

TEDxOregonStateU: An Effort to Create Positive Academic,
Professional, and Personal Disruption

By

Aaron LaVigne

A PROJECT

submitted to

Oregon State University

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the requirement for the
degree of

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Presented May 26, 2015
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Abstract Approved:

Ilene Kleinsorge

This thesis explores the process of the creation of TEDxOregonStateU, a TEDx event held on the Oregon State campus on February 12, 2015. TED Conferences, created to share “Ideas Worth Spreading”, created the TEDx Program as a platform to allow for individuals to collaborate in the creation of independently organized events. TEDxOregonStateU was created as a platform for Oregon State University to engage with the larger conversations through the theme Disruption. Through the creation of a Student and University Task Force, the event successfully took place hosting five speakers from a variety of backgrounds. Feedback was obtained from a post-event survey; this thesis analyzes the achievements and failures of the event indicated in the survey results. Due to the encouraging response of attendees, TEDxOregonStateU’s success has been measured in this thesis and plans and suggestions for future events are presented here.

Key Words: TED Conferences, TEDx, Intercollegiate Collaboration, Event Planning, Disruption

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Ilene Kleinsorge, Mentor, representing College of Business

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I understand that my project will become part of the permanent collection of Oregon State University, University Honors College. My signature below authorizes release of my project to any reader upon request.

Aaron LaVigne, Author

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Introduction

Disruption interrupts, redirects, and uproots the ordinary. Disruption innovates, transforms, and alters the status quo. Disruption is creativity, exploration, and redefinition. Disruption pushes our world to discover new ideas and find new passions, help those in need and create new trends; it pushes us to experience beyond what is comfortable. What is your disruption?

When reviewing history, any significant technological or societal development has occurred due to a meaningful disruption by bold thinkers. These thinkers pushed the intellectual understanding of societies both local and global, to explore new frontiers and ways of understanding; disruptive ideas spread naturally. This has been witnessed by developing theories and technologies from Plato's foundation of Western philosophy, to Martin Luther's Ninety-Five Theses in 1517 which sparked the Protestant Reformation, to the Cold War Space Race sparked by the launch of the Russian Satellite Sputnik 1, creating NASA and pushing the technological capital of the United States to new frontiers. All of these people and events, disruptive in their local communities, carried on to have larger, global, and timeless impacts. TEDxOregonStateU was founded on this understanding, and the realization that these disruptions occurred when differing thought processes collided to create something new. Many higher-level academic institutions promote an intent to innovate in today's quickly changing world; however there is often a disconnect between this initiative, and expansive programs to engage students in collaborative platforms with students of other disciplines.

TED conferences offer the opportunity for such a platform through the TEDx Program, which allows local communities to create TED-like conferences to collaborate on "Ideas Worth Spreading" across multiple disciplines. TEDxOregonStateU was created to offer Oregon State

University the opportunity to engage in this idea spreading platform to push students to combine discipline knowledge, and innovate with others to create disruptive alternatives to current status quos of society.

The promotion and encouragement of intercollegiate collegiate collaboration is the mission of the TEDxOregonStateU. Given the long-term strategy and commitment necessary to achieve this mission, the following, year-one event objectives were created to ensure the continued success of the TEDxOregonStateU legacy:

- 1.) Nominate an Official License Holder to be Oregon State University's TEDx Sponsor.
- 2.) Obtain a Five-Year, TEDx Event License to Host Annual Events from 2015–2019.
- 3.) Determine an Appropriate Theme in Order to Create a Lasting Impact on the Oregon State University, Local, and Global Communities.
- 4.) Engage Key Stakeholders to Receive Financial and Administration Support Throughout the Planning and Event Process.
- 5.) Establish a University and Student Task Force to Facilitate Planning and Administration Partnerships Before, During, and After the Event.
- 6.) Encourage Collaboration Between Disciplines by Obtaining Five Speakers from a Variety of Fields.
- 7.) Create a Lasting Structure of Leadership and Succession Plan to Continue the Impact of TEDxOregonStateU After the Graduation of the Founding Student Task Force Members

Size and Impact

In order to effectively achieve the impact and legacy of our mission, the physical size and influence of the TEDxOregonStateU 2015 event needed to be expansive. A broader conversation about intercollegiate collaboration, and university support of this mission, was necessary to

create this present and future impact. This would be achieved through the utilization of high-impact, university stakeholders and communication avenues, as well as utilizing technologies to engage students and community members beyond the physical capabilities of the event facility.

Importance and Legacy

Due to the significant commitment needed to increase intercollegiate collaboration, it was crucial to obtain a long-term agreement by strategic stakeholders. After attaining this initial commitment, a large success of the first TEDxOregonStateU was necessary to solidify stakeholder commitment and ensure subsequent years of TEDx events. This success would be defined by high event attendance, an online viewership, and significant event theme interaction by attendees and campus community members. Meaningful disruption cannot occur from the effects of only one event; momentum must be created by the actions of subsequent entities in tandem with the initial change. With this understanding, the success of the mission to encourage further intercollegiate collaboration lies in TEDxOregonStateU's legacy to carry on beyond the first Oregon State University TEDx event.

History: TEDx Since 1984

The nonprofit, TED organization has a proud, history of promoting “Ideas Worth Spreading” across communities large and small through both TED and TEDx events. What originally began as a conference, in 1984, to demonstrate the convergence of Technology, Entertainment, and Design, in Silicon Valley, has vastly expanded to cover many topics “from science to business to global issues... in more than 100 languages” (“About our organization”). At TED and TED-like events, attendees are encouraged to readily engage with others at the event to challenge and create new means of thinking.

TED is driven by one mission: “How can we best spread great ideas?” (“About our organization”). Through a diverse range of TED events (e.g. TEDGlobal, TED Prize, The Open Translation Project, TEDMED, TEDWomen, TEDx, and so forth), TED represents a global community of innovators, creative thinkers, and eager learners across every discipline and culture, passionate about gaining a deeper understanding of the world. In addition, through TED.com, TED creates an open platform for inspired thinkers to access free knowledge, and exchange of ideas. TED expands the reach of their community through community-organized TEDx events, which engage local individuals in idea spreading and physical engagement beyond the official TED events and TED.com.

The TEDx Program allows local community members to tap into the larger, global conversations and discussions of TED, by hosting smaller, TED-like events and conferences to encourage the spreading of new ideas. The public, TEDx Talk library currently holds 30,000 talks across 133 countries (Heller, Nathan). Through a free, licensed agreement with TED, TEDx events are planned and organized independently of TED, leading to the understanding that “x = independently organized TED event” (“TEDx Program”). While TEDx events are organized outside of the TED organization, many rules and guidelines apply in order to ensure consistency in the TED brand and TED-like experiences. TED allows TEDx organizers a fantastic opportunity to gain immediate brand recognition, and an understanding of the type of environment that their conference will create.

Inception of TEDxOregonStateU

TEDxOregonStateU was founded on a perceived need for further collaboration between students of different academic disciplines, to more effectively prepare students for the multi-disciplinary, business-world after their academic career. While working as a Resident Assistant,

my job was centered on working with large numbers of students from varying backgrounds, academic disciplines, and age groups. Through resident conversations, the need for an expansion in opportunities to engage students academically and professionally with students from different disciplines became deeply apparent. As a business major studying Finance, my experience at Oregon State University had been largely centered on the department I am a part of. My classes consist of mainly students in the same major, and little focus has been placed on interacting in a professional and academic sense with students in other concentrations. Baccalaureate Core courses, while made up of students from a variety of backgrounds and academic focuses to expose undergraduates to a variety of curriculum, often concentrate solely on the content of the discipline being taught, rather than on bringing together differing opinions on collaborative subjects.

In an effort to meet this need and positively impact the collegiate careers of university students, my colleague, Dustin Fernandes, and I discussed the need to create a platform where ideas and insights across multiple disciplines could be shared as a starting-point for intercollegiate collaboration. Fernandes is a double major across science and business disciplines. When discussing different avenues to bring this platform to the Oregon State campus, Fernandes and I weighed the strength of hosting a generic speaking series in comparison to the largely popular brand recognition of TED and TEDx events. Due to the powerful brand recognition of TED in presenting Ideas Worth Spreading, a university TEDx event was identified as the most powerful platform to create the intercollegiate collaboration we envisioned.

Each TEDx event, because it is independently organized, is unique and tailored, with a theme helping to center the event. The theme of a TEDx event is used to spark wide conversation, and discussion of differing ideas. While a theme is used to guide the ideas of a

TEDx event, it should in no way be limiting to the breath of speakers pursued for the event. The discussion on choosing the theme of TEDxOregonStateU 2015 is discussed in the section, TEDxOregonStateU University Task Force.

TEDxOregonStateU Student Task Force

The Student Task Force of TEDxOregonStateU was founded and designed in such a way to complement the mission of promoting intercollegiate collaboration as an end result of the TEDxOregonStateU legacy. Stated below are the members of Student Task Force and their respective academic disciplines.

TEDxOregonStateU Student Task Force

Aaron LaVigne

Co-Founder, Organizer, Task Force Lead

College of Business, Honors College

Vinay Bikkina

Organizer and Curator

College of Engineering, Honors College

Dustin Fernandes

Co-Founder, Organizer, Task Force Lead

College of Science, College of Business

TEDxOregonStateU Challenges

The three major challenges that presented themselves through the planning of TEDxOregonStateU revolved around the following topics: Remote Operations and International Business, learning and implementing the TEDx Rules after Initial Research (see page 13), and solidifying adequate Community Stakeholder and Financial Support (i.e. legitimacy of mission. See page 14). Each of these challenges were resolved through the diligent work of the Student Task Force, as will be discussed in the following sections.

Remote Operations and International Business

During the two-year organizing and planning process of TEDxOregonStateU, the Student Task Force had many months of geographic separation when simultaneous, strategic work still needed to occur to remain within timeline objectives. A major segment of this remote event planning process occurred during the speaker search when the Student Task Force was in three different, remote locations between the months of July 2014 through December 2014. The most notable months were from August through late December, when our Student Task Force was dispersed between Corvallis, Oregon and Seattle, Washington, U.S.A., and Aarhus, Denmark. Within this international segment of our planning process, the Student Task Force worked to overcome the challenges of significant time difference and asynchronous communication. After initial growing pains, the Student Task Force harnessed the advantages embedded in the time differences to create a 24-hour workforce, but unfortunately due to organizational shortcomings and miscommunication, timely correspondence between the Student Task Force and the University Task Force suffered greatly.

During my time studying abroad, the Student Task Force solidified four of the five speakers through the use of our own connections and networking (discussed in the Speaker Search section). Throughout the four-month experience of working from different international location, the Student Task Force gained a clear sense and understanding of many of the difficulties and advantages inherent with expanding business operations across significant geographical locations.

While operating in different time zones, planning meetings and scheduling conversations was difficult. An appropriate time for a business meeting in one time zone could correspond with early morning or late night, “out-of-office” hours in another time zone. Not only did this limit us

from maintaining consistent schedules, but it forced us to be considerate of three separate unique timetables: Denmark-time (PST + 9 hours) (LaVigne), a full-time work schedule (Bikkina), and a full-time student (Fernandes). However, by having the experience of working internationally, the task force gained valuable understanding of the necessity of flexibility and adaptability in conducting business.

Asynchronous communication, due to differing timetables, often challenged the true meaning behind correspondence, which reduced Task Force efficiency. With such a large physical distance, all our encounters took place using technology, such as Google Drive, Google Chat, and iPhone technology, to ensure that information was being communicated effectively and stored in a central location for later discussion when meetings could be scheduled. While time difference and asynchronous communication still created planning hardships, through the use of modern technology, international business has been eased in the 21st century.

Research

Initial Research

After the inception of the idea to host a TEDx event at Oregon State University, initial research was necessary to clarify correct avenues of community support, key stakeholders, and a clear understanding of the many TEDx event rules based around how to properly host a TEDx events. Through our initial look into the Oregon State community, we discovered TEDxOSU, a small TEDx event of 100 attendees that was hosted in 2012 on the Oregon State campus. TEDxOSU 2012 will be discussed later in this section.

TEDx Event Rules

The TEDx event rules presented by TED are a set of guidelines to ensure consistent brand recognition of the “TED experience” for all TEDx event attendees. These TEDx rules

range from specifics regarding speakers, sponsors and funding, to branding, PR, and post-event media distribution and webcasts. TEDx event rules are based on three umbrella tenets to ensure the consistency of the TED's brand recognition which are as follows: follow the TED Format (talks at a maximum of 18 minutes), ensure Diversity of Topics (and speakers), and TEDx events must be Community Organized and Bias-Free. Each rule must be followed precisely, and if issues arise, TED handles them on a case-by-case basis.

