College Media Business & Advertising Managers
November 7th-9th, 2024 | Philadelphia
Trip Summary & Convention Schedule

Saturday, Nov. 9

10:00 a.m. – 11:00 a.m.

Keynote: State of the Media

David Boardman
Dean of the Lew Klein College of Media & Communications at Temple University

Boardman's topic of choice was essentially a display of the ways that the media, as a whole, have triumphed over the years. He acknowledged a variety of journalism endeavors such as the tedious Brock Adams sexual assault story to the Boeing safety malfunctions. He referenced these experiences in order to showcase the press's ever-necessary hand in not only the public realm but also in government, citing it as a "fourth branch." However, despite the clear use of the media, it is typically not an easy path. Many former presidents, including Abraham Lincoln have had their objections to the work of journalists and in addition to these grievances, the current way that media is being distributed and consumed is changing rapidly. However, despite these potentially discouraging remarks, Boardman went on to encourage the audience by expressing that challenges will come but that others have dealt with similar pushback previously and overcame them. Additionally, he affirmed that change can be confusing but that we are at the forefront of this wave of change. He shared the successes of a variety of organizations which had enacted collaborations with other similar media groups to simply be stronger together and extend the reach or to create an entirely new source of media. This session highlighted, to me, the importance of community within the realm of media as well as the usefulness of partnerships with other similar groups. - Layla Faith Batts

The keynote opened with stories about presidents, emphasizing that even Abraham Lincoln had a not great relationship with the press. The speaker highlighted the vital role of journalism and stressed the importance of local media, which tends to enjoy higher trust compared to national outlets. He proposed treating advertising as a service to link buyers with sellers, and he discussed the potential benefits of collaborating with nearby colleges for advertising initiatives like using a deal platform for UNC, Duke, and NC State. - Allie Gervase

Keynote Speaker David Boardman spoke about the role that the media/press play in politics. This role has created a complicated history between the two. Boardman spoke about the importance and duty of the press to the public. After all, there is a declining trust in the media which puts our industry at risk as we depend on readers, and listeners. For advertising in particular, Boardman displayed several examples from Temple University of how they treat advertising as a service they can provide to put local advertisers in the eye of their specific audience. - Abi Barefoot

Although Mr. Boardman did not speak too much about sales strategy, one thing that as a business office we can take from his speech is reaching an audience. He gave examples from his career in journalism such as the start of the #Metoo movement with the accusal of Brock Adams where women were battling the concept of belief. Through this story, he spoke of different methods in which he sought out people to tell their stories in a way that would resonate with the public or others with similar experiences. He suggested that our role as salespeople was to fund, support, and sustain this idea of free journalism - the reporting of stories that matter but that cause a stir or are arguably problematic. The press has failed in many ways by avoiding reporting on stories that matter for fear of being seen as "too woke." He suggested that college journalists are mending the relationship between the American people and the press, therefore sustaining democracy as a whole. He closed out with the idea of treating advertising as a service and an outlet for connection rather than as a business plan. I think that if we apply his dedication to serving the public, his passion for free press, and his diligence in appreciating those who fund the journalism outlets, then we as a Student Media group will improve tremendously. - Caitlyn Muniz

11:15 a.m. – 12:05 p.m.

Build your own student development team

Steven Molberger

Given that retention has been a key struggle in recent years this session proved to be incredibly helpful. As speaker Steven Molberger emphasized, it's important to make it worthwhile for students to be a part of Student Media. Something interesting that Steven mentioned that I think is worth looking into is a Student Media Business Office website for a tangible example of the work we do as our online presence could definitely be stronger. Additionally, this is useful to students post graduation to refer back. Even equipping students with projects that they can add to portfolios could provide significant value for students. Additionally, Steven and his team regularly utilize their alumni database which I think could be interesting to discuss for NC State. We saw with the Final Four just how passionate alumni are so I think there's definitely potential to explore. - Abi Barefoot

In the session on building a student development team, the focus was on ensuring that each role contributes uniquely to team goals. Suggestions included using platforms like GiveMN and HubSpot and collecting information about family members when someone is hired to foster a personal touch. The idea of running a year-long campaign with monthly donation posts was mentioned, as well as incorporating a donation button into newsletters. The speaker also highlighted the potential of a pro service that could share information about where people live, job opportunities, and networking events. This would require a good platform to track alumni engagement and a person at least partially dedicated to this role. - Allie Gervase

