

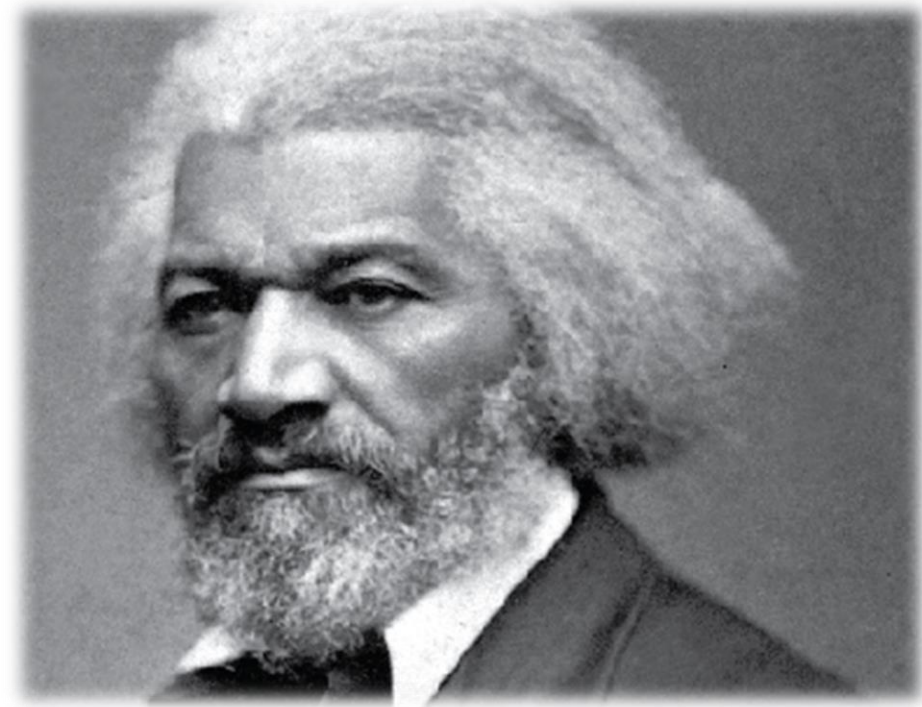
We Succeed When We All Achieve Campaign

Kyla Olanin, Maria Lucas, Katie Mosqueda, Maiya
Wilson, Makayla Lau



Frederick Douglass' Legacy

- One of the world's champions of human freedom
- Self-taught
- Author
- Orator
- Newspaper editor
- U.S. Ambassador to Haiti



Team Roster



Team Manager

Kyla Olanin

Public Relations



Writer

Maiya Wilson

Integrated Marketing
Communication



Designer

Makayla Lau

Integrated Marketing
Communication



Analyst

Maria Lucas

Public Relations



Analyst

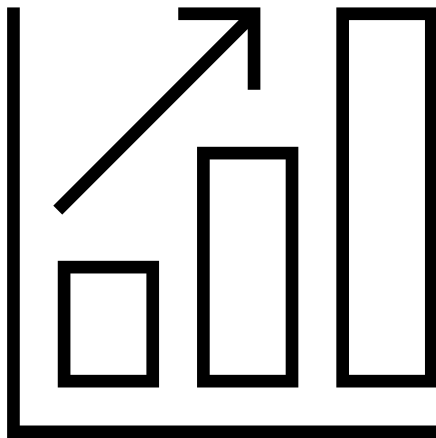
Katie Mosqueda

Integrated Marketing
Communication

Overview

- Situation Analysis
- Research Summary
- Professional Interviews
- Programming Implications
- Program Overview
- Tactics
 - Design and Written
- Evaluation
- Supporting Materials

Situation Analysis



The Frederick Douglass Institute is struggling with branding and programming.

- **Branding:** The FDI lacks overall and local branding on campus.
- **Programming:** The FDI needs to explore new partnerships and program opportunities with similar campus clubs and organizations.