Significant deviation from the TEDx event rules results in the termination of the organizer's license. Due to the severity of license deviation, the Student Task Force repeatedly consulted the terms of our license contract, and assigned a specific team member, Fernandes, to be the contract expert to minimize organizing confusion and guarantee quality assurance. Regardless of this safety net, however, small branding and license mistakes still occurred as the amount of individuals involved in web design, stage design, and marketing efforts expanded. Further quality assurance systems will need to be developed before hosting future events to ensure all TEDx Program and license rules are followed in accordance with TED organization perspectives.

TEDxOSU 2012

TEDxOSU 2012 was a small TEDx event hosting 100 College of Business faculty, students, and community members, and was based on the theme, Our Planet. Our Planet focused on "highlighting ideas around sustainability, specifically as it relates to water and energy" (Hagan). The event was organized by College of Business MBA candidate, Jennifer Villalobos, and hosted speakers across Oregon State faculty disciplines, as well as industry entrepreneurs innovating in water-purification technologies, means of environmental health measurement, and creating greater resource accessibility in developing countries. The learnings from TEDxOSU

2012 created a platform on which to grow TEDxOregonStateU to engage a broader audience, and a larger, Oregon State conversation. See **Appendix A** for TEDxOSU 2012 Success/Failure Analysis.

Avenues of Community Support & Key Stakeholders

After reviewing the rules to ensure that steps were accurately pursued, Fernandes and I discussed the necessary steps to achieve optimal support and momentum in the Oregon State administration and leadership community. Due to our work in Weatherford Hall as Resident Assistants, our first step was to engage with the Austin Entrepreneurship Program (AEP), housed in Weatherford Hall, to gain initial advisement on future steps to progress. AEP represented a close, willing connection, which we could utilize to gain access to additional administration stakeholders across the Oregon State campus. The Austin Entrepreneurship Program also oversaw the planning of TEDxOSU 2012, allowing us to immediately tap into prior experience, dos and don'ts, pursuing a TEDx initiative in the Oregon State campus environment. Support by AEP was obtained through discussion with AEP Director, Sandra Neubaum, and Project Manager, Dale McCauley. McCauley would become the official license-holder for TEDxOregonStateU one year later in April 2014.

From this position, we gained important backing to legitimize our pursuit of support by the leadership of the College of Business (COB), College of Science (COS), and College of Engineering (COE). In late May and June 2013, we gained administration support from the COB, COE, and COS, and financial guarantees of event funding of a minimum of \$2,000 by each of the three colleges.

Fernandes and I began the initial planning on TEDxOSU (which would be officially licensed as TEDxOregonStateU in May 2014), after bringing on a third colleague, Bikkina, a

Computer Science major and a member of the Oregon State University Class of 2014. Bikkina was engaged as a Student Task Force member to ensure equal representation between the three supporting colleges.

Initial Sponsor Research

After solidifying multi-collegiate backing, extensive research was conducted within the personal and professional networks of the Student Task Force, and COB/COE/COS leadership, to find a viable license-holder to sponsor and oversee our event. By the end of summer 2013, the Student Task Force was unable to confirm a license-holder, thus delaying the original timeline to hold our event in February 2014, to February 2015. Confirming an official license holder was necessary to attain our first event objective (Host a TEDx event of over 100 people), and is defined by TED as an “individual who [has] attended an official TED conference in person” (“TEDx Rules”). Only official TED license-holders involved in a TEDx event can allow that event to host over 100 attendees. A license-holder can sponsor TEDx events for up to five years after attending an official TED conference, and apply for one-year licenses for each TEDx event, enabling the license-holder to effectively oversee the planning of five, annual TEDx events before their eligibility expires. As a result of our failure to attract a sponsor outside the university, it became clear that if the university was committed to such an initiative on campus, we would need to make the investment for an event sponsor internally.

TEDxOregonStateU University Task Force

With the difficulty of attracting a license-holder for our event, and network capabilities running low, our TEDx event appeared to be failing. However, through the trust and advocacy of our initial supporter, Dean Ilene Kleinsorge met with university administrators to gain

university-wide support and access to the following Oregon State University executives: Rick Spinrad, Ron Adams, and Steve Clark (positions noted below):

TEDxOregonStateU University Task Force

Ron Adams

Office of University Research

Interim Vice President

(Member: Jan. 2014 – Present)

Steve Clark

Office of University Marketing and Relations, Vice President

(Member: Jan. 2014 – Present)

Dale McCauley

TEDxOregonStateU Official Sponsor

College of Business, AEP Project Manager

(Member: Apr. 2013 – Present)

Sastry Pantula

College of Science, Dean

(Member: Sep. 2013 – Present)

Scott Ashford

College of Engineering, Dean

(Member: Sep. 2014 – Present)

Ilene Kleinsorge

College of Business, Dean

(Member: May 2013 – Jun. 2015)

Jenn Casey

College of Business, Marketing Dept, Director

(Member: Sep. 2014 – Present)

Through the support of these individuals, the capabilities and potential impact of TEDxOregonStateU increased exponentially. The role of the University Task Force was to shape the message of TEDxOregonStateU 2015 and subsequent years, to reflect university initiatives, and promote the contributions of Oregon State University to the alumni, state, national, and international communities through its position as a leading land-grant, research institution.

A discussion held early on in Task Force meetings centered around the difference between “Thought Leaders” and “Research Leaders,” as a way of differentiating target audience interest in non-traditional, research-based innovations, and more scientifically weighted, research topics. In addition to this on-going discussion, various Oregon State campus, alumni, and industry speaker candidates were presented and discussed to narrow down the type of TEDx

event we hoped to shape and develop, and the understanding that speaker candidates should currently be “on the rise” or in the peak of their career; innovation is no longer innovating if you continue talking about what *was*.

The most important topic of Task Force meeting discussions was the selection and licensing of the theme, Disruption. Disruption was originally suggested by University Task Force member, Adams, and began as “Disruptive Technologies,” in connection with the history of technological innovation within Hewlett Packard. While Disruptive Technologies was a strong theme suggestion, even if some members thought it could be perceived negatively, the Task Force eventually decided to expand the capabilities of the theme to engage multiple disciplines (e.g. design, liberal arts, business, and so forth), in contrast to the theme of TEDxOSU 2012 which was a highly concentrated theme.

Through the strategic vision and input of these university stakeholders, discussions regarding theme, campus community impact, alumni engagement, industry partnership, and prospective student recruitment were compiled in order to engage this diverse range of stakeholders with a disruptive and thought-provoking speaking series.

The Task Force met three times in the five months between January and May 2014, on the following dates: January 10, 2014, February 19, 2014, and May 1, 2014. A

TEDxOregonStateU Task Force meeting agenda example can be found in **Appendix B**.

TEDActive and TEDxOregonStateU Licensing

McCauley, the Program Manager at Austin Entrepreneurship Program, and one of our initial university supporters, traveled to Whistler, British Columbia, Canada, to take part in TEDActive, an official TEDx training event. The university-funded, registration and travel expenses for this event, totaling over \$7,000, represented an internal investment and assurance to

a five-year commitment to host annual TEDx events at Oregon State University. The week-long training consisted of the “nuts and bolts” of hosting a TEDx event from various perspectives: University, Community, Business or Organization, and so forth. Speakers for TEDActive included Melinda and Bill Gates, of the Bill and Melinda Gates Foundation, Salman Khan, the founder of Khan Academy, Richard Ledgett, the Deputy Director of the National Security Agency, Edward Snowden, the famous leaker of classified NSA documents in the summer of 2013, and the CEO of Google, Larry Page, among many others.

During TEDActive, McCauley attended the University training session and learned about key success factors for hosting a well-designed, university TEDx event. These success factors were to confirm higher administration support, strong funding and budgetary backing, and a determined and engaged student team. With this system already firmly in place for TEDxOregonStateU, many other university TEDx organizers attending TEDActive questioned McCauley about our strategic organization and ambitions for TEDxOregonStateU.

Additional training elements at TEDActive were in regards to sponsorship, branding, the atmosphere, and culture of TED and TEDx events. When discussing the TEDActive training event with McCauley, he described the culture promoted by TED as, “laid back, knowledgeable, and collegial. You are expected to interact with new people and have a story to share. They expect you to step outside your comfort zone at some point during the conference and try something new or talk on stage. They are anti-tie, pro-bathrobe, and fond of pushing the envelope” (McCauley). The TED environment is the organization’s major brand recognition, and as such, TED is very concerned about its brand identity. TED expects TEDx sponsors and organizers to maintain the same high level of care that they do. Having McCauley attend TEDActive training, while required in order to obtain a license, was invaluable in many other

ways. Not only did he return with knowledge on the specifics of the organization and their mission and values, but he was able to share with us details of the TED culture, brand, and expectations.

A final lesson from attending TEDActive was to learn from other TEDxers in your community. While there are many TED guidelines which are strongly enforced, others allow more leniencies, unless mistakes are repeated, egregious, or controversial. The existing TEDx organizer community provides a strong community for new or continuing license-holders and organizers to learn from the mistakes of others. The consultation of other TEDx organizers by the TEDxOregonStateU Task Force will be explored in the following section.

TEDxPortland 2014: Training and Research

In order to continue conducting research on how to successfully create and host a TEDx event, McCauley and, the Student Task Force, attended TEDxPortland 2014. TEDxPortland was a full-day event, hosting a crowd of over 2,900 attendees, fourteen speakers, and over \$250,000 worth of in-kind giveaways for attendees from various companies around Oregon.

Prior to attending the event, the Student Task Force worked hard to network and create avenues to connect with the lead organizer and license-holder of the event. Through our efforts, we were able to personally connect with David Rae and Paul Anthony, the event host and license-holder, respectively. This connection allowed us the opportunity to meet and talk with Rae and Anthony at the dress rehearsal the day before the event and receive experienced advice on the speaker search process, necessity in variety of speakers, and the nuances of planning such a large-scale event. Additionally, we later received a large amount of internal documentation of TEDxPortland organizational structure, budgetary documentation, marketing and design documents, and more.

Attending TEDxPortland 2014, in the fourth year of its five-year license, was an incredible opportunity for the Student Task Force to learn what a large-scale, successful TEDx event looks like from a speaker diversity, stage design, day-of production and logistics, marketing, and sponsorship perspective. Not only were we able to connect with their team on a strategic organization level, but we were able to participate in a live TEDx event in a way that gave us an opportunity to see the TED values, branding, and environment in action. TEDxPortland 2014 inspired us to seek greatness in our event and in every step of the planning process. Throughout the planning process, we referred back to TEDxPortland 2014 as a benchmark of a high-level TEDx production to compare our decisions; the TEDxOregonStateU 2016 Task Force will be attending TEDxPortland 2015 as a similar training opportunity.

In addition to networking with the TEDxPortland 2014 host and license-holder, the attending task force networked with other TEDx organizers attending the event including TEDxSalem, TEDxMtHood, and many of the event speakers to learn about their experiences prior to and during the event to aid us in preparing our speakers in the future.

Event Speaker Search

The question asked most during and after planning TEDxOregonStateU 2015 was “How did you find your speakers?” The speaker search process spanned five months ranging in focus from large nationally and internationally renowned public figures to hidden gems making meaningful and disruptive change in their local community. While the Task Force initially believed an application process would be most effective in finding promising speakers, after consulting with the planning team for TEDxPortland we were immediately discouraged from pursuing this search process. The experienced reasoning behind this was to discourage “motivated individuals” from applying. Through the experience of TEDxPortland, those who

apply or nominate themselves have personal agendas which will not flow with the TED and TEDx community values. With this in mind we began to explore for individuals that stood out to us in the community as disruptors and nominate speakers through our own advancement. Not only did this allow us to seek speakers who we believed would fit with the TED and TEDx values, but additional, this approach enabled us to find speakers who would have a positive and disruptive impact on the Oregon State Community.

The Student Task Force began extensive research within the Oregon State University community for faculty and students alike, and presented nomination ideas to the University Task Force for review. Nominations spanned many different colleges, backgrounds, and experiences; however, the central factor which connected each of our nominations was their deep and disruptive impact on the community around them whether on the Oregon State campus or through significant advances in their disciplines beyond Oregon State. While a professor was not chosen due to timeline constraints, as well as concern about availability of adequate time in the event line up, a strong undergraduate student representative was chosen, and will be discussed more fully in the following paragraphs.