Creating a Business Social Media: Content Planning and Marketing for the Support of Your Media Entities

Olivia Weinstock & Andrea Contreras

Student Media as a whole could really improve their social media presence. One of the main talking points of this presentation was the concept of a brand kit, or the colors, typeface, and logos used by Student Media Outlets. By having set color palettes (ideally a primary and a secondary color palette), fonts, and logos, we promote a sense of cohesiveness to our audiences and increase brand recognition. Personally, I would love to see each of the outlets individually create an official brand kit and revamp their social media. Then, I think doing collaborations would be super beneficial and interesting. This could broaden the audience that we are reaching and promote connections between outlets - something that I think our Student Media is lacking.Consistency is key when it comes to social media especially, so eventually I would like to have a team of social media specialists compiled from each office (one from Technician, one from Windhover, one from the Business Office, etc.) This team could meet monthly and discuss plans, collaborations, giveaways, etc., and would be the easiest way to stay organized and communicate when it comes to posting, collaborating giveaways, and other interactivity. This team could also work on representing a united front of Student Media rather than representing individual offices. They could repost, shout-out, or comment support on each other's social media, promoting community within Student Media as a whole. The Business Office should create its own social media and sell sponsored content there, that way everything is coordinated through one outlet and we can control how many ads are going out per day - we do not want to overwhelm our audience with nothing but advertising. This also gives us the opportunity to create our own brand and promote recognizability, as well as connect with students on campus to learn more about what they are interested in. If we know what students are purchasing, we know which companies to reach out to. - Caitlyn Muniz

In this session, Long Beach Media's PR and social media team went through a variety of ways to improve the brand recognition and social media presence of one's media groups. One of the biggest takeaways from the session was the importance of creating and implementing a brand kit. Brand kits are so essential to the recognizability of a business as it helps to create one cohesive, consistent image. Another helpful note that I received was to know your demographic and cater to the niche you are targeting. It is also helpful to add things such as hashtags and collaborators. For Long Beach, they would add their other publications in order to increase engagement across different platforms. Giveaways are also a large part of a few of the schools I talked to. They did so with their own merch as well as with a business and their products (ex. they would post that a Dutch Bros. Coffee was giving away a $20 gift card and in order to enter they would go follow Dutch Bros. Coffee instagram, like the post, and tag three friends). Additionally, they highlighted that engagement starts with you and explained the importance of liking and replying to the comments on your posts. The main message of the session was to find a way to break away from simply posting about the newest issue or just a one-and-done ad and instead, create innovative content that will engage and attract consumers. - Layla Faith Batts

12:15 p.m. – 1:05 p.m.

Client service and the culture of caring

Michelle Kurland, Kaia Karim & Natalia Ramirez

We are currently working to build our client base. So improving our service and environment will be a key factor in this process. First the team emphasized the importance of clarity which starts internally. All staff should understand their roles and responsibilities to ensure the best environment. Externally it's important to be understanding, proactive, and work to ensure that each client experience is personalized. They also encouraged a mindset shift so instead of just trying to sell ads try curating an experience that helps each client grow their business. It's always important to listen more than you talk and commit to honest communication and regular check-ins. - Abi Barefoot

A large takeaway from this presentation for me was the concept that mistakes are almost always guaranteed. I mean, we are all students, and we are all learning, and I think it is so important to have that authenticity with our clients. If we mess up, there is always a way to fix it. Our attitude as a business office should be client-oriented, not sales oriented. I think it would also be interesting to consider Loyalty Specials for clients that are consistently running advertising with us. Now, I do not know the actual logistics of this, but I know that there are some clients that consistently run similar ads every year, so I think that perhaps offering a discount could encourage them to purchase more. I also think that this would be an incredible incentive for other clients to become more consistent with us and our services. A big aspect of this presentation was also personalization. As a media consultant, developing my own sales voice is incredibly important. Open and honest communication is one of my personal goals for my clients and I think this presentation really hit home. I want to implement the idea of asking for feedback in every step of the process - from the initial conversation to sending proofs to ending phone calls. I want to know how my clients feel and be more clear when communicating to them. Above all, I want to be kind enough that I am memorable, and that my clients are satisfied once their campaign has run. - Caitlyn Muniz

