



A PUBLIC RELATIONS CAMPAIGN
FOR THE NEW
CSU HEALTH CENTER

Spencer Reed | Skylar Richardson | Nate Day | Lena Ham | Katelyn Fahrenbruck

2017



WE ARE PR

CSU HEALTH CENTER

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CSU HEALTH CENTER

Executive Summary

This campaign, put together by the firm We Are PR, was created to celebrate the completion of the Colorado State University Health Network's new crowning jewel: the new building located on the corner of Prospect and College Avenue. From this location, this innovative structure welcomes students to campus and reminds them that they are well taken care of during their time at CSU. This plan was put together with students in mind, first and foremost, to increase their awareness of the new center and to create a culture on campus that encourages use of this incredible center that has much to offer. We Are PR set out to create a public relations plan that covered all the essentials for students to get excited about what this new center has to offer—from social media posts to events to other informative communications. Only the best strategies succeeded in this comprehensive plan that leaves no stone unturned.

We Are PR began with secondary research to gain the most possible knowledge about the CSU Health Network. This research included data checking from the CSU Factbook, government census information, Chamber of Commerce documents and a thorough study of the CSU Health Network's social media sites (Facebook, Instagram and Twitter) and their website. Research also included primary research, through focus groups and interviews. We are PR conducted two focus groups—one for female students at CSU and one for male students at CSU—to gain information from the student body about their awareness levels of the CSU Health Network, their trust levels in CSU Health Network, and if they had made appointments at the current health center. Of the seven female students in the focus group, one had not made an appointment at the current CSU Health Center. Of the seven male students, three had never made an appointment at the current CSU Health Center. In addition to the focus groups, We Are PR rounded out the primary research with interviews with CSU Health Network faculty, a client meeting and a site visit.

We Are PR used a force field analysis structure to decide and rate the driving and restraining forces for the client issue. The strongest driving forces are the addition of mental health services to the same building, adding cohesion, and the widened variety of services in general. Some of the restraining forces are a lack of personability among the staff and a general lack of awareness of what the network has to offer among students.

Given this background information, this firm has narrowed down a statement of problem and opportunity. Previously, the CSU Health Network has had a difficult time attaining student awareness. Research tells us that students don't use Health Network because of general lack of knowledge pertaining to the Health Center and other services offered (including, but not limited to, the pharmacy, general physicians, specialty physicians, and mental health services, nutritionists, etc.). With the addition of this new, expansive building, the opportunity exists to use this new structure to be a platform to start a campaign that will grow student knowledge.

The goals for this campaign are to raise awareness of the new location of CSU Health Network and to raise awareness of the wide range of services offered by the CSU Health Network. The goals span the whole campaign and give direction to all of the decisions made in the future. The firm has elected to target two primary audiences and one intervening audience. The first primary audience is freshmen students living on campus, because they are least likely to have healthcare in place, have at least four years to be using the network, and are closest in proximity to the center. The second target audience is the remainder of CSU students—sophomores, juniors and seniors. There are campaign objectives tailored to each audience, including increasing awareness, increasing knowledge of services, and increasing appointments. We have also added one special audience, CoLab, the marketing team within the Lory Student Center, as they have expert knowledge to assist the goals. Finally, the intervening audience is parents of CSU students. They will influence their child's decision to seek healthcare from the CSU Health Network.

For these objectives to be met, information about the CSU Health Network must stand above other information being consumed by our target audiences. The creative concept is what provides a vehicle for the firm's messages to make an impact. This concept is a logo using the slogan "Rams Can!" to show students what using the CSU Health Network can do for them, giving them the opportunity to take ownership of their own health. Other examples include Rams can seek help, Rams can enjoy preventive medicine, Rams can enjoy themselves by being safe and well. This logo, in the classic CSU colors, will be familiar to students unifying the Health Center with the rest of the campus. Using the familiar color palette will also make it easy to integrate this logo and these messages into existing CSU communications.

To help spread the word about how important it is to take care of yourself, We Are PR has elected to use controlled media strategies. The traditional media strategies include paid advertising and on-campus table tents. Social media posts are a controlled way to get messages out about specific services, doctors and events. Key messages, like "Rams can ask for help," "Rams can seek nutritional advice," and "Rams can be comfortable away from home," will encourage change among the students.