Emily Calandrelli

Our first speaker was discovered through social media by a “lucky encounter” on Instagram between Co-Founder, Fernandes and Calandrelli. After posting a photo in honor of the anniversary of the moon landing, Fernandes engaged with the larger anniversary conversation through the hashtag, “#nasa.” Calandrelli “liked” his post, and research began into Calandrelli as an up-and-coming STEM literacy and education advocate. Through her work as the producer of *Xploration Outer Space*, Calandrelli encourages her audience to understand the importance and fun of STEM, and to engage in this material in a higher education setting. Through her

production of *Xploration Outer Space*, Calandrelli disrupts the community and creates interest in STEM for millions of viewers. Calandrelli was confirmed in August 2014.

David Edelstein

Edelstein was discovered through a mutual connection with fellow Student Task Force member, Bikkina. Bikkina's new job at Amazon.com, Inc. expanded his network and allowed us to connect with Edelstein. As the Senior Vice President of Global Programs at Grameen Foundation, Edelstein and his team develop innovative, mobile phone-based solutions to tackle some of the most persistent problems in developing countries. With the movement of the world economy towards a vast market in online services, we believed Edelstein would shed light on how quickly our world is advancing towards a digital service market. Edelstein was confirmed in October 2014.

Hanson Hosein

In addition to connecting with Edelstein, Bikkina's new professional network also enabled us to connect to Hanson Hosein, the Director of the Communications Leadership master's program at the University of Washington. Beyond his work at the University, Hosein is a business leader, educator, and content creator who has nurtured a startup mindset for over a decade, ranging from legal studies, to "backpack journalism," to documentary creation. Through his storytelling ability, we were confident that Hosein would inspire the next generation of leaders at Oregon State to not give up and follow their ambitions. Hosein was confirmed in October 2014.

Michelle Lesniak

Our fourth speaker to confirm was Michelle Lesniak. After discussing the vision of TEDxOregonStateU with contacts from the school of Design and Human Environment, we

believed that having a local fashion artist talk about their disruptive style would be a key topic to engage a wider audience. After researching personal connections, I spoke with a former middle school classmate involved in the Portland, Oregon fashion scene, and heard about the disruptive and collaborative work of Portland-based, Michelle Lesniak. Upon reaching out to Lesniak, I discovered a mutual connection through a former Oregon State classmate who worked as Lesniak's assistant. After connecting with her assistant and extending the offer to Lesniak, we were happy to hear that Lesniak was very interested in the opportunity. Lesniak was the winner of Project Runway Season 11, and wowed the judges and viewers alike with her strong aesthetic and quick wit, which is testament to her truly disruptive process of designing clothes beyond the mainstream industry. Lesniak was confirmed in November 2014.

Matthew Kaiser

Our fifth and final speaker to confirm was Matthew Kaiser. Kaiser is an undergraduate student working towards his honors degree in Microbiology, and was chosen to represent the disruptive work already occurring at the student level at Oregon State University, as well as to attract more students to the event and mission of TEDxOregonStateU. His interests have led him to pursue research opportunities in cancer labs both at Oregon State University and at other prestigious institutions including the University of Texas MD Anderson Cancer Center. Kaiser constantly works to explore developing medical technologies, and communicate those ideas to the public. Fellow Student Task Force Lead, Fernandes, is also a Microbiology major and had heard Kaiser speak on multiple occasions. The Student Task Force believed Kaiser had a strong combination of showmanship and knowledge to strongly represent the student population of Oregon State University. In May 2015, Kaiser was awarded the Oregon State University Undergraduate Researcher of the Year award. Due to the ease in which we could convince a

successful student to speak at TEDxOregonStateU, as compared to an externally researched speaker, we knew that confirming our student speaker could occur much later in the speaker search process. Kaiser was confirmed in December 2014.

Event Sponsor Search

The search for our sponsors began much later in the event planning process than initially intended due to capacity management shortcomings, with only three members making up the Student Task Force. Sponsorship search began in early December, but strongly gained momentum in early January. While gaining momentum with external sponsors proved difficult when requesting as “students,” through the ability of the Student Task Force to leverage university connections, University Task Force member Ron Adams, aided our search for and commitment of industry sponsors through the recognition of his office and position. After engaging with corporations through the Office of University Research, sponsorship came quickly. The two major sponsors of TEDxOregonStateU were Blount International (Gold Level), and Dan Whitaker, a chairman of the Oregon State University Advantage Accelerator Board (Community Level). Additional in-kind sponsors ranging various sponsorship tiers were PrepTalk, with many hours of free consultation contributed by the owner and president, Kirsten Birkeland, as well as fee-removal by the Oregon State University Alumni Association in using their ticket sales software during the event registration process. The Sponsorship Tier offer documents can be found in **Appendix C**.

Pre-Event Marketing Operations

Marketing for TEDxOregonStateU 2015 occurred over multiple mediums from social media platforms (Facebook, Twitter, and hashtag campaigns), to utilizing University Task Force marketing avenues, to word-of-mouth, and guerilla marketing efforts by the Student Task Force. The success and details of these methods will be discussed below.

Social Media Marketing

As will be discussed in the results section, roughly 30 percent of surveyed attendees first heard about TEDxOregonStateU 2015 through social media. The ability of the Student Task Force to utilize the TEDxOregonStateU Facebook page played a large role in the success of promoting TEDxOregonStateU to our Oregon State University student, target market. Marketing through the Facebook page ranged from promotional videos displaying students from differing campus involvement, to posts highlighting event speaker biographies, and new event information as the date of TEDxOregonStateU drew nearer.

The Oregon State student, Alexander Mason, oversaw the design and videography of all pre-event promotional videos, as well as the introduction video played just before the event began. The two promotional videos published by TEDxOregonStateU displayed two students, Daniel Gomis, and Gabriel Fleck—a student athlete, and a graphic designer and singer/song writer, respectively. The two pre-event videos shared through the Facebook page, produced the highest marketing yield when analyzing total reach through “link clicks,” “shares,” “likes,” and “comments.” Upon analysis of the TEDxOregonStateU Facebook page reach, promotional videos had a “reach” upwards of 5,500 Facebook users depending on the promotional video. After the event, social media was understood to be our most effective way of communication event information and attracting event attendees.

E-mail Listservs

Through utilizing the community influence of our University Task Force members, e-mail listservs attracted 25.0 percent of event attendees. By engaging with our University Task Force members, particularly Steve Clark, the Vice President of the Office of University Relations and Marketing, we were able to expand our marketing reach through college leadership e-mail promotion and university-wide listservs.

Word-of-Mouth

Word-of-Mouth and guerilla marketing efforts were most engaging with students, although they did not result in the highest percentage of first exposure survey results (27.16 percent). Through engaging with students via tabling within the Memorial Union quad, and speaking prior to course lectures in various university classroom, the Student Task Force was able to engage students face-to-face, and answer any immediate questions they had. Postcard-sized promotional material was also distributed through this word-of-mouth promotion.

Day-of-Event Timeline and Details

Investment in stage design and event management services resulted in an incredibly relaxing day of for the Student Task Force. These investments allowed us to focus on small details that arose within the final 48 hours, and most importantly to be available to respond promptly to any needs or questions that arose from our event speakers.

February 11, 2015

On the evening of February 11, 2015, speakers, with the exception of Kaiser who lived in Corvallis, arrived at the Hilton Hotel just off the Oregon State University campus. Upon arrival, each speaker received a welcome card at the reception desk, thanking them for being a part of

TEDxOregonStateU 2015, and informing them of pick-up for dinner at 6:30PM. Calandrelli touched down in the Portland, Oregon airport from Boston, Massachusetts at 12:15PM, arriving into Corvallis by 3:00PM. Hosein and Lesniak arrived close to 5:00PM for check-in, while Edelstein arrived later that evening at 9:00PM.

At 6:15PM, the Student Task Force arrived at the Hilton Hotel to chauffeur the event speakers to dinner, to allow the speakers to get to know one another and relax before the busy day ahead. Dinner concluded by 9:00PM.

February 12, 2015

- 9:00AM The day of TEDxOregonStateU 2015 began early with an emcee run through with Kirsten Birkeland, President and Founder of PrepTalk, and the speaking coach for TEDxOregonStateU. At this meeting, last minute details and edits were discussed, while viewing and interacting with the physical stage design, which was largely complete by this hour.

- 9:45AM A Pre-Event Meeting occurred between the Student Task Force and the faculty Tactical Lead, Jenn Casey. Small timing details were discussed for changes in the day's schedule. Status reports and last minute decision-making occurred for small event details such as catering, post-event speaker appreciation dinner, VIP Reception details, and so forth.

- 10:30AM Student Task Force attended to VIP Reception and venue lobby experience details.

- 11:45AM Student Task Force escorts TEDxOregonStateU speakers from Hilton Hotel to event location, Austin Auditorium, in the LaSells Stewart Center for a hosted lunch.

- 12:00PM Speaker Lunch in Weyerhaeuser Board Room, LaSells Stewart Center.
- 1:00PM Sound checks and onstage/backstage run through with speakers and stage management.
- 1:30PM Continued speaker run-throughs; open time for speakers to rehearse before Pre-Event VIP Reception
- 4:30PM Pre-Event VIP Reception Begins, Willamette Room, CH2M Hill
- 4:40PM Speakers and Student Task Force arrive at Pre-Event VIP Reception. Make introductions and present TEDxOregonStateU Thank You plaques to event speakers and attending TEDxOregonStateU University Task Force members.
- 4:50PM Oregon State University President Edward Ray speaks to crowd about TEDxOregonStateU and the value of Disruption, the University's role in academic, industry, and societal disruption as a higher education institution.
- 5:00PM Facility doors open; LaSells Stewart Center.
- 5:30PM Auditorium doors open; Austin Auditorium.
- 5:30PM Pre-Event VIP Reception Concludes. Event speakers are led backstage to the Austin Auditorium in the LaSells Stewart Center. Emcees are mic'd. Emcees mingle with crowd members to engage audience further in event experience.
- 5:30PM TEDxOregonStateU Social Media Manager, Alexandra Holmes, begins engaging attendees via Twitter, Facebook, and Instagram.
- 6:00PM TEDxOregonStateU 2015 begins.
- 8:45PM TEDxOregonStateU 2015 concludes. Speakers mingle with audience members.
- 9:30PM Speaker Appreciation Dinner, Hilton Hotel. Concludes: 12:00AM.

The full day of TEDxOregonStateU preparation and delivery went smoothly, there was one thorn in the side of the evening's production that was mentioned in countless survey feedback: Fix the problems with the mics. While the microphones that the speakers used were tested and fully charged before the event began, many technical issues occurred in the first half of the event that distracted from the audience's ability to enjoy the Talks without interruption. Many noted that this simple issue made the event look less professional, however, stage management was able to remedy the problem during intermission.

Event speakers departed the Hilton Hotel in Corvallis, Oregon by 11:00AM the morning after the event, after an overall, very successful night at TEDxOregonStateU.

TEDxOregonStateU 2015 Budget

As the College of Business, and Finance discipline representative of the Student Task Force, I was assigned the responsibility to design, oversee, and control the TEDxOregonStateU 2015 Budget. The design of the Microsoft Excel-based budget accounted for direct event costs, marketing and promotion expenses, speaker and miscellaneous costs, and revenue streams via campus partners, external sponsors, and ticket sales revenue. The total cost of TEDxOregonStateU 2015 was \$26,673.92, which resulted in an ending equity value of \$8,388.58, (but a negative \$5,111.43 profit margin). While designing the interconnected budget and accounting for various costs, equity and revenue streams, I learned the challenges associated with the upkeep of a budget to ensure that all formulas and cell connections are working properly to calculate the correct ending values throughout the process. While the event ended in a negative profit margin, the equity position, due to the investments by the University Task Force, remained positive. We were able to extend the opportunity to repay the money lent to us by University Task Force stakeholders, however, many Task Force members declined to accept a

refund, and chose to reinvest the remaining equity into TEDxOregonStateU 2016. For additional information on the TEDxOregonStateU 2015 Budget, see **Appendix F**.