According to the Pennsylvania State System of Higher Education, 969 students at Slippery Rock University are underrepresented minority students currently.

29% of all Slippery Rock University students identify as first-generation college students.

Research Summary



Survey

114 participants; 32% target audience

- 69% unaware of FDI
- 97% have not seen FDI presence on social media
- 53% receive campus event info through social media



Focus Group

6 participants

- Little to no prior knowledge of FDI
- Lack awareness of events.
- Events that cater to student wants/needs.
- More social media involvement.



Outside Interviews

Best practice research with field professionals

- Angie Cody - Director of Inclusion, Diversity and Equity at the Pilot Company
- Vanessa Boyd - Principal at Broad Street Elementary School



Angie Cody

Director of Inclusion, Diversity and Equity at the Pilot Company USA

Professional Interview: Angie Cody

Questions Asked

- From a diversity standpoint, what resources do you wish were on the college campus that you didn't have or wish you had?
- What best practices work when getting employees to participate in supporting diversity and inclusion throughout the company?

"I look at things from the point of view that we all learn differently, and we need to create resources so that people can learn differently" - Angie Cody



Vanessa Boyd

Principal at Broad Street Elementary School, Butler Area School District

Professional Interview: Vanessa Boyd

Questions Asked

- Was the Frederick Douglass Institute a resource promoted at the university you attended? Where did you see it and how was it available to you?
- Would it be impactful to specifically include programming into the FYRST Seminar class, implementing a campaign directly into the students' education?

"We are not throwing away history, we are adding another voice to history, another narrative to make things different for the future" - **Vanessa Boyd**

Programming Implications

Research Suggests

New Programming

- Students are more likely to attend an event they have not seen on campus

Creating More Student Awareness

- 75% of survey participants are unfamiliar with the Frederick Douglass Institute on campus

Social Media

- Survey participants are more likely to hear about campus events on social media

On-Campus Focus

- Targeting FYRST Seminar and Jump Start students



Campaign Overview



"We Succeed When We All Achieve"

What is the campaign designed to do?

Increase student awareness of and engagement in the FDI's opportunities at SRU.

- Create and implement new programs and educational services for the target audience, which will come to life through written and designed tactics.

Who is the target audience?

Underrepresented minority students and first-generation college students.

Outcomes?

Create new opportunities for the FDI chapter at SRU and its target audience.

- Offer students ambassadorship positions, new events on campus, monthly meetings, rebranding on social media platforms, free merchandise and collaborating with similar clubs/organizations.

Goal & Objectives

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.

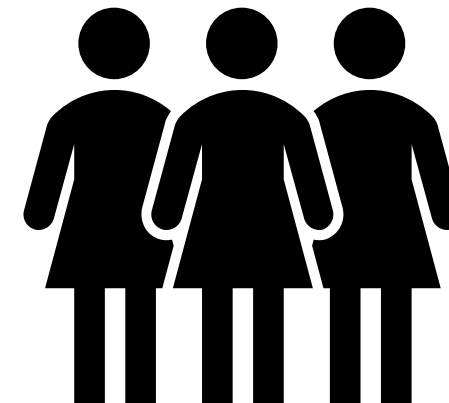
Objectives

- Objective 1: To inform 20% of underrepresented minorities and first-generation college students about the Frederick Douglass Institute at Slippery Rock University by Dec. 2023.
- Objective 2: To create a positive attitude about the Frederick Douglass Institute by 45% among SRU students by March 1, 2024.
- Objective 3: To get 20% of students to engage in the organization's programming and services by March 1, 2024.

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.



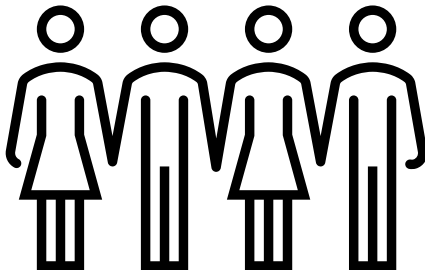
Key Messages

**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.

Key Messages

Find Where You Belong:



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

Key Messages

“Diversity Is The Mix. Inclusion Is Making The Mix Work.” - Andres Tapia:

Andres Tapia is a published writer and prominent speaker. He is the author of *The Inclusion Paradox: The Obama Era and the Transformation of Global Diversity* (2016) and the co-author of *Auténtico: The Definitive Guide to Latino Career Success*.