First and foremost, current students and their parents will be invited to attend a grand opening event for the new Health Center building on August 18, 2017. This event, called "Camping with Cam," will encourage students and their parents to familiarize themselves with the building and all the services provided. The event will include a guided tour, complete with personalized and themed souvenirs (CSU branded sunglasses in optometry, toothbrushes in dentistry, stress balls in the counseling center) to help attendees remember all the Center has to offer. This event will also include light snacks, a raffle, and opportunities to meet with health care providers at the Center. We Are PR hopes that this event will not only be educational, it will get students excited about being the healthiest version of themselves possible so they can enjoy spending time in the wonderful Colorado outdoors.

In addition to this event, this firm will be utilizing CSU media billboards to increase awareness of the Health Network. They will also be working with CoLab to create posters and table tents for saturation. For social media, posts will be created under the term "Humans of the Health Network" to introduce students and parents to the doctors, physical therapists, nurses, etc., that will be providing health care. We propose that the intervening audience, Colorado State University parents, will receive a three-piece packet in the mail to help them understand their role in the health of their child, how CSU Health Network will support them, and how their insurance works at CSU Health Network.

This campaign stretches from May 12, 2017 until April 2018, and the total budget for this campaign is \$47,893.64 with the highlight being the event in August. Due to the nature of this event, it is also the largest budget item with a total cost of \$23,414.15. Another large cost will be the parent information packets, at \$14,799.50, and the personality profile social media posts will be just over \$3,000.

To monitor the conclusion of this plan, a survey administered both before and after the campaign with each audience to verify their awareness levels in comparison to those previously stated. Additionally, numbers of appointments being booked before and after the campaign will be compared.

Our firm, We Are PR, is proud of the product that we've created. As students of CSU, we've had a wide range of experiences with the Health Center, and we've put a great deal of work into this campaign, making it very near and dear to our hearts. As we've mentioned above, no stone is left unturned in this plan, and no doubt, you'll find that. In the plan, you will find that the firm strives to embody the spirit of CSU, its Health Network, and most importantly, its students, who we're all here to serve. We thoroughly believe that Rams can succeed, and with this plan, we feel that the CSU Health Network can succeed too.

A blue pennant graphic with a white outline, pointing to the right. It has a vertical white stripe on the left side.

CSU HEALTH CENTER
Phase I – Research



1.1 RESEARCH PLAN

1.1.1 Secondary Research

- Quantitative Background Research
 - Client issue
 - Through focus groups, interviews, secondary research and site visits, our firm studied and determined if the services of the CSU Health Network were being communicated effectively to students on the CSU campus
 - Past communications
 - Through focus groups, interviews, and site visits, our firm studied and determined if the CSU Health Network was communicating about the services offered to CSU students in the past
- Target Research
 - Demographics (CSU)
 - Student demographics of those who attend Colorado State University were taken from the CSU factbookⁱⁱ
 - Demographics (Ft. Collins Public)
 - Government census information was used to find demographic information on the Fort Collins publicⁱⁱⁱ
 - Psychographics
 - Psychographics were found using a key word Google search^{iv}
 - Geographic information
 - Information from the Fort Collins Chamber of Commerce was used for research on the geographic information of Fort Collins^v
- Media Research
 - Media habits were found by sifting through several media outlets, including but not limited to the newspaper run by CSU students (The Rocky Mountain Collegian), SOURCE (a CSU based news outlet), and newspapers and television stations based in Denver^{vi}
 - Social media habits were found by sifting through several social media sites, including Facebook, Instagram, and Twitter, examining if they were active on each site, how often they posted, and what type of content they shared on each platform

1.1.2 Primary Research

- Qualitative
 - To find qualitative information, two focus groups were held [one female & one male]
 - Focus group questions were intended to find out current awareness of the Health Center's services, as well as current awareness of the new Health Center
 - The meetings lasted around 1 hour
 - Female focus group
 - 7 total females
 - 1 transfer student^{vii}
 - Male focus group
 - 7 total males
 - 1 transfer student^{viii}

- Interviews were conducted with Kate Hagdorn and Anne Hudgens, who are both associated with the CSU Health Network
 - Differences between Hartshorn and the new Health Center
 - New additions to the Health Center
 - Social media engagement
 - Past and current communication strategies
 - LGBTQ community resources
 - Partnerships with campus partners
 - Cost of CSU healthcare and insurance options^{ix}
- A client meeting
 - Needs and interest of the CSU Health Network
 - Direction for public relations campaign
 - Familiarize our firm with the new facilities and the services offered^x
- Size Visit of new Health Center
 - Familiarize our firm with the new facility and services offered to construct a campaign
 - Understand the vision of the enter and future of the CSU Health Network^{xi}
- Quantitative
 - Focus group participants filled out a background questionnaire
 - The questionnaire asked for information in the following fields
 - Year in school
 - Age
 - Gender
 - Major & minor
 - Transfer student (yes or no)
 - On or off campus living
 - Full or part time student
 - CSU issued health insurance (yes or no)
 - Use local health care (yes or no)
 - Had ever received care through CSU mental health network (yes or no)
 - Preferred sources for CSU news