Research Methods

Fourteen days after the event, a survey was constructed and distributed by the College of Business Marketing Department to collect attendee information and aid the successful delivery of future TEDxOregonStateU events. Survey participants were asked to distinguish between “Student” and “Non-Student,” representing those who are attending a university, and those who are not, among the 1,050 survey-solicited, ticket-purchasers. The central weaknesses to our methods were that surveyed individuals were not asked to specify additional demographic information (e.g. precise age, gender, academic discipline, race/ethnicity, and so forth) which limited the ability of the organizing team to gain a deeper understanding of surveyed individuals. Additionally, VIP attendees were not solicited for the survey, due to the unconsolidated e-mail information collected by all VIPs prior to the event (as well as confirmation of their attendance), as well as the urgency in publishing the survey after a two-week delay. The two-week delay in publishing the survey was due to post-event organizing team confusion and disorganization in completing the task by suggested publish date: two days after TEDxOregonStateU.

Survey questions ranged from broad event satisfaction and theme relatability, to specifics on speakers, availability of intermission snacks and refreshments, ease of the event registration process, as well as level of social media engagement, and marketing awareness prior to the event. Unfortunately, due to time limit constraints, appropriate faculty oversight of surveyed questions was not possible. Due to this insufficient review a mistake made in the survey design skewed ending results. Respondents were required to select a number between zero and five, rather than

one of the six available descriptors. The effects of this will be discussed in the beginning of the Event Results section.

Survey responders were asked to rate their overall satisfaction of the quality of the event speakers, with the options Very Dissatisfied, Dissatisfied, Somewhat Dissatisfied, Neutral, Somewhat Satisfied, Satisfied, and Very Satisfied.

Q3. SPEAKERS: Rate your overall satisfaction of the quality of the event speakers.

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
0	1	2		3	4	5

Figure 1: Survey Question Three

Question three asked the following three questions with respondents able to select 0-5: “Rate your overall satisfaction of the quality of the event speakers,” “Rate your satisfaction of the range of speakers,” Rate your overall perception of the relatability of the theme to the event speaker talks”. This question was important in order to gauge the overall satisfaction attendees had of the event in order to compare these answers with specific speaker details.

Question four asked respondents to rate their satisfaction with each individual speaker and video. This question, asking for more specific responses tailored to each presentation, was presented to aid in the analysis of each speaker’s reception.

Q4. SPEAKERS/VIDEOS - Rate your satisfaction with each speaker and video:

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
0	1	2		3	4	5

Figure 2: Survey Question Four

The question specified each speaker, with a response of 0-5 available to rate “Emily Calandrelli,” “David Edelstein,” “Matthew Kaiser,” “Michelle Lesniak,” “Hanson Hosein,” “Video: Malcom Gladwell – Choice, Happiness and Spaghetti Sauce,” and “Video: Meg Jay – Why 30 is not the new 20”. By analyzing the responses to these questions, important conclusions were drawn, as seen in the Results section.

Question five looked deeper into the specifics of the event, asking respondents to answer questions about the evening-of.

Q5. EVENT

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
0	1	2	3	4	5	

Figure 3: Survey Question Five

Sub-questions within question five included: “Rate your satisfaction with the length of the event,” “Rate your satisfaction with the event hosts (emcees),” “Rate the quality of the stage design,” “Rate the relatability of the stage design to the event theme: DISRUPTION,” “Rate your satisfaction with the length of the intermission,” “Rate your satisfaction with the availability of refreshments and snacks during intermission,” “Rate the ease of the registration process PRIOR to the event,” and “Rate the your *[sic]* ease of the registration process AT the event”. In looking at these responses, we were able to gain valuable feedback for future event specifics.

Additionally, these responses were important in understanding how event logistics influenced overall impressions of TEDxOregonStateU.

Question six focused on the social media efforts of TEDxOregonStateU 2015 and attendees’ satisfaction with those efforts.

Q6. SOCIAL MEDIA

Very Dissatisfied	Dissatisfied	Somewhat Dissatisfied	Neutral	Somewhat Satisfied	Satisfied	Very Satisfied
0	1	2		3	4	5

Figure 4: Survey Question Six

This question asked those surveyed to: “Rate your social media engagement PRIOR to the event” and “Rate your social media engagement DURING the event”. By receiving feedback from participants about social media use before and during the event, TEDxOregonStateU 2016-2019 will be able to be augmented in that area.

Question seven asked, “How likely are you to attend another TEDx event hosted by Oregon State University?” The options for answering this question were available to select, rather than having numerical options to choose. The respondents could choose Very Unlikely, Unlikely, Somewhat Unlikely, Undecided, Somewhat Likely, Likely, and Very Likely. The survey also asked three open ended questions: “What THEMES would you like discussed at future TEDxOregonState U events,” “Who would you like to see at future TEDxOregonStateU events,” and “Do you have any other comments about TEDxOregonStateU”. These questions, while helpful in gaining feedback on the validity and success of our 2015 speakers and theme, gave us valuable insight into possibilities for the future of TEDxOregonStateU. See **Appendix D** for a revised TEDxOregonStateU 2016 Event Survey to fix previous TEDxOregonStateU 2015 Event Survey weaknesses.

Event Results

In an analysis of ticket sales as well as post-event analysis of live streaming details, initial results collected from the event were as follows:

- Attending audience of 1,200; sell-out one week prior to event
- Additional live-stream, online viewers: 2,800
- Live-stream geographic representation, 15 countries (See Figure 5)

A statistical test of two proportions between the proportions of Student and Non-Student proportions for Surveyed and Tickets Purchased data resulted in statistical insignificance, meaning that the two sets of proportions are not close enough in percentage to warrant that information drawn from the surveyed sample size is truly representative of the event attendee population. However, while there is no statistical significance between the two sets of proportions, further analysis was still helpful in gaining insight into public opinion on a range of questions, due to the polarity of the collected data. The survey response rate for the 1050 ticket holders solicited was 15.42 percent, or 162 responses. The remaining 150 event attendees received VIP seating (and did not receive official tickets, like general ticket purchasers) due to Task Force membership, or personal invitations by event speakers, event sponsors, and organizers. The additional 150 possible responses could have changed the outlook of the information displayed in survey data. Survey responses had a survey proportion of 70.99 percent Student, 29.01 percent Non-Student; event attendees were 74.76 percent and 25.24 percent, respectively. These proportions are represented in Table 1.

	Surveyed		Tickets Purchased	
	Absolute	Percentage	Absolute	Percentage
Student	115	70.99%	785	74.76%
Non-Student	47	29.01%	265	25.24%
Total	162	100%	1050	100%

Table 1: Proportion Survey vs. Tickets Purchased, Representation

At this time, it is crucial to discuss a key weakness in the collected survey data. As displayed in Methods, the software system, Qualtrics, was used to survey ticket purchasers of TEDxOregonStateU. After publishing the survey, a system error was discovered which created visual confusion for the survey participant regarding the numerical value “3” as connected solely to the descriptor value “Neutral.” Instead, this survey value was split between the descriptors “Neutral” and “Somewhat Satisfied”, creating confusion between its connection to the two descriptors. With this error, the information collected for values “Neutral” and “Somewhat Satisfied” in survey questions 3, 4, 5, and 6 remained at seven possible descriptor choices, while the numerical choices associated with those satisfaction descriptors remained at six. For survey questions 3, 4, 5, and 6, the value “Neutral” will be discarded, and survey data pertaining to the value “3” will represent “Somewhat Satisfied.” While at face value, the decision to change all numerical answers “3” to “Somewhat Satisfied” for questions 3, 4, 5, and 6, would appear to shift the surveyed information significantly, due to the largely polarized data (values 0, 1, 2, 4, 5, 6) result in the ability of reasonably confident information and decisions to be pulled from the TEDxOregonStateU survey.

Live-Streaming Results

Live-Streaming results showed a significant level of interest in attendance and participation in TEDxOregonStateU beyond the event facility capacity, both within the United States and abroad. Two-thousand-eight-hundred participants engaged through live streaming across fifteen countries and five continents. The geographical representation of live-stream viewership can be found on the following within Figure 1.

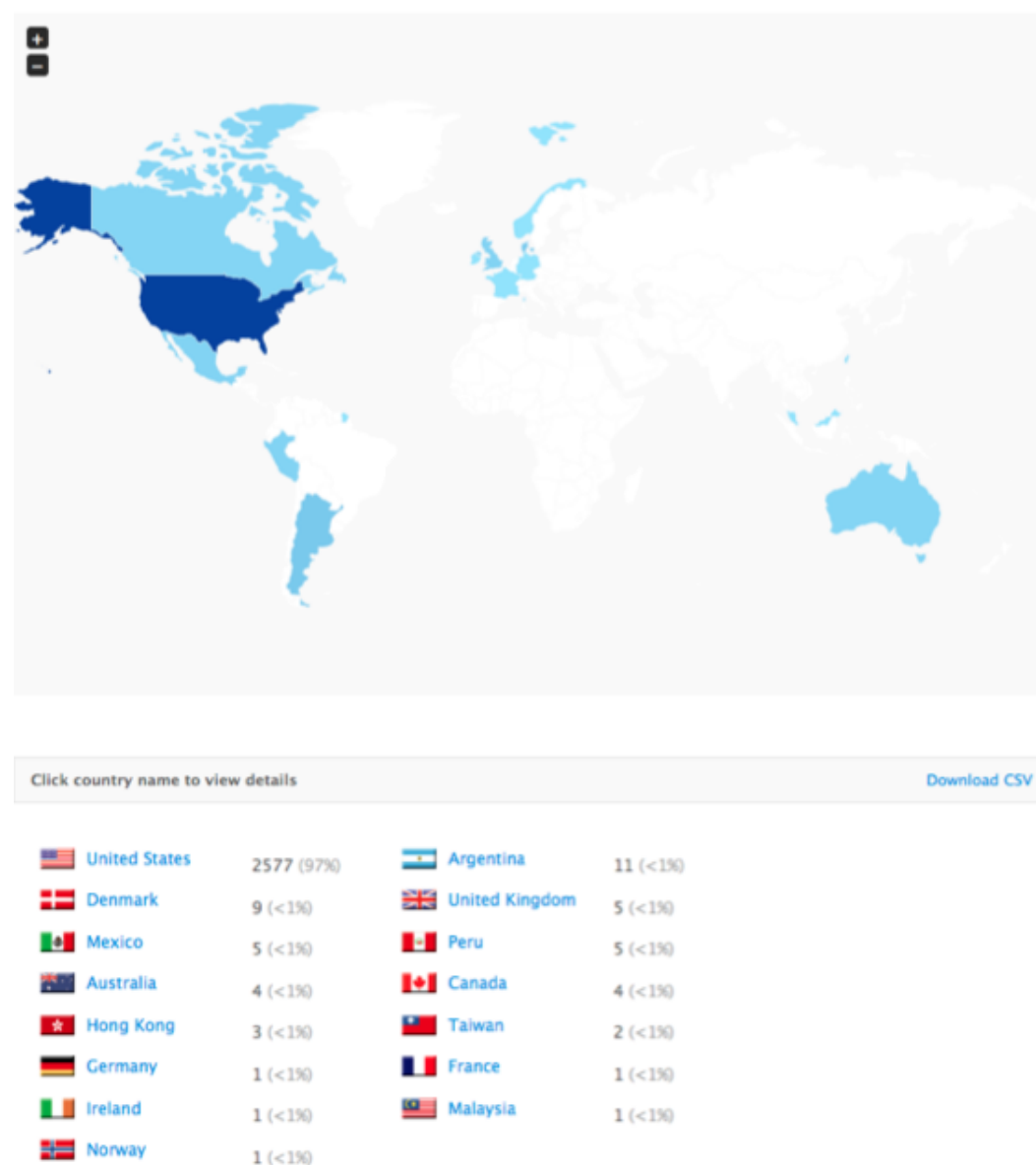


Figure 5: Live-Streaming Geographical Representation Figure

Beyond the fascination of a global audience attending TEDxOregonStateU 2015, further live-stream analysis produces interesting metrics in regards to internet service providers, as well as technological devices used to attend TEDxOregonStateU virtually from iPhones, to Microsoft Windows, to Androids. A surprising 4 percent of online viewership was provided by Oregon State University, which represented a strong viewership of on-campus residents, in addition to a strong off-campus viewership. Analysis by IP location within the State of Oregon was not available through the live-streaming metrics provided by the streaming company, so micro-analysis on locations within Oregon cities was not possible. Figure 6, below, displays a simple pie chart of the breakdown between internet service providers hosting TEDxOregonStateU.