This session emphasized creating a caring work culture by prioritizing relationships. It is crucial to instill in employees a clear understanding of roles, autonomy in decision-making, and to ensure their voices are heard and valued, especially through empathy. This student media group calls their "media consultants", "account executives" and I think this better fits the role. To promote loyalty, branded merchandise should be distributed during in-person meetings, and social posts should be used for engagement. Reels were highlighted as performing better than static posts, and the value of developing post-campaign case studies was emphasized. The overall goal was to execute and embody campaigns in a meaningful way. - Allie Gervase

This session primarily dealt with how to create a "culture of caring practices over goals." It was explained how this outcome is best achieved when this idea of "caring" is a priority for all staff members. An acronym that was used to summarize this concept was CARE which stood for Clarity (everyone understands their roles and goals), Autonomy (individuals are empowered to make decisions), Relationships (people feel seen and heard), and Empathy (everyone supports each other). This positive culture, when in use, translates to client service. This is applied through a variety of ways, the first one being that when you are dealing with sales, you want to make sure that your perspective is aligned with preparation and personalized pitching. It is important to remember that "you are not selling ads, you are helping them grow their business" which means that it needs to be specific to their goals and products. It also translates into authentically caring about your clients, their product or services, and their business. The speakers highlighted that a way to try and implement this idea is by listening more than you speak. Additionally, although everyone does their best to avoid it, mistakes do happen and when they do one needs to have a way to compensate for this. Whether this ranges from rerunning the ad or offering complementary social media posts, there needs to be some way to make amends. Also, when ads do run successfully it is equally essential to follow up and stay connected with your client. The key message of the session is to expand on caring and to not neglect authenticity for a sales goal. - Layla Faith Batts

Caitlyn Muniz (Right) media consultant at NC State Student Media assists with Leveraging AI demonstration by Geoffrey Klein

Leveraging AI for business

Geoffrey Klein, Philly Ad Club

This session was predominantly focused on how to educate about AI as well as how to utilize it for business. The struggle between balancing innovation vs. regulation within AI circles was discussed. Currently, the idea of innovation is dominating the industry however, with this comes many ethical concerns. Additionally, there were extensive examples shown relating to the way that AI has grown, what it can currently do as well as a discussion regarding the various types of AI (Predictive AI, Generative AI, and AGI). For example, AI's ability to lip sync, mimic voices, translate languages, and more were all observed. Klein also shared some resources regarding different programs and processors as well as the specialties of each. A few that were given were NotebookLM, HeyGen, and Runway. In addition to the information shared about AI, there was also a discussion regarding what to do with AI, in which two approaches were given. The first was the "Ostrich Approach" where the motto is "ignorance is bliss". This group often does not adopt AI in the workplace and is fearful of the effects of it. The second avenue is the Bandwagon or "Full Send" in which one uses AI for every little task within the workplace and, usually after spending large amounts of money to create an AI interface, expects a ROI that often is small or even non-existent (beyond maybe a slightly faster email writer). Because of these extremes, the presenter concludes with the view that the best way to combat the overwhelming nature of AI is to implement education and training. The most important and beneficial thing that the workforce can do is to push towards further educating the humans, not AI. - Layla Faith Batts

The discussion on AI revolved around the capabilities of tools like NotebookLM to summarize and provide specific information. The roadmap for AI integration included establishing a committee, developing policies, identifying use cases, and designing a pilot program. There was also mention of creating an educational framework and expanding AI usage throughout the organization which is important to trail media consultants and all members of student media on. - Allie Gervase

Speaker Geoffrey Klein spoke about the importance of using AI in the business industry. Although this has been a subject of much debate Geoffrey brought incredible points about using AI to assist with processes instead of being afraid that AI will take away the process entirely. He also shared several helpful resources that could be helpful for creating training and new processes for the Business Office. Although Geoffrey cautioned the importance of educating individuals on AI to best utilize it as a tool instead of negatively relying on it. - Abi Barefoot

3:30 p.m. – 4:30 p.m.