1.2 SITUATION ANALYSIS

1.2.1 Client Profile

- The Colorado State University Health Network is a facet of the CSU Division of Student Affairs, dedicated to helping with the mental and physical health of the CSU students. Located in the center of campus, between the library and the recreation center, the network offers a full range of medical and mental health services (including dental, optometry, counseling, pharmaceuticals, and general primary care) and health education and prevention services (STD testing, stress management workshops, PTSD therapy, and more). The client is also accredited by both the Accreditation Association for Ambulatory Health Care Inc., and the American Psychological Association. Our client strives to provide a diverse and inclusive environment to allowing CSU students to receive the best medical care during their time at school. The CSU Health Network is currently in the midst of building a new center to allow all of their services to be under one roof. Because of this, our client is in need of promotion tactics to raise awareness of the new facility and Health Network as a whole.

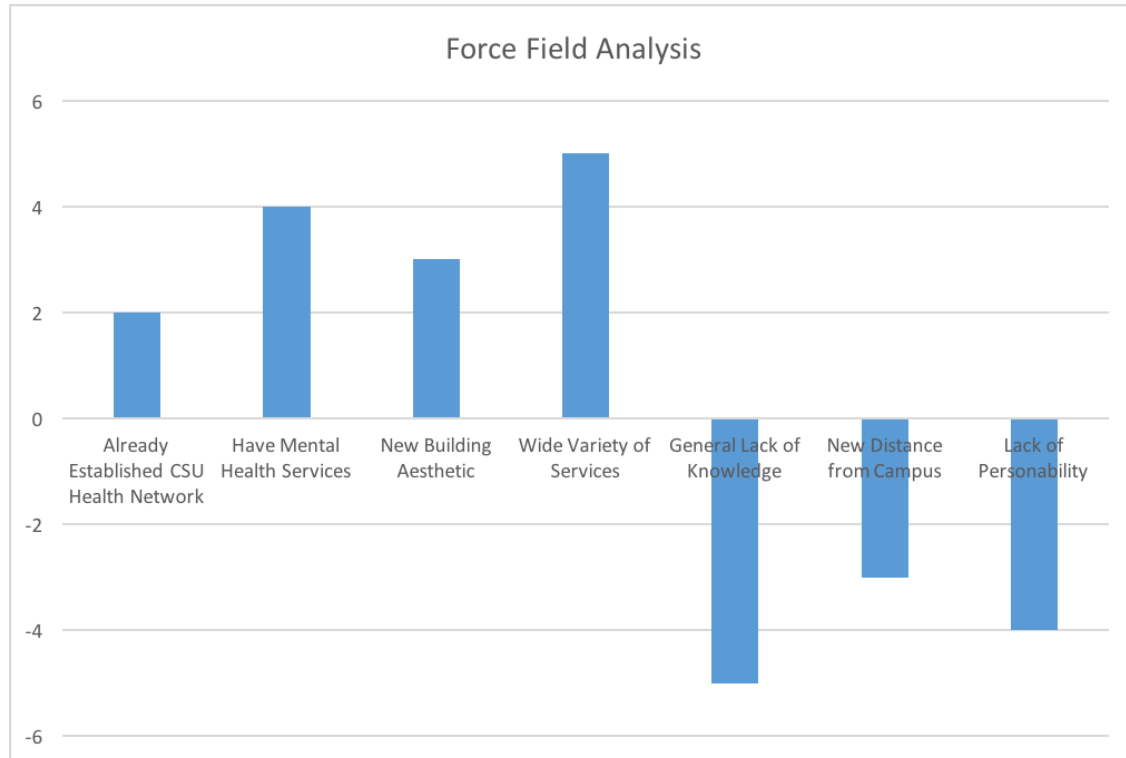
1.2.2. Communication Audit

- Target Audiences
 - Because only CSU affiliates have been able to use the Health Network in the past, our client has only targeted those people. This includes CSU students, faculty, and staff
- Key Messages
 - Our client's current slogan is, "Care for Body and Mind," as the Health Network stresses the importance of maintaining both physical and mental health for all students, faculty, and staff
 - They've employed messages of self-care both physically and mentally, as they pertain to the services offered by the Health Network
- Media Tactics
 - Media tactics have been scarce
 - The Rocky Mountain Collegian covered the CSU Health Network by far the most out of any other news outlet in the city, state or nation. Denver's NBC outlet has occasionally run stories, but overall, the Health Network does not receive much coverage
 - The Health Network is active on Facebook, Twitter, and Instagram. However, content on all platforms is identical, and their following is low
 - Our client has primarily only advertised through traditional forms, such as table cards and signs on campus, with little media tactics used overall

1.2.3 Issue Analysis

- Force Field Analysis
 - Driving Forces
 - Already established CSU health network +2
 - The fact that CSU has a Health Network that students already have knowledge about is an asset to the campaign, as opposed to introducing an entirely new network of services. Some students have a general knowledge of the Health Network's existence and the services offered, giving us a platform to launch our campaign from.
 - Have mental health services +4
 - CSU Health Network offers mental health services and support in addition to physical medical concerns. This widens the audience that will be using health services.
 - Aesthetic new building +3
 - The new building in which the Health Network will be housed has been designed to be welcoming, foster health, as well as to provide a feeling of technological advancement, cleanliness, and comfort, drawing more students to visit than there were at Hartshorn.
 - Wide variety of services +5
 - The CSU Health Network not only splits services into physical and mental health, but each of those departments are very intricate, with several services offered within each. Physical health will include dentistry, optometry, physical therapy, and more, while mental health offers counseling, stress management, PTSD therapy, and more.
 - Restraining forces
 - General lack of knowledge -5
 - While the Health Network provides a great deal of services, our focus groups highlighted the fact that students have a lack of knowledge of such services, especially within the mental health field. Students aren't familiar with the benefits they receive and the convenience provided by the Health Center's on-campus location.