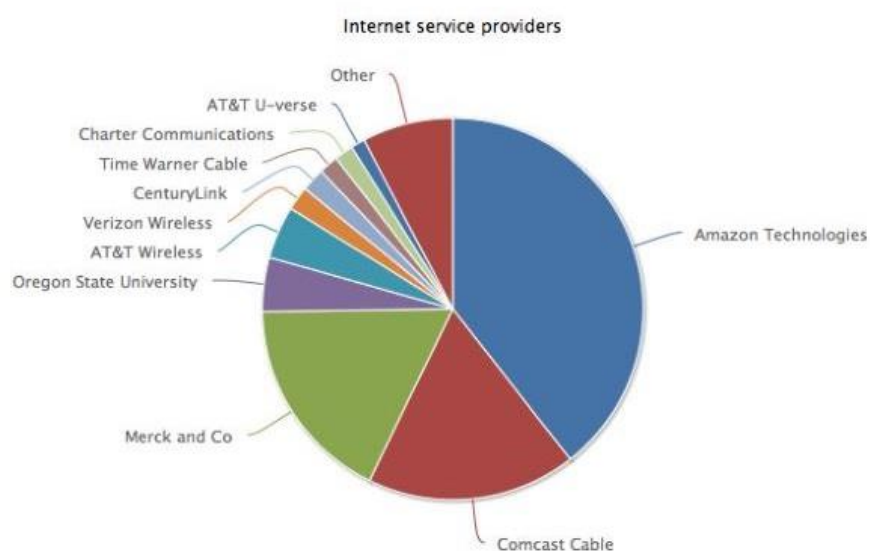


Figure 6: Internet service providers used to access TEDxOregonStateU Live Streaming

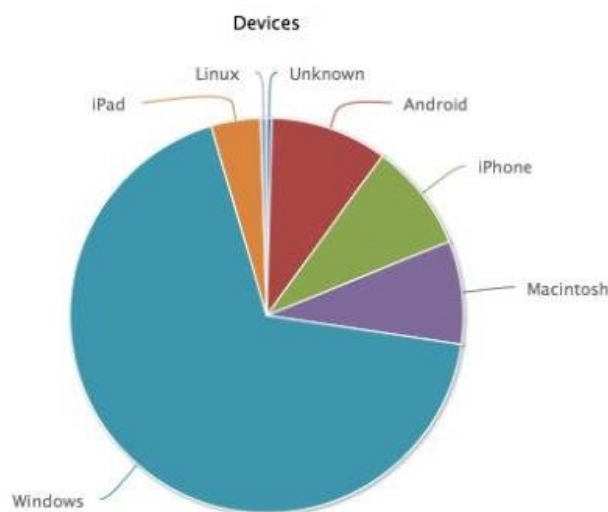


Figure 7: Devices used to access TEDxOregonStateU Live Streaming

Figure 7, above, gives insight into the devices used to engage with TEDxOregonStateU 2015. While the use of Windows PC is an overwhelming majority, 68 percent, of the device use, mobile engagement through Android (10 percent), and Apple products (iPad and iPhone, at 4 percent and 9 percent, respectively) was significant. Mobile devices aggregated to a total of 23 percent of our viewership, bringing considerable weight that should be considered for additional remote viewer engagement and experience during future TEDxOregonStateU events..

Survey Results

A simple analysis of average performance of speakers demonstrates an interesting upward trend of “satisfaction” as the event carried on. The speaker with the lowest average score was Calandrelli, with an average of 3.57 out of 5. The final speaker, Hosein received the highest average score of 4.22 out of 5. While the upward movement of “satisfaction” as the event went on could be the result of the audience becoming “used to” the TEDx environment, it could also be the result of a stronger speaker line-up as the event continued. When conducting literary

research on the upward trend of satisfaction as a speaking event progresses, no supporting studies were discovered to demonstrate that this trend is a typical occurrence in similar events. Both TED videos shown by Malcolm Gladwell and Meg Jay received, as expected, the highest ratings of 4.53 and 4.46, respectively. Because these talks were published on the TED website and were TED talks rather than independently organized TEDx talks, it was expected that they would receive the highest feedback. The data table for this information is found below in Table 2, and is represented, with the exception of presented TED videos in Figure 1.

	Speaker (and Video) Average Scores						
	Emily Calandrelli	David Edelstein	Matthew Kaiser	Michelle Lesniak	Hanson Hosein	Malcolm Gladwell	Meg Jay
Student	3.62	3.71	3.84	3.82	4.25	4.45	4.45
Non-Student	3.43	3.72	3.91	3.96	4.15	4.73	4.50
All Data (Percent Score)	71%	75%	77%	77%	84%	91%	89%
All Data Total	3.57	3.73	3.86	3.86	4.22	4.53	4.46

Table 2: Per Speaker (and Video) Average “Satisfaction” by Student and Non-Student

**Scores based out of five possible points.

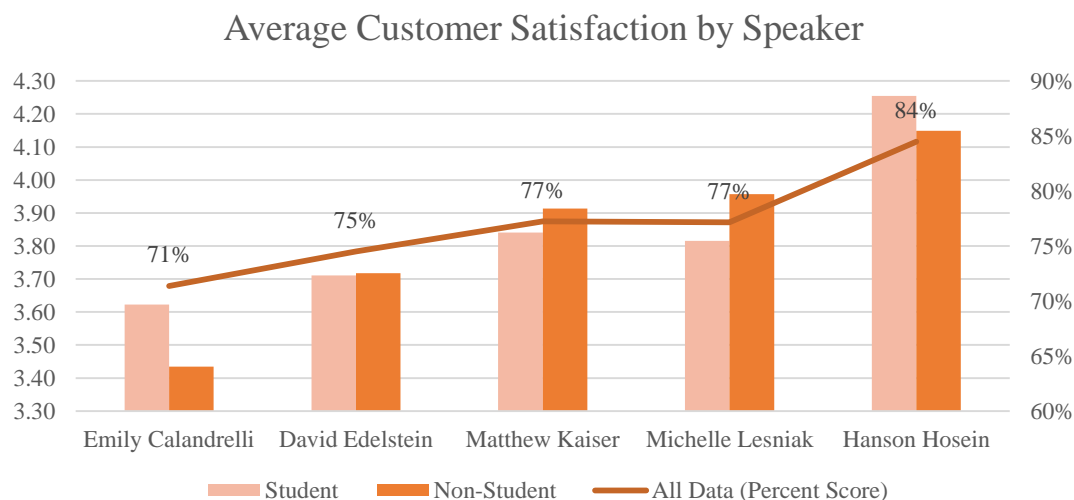


Figure 8: Average Speaker Performance based on Attendee Rated “Satisfaction”

Further analysis of each speaker's frequency of different audience satisfaction was largely similar across each satisfaction level, with the exception of a few metrics, which will be discussed in later paragraphs. Table 3 and Table 4 display proportions of audience satisfaction spread from Student and Non-Student audience members, respectively. A summary of the Student, Non-Student, and Total Data satisfaction score frequency proportions can be found in the following Table 4.

Emily Calandrelli			David Edelstein		Matthew Kaiser		Michelle Lesniak		Hanson Hosein	
Score	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5	36	32%	25	22%	35	31%	40	35%	56	49%
4	36	32%	48	42%	50	44%	30	26%	38	33%
3	21	18%	27	24%	14	12%	33	29%	16	14%
2	9	8%	11	10%	5	4%	6	5%	2	2%
1	8	7%	3	3%	7	6%	4	4%	1	1%
0	4	4%	0	0%	2	2%	1	1%	1	1%
Total	114	100%	114	100%	113	100%	114	100%	114	100%

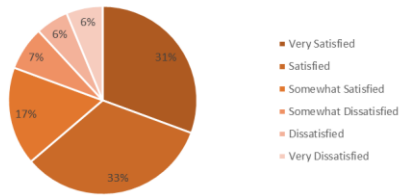
Table 3: Student Satisfaction Score Frequency Proportions by Speaker

Emily Calandrelli			David Edelstein		Matthew Kaiser		Michelle Lesniak		Hanson Hosein	
Score	Count	Percent	Count	Percent	Count	Percent	Count	Percent	Count	Percent
5	13	28%	13	28%	15	33%	19	40%	23	52%
4	17	37%	19	41%	21	46%	15	32%	17	39%
3	6	13%	7	15%	6	13%	8	17%	3	7%
2	3	7%	5	11%	1	2%	3	6%	1	2%
1	1	2%	1	2%	1	2%	1	2%	0	0%
0	6	13%	1	2%	2	4%	1	2%	0	0%
Total	46	100%	46	100%	46	100%	47	100%	44	100%

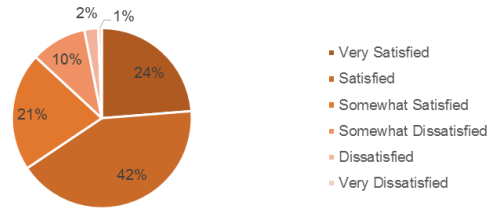
Table 4: Non-Student Satisfaction Score Frequency Proportions by Speaker

The total Student and Non-Student satisfaction proportions for each speaker are represented in Figure 2. An aggregate of the Student, Non-Student, and Total Data satisfaction score, frequency proportions can be found in the in **Appendix E**.

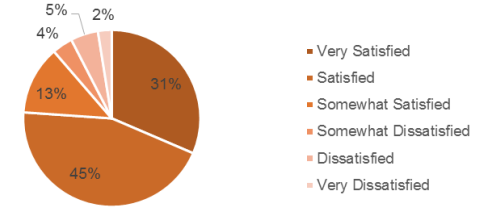
Emily Calandrelli



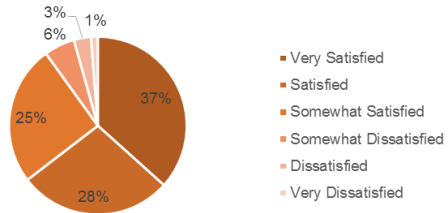
David Edelstein



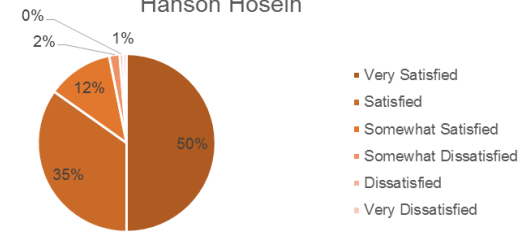
Matthew Kaiser



Michelle Lesniak



Hanson Hosein

**Figures 9-13: Overall satisfaction with speakers**

The above speaker satisfaction score frequency analysis fostered much the same distributions between both Student and Non-Student opinion. However, an analysis of results with a difference of proportion between Student and Non-Student opinion of plus or minus 8 percent (9.12, and 3.38 survey responses, respectively), yields the following results (Table 4) for further analyze.

Speaker	Satisfaction Level	Student	Non-Student	Difference
Emily Calandrelli	Very Dissatisfied	4%	13%	10%
David Edelstein	Somewhat Satisfied	24%	15%	8%
Michelle Lesniak	Somewhat Satisfied	29%	17%	12%

Table 5: Student vs. Non-Student Results for Further Analysis

Emily Calandrelli

When collecting initial public opinion before the survey was released, Emily Calandrelli was the our most controversial speaking figure due to her approach in discussing the problem of STEM and scientific illiteracy within the United States of America. Calandrelli discussed the common statement, “I don’t do math” as a problem in the growing need to be STEM literate in today’s technologically-centered society. Calandrelli states that a person would not state proudly, “Oh, I don’t read,” as if it were a quirky trait which you acquired and you were excited to tell someone about it, “but for some reason we feel this way about STEM skills” (“I Don’t Do Math”). While discussing this broader problem of scientific illiteracy, Calandrelli focused on the individuals who represent U.S. citizens in the federal government. Calandrelli based her argument in the very real statistics that only 39 (7 percent) of the 535 members of the current, 114th Congress have a formal background in STEM. Calandrelli states that a formal STEM background is not necessary to be STEM literate, but when this fact is coupled with the statistic that over 56 percent of Republicans in Congress” (31 percent of the total 114th Congress) deny

humans caused climate change, this causes a serious risk for citizens in the highly technological, 21st century. While some attendees argued that Calandrelli had a strong political bias in her talk, moving away from one of the key tenets of a TEDx event (stated in TEDx Rules on page 12), the statistically-based facts behind her argument fall in line with concerns by the U.S. Pentagon that climate change is now a national security threat (Davenport).

