



**ENGAGING OUR COMMUNITY THROUGH
A MARCH MADNESS-STYLE TOURNAMENT**



**UNIVERSITY
LIBRARIES**

THE GOALS

- Partner with the Alumni Association to drive social media engagement among students and alumni while inspiring school pride
- Highlight the accomplishments of notable alumni using content from our University Archives
- Experiment with Instagram Story's built-in polling feature

THE STRATEGY

Run a March Madness-style tournament featuring notable university alumni and invite the campus community and alumni to submit brackets and determine results by voting on social media.

A 10' banner & bracket station at the entrance of the main campus library helped publicize the two-week tournament.



VOTE FOR YOUR FAVORITE ALUMS MARCH 25-APRIL 4

WHO WILL WIN?

WINNER

YOU DECIDE!

WIN PRIZES
Connect and vote via Instagram Story!
[@UMDLibraries](https://www.instagram.com/UMDLibraries)

More info: go.umd.edu/amm

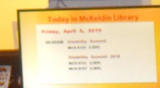
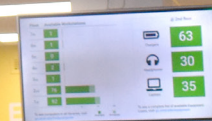
UNIVERSITY LIBRARIES | ALUMNI ASSOCIATION

1960s
J. Henson '60, T. Norris, G. Williams, C. Chung '69, L. David, G. King, J. Resnik, T. Heiss, J. Henson '60, C. Chung '69, L. David '70, G. King, J. Resnik '77, T. Heiss, J. Henson '60

1970s
L. David, G. King, J. Resnik, T. Heiss, L. David '70, G. King, J. Resnik '77, T. Heiss, J. Henson '60

1980s
R. Nehemiah '81, D. Simon '83, C. Fiorina, R. Nehemiah, D. Simon, B. Esiason, D. Simon '83

1990s
L. Lemon '92, K. Plank '97, L. Lemon, S. Brin, K. Plank '97, A. McGruder, K. Plank '97



THE TOURNAMENT

In partnership with the UMD Alumni Association, we selected sixteen notable alumni to feature in a tournament bracket resembling the NCAA Sweet 16. Representing four decades of university history, the alumni were chosen using the following criteria:

- Excellence in their field
- Diversity of backgrounds & experiences
- Potential to educate our audiences
- Name recognition

The 16 notable alumni were organized by decade to emulate the regional structure of the NCAA March Madness tournaments.

THE NOTABLE ALUMNI

1960s	 <p>Jim Henson Home Economics '60</p>	 <p>Tom Norris Sociology '67</p>	 <p>Gary Williams Marketing '68</p>	 <p>Connie Chung Journalism '69</p>
1970s	 <p>Larry David History '70</p>	 <p>Gayle King Psychology '76</p>	 <p>Judith Resnik Ph.D. Electrical Engineering '77</p>	 <p>Tara Heiss Physical Education '78</p>
1980s	 <p>Carly Fiorina M.B.A. '80</p>	 <p>Renaldo Nehemiah Radio, TV & Film '81</p>	 <p>David Simon General Studies '83</p>	 <p>Boomer Esiason General Studies '84</p>
1990s	 <p>Liz Lemon Theatre Tech '92</p>	 <p>Sergey Brin Math & Computer Science '93</p>	 <p>Kevin Plank Business Administration '97</p>	 <p>Aaron McGruder African American Studies '98</p>

ENTERING A BRACKET

Participants could win a UMD-branded backpack and other prizes by entering a bracket predicting the winners of all fifteen tournament matches.

Print brackets could be submitted at a station in the main campus library or downloaded and sent in via email.



**ENTER
YOUR BRACKET
TO WIN!**

Deadline March 28th!

More info: go.umd.edu/amm



Name: _____
 Email: _____
 Grad Year: _____

WHO WILL WIN?

1960s

J. Henson
 T. Norris
 G. Williams
 C. Chung

1970s

L. David
 G. King
 J. Resnik
 T. Heiss



WINNER

YOU DECIDE!

1980s

C. Fiorina
 R. Nehemiah
 D. Simon
 B. Esiason

1990s

L. Lemon
 S. Brin
 K. Plank
 A. McGruder

Enter your bracket
 by March 28th to
 be eligible to win!


**FILL IN YOUR BRACKET*
 FOLD & DROP IT IN THE MCKELDIN LOBBY BRACKET BOX
 OR EMAIL A PICTURE OF IT TO amm@umd.edu**

ONE BRACKET PER PERSON




CASTING A VOTE: INSTAGRAM STORIES


Votes were cast for the tournament matches on University Libraries and Alumni Association Instagram stories.

ROUND 1  MATCH 7


Liz Lemon **Sergey Brin**



Cast your vote for UMD's Most Notable Alums for a chance to win prizes!