- New distance from campus -3
 - The current Health Services building is located at Hartshorn, directly across from the library on the campus. The new building will be located on the corner of Prospect and College, much less central to campus.
- Lack of reasonability -4
 - According to the focus groups performed on both male and female CSU students, the Health Network lacks personability because patients don't see a consistent doctor, and or other health care professionals. Also, due to the high volume of student usage, the large staff makes it hard for students to connect to the staff providing them with health care.



1.3 PROBLEM / OPPORTUNITY STATEMENT

Previously, the CSU Health Network has had a difficult time attaining student awareness. Research tells us that students don't use the Health Network because of general lack of knowledge pertaining to the Network as a whole, and the services offered; including, but not limited to, the pharmacy, general physicians, specialty physicians, and mental health services. At the new Health Center the client has an opportunity to improve outreach opportunities to increase student awareness of the services offered, where the center is located, and what insurance plans are accepted.

A blue graphic element consisting of a trapezoidal shape with a gradient, pointing to the right, and two vertical lines extending downwards from its left side.

CSU HEALTH CENTER
Phase II – Planning



2.1 GOALS

- To raise awareness of the new location of CSU Health Network
- To raise awareness of the wide range of services offered by the CSU Health Network

2.2 TARGET AUDIENCES

2.2.1 Primary Audiences

- Freshman living on campus make up 4,900 of the students at CSU. These students are the least likely to have health services already in place and will have the option to be using the health services for the longest amount of time. These student also live on campus, where the health center will be located, giving our firm opportunities to promote to this demographic on campus, as opposed to those living off campus.
- Impact Objectives
 - To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by May 30, 2018
 - To increase awareness of the services offered within the CSU Health Network among CSU students by 20% by May 30, 2018
 - To increase the number of students booking physical health appointment within the CSU Health Network by 10% by May 30, 2018
 - To increase the number of students booking mental health appointments within the CSU Health network by 10% by May 30, 2018
- Also targeted will be the remaining part of the CSU student body- sophomores, juniors and seniors. This demographic is the largest one served by the CSU health network, and has the most to gain from the services offered, especially considering they are the ones largely paying for the provided services.
- Impact Objectives
 - To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by May 30, 2018
 - To increase awareness of the services offered within the CSU Health Network among CSU students by 20% by May 30, 2018
 - To increase the number of students booking physical health appointments within the CSU Health Network by 10% by May 30, 2018
 - To increase the number of students booking mental appointments with the CSU Health Network by 10% by May 30, 2018

2.2.2 Intervening Audiences

- Our firm chose to focus on the parents of the 33,198 CSU students, with an emphasis on parents of the 4,956 freshman and incoming students. These demographics are generally heavily involved in a student's life and carry great concern for a student's wellbeing, therefore it can be assumed that they will play a role in encouraging students to participate in the CSU health network and all the services they have to offer.