A deeper look into the results for Calandrelli across Students and Non-Students displayed a larger percentage of Very Dissatisfied results for Non-Students than Students. Given the understanding that Non-Students are of an age greater than 18 – 24, an assumption that older age demographics have a greater propensity for conservatism could have played into the survey results of Non-Students. This assumption is aided by the responses of two of the six individuals who surveyed Very Dissatisfied; the most notable stating:

I felt that Emily Calandrelli was using her time to directly put down anyone with a conservative mind, and maybe I was the only conservative in attendance who felt that way. Saying that those who disagree with evolution and human caused global warming were stem illiterate did not sit well with me... All in all it was an enjoyable evening. (“TEDxOregonStateU Survey”).

The second notable response to Calandrelli touched on her delivery, but did not state a political affiliation when stating, “I was very satisfied overall with the event. However the speaker Emily Calandrelli, in my opinion, was very biased and didn't give an objective, informative speech which is characteristic of TED talks” (“TEDxOregonStateU Survey”).

Further analysis of Non-Student responders who indicated speaker satisfaction within the Very Dissatisfied to Somewhat Dissatisfied ranges (values 0 through 2) did not show a significant propensity to vote in a similar way to the speaker Matthew Kaiser. Kaiser presented a

talk on the subjects of in vitro fertilization, genetic engineering, and human prosthetics and robotics, topics which are typically met with greater societal hesitation and scrutiny, particularly from social conservatives.

The element that differentiated Calandrelli's Talk from that of Matthew Kaiser's was the delivery. Through social research in the weeks following TEDxOregonStateU 2015, I spoke with countless community members who attended the event whether virtually or in person, and a common concern from the event was the delivery of Emily Calandrelli's Talk. While many of the individuals I spoke with agreed with the need for STEM literacy and STEM education, they felt the delivery alienated those in the audience regardless of their point of view. One example of such an opinion in the official survey stated: "I don't want people (Emily Calandrelli) unobjectively pushing their political beliefs system down our throats and insinuating that you are stupid/uneducated if you don't see the "facts" the way "all" STEM literate people do" ("TEDxOregonStateU Survey"). This feeling of strong, unforgiving belief was also stated by those not surveyed, and led to a lower public opinion score, regardless of Calandrelli leading the other four speakers in post-event, YouTube.com video views.

David Edelstein and Michelle Lesniak

While the results for the satisfaction level, "Somewhat Satisfied", differ between Students and Non-Students for Edelstein (8 percent) and Lesniak (12 percent), as a result of the weakness of surveyed data discussed previously, data proportion disparity at the satisfaction value "3" does not allow for any legitimate conclusions to be drawn from the aforementioned variance.

Additionally, in the event that the data were corrupted due to system error, the descriptor "Somewhat Satisfied" is so close in perception to that of "Neutral", that it would be difficult to

truly draw a conclusion of public opinion due to varying voter definitions of “Somewhat” satisfaction. As a result, a conclusion will not be drawn from this variance due to system error, and ambiguity of satisfaction level within one movement of the “Neutral” position.

Social Media Results

With the prevalence of social media and the variety of different sites, it was critical for TEDxOregonStateU to utilize a wide range of channels to engage its audience. Overall, 29.6 percent of people initially heard about the event through social media, making the pre-event posts and social media marketing incredibly valuable (“TEDxOregonStateU Survey”). Not only was it useful in spreading the word about the details of the event, but the social media sites created excitement surrounding the event.

Because of the importance of technology and engagement with new media that TED encourages in its philosophy, one of the highlights of the event included the live Twitter feed. TEDxOregonStateU Social Media Manager, Alexandra Holmes, began engaging attendees via Twitter, Facebook, and Instagram a half hour before the event started. Attendees were encouraged to tweet, post, and share photos, quotes, and highlights throughout the event. It was critical for this type of activity to be encouraged throughout the event to engage participants through a familiar and connective medium. By allowing attendees to interact via Twitter, Instagram, and Facebook during the event, a new level of involvement and idea collaboration was accessed by both the audience and those live-streaming.



Figure 14: TEDxOregonStateU Live Tweet

The live Twitter feed both allowed for a separate space of interaction and immortalized the event. Through our Social Media Manager, the audience could interact back and forth in an ongoing event conversation surrounded by the hashtag, #MyDisruption. This hashtag allowed first-person and virtual attendees to discuss what their #MyDisruption is in their academic, personal, and professional life. Roughly 60 percent of the 273 day of, live Twitter participants engaged with our #MyDisruption campaign beyond the “@TEDxOregonState” Twitter handle. An additional 103 Instagram posts engaged with the TEDxOregonStateU hashtag campaign during the day of the event. Facebook was our most effective social media asset, which reached over 1000 “likes” on February 12, 2015 the day of TEDxOregonStateU.

Conclusion

Year-One Event Objectives Analysis

In reviewing the ability of TEDxOregonStateU 2015 to aid the future fulfillment of the TEDxOregonStateU mission, a clear success/ failure, year-one event objectives analysis was determined to be the most effective way to gauge the success of the event.

1.) Nominate an Official License Holder to be Oregon State University's TEDx Sponsor.

While initial, external efforts failed, this objective was met in our selection and sponsorship of McCauley to attend TEDActive in March 2014. McCauley maintained an integral position on the TEDxOregonStateU Task Force and was able to provide valuable insight into the culture, values, rules, and regulations of TED.

2.) Obtain a Five-Year, TEDx Event License to Host Annual Events from 2015–2019.

McCauley became eligible as a five-year license-holder after attending TEDActive 2014. The decision by the University Task Force fund the five-year licensing ability of McCauley, a university-backed commitment was made to host on-campus, TEDx events for the remaining four years of license eligibility. Without supporting McCauley to attend TEDActive 2014, the five-year initiative of TEDxOregonStateU would not be possible.

3.) Determine an Appropriate Theme in Order to Create a Lasting Impact on the Oregon State University, Local, and Global Communities.

The theme, Disruption was decided upon by the University Task Force. By bringing together individuals from all aspects of campus involvement, determining an effective theme allowed for interdepartmental collaboration, bringing together ideas and opinions from a variety of backgrounds and positions. The Task Force ensured when working with each of the five speakers that the theme was carried throughout each Talk. Additionally,

through social media engagement prior to and during the event as well as in the creation and distribution of promotional materials, the theme was widely made known.

4.) Engage Key Stakeholders to Receive Financial and Administration Support Throughout the Planning and Event Process.

Had our event received less support from the university, an event the scale of TEDxOregonStateU 2015 would not have been possible, and would have limited the event impact. By receiving support from the Austin Entrepreneurship Program, the Colleges of Business, Science, and Engineering, as well as the Office of University Relations and Marketing, and the Office of University Research, TEDxOregonStateU was able to plan in certainty of a large-scale event with a wide-spread university impact. Not only were the financial resources critical in allowing the event to reach the level that it did, but by solidifying this strong administration backing, TEDxOregonStateU was given the legitimacy and grandeur that it needed to initiate this five-year venture.

5.) Establish a University and Student Task Force to Facilitate Planning and Administration Partnerships Before, During, and After the Event.

The dedication and high-level preparation of the Student Task Force ensured the long-term support and interest of the University Task Force. With university administration and financial support, the Student Task Force was given deeper legitimacy when operating to attract event speakers and sponsor. While the University Task Force enabled stronger action by the Student Task Force, through various correspondence and effective face-to-face meetings, it also represented the mission of intercollegiate collaboration through its member diversity.

6.) Encourage Collaboration Between Disciplines by Obtaining Five Speakers from a Variety of Fields.

In our search for disruptive speakers, our mission of encouraging interdisciplinary partnerships was at the forefront of our speaker criteria. We strategized for a variety of fields and backgrounds to be represented within our speaker selection, which was achieved in the speakers we selected. Emily Calandrelli, David Edelstein, Matthew Kaiser, Michelle Lesniak, and Hanson Hosein each brought a unique, broad approach to the theme of Disruption, allowing for the engagement of each audience member, regardless of their primary discipline.

7.) Create a Lasting Structure of Leadership and a Succession plan to Continue the Impact of TEDxOregonStateU After the Graduation of its Founding Student Task Force Members.

With the early understanding that a successful succession plan was necessary for the continued success of TEDxOregonStateU, future Student Task Force leaders was a constant conversation among TEDxOregonStateU 2015 Student Task Force members. This objective became successful when Student Task Force Leads, Faisal Albassam, Carter Geisbush, and Ronnie Roy were chosen to lead a team of ten total Student Task Force members. The expansion of the Student Task Force was decided to allow TEDxOregonStateU 2016 to expand its impact beyond the work capacity constraints placed on TEDxOregonStateU 2015, due to the smaller size of the Student Task Force. However, more structure, and strict team and project management systems will need to be put in place and monitored to ensure that the increased work capacity remains an advantage instead of a disorganized hindrance to the planning process.

TEDxOregonStateU 2016 was successfully transitioned with the event license approval for the 2016 event on May 7, 2015 with the event theme, Ignite.

Future of TEDxOregonStateU

After the large success of TEDxOregonStateU 2015, tremendous interest across the Oregon State University community resulted in many offers by colleges, departments, and student organizations to get involved in TEDxOregonStateU 2016, and subsequent TEDxOregonStateU events. University units from the OSU Graduate School and the Alumni Association, to the University Honors College, reached out to shape the mission and impact of subsequent events. Countless independent individuals also expressed an interest in joining the 2016 Student Task Force. When receiving this sudden influx of public interest to develop the TEDxOregonStateU legacy, the Student Task Force understood the importance of remaining firm with the initial vision to protect against the mission drift that can occur when an influx of input from different stakeholders distracts from the initial mission. With mission drift in mind, before other entities could become involved, it was crucial to clarify the direction of TEDxOregonStateU 2016 to continue the mission of encouraging intercollegiate collaboration. Only after the Year-Two Event Objectives of TEDxOregonStateU 2016 are defined will the Student and University Task Force determine which university units will become involved, and at what level of involvement.

TEDxOregonStateU 2016 Student Task Force

The TEDxOregonStateU 2016 Student Task Force was comprised with the necessary expansion of work capacity in mind, to grow the bandwidth of what the future team could accomplish. While more effective execution of accomplishing the same event objectives as the TEDxOregonStateU 2015 were discussed in the decision-making process, the additional

expansion to accomplish new, Year-Two Event Objectives, were planned for as well.

TEDxOregonStateU 2016 is scheduled for Thursday, February 11, 2016 on the Oregon State campus.

The TEDxOregonStateU 2016 Student Task Force is comprised of three student leads, and seven additional Task Force members. The collegiate demographic, to further highlight the mission of TEDxOregonStateU, spans seven of the thirteen colleges offered by Oregon State University, as follows:

- Graduate School
- University Honors College
- College of Business
- College of Science
- College of Engineering
- College of Liberal Arts
- College of Public Health and Human Sciences

The makeup of the Student Task Force in terms of academic year is split between juniors and seniors (for the academic year 2015 - 2016). The logic behind the decision for different age groups within the 2016 Student Task Force was to ensure a certain level of “commitment certainty” by those who were chosen to join the team. “Commitment certainty” as defined by the 2015 Student Task Force was “the increased certainty of a student to remain with their decision after passing through ‘commitment uncertainty’ in their first- and second-year at a university, when their tendency to try many hats, but commit to few occurs.” Additionally, third-year students were chosen based on their likelihood of commitment to leadership positions, and continued involvement, in TEDxOregonStateU 2017, due to previously displayed skillsets and potential demonstrated in selection process interactions. The ability of TEDxOregonStateU to retain historic knowledge capital rests on the ability of third-year, TEDxOregonStateU 2016 Student Task Force members to continue in their involvement through TEDxOregonStateU

2017. This continued commitment by Student Task Force members will also protect from mission drift, as stated earlier.

The mission of TEDxOregonStateU to promote intercollegiate collaboration will be aided by the 2016 Student Task Force through two major day-of event developments, originally envisioned for TEDxOregonStateU 2015. These developments, if successful, will act as springboards to promote greater collegiate and administration impact by TEDxOregonStateUs 2017 through 2019 to make meaningful strides towards quantifying intercollegiate collaboration beyond the annual Oregon State TEDx series.

TEDxOregonStateU 2016 Event Objectives

As a result of analyzed survey and live-streaming data, and the collection of public opinion through word-of-mouth interactions, the market demand for a greater supply to experience the TEDx environment was clear. In an effort to meet that demand the following, major TEDxOregonStateU 2016 Event Objectives (Year-Two Event Objectives) were created:

- Host Live-Streaming Centers across Corvallis and Bend, Oregon State University campuses to experience the TEDx event environment with others, and to
- Establish the TEDxOregonStateU Research Expo, as an opportunity for current and prospective students, as well as faculty and community members to experience the research and works of Oregon State University colleges, student organizations, and faculty members.