Roundtable Discussions

The roundtable discussions were essentially a place to speak with other students and advisors about a specific topic. The goal of these discussions was to create a space to exchange problems and solutions, challenges and successes. The three topics that I chose to attend were Analytics, Issues Facing Students, and New Revenue Streams. First, in the analytics discussion, I heard the various ways that other schools processed and managed their analytics. Many schools use a variety of services such as Intuit's Mailchimp. In addition to this, I also learned that each school has a different schedule for sending out E-Newsletters from 2-3 times a week to almost everyday. The NC State team also briefly discussed creating an additional ad-focused side of the email endeavors. Next, I attended the issues facing students and within this discussion a variety of issues such as how to create a more interconnected and collaborative work environment. A few ideas that were discussed were a breakdown of roles and responsibilities as well as clear budget discussions between each department. Finally, I participated in the round table discussion involving New Revenue Streams. This was especially helpful and interesting as I got to hear of the variety of ways that other organizations use their resources to advertise. One of the biggest takeaways from this discussion was in the benefits of partnerships with other businesses and inter-university departments. - Layla Faith Batts

We were given an hour to participate in roundtable discussions to talk through issues and opportunities in a group setting. For my roundtable discussions I chose: challenges for new advisors, analytics, alternative advertising potential, advertising agencies. I found the discussion on alternative advertising potential to be particularly helpful as we are currently looking to expand our offerings so it was useful to learn what other organizations offer and incorporate that into Student Media. - Abi Barefoot

Saturday, Nov. 9

Ghostbusting: Grow your sales by getting more client & prospect responses!

Ariana Herbas, Maria Jose, Biffy Skeels and John Burbage

This session was one of my favorites as it discussed some incredibly interesting strategies to increase client responses. It has changed the way that I look at prospecting and research. Instead of it being seen as a chore it is now a tool to increase knowledge and engage. I plan to implement email testing of our own to test both the methods from Garnet Media Group and try alternative methods unique to NC State Student Media. They discussed tips and tricks for determining who's the decision maker, reaching the decision maker, what to ask, and how to follow up. I've already created a presentation for my students to help in prospecting national clients using the methods discussed in this session and plan to expand on these methods future training. - Abi Barefoot

This presentation was split up into three sections; the hunt, the ask, and the resistance. The Hunt answers the questions, "Who is the decision maker and where are they? How will I reach them?" This is representative of our initial prospect and will help set up the rest of the sale. Research should be the basis upon which we build each and every sales campaign for our clients.

One of the students brought up a great point while presenting, and I'd love to put it here. She said, "We are the people that they are trying to reach." Meaning, many of the companies that we are prospecting have a target market that is college students or college age groups. Due to this, we have valuable insight into what would attract us as consumers that we can use to connect with our clientele during this process.

The next piece, the ask, is representative of what we would consider the actual selling part. It typically takes at least 7 attempts just to connect with a client, so once we do, we have to make it worth their time and ours! Here are the basics: our emails need to be shorter with more eye-catching subject lines, our voicemails need to be pretty identical to what is in our emails, and we need to utilize font sizes and bolding/italics. All of these tactics are tried and true according to the presenters, and I think that they could really improve our open rates for emails.

The final piece is the Resistance, which for us is follow ups! I think remembering that we have to respect the client's time is going to be so beneficial for us. We are a very small part of their day, so if we can make our emails shorter, our responses quicker, and the overall process faster, we will be in good shape! I think waiting a minimum of 3 days, then following up with pleasant persistence is going to be our best bet. - Caitlyn Muniz

This session was one of my favorites of the conference and I felt that it was very applicable to the work we do at NC State, especially as Media Consultants. The main process that they laid out was the idea of "The Hunt", "The Ask", and "The Persistence." First, the speakers explained how before you ever make a contact you have to figure out who the contact is. The best way to do this, they explained, is to find the decision maker. This is important because you want to pitch to them so that your pitch does not lose momentum or get confused if a subordinate has to bring information to the manager. If you do not have a clear contact, the presenters shared that it can be beneficial to look at a variety of places such as Facebook, Linkedin, and, if still have not received a response or found information, consider trying the contact page. They also reiterated that it is important to show a client that you care about their business because, especially with small businesses, you essentially act as their temporary marketing team. Next, they touched on "The Ask" which entailed aspects of sales from subject lines to voicemails to the email body. They shared some new ideas for subject lines. A few that I especially would like to try are "Heads Up!", "Any Update?", and "Shortest Email Today" Additionally, they shared an email template as well as some general pointers for emails. One being to ask for just a short, specific amount of time such as 12 minutes, for example. Another tip is to use a slightly larger font and to send an email and then call and leave a voicemail. Finally, "The Persistence" section primarily covered the benefit of doing these things over and over again. Also, they mentioned that the best time to call is 9:00-11:00 am and early afternoon as well as that 10:00am is the optimal time to email. I found this session to be extremely helpful and hope to implement many of these things in my sales contacts going forward! - Layla Faith Batts