Slippery Rock University's FDI Chapter's vision is set to create an inclusive community that seeks to amplify the potential of all its members by expanding access to educational opportunities to its target audience to reach goals and achievements.

Target Audience

Primary Publics

Underrepresented Minority Students & First-Generation College Students

Demographics

- Ages: 17 to 25
- Various races

Geographic

- Currently residing or plan on residing in Slippery Rock, PA

Psychographic

- Seeking further education and may need support for academic endeavors

Fact Sheet

Contains information about the Slippery Rock University Frederick Douglass chapter for individuals interested.



Slippery Rock University
Frederick Douglass Institute
Dr. Franklyn Charles, Director
Eisenberg Classroom Building, 222D
franklyn.charles@sru.edu
(724) 738 - 2125

Get to Know the Frederick Douglass Institute

The following are facts associated with the Slippery Rock University FDI chapter.

- 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.
- The Slippery Rock University chapter of the Frederick Douglass Institute Collaborative was inaugurated September 2020.
- The Frederick Douglass Institute helps to support underrepresented minority and first-generation college students by offering scholarships, fellowships, hosting campus events and by advocating for an inclusive environment on Slippery Rock University's campus.
- As of 2023, Dr. Franklyn Charles is the director of Slippery Rock University's chapter of the Frederick Douglass Institute.
- The Frederick Douglass Institute student ambassador position at Slippery Rock University is a role for students who want to work towards making campus inclusive for everyone.
- The Frederick Douglass Institute welcomes all students and faculty to attend the organization's events and to share its message and vision across campus.

Hiring Descriptions

Three Descriptions have been created and there will be five positions in total.

- Two Social Media Ambassadors
- Two Event Ambassadors
- One Secretary Ambassador



Hiring Descriptions for the Five Frederick Douglass Institute Ambassador Positions

Social Media Ambassador for the Frederick Douglass Institute at Slippery Rock University

Job Summary

The FDI Social Media Ambassadors will oversee all social media accounts (Facebook, Instagram and TikTok). The students will be in charge of reviewing analytics and engagement and assessing success and recommendations for posts and future posts. Finally, the students will develop strategies to increase followership across social media platforms and engagement from students. The FDI will hire two new student ambassadors each school year.

Responsibilities and Duties

- Manage all posts across social media platforms.
- Review analytics to assess success in posts and recommend improvements for future content.
- Develop ideas/strategies to increase followership and engagement.
- Manage a regular posting schedule.
- Develop miscellaneous content to increase followership and engagement.
- Monitor and respond to comments and direct messages on social media platforms promptly.
- Take photos at events and upload photos to Facebook and Instagram.
- Manage social media engagement during events such as Facebook Live, Instagram Live and TikTok Live.
- Responsible for keeping and passing on social media account usernames and passwords.

Event Plans

Information for each in-person event that is open to all students on campus.

This includes events such as:

- Jump Start Speaker Event
- Intercultural Potluck
- Open Mic Nights

Jump Start Speaker Event

August 16, 2023

- Event time: 1 p.m.
- Location: Smith Student Center Theater
- Guest Count: 30-50 students
- Theme: Allow for an open conversation on what it's like to be a first-generation college student with Slippery Rock University students.
- Key messaging: "Find Where You Belong"
- Event goals:
 - Have multiple first-generation college students lead the discussion.
 - Have open and honest conversations on the benefits and struggles of being a first-generation student.
 - Discuss the opportunities the FDI and the university offer the target audience.
- Supporting tactics:
 - The event is in partnership with the Bonner Program.
 - Post on social media platforms to reach the target audience.
 - Connect with the Bonner Program on social media to promote the event as a partnership.
 - Add the event to the FDI website.
 - Post flyers around campus.

