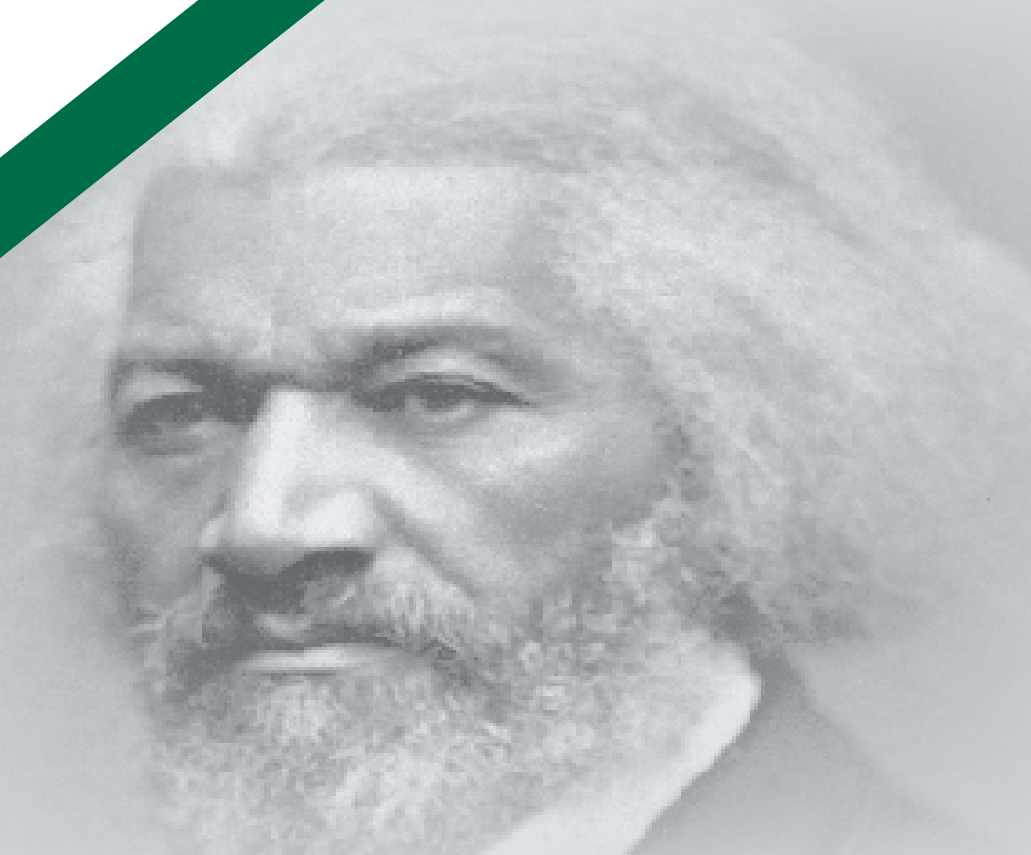


# “We Succeed When We All Achieve”

Slippery Rock University's  
Frederick Douglass  
Institute Chapter

Excellence, Diversity,  
Partnerships and  
Advocacy **Proposal**



# Meet Our Team



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# Executive Summary

The Frederick Douglass Institute operates across Pennsylvania's State System of Higher Education's 14 universities. Guided by Frederick Douglass' legacy, the organization is committed to creating inclusive universities and connections for underrepresented students and faculty.

At Slippery Rock University, the Frederick Douglass Institute is lacking branding and programming which affects awareness, attitude and behaviors toward the organization on campus. The challenges the organization is facing affect how the Frederick Douglass Institute can best deliver its mission and vision to underrepresented minority students, first-generation college students and other Slippery Rock University students and faculty.

The campaign is designed to help the Frederick Douglass Institute's Chapter at Slippery Rock University by increasing student awareness and engagement. The campaign will start at the beginning of August 2023, the start of the fall semester on campus. The campaign consists of low and high-cost tactics. The messages created are designed to create a positive attitude towards the organization about the opportunities that it provides underrepresented minorities and first-generation college students.

Through the team's research, there is a common correlation between the survey and the focus group. Slippery Rock University students have little knowledge of the Frederick Douglass Institute. Approximately 75% of the students who filled out the team's survey are unfamiliar with the organization and its purpose on campus. The campaign will focus on how the Frederick Douglass Institute can increase general awareness of the organization across campus to enhance participation in the organization.