ROUND 1  MATCH 7

Liz Lemon
Theatre Tech, '92




nbc.com


Fictional star of NBC's hit show 30 Rock

Emmy Award-winning comedy writer

Attended UMD on a partial competitive jazz scholarship

ROUND 1  MATCH 7

Sergey Brin
Math & Computer Science, '93




plus.google.com


Co-founder of Google

14th richest person in the world

Graduated with honors in Math and CS

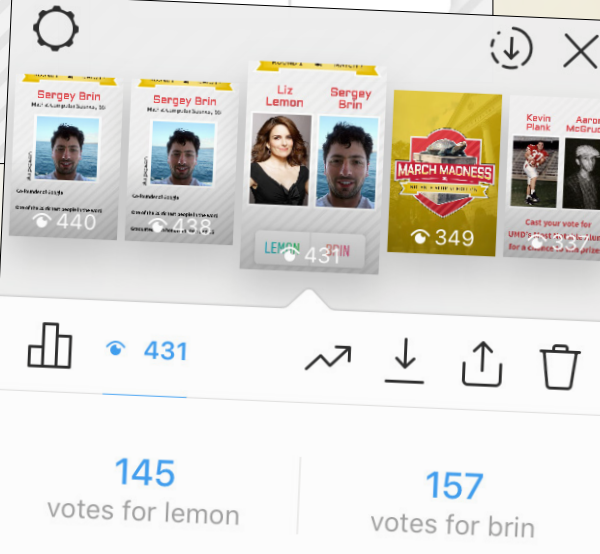
ROUND 1  MATCH 7

Liz Lemon **Sergey Brin**



CAST YOUR VOTE!

LEMON BRIN



431


145 votes for lemon

157 votes for brin

Each story featured three facts about the alumni and prompted followers to vote via Instagram poll in the final story slide.

CASTING A VOTE: FACEBOOK & TWITTER

Votes were also cast on Facebook and Twitter accounts run by the Libraries and Alumni Association.

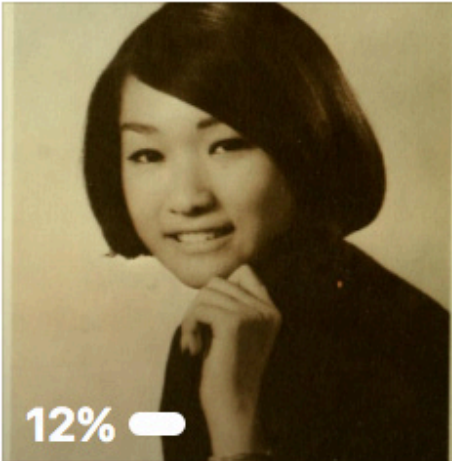
 **University of Maryland Alumni Association** created a poll.
April 1 · 🌐

We are moving on to Round 2! Based on your votes it's between Jim Henson and Connie Chung - be sure to vote below:
<https://www.lib.umd.edu/alumni-march-madness>



88%

Jim Henson




12%

Connie Chung

This poll has ended. 204 Votes

 5 2 Comments

 **UMD Archives**
@UMDArchives Follow




It's the first semifinal match... we're almost ready for to crown a champion tomorrow!


Round 3, Match 1: Jim Henson '60, and a runaway winner so far, or Judith Resnik Ph.D. '77, the second American woman to fly in space and crew member of the space shuttle Challenger.


80% Jim Henson '60
20% Judith Resnik '77

30 votes · Final results

6:00 AM - 3 Apr 2019




 1  

 **UMD Archives** @UMDArchives · Apr 3
It's a tough choice, but cast your vote in the poll above or via the @UMDLibraries or @Maryland_Alumni Instagram stories! Find more information at go.umd.edu/amm