Event Schedule

1:00 - 1:30 p.m.: Allow students to have open conversations about what it's like to be a first-generation college student.

1:30 - 2:00 p.m.: Hold a Q&A session at the end to allow students to ask any questions they'd like about the FDI and opportunities for first-generation college students.

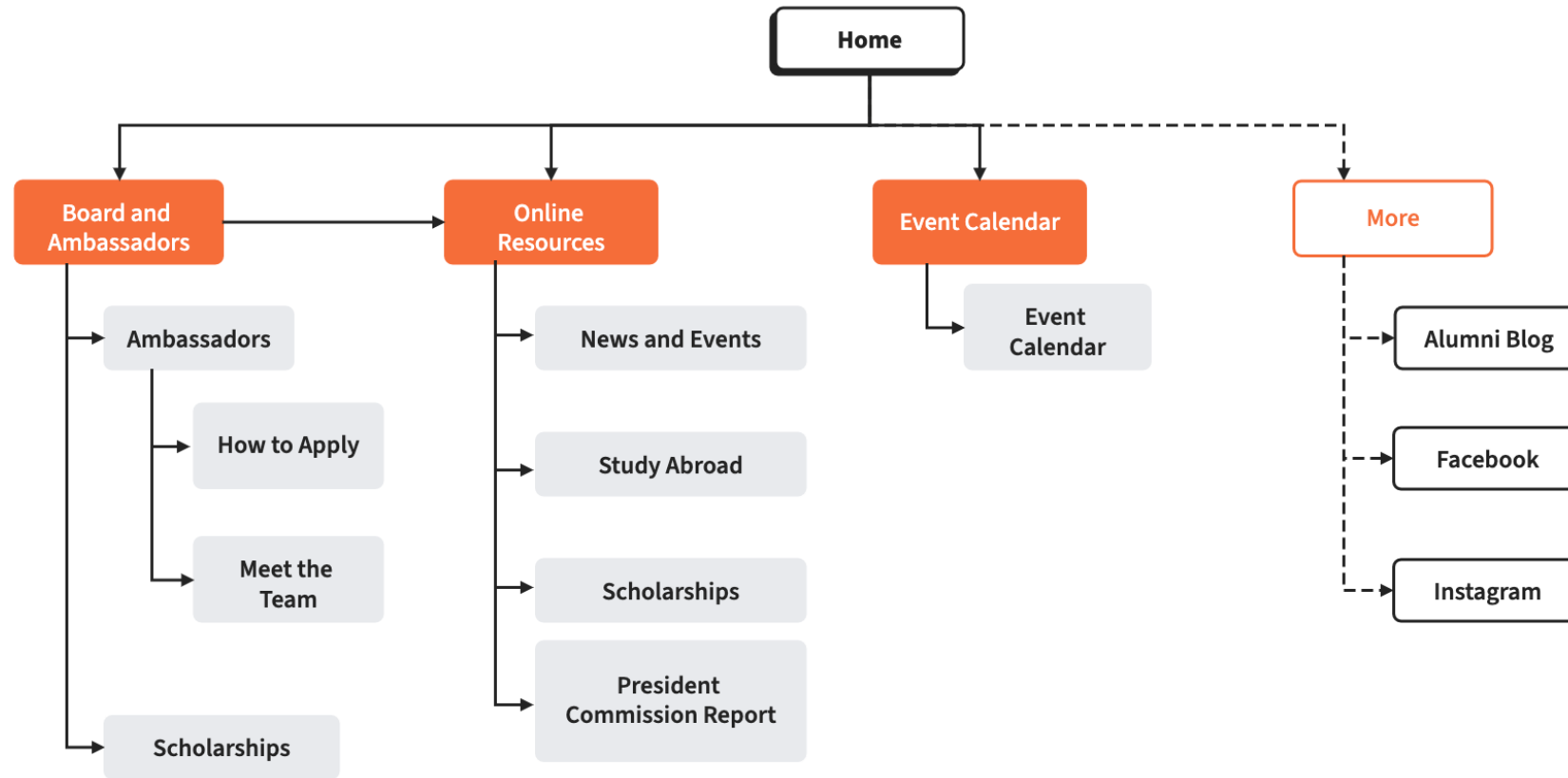
Roles and Responsibilities

FDI student ambassadors will be required to attend and run the event, as well as answer any questions if needed.