## Situation Analysis

According to the Pennsylvania State System of Higher Education, 969 students at Slippery Rock University are underrepresented minority students. 40% of students identify as first-generation college students attending Slippery Rock University.

Media research found that overall, the Frederick Douglass Institute's social media involvement has not been very engaging towards students while also not being actively updated. From Jan. 2023 - Feb. 2023, the social media accounts have seen a slight pickup in the overall posts per month. The accounts still lack in the student engagement aspect with the organization's posts. To get students involved, social media posts will need to be more engaging to students in terms of the overall layout of information and design.

Other on-campus organizations have faculty-sponsored events, but student-led events happen to be the events participants mentioned most in the survey responses. Organizations such as the Black Action Society and Q.U.E.E.N.S. have had success on and off social media. This is because of the consistency of the best practices used through postings and the recurrence of events students can participate in.

The Frederick Douglass Institute struggles with a lack of awareness toward on-campus students within the chapter's target audience. Overall student engagement is part of the overall mission and vision of the Frederick Douglass Institute, which the chapter continues to lack as well. Campaigning focused on getting the target audience involved in events sponsored and run by the chapter will help to benefit the institute's overall mission and vision of educational engagement and achievement.

As one of the 14 Pennsylvania State System of Higher Education schools, Slippery Rock University is part of the collaborative that actively works towards being a home for underrepresented minority and first-generation college students. Time of year plays a role in student involvement with campus events, but the events need to be something new that students have not seen before.

Through further research, the Frederick Douglass Institute is only familiar to 25% of students at Slippery Rock University. This demonstrates that the goal of the campaign will be to increase overall student awareness and involvement. The areas of improvement found in the SWOT analysis will be the emphasis on constructing the campaign.

## SWOT Analysis

- Creates **inclusivity** among students and faculty
- Provides **opportunity** for underrepresented minorities and first-generation college students
- Offers **scholarships** and **fellowships**
- Hosts a variety of different **programs** and **events**

### STRENGTHS

- Lacks **awareness** on campus
- Harbors low social media following on its platforms
- Lacks student and faculty **engagement** on social media
- Lack of consistent **branding** across Slippery Rock University's campus

### WEAKNESSES

- Build student **awareness** of the organization
- Produce new event **programming** that meets students wants and needs
- Create a social media plan to **engage** publics
- **Increase** student involvement within the organization (ex., Week of WOW events)

### OPPORTUNITIES

- Overshadowing and saturation caused by Slippery Rock University organizations with a similar mission such as: Diversity, **Equity**, Inclusivity, and Belonging; Office of Inclusive **Excellence**; HOPE Peer **Educators**
- Lack of student involvement with organizations on campus

### THREATS

# Research Overview

A survey and focus group were conducted amongst Slippery Rock University students to help gauge awareness of the Frederick Douglass Institute. The survey and focus group insights also aid in understanding how Slippery Rock University students feel about campus events and overall inclusion. The survey was sent out to students first and feedback was used in the development of the focus group questions.

## Survey Overview

From Feb. 7 to Feb. 25, 2023, Slippery Rock University students from multiple campus organizations, clubs and teams were asked to complete an online survey shared through email, social media and QR code flyers. The purposes of the survey were to measure student awareness of the Frederick Douglass Institute and gauge perceptions of students' opinions on on-campus events, as well as inclusion on campus. Of the 114 survey participants, 10% are underrepresented minorities and 25% are first-generation college students.

## Survey Insights

- On a scale of one to five, one being “very unfamiliar” and five being “very familiar,” the majority of participants chose “one” when asked how familiar they were with the Frederick Douglass Institute organization on campus (69%).
- 78% of survey participants follow one or more campus organizations or clubs on social media, with 97% of participants stating to have never seen any presence of the Frederick Douglass Institute on any social media platforms.
- 53% of participants chose “social media” when asked where they typically hear about campus events.
- On a scale of one to five, one being “never” and five being “always,” the majority of participants chose two or three when asked how often they attend campus events.
- On a scale of one to five, one being “very unlikely” and five being “very likely,” 83% of survey participants chose three or below when asked how likely they are to attend a speaker event on campus.