JIM HENSON JUDITH RESNIK

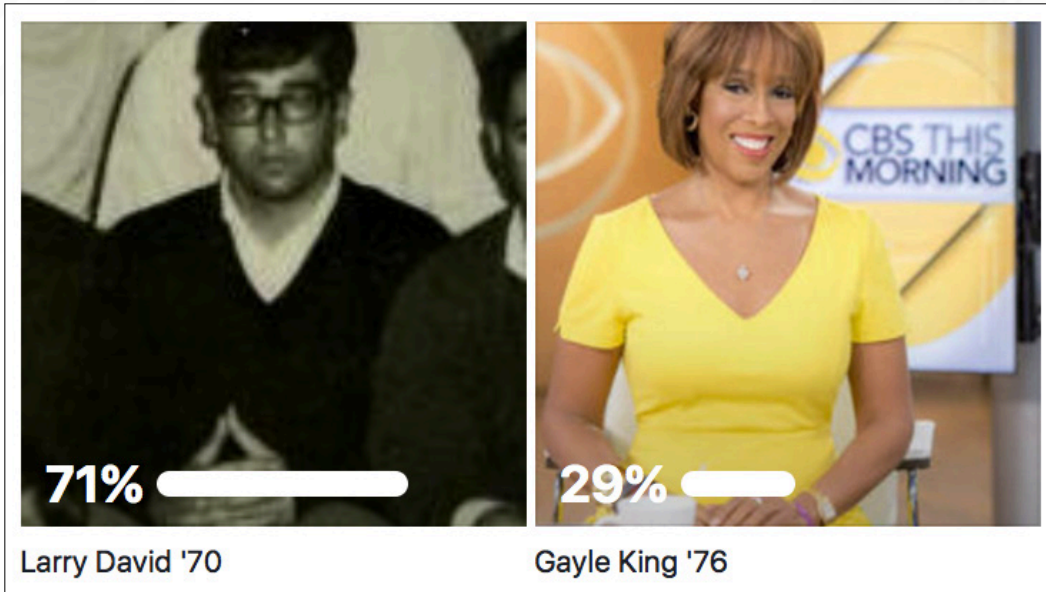
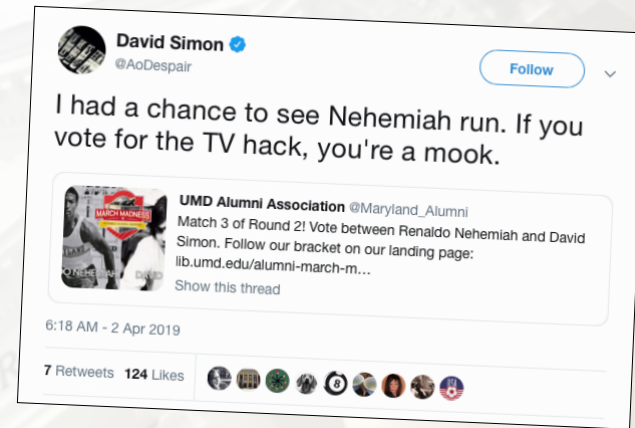
nasa.gov

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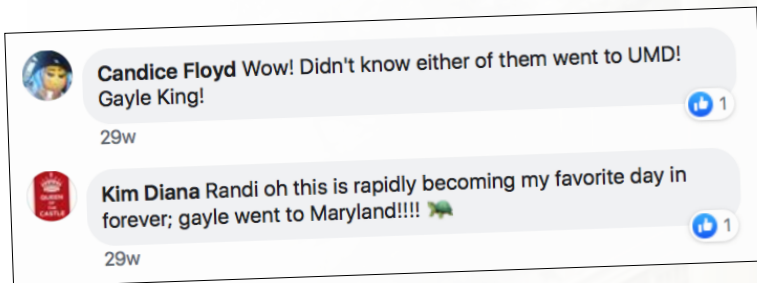
Once voting closed for each match, we tallied the total number of votes across channels to identify match winners.

DRIVING ONLINE CONVERSATION

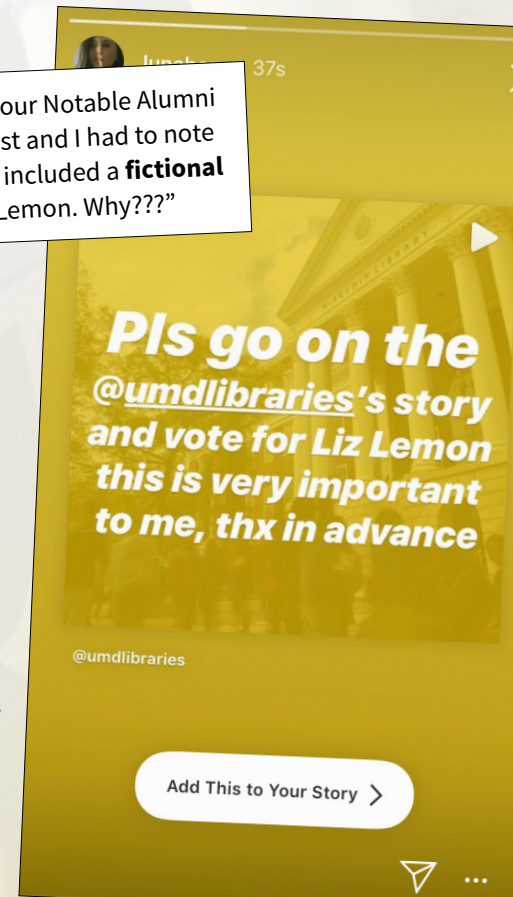
Many comments expressed excitement that specific alumni, like Gayle King '76, had attended the university. David Simon '83, the creator of HBO's The Wire, encouraged people to vote for his opponent on Twitter.