Estimated Budget

\$0

SRU FDI Site Map



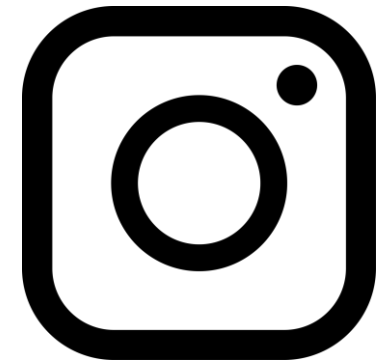
All tactics can be found on the Wix website.

Social Media Tactics

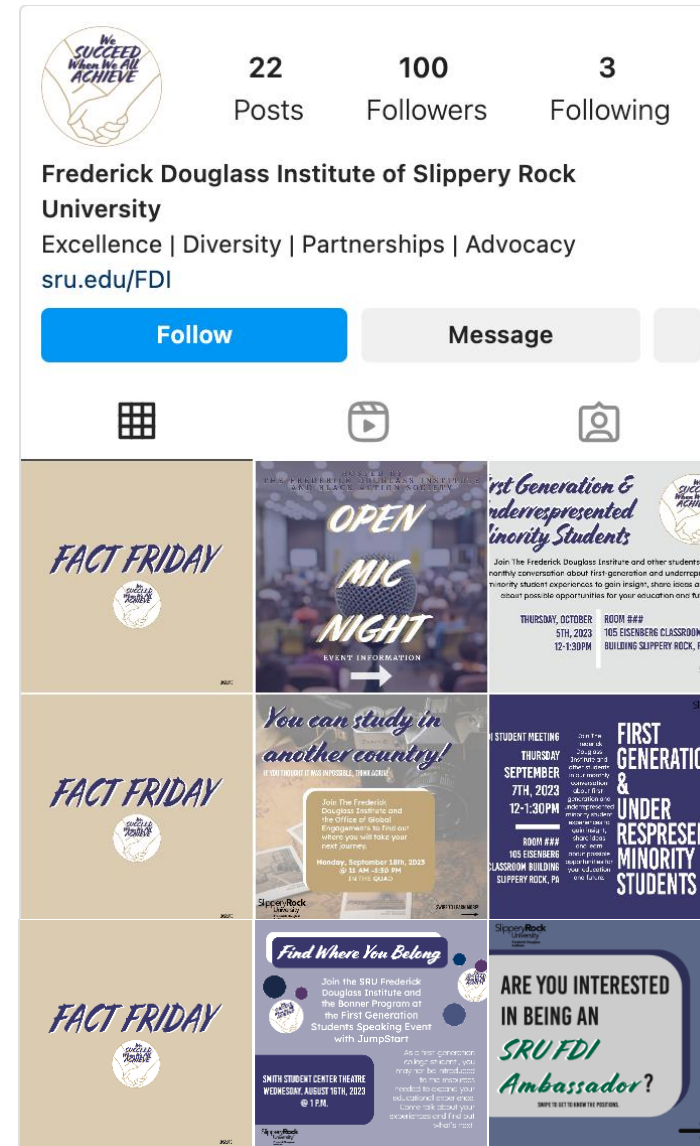
- TikTok and Instagram Reels
- Fact Friday TikTok Video

“Frederick Douglass chose his last name and birthday?”