Live-Streaming Centers

TEDxOregonStateU 2015 sold out in its first year, six days prior to the day of the event. Due to the large campus interest in attending TEDxOregonStateU 2015, the TEDxOregonStateU Student Task Force will be outsourcing Live-Streaming Centers across campus, sponsored by

different university departments and student clubs. Per the TEDx event rules, an additional viewing center organized by the TEDx event organizers can only host a maximum of 100 audience attendees. However, through outsourcing the organizing of Live-Streaming Centers by various organizations across (e.g. a Live-Streaming Center hosting partnership between two COB and COE student organizations), could allow for the TED-like experience available within the facility auditorium, to be experienced across campus.

The planning committee is confident that these viewing centers will be successful due to the physical limitations of the largest auditorium on the Oregon State University campus, Austin Auditorium, having the physical capacity to only host roughly 4 percent of the University's student population.

TEDxOregonStateU Research Expo

In line with the mission of TEDxOregonStateU, promotion of student (and faculty) research and academic success is central to increasing the ability of TEDxOregonStateU to encourage intercollegiate collaboration and innovation. Through hosting a TEDxOregonStateU Research Expo during the day of the event, or in the week leading up to the event, a greater number of students and community members are able to engage in the TEDx experience. Beyond the ability of a Research Expo to further promote cross-disciplinary student collaboration, this additional participant opportunity expands the length of TEDxOregonStateU, without expanding the speaking event, beyond the five-speaker, three-hour line-up which appeared a successful length for 2015 event attendees.

As an additional benefit of the TEDxOregonStateU Research Expo to the Oregon State University community, the Expo allows for the University Marketing and University Admissions offices to attract prospective high school students in an innovative and engaging event.

With the implementation of the TEDxOregonStateU Research Expo, the mission to engage the prospective student stakeholder category is further satisfied for the TEDxOregonStateU University Task Force objectives.

Final Notes in Retrospect

A retrospective look at TEDxOregonStateU 2015 and the legacy-dependent mission of Intercollegiate Collaboration demonstrates a range of pros and cons throughout the planning and production experience. Many of the successes and “pros” were highlighted throughout the entirety of this document. However, a stronger recognition of some of the shortcomings and learning experiences of the planning process must be considered as strategic planning continues by the 2016 Task Force.

A central weakness to be strengthened is the use of project management methods and software to more effectively organize the division of work over a long period of time, as well as the efficient completion of those tasks by strict deadlines. At times throughout the planning process, timelines became relaxed due to work overload by the Student Task Force, which pushed deadlines backwards and hurt the ability of TEDxOregonStateU 2015 to execute a set of initial goals and desires not stated in the event objectives. The utilization of effective project management theories and software by the 2016 Student Task Force will be aided by Task Force member, Andrew Fuhrman, a management major in the College of Business. As an additional organizational piece, an organization chart will be created to ensure efficient communication pathways, and clear Student Task Force, sub-committee, and project leads are used to compartmentalize duties and expertise in knowledge. Creating these communication avenues and clear committees will help to ensure strong and constant communication between Student Task

Force members, as well as between the Student Task Force and our University stakeholders. During the later planning processes of TEDxOregonStateU 2015, significant correspondence gaps occurred between the Student and University Task Force, which hindered the ability of the Task Force to formulate the message, marketing, and university strategies necessary to create the size and impact desired by the Student Task Force. Through the utilization of project management software, the consistent and successful progression of TEDxOregonStateU planning objectives can be better ensured to occur in a timely and effective manner.

Previous, delayed timeline issues in conducting and completing speaker and sponsor searches have been remedied, as solicitation of both speakers and sponsors began on June 1, 2015, eight months prior to the opening of TEDxOregonStateU 2016. This timeline compares to five months, and one month, respectively, within the TEDxOregonStateU 2015 timeline. While these efforts are beginning much earlier, there is also a greater necessity for external funding and sponsorship during Year 2 planning, in an organization effort to move away from university funding to achieve greater budgetary and financial self-sufficiency.

A crucial piece to the continued success of any business, organization, or event is the quick collection of customer feedback to ensure that challenges are addressed and problems are fixed. As stated in Methods, the TEDxOregonStateU 2015 thesis survey was sent out exactly 14 days after the conclusion of the event. While this delay in surveying for customer satisfaction allowed us to witness the extended effect of our event, it lost the “recency effect” that would allow the audience to recall feelings and memories more accurately if surveyed within under four days from the event. Surveying within 24 to 72 of an event to take advantage of the recency effect also increases probability of increased survey participation. Other demographic issues are brought into discussion in the Research Methods section. Problems such as the ones discussed

above can be fixed before they occur by the utilization of an accessible and engaged stakeholder, and the consulting of TEDx event advisors, particularly TEDxOregonStateU Student Task Force advisors: Dustin Fernandes, and Aaron LaVigne.

Accessible University Stakeholder

To ensure that the aforementioned setbacks and concerns are fixed it is important to have not only supportive university stakeholders, but an accessible, primary stakeholder. The primary and accessible stakeholder for TEDxOregonStateU 2015 was Dean Ilene Kleinsorge of the College of Business. Throughout the process from the first meeting in May 2013, Kleinsorge had been open and willing to discuss, as well as publically support the initiatives of those students and engage others at the university administration and leadership level to create action. Without a primary, and most importantly, engaged University stakeholder, the TEDxOregonStateU vision and leverage begins to fall to the wayside.

TEDxOregonStateU Student Task Force Advisor

A new resource available during the planning of TEDxOregonStateU 2016, and subsequent years, will be the utilization of TEDxOregonStateU Student Task Force alumni advisors. Fernandes and LaVigne will act as advisors to TEDxOregonStateU Student Task Forces to aid them from a student perspective with experienced knowledge to steer future Student Task Forces away from past pit falls and difficulties, as well as connecting new Student Task Forces with important university resources. In the earlier discussion highlighting Student Task Force diversity, the importance of age diversity was crucial to enable tacit knowledge to be available to subsequent generations of Student Task Forces as the younger current Student Task Force members move into greater leader roles during their second year planning TEDxOregonStateU before graduation. While Fenandes and LaVigne played a heavily engaged

role during the beginning months of TEDxOregonStateU 2016 planning, as the 2016 Student Task Force becomes more self-sufficient, need for advisement will decrease.

TEDxOregonStateU 2015 created a foundation for a legacy promoting intercollegiate collaboration to prepare students to enter the discipline-diverse professional world and have an understanding of how to engage effectively and innovate with individuals from different backgrounds. Through collaborating professionally and academically with disciplines outside their own expertise and natural perspective, students are challenged to compromise their own understanding and work together to make something new out of the combination of differing skill sets. While the movement towards this intentional student collaboration was not set into motion from an administration perspective during TEDxOregonStateU 2015, this mission continues on and is aided by TEDxOregonStateU 2016 efforts to include the TEDxOregonStateU Research Expo and developing a partnership with the Oregon State University Graduate School to create the necessary administration movement. With this hope to create Disruption and begin the movement towards this intentional student, intercollegiate collaboration as the result of TEDxOregonStateU 2015, TEDxOregonStateU 2016 will Ignite this mission into the first steps of its fruition.

Appendix A

Below is a Success/Failure Analysis of TEDxOSU 2012, on which TEDxOregonStateU was designed.

Success	Failure
<ul style="list-style-type: none"> • Introduce TEDx events to the Oregon State campus • Engaged community stakeholders: Austin Entrepreneurship Program, College of Business, College of Engineering, Office of Corporate Development and Commercialization, NCIIA, Oregon State University Relations and Marketing • Attracted out-of-state alumni community through effective marketing • Successfully post-marketed event videos through various university marketing avenues 	<ul style="list-style-type: none"> • Failure to confirm an official TEDx event license holder • Focused theme, not expansive to include a wide range of topics and speakers • TEDxOSU event environment over-professionalized in conflict with traditional, relaxed TED environment. • Overshot of available event space; arriving attendees not allowed into venue due to license restrictions • TEDx speaker applications process produced poor speakers with no speaking coaching

Appendix B

Below is an example of a TEDxOregonStateU University Task Force meeting agenda.

TEDxOSU Task Force Meeting

502 Kerr Administrative Building

1 May, 2014

3:00 – 4:00PM

PREPARED BY: Aaron LaVigne

ATTENDEES:

Dale McCauley

TEDxOSU Event Sponsor

AEP Project Manager

Austin Entrepreneurship Program

Rick Spinrad

Vice President for Research

Office of Research

Ron Adams

Executive Associate Vice President

Office of Research

Steve Clark

Vice President

University Relations and Marketing

Ilene Kleinsorge

Sara Hart Kimball Dean

College of Business

Aaron LaVigne

Student

Honors College, College of Business

Vinay Bikkina

Student

Honors College, College of Engineering

Dustin S. Fernandes

Student

College of Science

TOPIC

FACILITIATOR

- | | |
|--|---------------------|
| I. Review of Previous Meeting Decisions (5 minutes) | Dustin S. Fernandes |
| – Theme: Disruptive Ideas | |
| – Target Audience: Students, Faculty, and Industry Professionals | |
| – Pre-Event Reception Esteemed Guest List | |
| II. TEDActive Training (15 minutes) | Dale McCauley |
| – Things Learned at TEDActive | |
| – TEDxOSU Licensing Process | |
| – TEDxConcordia: May 3, 2014 | |
| III. TEDxPortland Experience (10 minutes) | Vinay Bikkina |
| – Paul Anthony & David Rae | |
| – Speaker Application vs. Speaker Nomination | |
| IV. TEDxOSU Budget (15 minutes) | Aaron LaVigne |
| – See packet (Full Event Budget) | |
| i. Funding Break-Down | |
| – See packet (LaSells & CH2M Cost Detail; Event Schedule) | |
| V. Additional Notes – Going Forward | Aaron LaVigne |
| – TEDxOSU Sponsor Application Process | |
| – LaSells & CH2M Payment Due: May 8, 2014 | |
| – Speaker Nominations Due: Thursday, May 15, 2014 | |
| – Pre-Event Reception Guest List Due: Thursday, May 15, 2014 | |

Appendix C

Below is the Sponsorship Tier document outlining the available sponsorship levels for TEDxOregonStateU 2015.



TEDxOregonStateU
Austin Auditorium, LaSells Stewart Center
Thursday, February 12, 2015

SPONSORSHIP OPPORTUNITIES

<u>Platinum</u>	\$10,000
<ul style="list-style-type: none"> ❖ Top tier recognition in event materials, including any printed and onsite distribution ❖ Company's logo will be featured on the events promotional materials ❖ Company's logo will be featured at event, before, during and after event ❖ Company's name will be featured as a Platinum level partner on the TEDxOregonStateU website ❖ 15 tickets to TEDxOregonStateU with preferred seating ❖ 15 tickets to official VIP reception with speakers , prior to event ❖ 15 tickets for event to sponsor student attendance ❖ Commemorative TEDxOregonStateU gift 	
<u>Gold</u>	\$4,000
<ul style="list-style-type: none"> ❖ Recognition in event materials, including any printed and onsite distribution ❖ Company's logo will be featured on the events promotional materials ❖ Company's logo will be featured at event, before, during and after event ❖ Company's name will be featured as a Gold level partner on the TEDxOregonStateU website ❖ 10 tickets to TEDxOregonStateU with preferred seating ❖ 10 tickets to official VIP reception with speakers , prior to event ❖ 10 tickets for event to sponsor student attendance 	
<u>Silver</u>	\$1,500
<ul style="list-style-type: none"> ❖ Recognition in event materials, including any printed and onsite distribution ❖ Company's logo will be featured on the events promotional materials ❖ Company's logo will be featured at event, before, during and after event ❖ Company's name will be featured as a Silver level partner on the TEDxOregonStateU website ❖ 5 tickets to TEDxOregonStateU with preferred seating ❖ 5 tickets to official VIP reception with speakers , prior to event ❖ 5 tickets for event to sponsor student attendance 	

For more information, please contact:

Dustin Fernandes
 Co-organizer and Co-curator
 TEDxOregonStateU
fernanddd@onid.oregonstate.edu
 503-999-6442

Below is an example of an Event Information Sponsorship Offer document.



