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City of Boise News: How Can the City of Boise Effectively Reach Boise State Students?

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Abstract

Our purpose in this research project will be to determine if the city of Boise is engaging Boise State students effectively through the platforms that students are using, and to identify areas of improvement where engagement is ineffective. The City of Boise is required by law to publish certain government legal and public hearing notices in a primary local newspaper. However, with the spread of online news and social media, newspapers may not be effectively reaching all demographics. Furthermore, college students are reading fewer printed newspapers, so they may be left out of the city news updates. Using a list of the city's current methods of communication, we will conduct a student survey to evaluate whether the information has reached the student population. We will use student demographic data from the Dean's office to create a representative sample. Comparing the student and city engagement data, we will examine the costs and benefits of each news source to ultimately answer: What would it cost the City of Boise to effectively reach university students? We expect to show that the benefits of adding more online news sources to reach college students may outweigh the costs of implementing these sources.

City of Boise News: How can the City of Boise effectively reach Boise State students?



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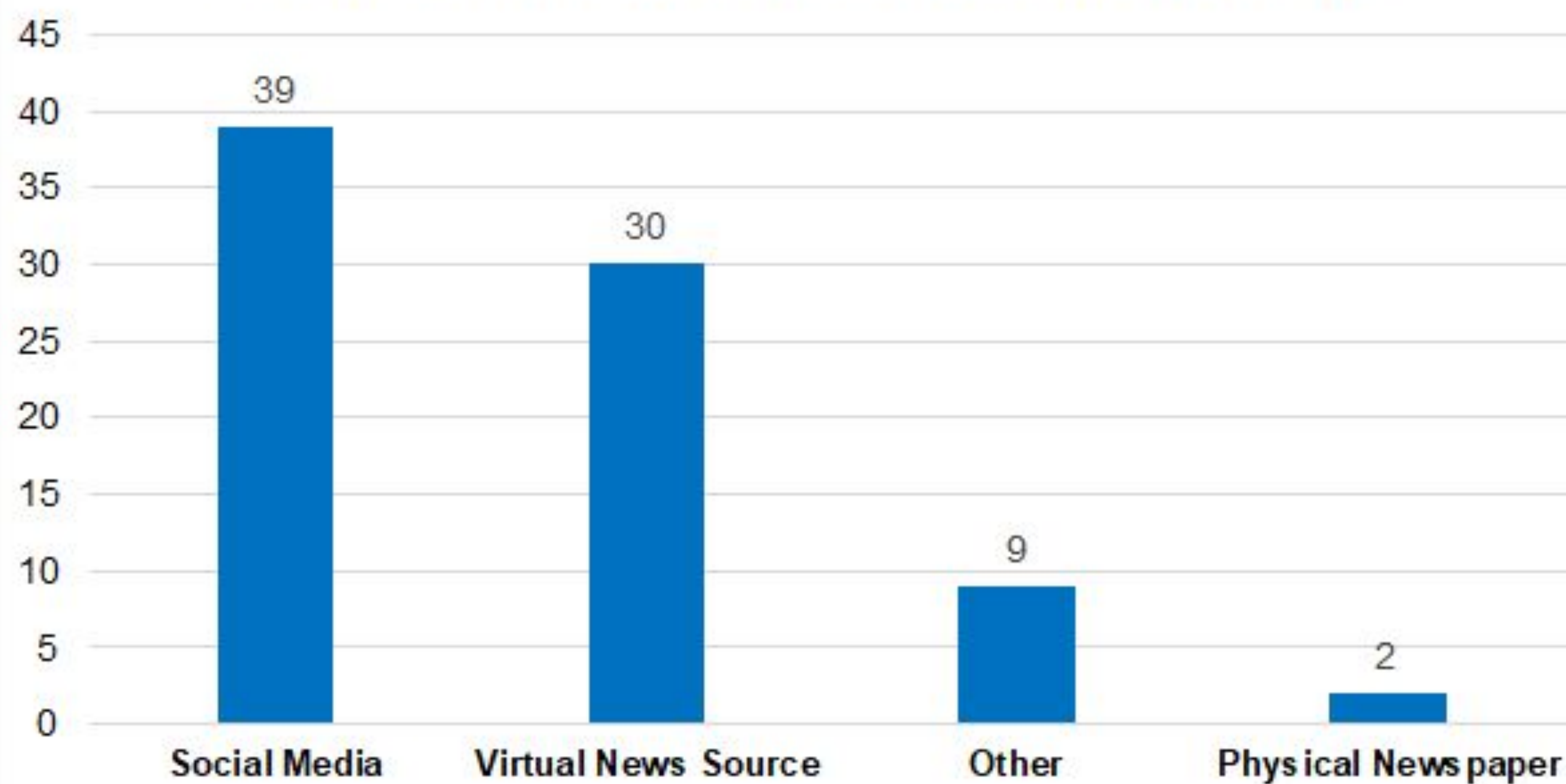
Background:

The City of Boise is required by law to publish certain government legal and public hearing notices in a primary local newspaper. However, with the spread of online news and social media, college students are reading fewer printed newspapers, so they may be left out of the city news updates.