The process of growing sales involves three main steps: hunting, asking, and persistence. The hunt focuses on identifying the decision-maker and establishing how to contact them. The ask involves crafting personalized emails that receive 32% more responses, and improving open rates with customized subject lines. Examples of effective subject lines and email strategies, like providing social proof and respecting time, were shared to increase engagement. Personalized outreach and utilizing social cues were key tactics highlighted. - Allie Gervase

11:00 a.m. – 11:50 a.m.

Brain, So Confusing. Featuring the Amygdala in Sales Objections

Joanne Shiosaki

This session explored how the amygdala and the perception of threats impact sales objections. Techniques such as taking ten seconds before answering questions during an interview can help manage stress. The importance of practicing calls in different settings, rather than face to face, was also discussed to reduce anxiety and boost performance. - Allie Gervase

In this session, the psychological aspect of sales, specifically relating to the objections that come up when attempting to cold call potential clients. The presenter showed examples using spiders about how our brain perceives things as a threat that really are not, for example, a picture of a spider. She referred to this as the Amygdala Hijack or Sabotage. This essentially describes the "big emotional response that is out of proportion to the threat trigger." She also mentioned that this response turns off the rational thinking portion of our brains, the cerebrum. This leads to many of the irrational thoughts and fears that many people have regarding cold calling. After educating us on this process, the presenter then proceeded to provide a few ways to combat this Amygdala Sabotage. First, be aware of your emotions and notice the physical responses. From here, try to regulate these responses. Additionally, it is important to plan ahead and practice as it can help to greatly increase confidence going into a cold call. She mentioned brainstorming the objections or questions that a client might have and already having an answer prepared for that. Another tip that the speaker gave was to debrief a cold call that you feel did not go how you wanted it to. This is helpful as you can reflect on what you could have done better or simply get someone else's perspective on the conversation. I feel that this session gave me more tools to be able to effectively cold call clients and communicate confidently. - Layla Faith Batts

One of the things that the speaker said really stood out to me, and I feel the need to share it with the office. She said, "We are all salespeople, 24/7, 365 days a year." No matter what, we are always selling something, whether that is ourselves to an employer, ad spaces at work, or our motivations as a student. I think it is so relevant to consider how the stress of constantly selling ourselves like this can affect us - along with lack of sleep, illness, and other things that affect students. A strategy to avoid the fear of cold calling is to plan ahead and practice. I do this without thinking about it through the idea of fallback responses because I hate to sound scripted. I think if we could go over some fallback responses during our training in order to better prepare people, we could destigmatize cold calling. (And make it less intimidating). Most importantly, give yourself grace. Mistakes happen, words slip, you stumble, etc. Get up, keep selling, and maybe fake it until you make it! - Caitlyn Muniz

For this session speaker Joanne Shiosaki discussed how the Amygdala (Center for processing emotions in the brain) impacts sales. The Amygdala is there to keep us safe, however, many times it can sabotage our sales using flight, fight, and freeze. Joanne stressed the importance of practice and feeling prepared as it helps react to those emotions in a more thoughtful manner. She recommended journaling and debriefing after a call to process what happened, any negative feelings, and determine how you can alter your calls moving forward. This is something I plan to encourage for my students, especially those that are not the most comfortable with cold calling - Abi Barefoot

12:00 p.m. – 12:50 p.m.

Training in the Digital Age: Student Training via Canvas

Bianca Fruscello

One of my main goals for this year has been working on a centralized training for the Business Office. Up until this training session I had only considered in person training, however, learning how the speaker Bianca uses Canvas to ensure that all material is learned virtually has changed my opinion. This type of training would allow for the exact same baseline for each employee also allowing for us to use in person time for practice and implementation. I plan to look into the possibilities of creating a moodle page so that students can move through the modules seamlessly with all of their resources in one place. She also recommended video presentations with questions throughout to keep students engaged which I think would be an incredible idea! - Abi Barefoot

