

ALVS Public Relations Campaign

Research:

- Primary/Focus Groups & Surveys:
 - People aren't feeling connected to CSU as a whole or the student population
 - People don't necessarily know what ALVS is, and what it's for
 - 49% of students don't know where the office is located, the services offered
 - Most like to communicate via email
 - Most use Facebook
 - 66% of respondents have not received scholarships
 - Students appreciate CSU's location, online availability
- Secondary:
 - 6th best University in the nation for veteran education (Military Times) (4th best public)
 - 402 likes on Facebook, almost daily posts with little to none engagement
 - 110 Twitter followers, posts uncommon, no engagement
 - Newsletter currently sent to 1,620 students & faculty members

Situation Analysis

- Client Profile: The ALVS office is designed to assist Adult Learners, Student Parents, and Student Veterans in the transition back into an academic setting, as well as assisting in making their experience at CSU enriched and fulfilling. The office began as a resource center for women returning to school in the 1970's, and has since evolved to help all student that identify as an Adult Learner (traditionally students in college over the age of 23). The office offers both large-scale and small-scale programming throughout the academic year, while operating an office as a resource hub. The office contains a kitchenette for students use (including free coffee), and serves as a base of operations for scholarships, career services, peer advising, and programming. The office also operates Ram Kidz Village (RKV), a supervised instructional activity space in the library for children of students who are studying.
- Issue Analysis: The ALVS office suffers from a handful of issues. First, most students on campus aren't aware of the office even existing. This issue is combatted by Orientation & Transition Programs (OTP) offering an orientation program specifically for transfer students. Secondly, the students that do know that the office exists, either choose not to utilize the services, or are unaware of services offered (outside of the social space and coffee distribution). Adult Learners also do not feel integrated with the student body, and they lack a connection to CSU as a whole. Finally, the students that utilize both the office and the services offered have noticed a lack of communication between the office and its students.

Problem/Opportunity Statement:

- The issues outlined above can be combatted through consistent use and promotion of both the bi-weekly newsletter and social media platforms in order to increase communication. The office also utilizes bulletin boards and slideshows, which they will continue to update and operate. Offering campus-wide programming and teaming with other departments and offices for events and programs will allow for the ALVS office to bring attention to the office, reducing the number of students unaware of its existence.

Target Audiences:

- Primary: Adult Learners (including Graduate Students, Student Parents and Student Veterans) of CSU
 - Impact Objective: To increase student awareness of ALVS and its services by 20% by the end of the semester
 - Impact Objective: To increase Facebook likes to 500 by Summer 2017
 - Impact Objective: To increase weekly Twitter posts to 4 by Summer 2017
 - Impact Objective: To increase the newsletter readership to 2,000 by Summer 2017
 - Impact Objective: To increase attendance at ALVS hosted events by 10% each year
- Secondary: Faculty and Staff of CSU
 - Impact Objective: To increase faculty awareness of ALVS and its services by 20% by the end of the semester
- Intervening: Local/National and Student Media
 - Impact Objective: To increase student media stories about ALVS by 100% (to four stories) by Summer 2017
 - Impact Objective: To maintain the number of local/national stories (about four) about ALVS through the academic year

Goals:

- To make the ALVS office known as a resource campus wide (similar to BAACC and APACC)
- Integrate the Adult Learner population of CSU into the student body on a more intimate level
- Increase the feeling of connection between students and the University
- Increase communication between the ALVS office and the students of CSU

Action Strategies:

- Adjust vocabulary and grammar to emphasize Adult Learners as a population (using capital letters, similar to 'African-American')
- Table on the Plaza/Flea Market with giveaway items to promote the office, its service, and its communications
- Participate in campus events (like Resource Fairs, Ram Welcome Carnival, and Diversity Symposiums) geared towards both students and faculty to promote the office, its service, and its communications
- Partner with RamEvents to create both a Liaison to the office and campus-wide programming that is appealing to Adult Learners and the general student population
- Partner with CoLab for assistance on Twitter
- Create advertising/marketing material (in conjunction with CoLab/Campus Creative Services) to be displayed in the LSC and around campus to foster interest in, and increase awareness of the ALVS office
- Partner with campus-centric businesses (Ram Skellar) for 'Discount Days' to raise awareness of ALVS office.
- Have a staff member attend university info sessions/workshops that pertain the Adult Learners OR ask instructors/sponsors to hand out ALVS marketing material to attendees as an opportunity to market the ALVS office (Home Buyers, stress management, etc.)

- Purchase & give away free tickets to university events (Dance Concerts, Football Games, etc.) to students both inside and outside of the office

Communication Strategies:

- Creative Concept
 - Create and approve new Mission statement
 - Create and approve a slogan (“We’re Here So You Can Be Too”)
 - Utilize the new Logo from CoLab
- Media Strategies
 - Maintain Facebook presence and engagement
 - Increase Twitter presence and engagement (post copies of Facebook posts)

Timeline—Semester-spanning (specific dates pending)

Budget

Event	Cost (approx.)	Reason	# of times	Total Cost
Survey Students		To measure awareness	2	
Table on Plaza Flea Market	\$ 50.00	Staffing for 2 hours, giveaway prizes	5	\$ 250.00
Resource Fair	\$ 50.00	Staffing for 2 hours, giveaway prizes	1	\$ 50.00
Ram Welcome Carnival		Sponsor Ride	1	
Diversity Symposium		Host/Provide Speaker	1	
Housing Fair	\$ 50.00	Staffing for 2 hours, giveaway prizes	1	\$ 50.00
CoLab	\$ 45.00	Digital media ads	5	\$ 225.00
CoLab	\$ 15.00	Print ads/flyers	4	\$ 60.00
CoLab		Consulting		
RMSMC		Print Ads	2	
Newsletter	\$ 125.00	Mailchimp	1	\$ 125.00
"Discount Days"		Discounts at CSU Businesses	3	
Workshops	\$ 40.00	Staffing/Materials	5	\$ 200.00
Ticket Giveaways	\$ 50.00	Tickets/Staffing Giveaways	10	\$ 500.00
RamEvents	\$ 500.00	Financial Help with Events	1	\$ 500.00
Additional costs	\$ 200.00	printing, staffing, etc.	n/a	\$ 200.00
			Total	\$2,160.00

Evaluation

- To increase student awareness of ALVS and its services by 20% by the end of the semester
 - Measured by surveys distributed at the beginning of each semester
- To increase Facebook likes to 500 by Summer 2017
 - Facebooks likes as of Summer 2017: _____
- To increase weekly Twitter posts to 4 by Summer 2017
 - Weekly Twitter posts as of Summer 2017: _____
- To increase the newsletter readership to 2,000 by Summer 2017
 - Newsletter readership as of Summer 2017: _____
- To increase attendance at ALVS hosted events by 10% each year
 - Estimated attendance at ALVS 5K 2016: 300
 - Estimated attendance at ALVS 5K 2017: _____

- 330 desired
 - Estimated attendance at ALVS Military & Veteran Appreciation Ball 2016: 160
 - Estimated attendance at ALVS Military & Veteran Appreciation Ball 2017: _____
 - 176 desired
 - Estimated attendance at ALVS Veteran Symposium 2016: 250
 - Estimated attendance at ALVS Veteran Symposium 2017: _____
 - 275 desired
- To increase faculty awareness of ALVS and its services by 20% by the end of the semester
 - Survey faculty/staff before and after
- To increase student media stories about ALVS by 100% (to four stories) by Summer 2017
 - Title/Outlet:
 - Title/Outlet:
 - Title/Outlet:
 - Title/Outlet:
- To maintain the number of local/national stories (about four) about ALVS through the academic year
 - Publication/Article title:
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