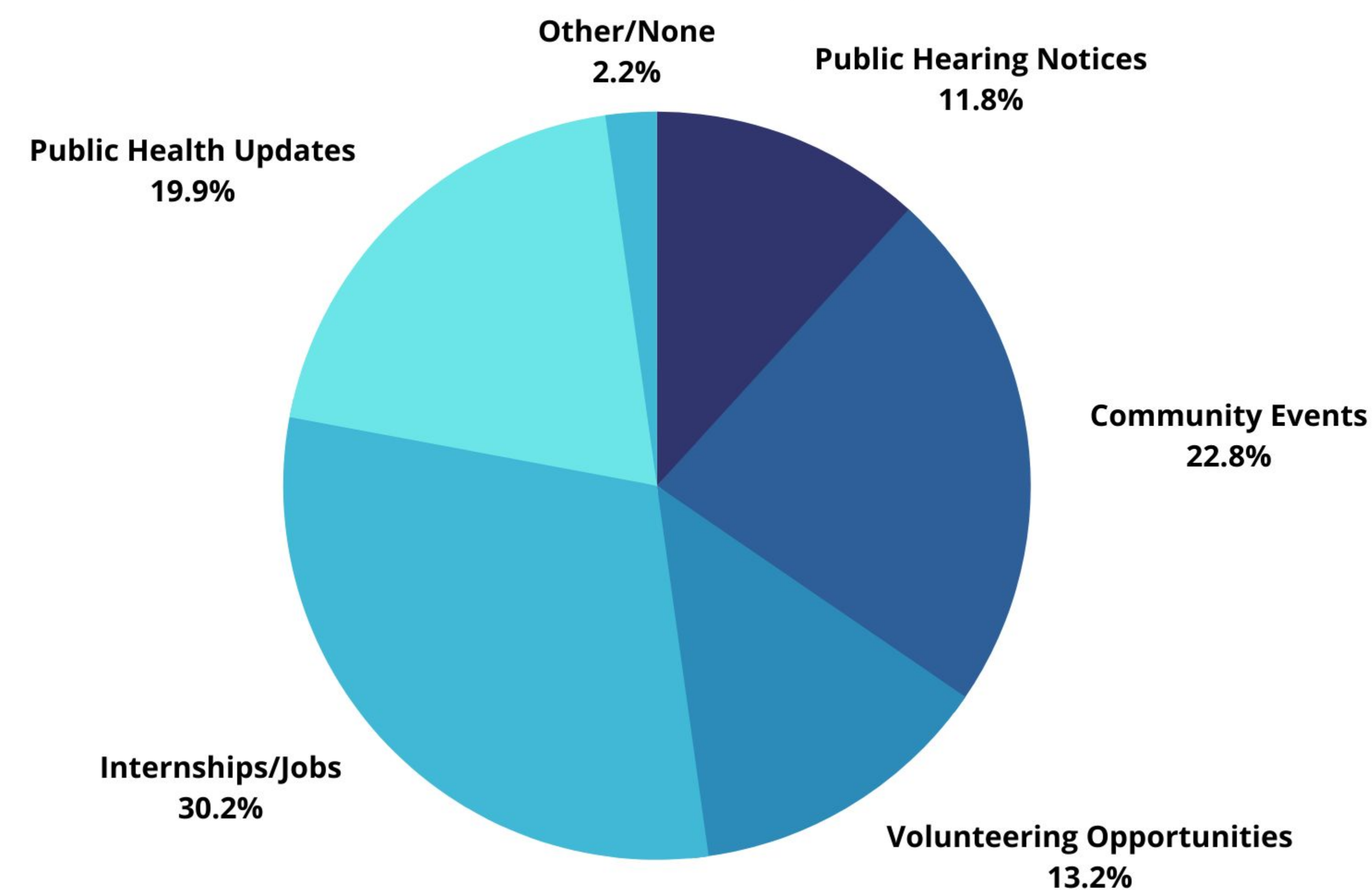
Methods:

Using a list of the city's current methods of communication, we conducted a survey of 57 students to evaluate how they prefer to receive information and their level of interest in City of Boise updates. We collected responses from students across 25 majors. The majority of student respondents were in the 21-24 age group, making up 45% of the sample. The 19-20 age group was the second largest, making up 31% of the sample.

How Students Receive Their News



Which Information is Most Important to Students?



Conclusion and Recommendations:

Our survey results indicate that students receive most of their news through social media platforms and other virtual news sources. Internships and jobs, community events, and public health updates were listed as being the most important information to receive from the City of Boise.

Posting updates related to these three categories on social media, the City of Boise website, and other virtual platforms would increase engagement among Boise State University students.

Sources:

<https://www.boisestate.edu/about/facts/>