I think one thing to keep in mind when training new employees is that there is a lot to digest within our office. Ensuring that the information is manageable should be the forefront of our goals when it comes to training. This speaker heavily discussed the idea of breaking down topics into three main categories - roles, rate card reviews, and sales. Roles include the day to day operations and expectations of everyone in the office, how people connect within Student Media (who to contact about which things), and a general introduction to the office as a whole. This could include tours, games to get to know each other, introductions, etc. Then, the rate card review. This section will mainly talk about each item that we sell, how to sell it, and who to target. I thought that the idea of teaching people who to target for specific items from the get-go was super smart, because I had to kind of feel it out for myself. Explicit examples could be helpful, and this could also be an open discussion or an opportunity to team build in the office. The final piece is sales! This would be our deep dives into cold calling, cold emailing and large national clients. I think this would be an amazing place to discuss different strategies of finding out who to talk to, when an appropriate time to call is, etc. Personalizing your sales voice is incredibly important to feel confident in your job and ability to sell and this is many media consultants' first introduction to a role like this. If we can develop sales voices early on, then we are setting our office up for success! - Caitlyn Muniz

In this session, the topic of training and how to best set this up was discussed. The speaker specifically focused on using Canvas as a platform to house this training. First, it was recommended that one think about the material that they want to train their employees on. For the speaker, these bits of information were related to topics such as the groups specific sales strategies, the content covered in the student affairs assessment that is taken, and more. She then suggested following three steps when actually creating one's training materials: Identify objective and content, personalize it and upload the content into the platform, and publish and track it.The speaker also included some brainstorming questions to ask when undertaking this process such as "what type of training are you designing?" and "who is creating the base material: you or the students?" Additionally, she gave a variety of examples from what you can do within, specifically Canvas, more tools to use (Discussion Hero) as well as what topics you can/should include in your training (these ranged from department breakdowns to a how-to on speaking to clients). She also touched ways to assess students and encourage them to complete training which included things like scenario-based questions and prerequisites on modules. I found this session to be helpful as it gave me a better understanding of training processes and the effort put into them as well as the importance of equipping staff to not only know the information they need to know but also to be successful both in completing said training as well as in the application of it. - Layla Faith Batts

The session on training students focused on customizing training based on student affairs assessments. Training should begin with clear objectives, personalized content, and mechanisms for publishing and tracking learning. The speaker stressed the importance of breaking down training sessions into digestible parts, using live cold call videos, and making training interactive through gamification (Discussion Hero is a good platform for this). Additionally, using testing strategies such as voicemail or text-based tests and making use of prerequisites throughout the modules could ensure better student engagement with training materials. - Allie Gervase

Allie Gervase, general manager for Student Media Business Office gives a presentation about maximizing efficiency with a sales tracker.

1:00 p.m. – 1:50 p.m.

Maximizing Efficiency with the Sales Tracker: A Step-by-Step Guide

Allie Gervase

This session covered what a sales tracker is, the functions that can be done within it and how to do so, as well as the ways it can be applied to one's own media group. Although the sales tracker is something that I already use everyday, I found that the session was incredibly helpful and allowed me to be able to use it more effectively. First, the different components of the tracker were discussed and it was explained how they applied to NC State's Student Media group. Then, a variety of functions ranging from basic skills such as sorting to more complex processes such as conditional formatting and filters. Although I partially knew that the spreadsheet was capable of doing these things, I now have a broader understanding of them and feel more comfortable and confident in employing them. I have already been using the skills that I acquired in this session to begin utilizing my sales tracker at a higher level as well as in a more organized manner. - Layla Faith Batts

Science & art: Applying data science in college newspapers

Edward Liu

The main takeaway from this for me is that data is everywhere, and everyone can benefit from it. I think a big goal of Student Media as a whole should be to make data accessible for everyone who works within Student Media, because it can give us all insights to efficiency. We are all cogs in a large working machine, so everything that one outlet does affects all the other outlets. If data is in the open, the Business Office can see weekly metrics and use them as selling points to our clients, and those in other outlets can view their efficiency.

I also think that an analytics team could be really beneficial in the future, if that is something probable for our Student Media branches. - Caitlyn Muniz

This session focused on analytics and the impact analytics can have on publications. It allowed me to realize the true potential of analytics along with insights into certain processes. The speaker Edward Lio provided helpful software recommendations to gain more insights into the data along with a general format for displaying analytics. Although we do not have the same level of analytics I plan to create a graphic or chart that better displays our numbers for clients and internal use. - Abi Barefoot