- “Frederick Douglass was born into slavery in the year 1818. He had never met his father and his mother died when he was very young, so he was never certain about what day he was born...”
- Day in the Life of FDI Ambassador



Social Media Tactics



Social Media Tactics

You can study in another country!
IF YOU THOUGHT IT WAS IMPOSSIBLE, THINK AGAIN!

Join The Frederick Douglass Institute and the Office of Global Engagements to find out where you will take your next journey.

Monday, September 18th, 2023
@ 11 AM - 1:30 PM
IN THE QUAD

SlipperyRock University
Frederick Douglass Institute

SWIPE TO LEARN MORE! →

First Generation, Underrepresented Minority Students, or anyone interested...

Join FDI and the Office of Global Engagements to discover the many global study opportunities that are possible for you.

HOW CAN WE HELP YOU ACHIEVE GLOBAL EXCELLENCE AND SET YOURSELF APART FROM THE CROWD?

- Providing accessible information
- Providing students with potential funding and scholarship opportunities
- Collab with the Office of Global Engagement to provide diversity and inclusion in education abroad

Discuss and explore your options with previous study abroad students or faculty

SWIPE TO SEE SOME OF THE DESTINATIONS SLIPPERY ROCK UNIVERSITY OFFERS! →



SlipperyRock University
Frederick Douglass Institute

ARE YOU INTERESTED IN BEING AN
SRU FDI Ambassador?

SWIPE TO GET TO KNOW THE POSITIONS. →

@SRUFDI

SOCIAL MEDIA AMABASSADOR (2)

The FDI Social Media Ambassadors will oversee all social media accounts (Facebook, Instagram and TikTok).

What will you do?

- Manage posts platforms
- Review profile analytics
- Develop ideas/strategies for content
- Engage in comments and direct messages
- Take photos at events
- Produce social media engagement
- Facebook Live, Instagram Live and TikTok Live

@SRUFDI

EVENT AMBASSADOR (2)

The FDI Event Ambassadors will be in charge of planning and performing tasks and responsibilities of FDI-related events.

What will you do?

- Book space for events
- Maintain communication with partnering organizations
- Manage expenses per event
- Construct event design
- Arrange food and entertainment
- Keep track of the number of guests
- Plan event design

@SRUFDI

SECRETARY AMABASSADOR

The Secretary Ambassador for the FDI will provide the behind-the-scenes work for the organization.

What will you do?

- Maintaining documents and scheduling appointments
- Transcribing event dialogue
- Producing agendas and timing organization meetings
- Organize the FDI office space
- Respond to questions and concerns
- Keep other ambassadors informed
- Communicate with other ambassadors as a team

@SRUFDI

Interested?

APPLY NOW!

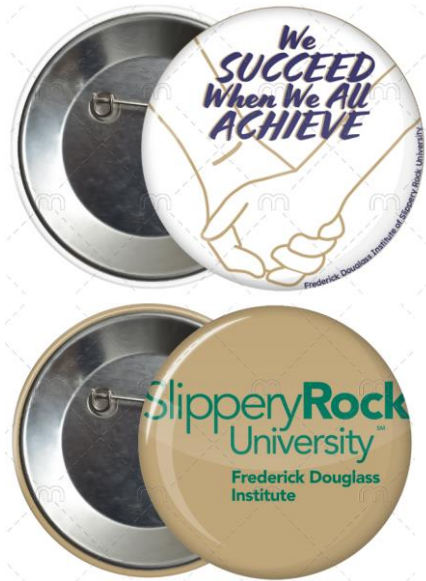
Find us on HANDSHAKE at SRU FDI to apply!

(Incentive is discussed following an interview)

SlipperyRock University
Frederick Douglass Institute

Contact: Dr. Franklin Charles, Director
franklyn.charles@sruc.edu
(724) 738-2123

Other Design Tactics



Evaluation

Track social media engagement

Track the number of likes and comments weekly to find correlations between postings and student involvement.

Track involvement in FDI events


View overall participation within in-person events regarding FDI and track attendance of students.

Monitor the outcomes of FDI student meetings

Have an ambassador take note of important student conversation topics and keep the discussion on track.

