk to any of hers. But she and I met through dorm-mates. Advice for meeting more people to find "the right person" is to get involved with your interests. There will likely be a group of people doing things you like, join in! You will probably see or hear of people doing things you might want to try. College is THE TIME to try out new things, even if you figure out you hate it. Try a new sport, learn a language, try new foods, etc. As long as you're willing to try things, you'll be fine. You can be out and get drowned by the number of people or you can go back to your room and chill; that's up to you so you need to choose what level of involvement you want - and you can change your mind back and forth at basically any time.