

Evaluation

Brief Discussion of Evaluator's Credentials:

My educational experience began at Purdue University where I studied Spanish Language & Cultures and Psychology. I also received my Master of Business Administration in 2019. My professional experience is what lead me to obtain my MBA. Since graduating from Purdue in 2016, I have always worked in a marketing role (4 years). Specifically, in the last year and a half, I have worked as a digital marketer and also oversee the analytical performance of our social media platforms and website. Our local tourism website, enjoywhitecounty.com, launched Memorial Day Weekend 2019. I developed the image and layout while another company integrated the coding and software behind the website.

Previous jobs:

- Family Health Clinics – Bilingual Outreach Specialist
- White Oak Health Campus – Sales & Marketing Director
- White County Government – Digital Marketing Director

Relationship to Caitlin

Caitlin and I share a very special mutual friend. My best friend from high school opted out of Boilermaker Nation and attended Ball State. Caitlin and my friend were roommates and grew close throughout their time at Ball State.

Relationship to the Subject Matter

Media analytics is something that I am very familiar with. As I oversee the analytical performance of our social media platforms and website, I track trends, user demographics, cost-per-click averages, and many other values. The most challenging aspect of this subject matter is translating convoluted numbers, percentages, and ratios into understandable presentation. Most people do not understand why the cost-per-click (CPC) for retail ads (\$0.70) is significantly lower than finance & insurance (\$3.77). The challenge is helping people understand *why*.

Evaluation of the Topic as Appropriate for the Creative Endeavor

Creativity and digital analytics go hand-in-hand. The topic is very relevant for the creative endeavor. Today we live in a digital world with digital analytics, so it is necessary to provide digital resources (like the one Caitlin created).

Evaluation of the student's approach

As I navigated through the website Caitlin created, I noted a couple direct statements that exemplify her approach.

Experience Media Analytics > About this Project > Benefits of the Project “provided a level of education that was missing from coursework and textbooks”. This is a desirable learning avenue for younger generations, particularly in blog-format.

Experience Media Analytics > About this Project > The Process. This entire contribution explains why Caitlin chose to handle the interviews as she did and provide the feedback as a reference to other individuals. Caitlin's approach was thorough, efficient, and effective at showcasing what media analytics is, why it is necessary, and what opportunities are available in the field.

Evaluation of the Body of the Project

Homepage → no recommendations, looks good

History → excellent content, I would add a photo

About → great content. I noticed the black box around “About This Project” is not the same shade of black as the header black. If they don't match up, I recommend changing it to a shade of grey, so it looks like a purposeful differentiation. I also noticed the titles don't consistently line up [Literature, The Process, Benefits, References]. I would center them all to alleviate the slight difference of lining.

Contact → very straightforward, *perhaps a great place for a video*. Video features on websites increase user retention at an impressive rate. People like to watch videos.

Interviews → impressive outreach!! These resources are the real deal! I have heard some of the companies in person at conferences.

In general, the body of the project is thorough and offers great content for users to explore. I prefer to create with WordPress instead of Wix, but this is well done! The verbiage and literature provided has invaluable content with few grammatical errors. That being said, blog-style websites often have causal language. If a professional environment is the target audience, I would recommend using Grammarly.com to double-check some run-ons, prepositional phrases, and punctuations.

Evaluation of the Student's Work as Contributing to the Field

Overall, Caitlin's work was successfully presented throughout this project. The interviews were recorded and transcribed well, in an engaging manner. The contribution of education being tied to experiences ("My Vision" segment) exemplifies the purpose behind the project with a successful execution. In summary, very well done.