Student Feedback

The FDI will create a pre and post-survey for students to help understand how effective the campaign was for the target audience.



Budget (\$6,440)

Ambassadorships or Internships

- Biweekly wage of \$150
- \$300/month for 4 months (in a semester) to “5” ambassadors comes to \$6,000 per semester

Flyers for FDI Events

Pins and Pens for OIE and Ambassadors

Boosting posts on Instagram

Open Mic Nights

- \$40 for microphone and stand

Soul Food Initiative Potluck

- Green Tablecloths (5): \$11.00
- 50 Pack of Tan Napkins (3): \$6.00
- 100 Pack of Paper Plates (2): \$5.00
- 300 Set of Utensils (2): \$20.00

Timeline

Timeline for the 2023-2024 Academic Year

Publish Date	Location	Deliverable	School Scheduling
August 11	Facebook and Instagram	Hiring Information	
August 11	Handshake	Hiring Information	
August 14	Facebook and Instagram	Jump Start Speaker Event Information Post	
August 16	In-Person	Jump Start Speaker Event	
August 19	In-Person	WOW Program	
August 21			Classes Begin
August 25	Facebook, Instagram and TikTok	Fact Friday Post	
September 1	Facebook and Instagram	Meeting Information Post	
September 4			No Classes
September 7	In-Person	Student Meeting	
September 14	Facebook and Instagram	Study Abroad Event Information Post	
September 18	In-Person	Study Abroad Event	
September 22	Facebook, Instagram and TikTok	Fact Friday Post	

November 23			Break
November 24			Break
November 25			Break
November 26			Break
November 27			Break
January 16			Classes Begin
January 18	Facebook and Instagram	Meeting Information Post	
January 25	In-Person	Student Meeting	
January 30	Facebook and Instagram	Open Mic Night Information Post	
February 1	Flyer	Open Mic Night Information	
February 6	In-Person	Open Mic Night	
February 9	Facebook, Instagram and TikTok	Fact Friday Post	
February 12	Facebook and Instagram	Meeting Information Post	
February 15	In-Person	Student Meeting	
February 20	Facebook, Instagram and TikTok	A Day In The Life Post	
February 23	Facebook, Instagram and TikTok	Fact Friday Post	
February 27	Flyer	Open Mic Night Information	

February 29	Facebook and Instagram	Open Mic Night Information Post	
March 5	In-Person	Open Mic Night	
March 10			Spring Break
March 11			Spring Break
March 12			Spring Break
March 13			Spring Break
March 14			Spring Break
March 15			Spring Break
March 16			Spring Break
March 17			Spring Break
March 22	Facebook, Instagram and TikTok	Fact Friday Post	
March 25	Facebook and Instagram	Meeting Information Post	
March 28	In-Person	Student Meeting	
April 1	Flyer	Intercultural Potluck Information	
April 4	Facebook and Instagram	Intercultural Potluck Information Post	
April 9	In-Person	Intercultural Potluck	
April 12	Facebook and Instagram	Meeting Information Post	
April 16	Facebook, Instagram and TikTok	Day In The Life Post	

September 25	Facebook and Instagram	Meeting Information Post	
October 5	In-Person	Student Meeting	
October 8			Fall Break
October 9			Fall Break
October 10			Fall Break
October 13	Flyer	Open Mic Night Information	
October 17	Facebook and Instagram	Open Mic Night Information Post	
October 20	Facebook, Instagram and TikTok	Fact Friday Post	
October 23	In-Person	Open Mic Night	
November 2	Facebook and Instagram	Meeting Information Post	
November 7	Flyer	Open Mic Night Information	
November 9	In-Person	Student Meeting	
November 10	Facebook and Instagram	Open Mic Night Information Post	
November 14	In-Person	Open Mic Night	
November 17	Facebook, Instagram and TikTok	Fact Friday Post	
November 20	Facebook, Instagram and TikTok	Day In The Life Post	
November 22			Break