“So I just saw your Notable Alumni Bracket Contest and I had to note that you have included a **fictional** character Liz Lemon. Why???”



Liz Lemon '92 elicited the strongest response. While some actively lobbied for her to win, others questioned why we included a TV character played by Tina Fey, a proud UVA alum.



UPDATING LIVE RESULTS

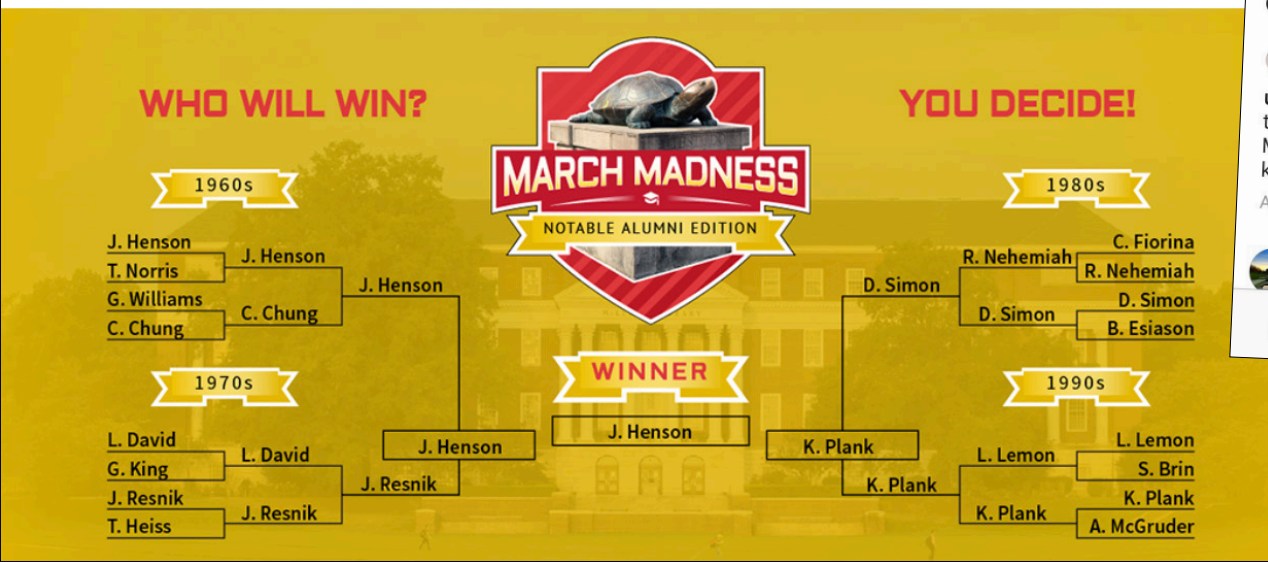
As the tournament progressed, we shared updates about the match winners across channels: social media, official tournament website, and a 10' banner hanging in the library.

ROUND 1 MATCH 1
Jim Henson
 Home Economics, '60
 WINNER
 Creator of the Muppets & Fraggle Rock
 Emmy, Grammy & Peabody Award winner
 Developed Kermit the Frog while at UMD

ROUND 1 MATCH 2
Connie Chung
 Journalism, '69
 WINNER
 1st woman to co-anchor CBS Evening News
 Emmy & Peabody Award winner
 Read the news on WMUC radio

ROUND 1 MATCH 3
Larry David
 History, '70
 WINNER
 Co-creator of Seinfeld
 Writer for Saturday Night Live
 Tau Epsilon Phi brother at UMD

ROUND 1 MATCH 4
Judith Resnik
 Ph.D. Electrical Engineering, '77
 WINNER
 Recruited by NASA's astronaut program at age 28
 2nd American woman to fly in space
 Member of elite crew that died in the tragic space shuttle Challenger explosion



ANNOUNCING THE TOURNAMENT WINNER

After voting concluded for the final match — Jim Henson '60 vs. Kevin Plank '97 — Henson, the creator of the Muppets, was announced the overall tournament winner.

ROUND 4  MATCH 1

Jim Henson Kevin Plank



CAST YOUR VOTE!

HENSON PLANK



WINNER

Jim Henson, '60

**THANKS
FOR
VOTING!**



KEY TOURNAMENT STATS

64,494 – Total Instagram story slide views

10,335 – Total votes cast on social media

1,889 – Total website page views

1,589 – Average Instagram impressions

997 – Average Instagram reach

898 – Most votes in a single match (Lemon vs. Brin)

690 – Average votes per match

479 – Average Instagram story slide views (15 stories)

137 – Brackets submitted

48 – Brackets correctly predicting Jim Henson as the overall winner

2 Votes – Smallest margin of victory in a match (Lemon vs. Brin)

0 – Number of perfect brackets

The winning bracket correctly guessed
13 out of 15 tournament matches.