Title: "Disruption"
 Revolutionary and Influential ideas worth spreading

Date: Thursday, February 12, 2015

Place: Austin Auditorium, LaSells Stewart Center

Time: Approx: 6 – 9 p.m.
 VIP Reception before speaking portion of event (Alumni Center)

Five Confirmed Speakers

One additional speaker for a total of six to be secured:



Emily Calandrelli: Current Co-Producer and host of FOX's Xploration Outer Space, new to television September 2014. Emily works to promote scientific literacy and women in STEM, and is passionate about technology policy, entrepreneurship, open innovation, space exploration. Emily is a previous employee at NASA and earned her Master's degree in Aerospace Engineering at the Massachusetts Institute of Technology.



David Edelstein: Current Senior Vice President of Global Programs at Grameen Foundation and Director of the Grameen Foundation Technology Center. David has previous experience at Microsoft, where he designed a flexible financing model to enable people in developing countries to afford their first computers and led efforts to implement this new business model in several countries.



Hanson Hosein: Current Director of the Communication Leadership graduate program at the University of Washington and President of HRH Media Group. Hanson is a former NBC News war correspondent, backpack journalist and investigative producer. Hanson is the recipient of many prestigious awards in the media industry with success both local and international.



Michelle Lesniak: Project Runway's Season 11 winner is known for her strong aesthetic and quick wit. Michelle wowed both judges and viewers with her tenacity. Nearly voted off, Michelle fought back to reveal one of the most cohesive and distinctive collections seen on Project Runway to date. Michelle is committed to staying in her native hometown of Portland. Dedicated to local manufacturing and ethical business practices, Michelle is undoubtedly playing a key role in shaping and growing the Portland Fashion Industry.



Matthew Kaiser: Currently working towards an honors degree in Microbiology with minors in Spanish, Chemistry, and Toxicology. Matthew is a research fellow in the Cancer Chemoprevention Program at the Linus Pauling Institute and is currently preparing a manuscript with insights on vitamin C and cancer. Matt has presented his research at major scientific meetings and in 2013, was appointed by the Linus Pauling Institute as the first undergraduate Helen P. Rumbel Research Scholar. Recently, Matthew spent six months training at the University of Texas MD Anderson Cancer Center researching immunotherapy.

Appendix D

Below is a the revised and corrected TEDxOregonStateU 2016 Event Survey which addresses previous TEDxOregonStateU 2015 Event Survey weaknesses.

TEDxOregonStateU 2015 Revised Event Survey

Demographics

1. **General Demographics Questions:**

Gender: ☐ Male ☐ Female ☐ Other: Write In

Age Range: ☐ 13 – 17 ☐ 18 – 24 ☐ 25 – 34 ☐ 35 – 45 ☐ 45 – 55 ☐ 55 – 65 ☐ 65 and above

Race/Ethnicity: ☐ White ☐ Black or African American ☐ American Indian and Alaska Native ☐ Asian ☐ Native Hawaiian and Other Pacific Islander ☐ Hispanic ☐ Non-Hispanic

2. **As an attendee of TEDxOregonStateU, how would you categorize yourself?**

Options: ☐ Student ☐ Non-Student

Ticket purchases were distinguished this way to determine the discount for student prices by inputting an Oregon State University student e-mail account.

If Student, Answer the Following Questions

Academic Year: ☐ First Year ☐ Second Year ☐ Third Year ☐ Fourth Year ☐ Fifth Year

Academic Discipline (If Student): College: (Drop Down List), Major: Write In

Additional demographic questions were added to increase audience demographic understanding. By collecting academic discipline information, organizers will gain a better sense of academic perspective in the audience, and the weight of audience propensity to rate more favorably towards like-minded speakers. This additional information will enable Task Force members to engage withb another layer of analysis. In regards to age demographic information, the lowest three age groups are used to gain insight of High School, Undergraduate, and Graduate Student populations that are attending.

Marketing

3. How did you initially hear about TEDxOregonStateU?

- ☐ Social Media ☐ MU Marketing ☐ College Marketing ☐ E-Mail Listserv ☐ Word-of-Mouth
☐ Other: Write In

Social Media

4. Level of Social Media Engagement PRIOR to the Event:

- ☐ Not Engaged ☐ Somewhat Engaged ☐ Engaged

5. Level of Social Media Engagement DURING the Event:

- ☐ Not Engaged ☐ Somewhat Engaged ☐ Engaged

6. Primary Social Media Handle:

- ☐ Facebook ☐ Twitter ☐ Instagram ☐ Other: Write In

Survey questions regarding satisfaction levels from Very Dissatisfied to Very Satisfied will be constructed with independent, mutually exclusive boxes to select in order to more accurately declare which satisfaction descriptor is being chosen. A “slider” for value placement should not be used, as it can create uncertainty in value placement. Within the internal survey software structure, descriptors will be coordinated to match numerical values “0” (zero) through “6” (six) from Very Dissatisfied to Very Satisfied.

The default numerical value before survey participation will not be the value “0” (zero), but should equate “blank cell” value. This change will create stronger accuracy for distinguishing neglected or partially completed surveys from completed surveys. Within the TEDxOregonStateU 2015 Survey, some survey participant rows were incomplete, leading to confusion in “authentic” verse “accidental” values. While the level of “uncertain-value survey participants” was below two-percent of the TEDxOregonStateU 2015 survey participants, this weakness still created the need for additional review prior to analysis.

Speakers

- 7. Rate your overall satisfaction of the quality of the event speakers**
- 8. Rate your satisfaction level of the range of speakers**
- 9. Rate your overall perception of the relatability of the theme to event speaker talks**
- 10. Rate your satisfaction with each speaker (and TED video):**
 - a. Emily Calandrelli
 - b. David Edelstein
 - c. Matthew Kaiser
 - d. Michelle Lesniak
 - e. Hanson Hosein
 - f. Video: Malcolm Gladwell – Choice, Happiness and Spaghetti Sauce
 - g. Video: Meg Jay – Why 30 is not the new 20

Speaker Satisfaction Questions, Mutually Exclusive Descriptors

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Somewhat Dissatisfied ☐ Neutral ☐ Somewhat Satisfied
- ☐ Satisfied ☐ Very Satisfied

11. Rate the relatability of each speaker to the event theme: Disruption

- a. Emily Calandrelli
- b. David Edelstein
- c. Matthew Kaiser
- d. Michelle Lesniak
- e. Hanson Hosein

Speaker-Theme Relatability Questions, Mutually Exclusive Descriptors

- ☐ Very Un-Relatable ☐ Un-Relatable ☐ Somewhat Un-Relatable ☐ Neutral ☐ Somewhat Relatable
- ☐ Relatable ☐ Very Relatable

Numerical value association for relatability descriptors will follow the convention of those used in satisfaction descriptors from Very Un-Relatable to Very Relatable (e.g. 0 – 6).

Event Satisfaction

- 12. Rate your satisfaction based on your initial expectations of the TEDx event**
- 13. Rate your satisfaction with the length of the event**
- 14. Rate your satisfaction with the event hosts (emcees)**
- 15. Rate the quality of the stage design**
- 16. Rate your satisfaction with the length of the intermission**
- 17. Rate your satisfaction with the availability of refreshments and snacks during intermission**
- 18. Rate the ease of the registration process PRIOR to the event**
- 19. Rate the ease of the registration process AT the event**

Events Satisfaction Questions, Mutually Exclusive Descriptors

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Somewhat Dissatisfied ☐ Neutral ☐ Somewhat Satisfied
- ☐ Satisfied ☐ Very Satisfied

Likelihood to Return

- 20. How likely are you to attend another TEDx event hosted at Oregon State University?**

Likelihood to Return Question, Mutually Exclusive Descriptors

- ☐ Very Unlikely ☐ Unlikely ☐ Somewhat Unlikely ☐ Neutral ☐ Somewhat Likely
- ☐ Likely ☐ Very Likely

Numerical value association for likelihood descriptors will follow the convention of those used in satisfaction descriptors from Very Un-Relatable to Very Relatable (e.g. 0 – 6).

Open-Text Questions

- 21. What themes would you like discussed at future TEDxOregonStateU events?**
- 22. What would you like to see at future TEDxOregonStateU events?**
- 23. Do you have any additional comments about TEDxOregonStateU?**

Appendix E

Below are the overall satisfaction scores by percentage of total responses for each speaker, divided between Student and Non-Student responses.

Emily Calandrelli				David Edelstein			Matthew Kaiser			Michelle Lesniak			Hanson Hosein		
Score	Student	Non-Student	Total	Student	Non-Student	Total	Student	Non-Student	Total	Student	Non-Student	Total	Student	Non-Student	Total
1	32%	28%	31%	22%	28%	24%	31%	33%	31%	35%	40%	37%	49%	52%	50%
2	32%	37%	33%	42%	41%	42%	44%	46%	45%	26%	32%	28%	33%	39%	35%
3	18%	13%	17%	24%	15%	21%	12%	13%	13%	29%	17%	25%	14%	7%	12%
4	8%	7%	8%	10%	11%	10%	4%	2%	4%	5%	6%	6%	2%	2%	2%
5	7%	2%	6%	3%	2%	3%	6%	2%	5%	4%	2%	3%	1%	0%	1%
6	4%	13%	6%	0%	2%	1%	2%	4%	3%	1%	2%	1%	1%	0%	1%
Total (#)	114	46	160	114	46	160	113	46	159	114	47	161	114	44	158

Appendix F

Below you will find the ending profit and cash position of TEDxOregonStateU 2015 Budget as of June 1, 2015.


Owners Equity	
<i>University Funding</i>	\$ 13,500.00
	<u>\$ 13,500.00</u>
Event Revenue	
<i>External Sponsor Funding</i>	\$ 3,910.00
<i>Ticket Sales</i>	\$ 17,652.50
Total Revenue	<u>\$ 21,562.50</u>
Total Funding	<u>\$ 35,062.50</u>
Expenses	
<i>Direct Event Costs</i>	\$ (21,432.55)
<i>Marketing & Promotion Costs</i>	\$ (1,000.00)
<i>Speaker Costs</i>	\$ (3,196.37)
<i>Misc. Costs</i>	\$ (1,045.00)
Total Costs	<u>\$ (26,673.92)</u>
Total Profit	<u>\$ (5,111.43)</u>
Post Event Equity Position	<u><u>\$ 8,388.58</u></u>

Appendix G

Below is the Timeline Overview document for TEDxOregonStateU 2015, displaying the post-event determined, five phases of the event planning process.

TED^xOregonStateU Timeline

**x = independently
organized TED event**



Phase One April 2013–September 2014	Phase Two December 2013–June 2014	Phase Three July 2014–January 2015	Phase Four December 2014–February 2015	Phase Five February 2015–May 2015
<ul style="list-style-type: none"> ♦ Initial Research <ul style="list-style-type: none"> • TEDx Rules • TEDxOSU 2012 ♦ Engage Stakeholders <ul style="list-style-type: none"> • AEP* • COB* • COS* • COE* ♦ License-Holder Search 	<ul style="list-style-type: none"> ♦ TEDxOregonStateU Task Force <ul style="list-style-type: none"> • COB • COS • COE • OUR* • URM* ♦ TEDActive 2014 Licensing <ul style="list-style-type: none"> • Field Research ♦ TEDxPortland 2014 Task Force Training <ul style="list-style-type: none"> • Field Research ♦ Event License and Theme Submission and Approval 	<ul style="list-style-type: none"> ♦ Speaker Search <ul style="list-style-type: none"> • Emily Calandrelli • Michelle Lesniak • David Edelstein • Hanson Hosein • Matthew Kaiser ♦ Sponsor Search <ul style="list-style-type: none"> • Blount International • Dan Whitaker • PrepTalk • KIND 	<ul style="list-style-type: none"> ♦ Marketing <ul style="list-style-type: none"> • Social Media • University and Gorilla Marketing ♦ Speaker Details <ul style="list-style-type: none"> • Completion of Talk Scripts • Speaking Coach Work • Travel and Day-Of Logistics ♦ Direct Event Details <ul style="list-style-type: none"> • Stage Design • Catering • Event Detailing 	<ul style="list-style-type: none"> ♦ Post Event Marketing <ul style="list-style-type: none"> • University, Press, and Social Media ♦ Post Event Video Production <ul style="list-style-type: none"> • Video Release and Marketing ♦ Referral and Selection of TEDxOregonStateU 2016 Task Force <ul style="list-style-type: none"> • TEDxOregonStateU 2016 Theme Selection and License Submitted • TEDxPortland 2015 Task Force Training

*AEP: Austin Entrepreneurship Program
 *COB: College of Business
 *COS: College of Science
 *COE: College of Engineering

*OUR: Office of University Research
 *URM: University of Marketing and Relations

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