**96%**

of participants have  
NEVER seen the  
Frederick Douglass  
Institute on social  
media.

**45%**

of participants  
typically hear about  
campus events on  
social media.

## Focus Group Overview

On Feb. 15, 2023, six Slippery Rock University students participated in a one-hour focus group, in person, in the conference room of Building D on the Slippery Rock University campus. The goal of the conversation was to gain further insights into the overall awareness of the Frederick Douglass Institute and the impact of the institute's current programming on campus from the standpoint of the target audience, under-represented minority and first generation college students.

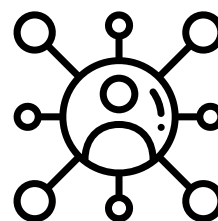
## Focus Group Insights

- 100% of participants suggested more social media involvement for the institute.
- A participant suggested the time of year plays a part in the overall student involvement in on-campus activities for an organization.
- Participants suggested that they have not attended a Frederick Douglass Institute event because of a lack of knowledge or awareness of the event.
- More on-campus events were suggested for the institute to reach more students in the target audience.
- Participants are more likely to engage with content online if they find it relatable or comical.



**100%**

of participants suggested more social media involvement



A Lack of knowledge and awareness was said to generate less attendance at university FDI events

## Programming Implications

- Because 75% of survey participants are very unfamiliar with the Frederick Douglass Institute organization on campus, the campaign must build student awareness of the organization.
- Due to the majority of participants rating themselves as unlikely to go to campus events and speakers, the campaign needs to incorporate new event programming that caters more to the student's wants and needs.
- Since nearly half of the survey participants hear about campus events through social media, the campaign should involve the development of a social media plan for the Frederick Douglass Institute. The plan will aim to raise more attention and engagement from students on social media (96% of participants have never seen any presence of the Frederick Douglass Institute on social media).
- Participants are more likely to be involved with an organization or event if there is more faculty involvement in the events, as it has an impact on whether a student wants to attend
- Targeting on-campus residents and Jumpstart students would be beneficial in terms of the spread of information on the Frederick Douglass Institute.

# Program Overview

## “We Succeed When We All Achieve”

“We Succeed When We All Achieve” is a campaign designed to increase student awareness of and engagement in the Frederick Douglass Institute’s opportunities at Slippery Rock University. The campaign will focus on creating and implementing programming and educational services for underrepresented minority students, first-generation college students and other Slippery Rock University students and faculty.

This is the Frederick Douglass Institute’s approach to creating new opportunities for its chapter on campus. The campaign will inform the target audience and other students and faculty about the organization’s purpose through engaging and informational content like an Open Mic night once a month, and services and programming such as ambassadorship and leadership opportunities among students and faculty.

The campaign will come together through promoting the organization in Curricular Classes, developing multiple events, offering leadership opportunities, hosting monthly meetings, printing printed material, rebranding among social media, giving out free merchandise and collaborating with different organizations on campus.



# Audiences

## Primary Publics

### Underrepresented Minority Students

#### Demographics (2020)

Undergraduate Enrollments:

- **40.1%** Black or African American
- **22.9%** Hispanic
- **1.4%** Native American or Alaska Natives
- **35.6%** two or more races
- **1.1%** Asian
  - **94.9%** identify as Asian
  - **5.1%** identify as Native Hawaiian or other Pacific Islander
- **1.5%** of undergraduate enrollments were international students

#### Geographics

- Currently residing in Slippery Rock, Pennsylvania
- Planning on residing in Slippery Rock, Pennsylvania

#### Psychographics

- Seeking further education
- Laying the groundwork to develop a career
- Potentially need support for academic endeavors
- May struggle with personal identity based on surrounding

### First-Generation College Students

#### Demographics (2020)

- Roughly 17 year-olds to 25 year-olds
- Various racial backgrounds

#### Geographics

- Currently residing in Slippery Rock, Pennsylvania
- Planning on residing in Slippery Rock, Pennsylvania

#### Psychographics

- Seeking further education
- Laying the groundwork to develop a career
- Potentially needing support with academic endeavors
- Changing family patterns

## Slippery Rock University Staff and Faculty

### Demographics (2020)

Faculty Members:

- 55.6% Black or African American
- 41.7% Hispanic
- 2.8% Native American or Alaska Natives
- 7.7% Asian
- 4% international

### Geographics

- Currently residing in Slippery Rock, Pennsylvania
- Planning on residing in Slippery Rock, Pennsylvania

### Psychographics

- Seeking further education
- Laying the groundwork to develop a career
- Potentially need support for academic endeavors
- May struggle with personal identity based on surrounding

## Donors

### Demographics (2020)

- Private donors
- Public donors
- PASSHE alumni system that donate

### Geographics

- Currently reside in Pennsylvania
- Previously lived in Pennsylvania

### Psychographics

- Affects funding for PASSHE school systems
- Attended a PASSHE school in the past

## Campaign Goal

The Frederick Douglass Institute at Slippery Rock University will **increase student awareness** and **engagement** by **promoting** the organization's **opportunities** to the target audience, underrepresented minorities and first-generation college students.

# Objectives

- To **inform** 20% of underrepresented minorities and first-generation college students about the Frederick Douglass Institute at Slippery Rock University by December 2023.
- To **create a positive attitude** about the Frederick Douglass Institute by 45% among SRU students by March 1, 2024.
- To get 20% of students to **engage** in the organization's programming and services by March 1, 2024.

## Strategy

Engage students through face-to-face events and establish consistent branding for the Frederick Douglass Institute to promote the chapter's overall mission and vision across Slippery Rock University's campus.

## Key Messages

### We've Got Your Back

Slippery Rock University's FDI Chapter advocates for students of underrepresented demographics to effectively utilize program tools and grants to improve academic success.

### We Succeed When We All Achieve

Slippery Rock University's FDI Chapter is set to create accessible avenues in higher education for representative voices in inclusive communities. Everyone can succeed when we are granted equitable access to resources.

### Find Where You Belong

Slippery Rock University's FDI Chapter offers involvement opportunities among students and faculty including leadership positions and ambassadorships to build a strong community founded upon Frederick Douglass' values.

# Tactics

## Special Event Elements

- Collaborate with the Office of Inclusive Excellence during the week of WOW by contacting oie@sru.edu and sharing FDI's plan to implement a program to educate incoming freshmen on being open to diversity and inclusion on campus.
- Launch an FDI speaking event for the Jump Start program to inform incoming first-year students about what FDI is and does by contacting OIE and jumpstart mentors.
- Collaborate with the Office of Inclusive Excellence and the Office of Diversity, Equity, Inclusion and Belonging by contacting DEIB by email or phone and asking for assistance to inform and engage in student life events.
- Team up with the Office of Global Engagement to expand the possibility of studying abroad to the FDI's target audience by working together to include accessible information, potential funding and opportunities for students who never thought it could be possible.
- Partner with the Black Action Society to conduct an Open Mic Night once a month where students can perform poetry or other work to interact and engage with other students in the student center theater.

## Social Media Elements

- Create a TikTok account for the FDI Chapter to interact with students through trendy and informative videos by using ambassadors or interns to manage socials.
- Implement a social content calendar across Facebook, Instagram and TikTok to emphasize the chapter's branding and to promote content regarding events, programs and services.
- Use ambassador's word-of-mouth to share FDI's mission and talk to students about the resources of the FDI award opportunities provided through the chapter's social media pages.

## Educational Implication Elements

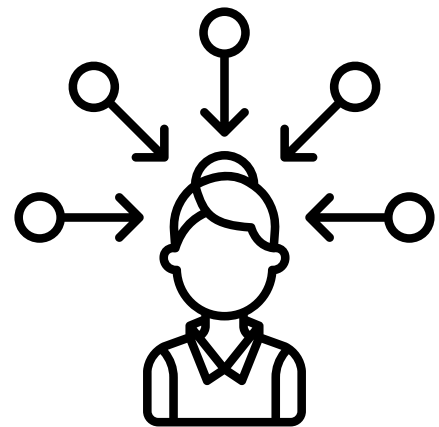
- Generate awareness of FDI into the Fyrst Seminar curriculum to make new students aware of Slippery Rock University's chapter by teaching students about the organization and Frederick Douglass' legacy.
- Offer ambassadorship and leadership opportunities among students and faculty to represent the FDI chapter on campus and develop new programs and content for the organization.
- Host monthly meetings with students, faculty and student ambassadors to gain insight and perspective on being an underrepresented minority student and first-generation college student in the student center during common hour.
- Provide free backpack pins and pens to students who visit the Office of Inclusive Excellence and ambassadors by creating them online and using funding to pay for the items.
- Spread event information by posting flyers around campus to inform students about upcoming events, services and programs.

