START THE RUCKUS: THE INFLUENCE OF FAN ORGANIZATIONS
POSTER DESCRIPTION
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Overview
- This portion of the poster explains the background story of the Rhody Ruckus. It discusses how the organization came to be and its goals.

Marketing Strategy
- This section highlights the three main marketing channels utilized to promote the Rhody Ruckus.

Year in Review
- This section highlights the results of the inaugural year of the Rhody Ruckus. The following are prominent results:
  - Our goal was to increase overall student attendance by 10%. At the end of the 2016-17 season, overall student attendance increased by 12%.
  - Our main social media platform, Twitter, received 455.5k impressions.
  - There were various improvements to the student section including student chant leaders, new costumes, new banners, etc.
  - The various graphs and pictures in the center of the poster also provide insights about Rhody Ruckus’s inaugural year:
    - Fig. 1 Student Attendance
      - This highlights the trend of student attendance during Dan Hurley’s tenure as the head men’s basketball coach.
    - Fig. 2 Members by State
      - This pie chart breaks down the fraction of Ruckus members from various states.
    - Fig. 3 Advertisement
      - This advertisement was used to announce the Rhody Ruckus and for all of our promotional efforts.
    - Fig. 4 Home Schedule
      - This chart lists all of the home games, student attendance numbers, and any giveaways or theme nights we planned.

Moving Forward
- This final section explains the goals of the Rhody Ruckus in the coming years.