# Evaluation

An evaluation of how successful the campaign will be through overall social media engagement, event participation and overall knowledge of the Frederick Douglass Institute.

## Tracking Social Media Engagement

- Track insights on how many people are viewing a post each time something is posted.
- Report overall page engagement per social media platform.
- Track the number of likes and impressions weekly to find correlations between postings and student involvement.



## Tracking Involvement in FDI Events

- View overall participation within in-person events regarding FDI.
- Track the number of students reserving on Core to attend FDI events on campus.

## Monitoring the Outcomes of FDI Student Meetings

- Track attendance of meetings.
- Observe which students attend and who continue to attend.
- Have a moderator taking note of important student conversation topics and keeping the discussion on track.

## Student Feedback

- The FDI will create and send feedback surveys to students through email to understand how effective the campaign was for the target audience.
- Survey insights will share what students have learned about FDI.
- Monitor SRU student's perceptions of inclusion on campus.

# Budget

### Ambassadorships or Internships

- Biweekly wage of **\$150**
- **\$300/month** for 4 months (in a semester) to "4" ambassadors comes to **\$4800** per semester.
- Price varies based on the number of ambassadors

### Flyers for FDI Events

- **\$.09** per flyer, (200 flyers per semester) totals to **\$18** for colored flyers
- SRU printing service

### Pins and Pens for OIE and Ambassadors

- **\$45** for 100 circular pins of the SRU FDI Chapter logo
- **\$45** for 100 circular pins of Frederick Douglass' face
- Created on StickerMule.com
- **\$118.45** for 150 SRU FDI Chapter Pens with logo
- Created on amsterdamprinting.com

### Boosting posts on Instagram

- **\$50** for one post to reach more of an audience in the area.

**Total: \$5076** estimated per semester

# Timeline

Fall 2023 - Spring 2024

August							September						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
13	14	15	16 Jumpstart Speaker Event	17	18	19 WOW Program						1	2
							3	4 No Classes	5	6	7 Fellowship Meeting	8	9
20	21 Classes Begin	22	23 Instagram	24	25	26	10	11 Instagram	12 Flyers	13	14 Facebook	15	16
27	28 TikTok	29	30	31			17	18 Studying Abroad Event	19	20	21 Instagram	22	23
							24	25 TikTok	26	27	28	29	30
October							November						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2	3	4	5 Fellowship Meeting	6	7				1	2 Flyer	3	4
8 Fall Break	9 Fall Break	10 Fall Break	11	12 TikTok	13 Flyers	14	5	6 Instagram	7 Fellowship Meeting	8	9 TikTok	10	11
15	16 Instagram	17	18 Facebook	19	20	21	12	13	14 Open Mic Night	15	16	17	18
22	23 Open Mic Night	24	25	26	27	28	19	20 Facebook	21	22 Break	23 Break	24 Break	25 Break
29	30	31					26 Break	27 Break	28	29	30		

January							February						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
14	15	16 Classes Begin	17	18 Flyers	19 Facebook	20					1	2	3
							4	5	6	7	8	9	10
21	22 TikTok	23 Instagram	24	25 Fellowship Meeting	26	27	11	12	13 Instagram	14	15 Fellowship Meeting	16	17
28	29 Open Mic Night	30	31				18	19 Flyers	20 Facebook	21	22 TikTok	23	24
							25	26	27 Open Mic Night	28	29		
March							April						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
					1	2		1 Facebook	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10 TikTok	11	12	13
10 Spring Break	11 Spring Break	12 Spring Break	13 Spring Break	14 Spring Break	15 Spring Break	16 Spring Break	14	15 Instagram	16	17	18 Fellowship Meeting	19	20
17 Spring Break	18	19	20	21 Instagram	22	23	21	22	23	24	25	26 Instagram	27
24	25 TikTok	26	27	28 Fellowship Meeting	29	30	28	29	30				
31													