2.2.3 Special Audiences

- CoLab - The professional marketing department located in the Lory Student Center
- CoLab will be tapped to design and implement marketing and advertising materials for digital, print, and social media platforms. CoLab was selected because they are a highly-recommended CSU-based organization that gives experience to student employees, and produces high quality work in a timely manner at a financial rate much lower than other creative options.

2.3 COMMUNICATION STRATEGIES

2.3.1 Creative Concept

- “Rams Can”
 - This slogan is a play on two currently used slogans by CSU
 - “Rams take care of Rams”
 - “Rams take action.”



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- Our firm chose to use, “Rams Can”, as the creative concept for the campaign. This slogan is similar to other creative slogans used by the Health Network and the University including, “Rams take care of Rams,” and “Rams take care, Rams take action.” “Rams can,” can be used to express a variety of different messages informing our target audiences of the services offered by the Health Network, as well as encouraging students to utilize the Health Network. Examples include, “Rams can ask for help,” or, “Rams can get a flu shot,” highlighting both the services offered by the Health Network and general health and wellbeing of our students.

2.3.2 Target Audience Strategies – Target Audience 1 – CSU Freshman Living on Campus

2.3.2.1 Message Strategies

- Our firm's paramount impact objective is to increase awareness of the Health Network therefore informational strategies were chosen to convey our messages. In addition, behavioral objectives were addressed by the firm by employing one-sided logical argument strategies.

2.3.2.2 Messages

- Messages for Freshman living on campus
 - Rams can ask for help
 - Rams can fill a prescription
 - Rams can see a counselor
 - Rams can get a flu shot
 - Rams can get their eyes checked
 - Rams can see a dentist

2.3.2.3 Media Strategies

- Controlled Traditional Media Strategies
 - Our firm will employ paid advertising, which are controlled. This will allow the Health Network control over how, when, and where the message is distributed.
- Controlled Print Media Strategies
 - The forms of print media our firm is employing are controlled. A major advantage to using controlled print media strategies is the Health Network will have control over what message is conveyed and when.
- Controlled Social Media Strategies
 - Our firm has decided to implement social media tactics to familiarize students with the staff and services offered in the CSU Health Network. 31% of 18-29 year olds in the US use Facebook and 58% use Instagram actively, meaning that social media is a good way for the Health Network to convey its messages and information.

2.3.2.4 Tactics

- Camping with Cam (Grand Opening Event)
 - August 18, 2017, during the large Fall Ram Welcome event, the health center will have a second opening to reach a wider audience once the new freshmen have arrived. The theme is “The Great Outdoors” and we choose this theme because Coloradoans and people who are attracted to Colorado appreciate nature and outdoor activities. This theme encourages a healthy lifestyle and staying active in the outdoor community. This will be an evening event that hosts the students with hors d’oeuvres and drinks provided by LSC catering. There will be staff and faculty at each stop to mingle with the tour groups.
 - Souvenirs for Grand Opening- During this large event, party favors will be handed out during the tours of the center. Each souvenir will correlate to a service provided by the health center. 1,000 sunglasses will be handed out in optometry, 1,500 toothbrushes in dentistry, 1,000 stress balls in the counseling center, 1,000 water bottles in the nutrition center, 1,000 hot/cold packs in physical therapy, 1,000 lip balms in the mindfulness pod, and a final collection of souvenirs in the middle of the center, under the Rams Horn. Those will be 2,000 cups, 1,000 lanyards, 1,000 silicone phone adhesives, 2,000 ping pong balls, 2,000 pens and 2,000 stickers. They will be given on a first come, first serve basis.
 - Raffle- Each tour stop will have raffle tickets for guests to pick up. There will be drawings at intervals for larger prizes. Those prizes will be sweatshirts for five winners (5), blankets, (5) Duffle bags (5), Hats (5), and Bluetooth speakers (5). The raffle will exist to encourage people to go on the tour

- Meet with Orientation and Transition Programs
 - The client needs to meet with Orientation and Transition Programs to ensure two things: a) That tour guides are planning on highlighting the new Health Center during their summer tours, and b) ensure that the Grand Opening Event can be added to the marketing material and schedule for Ram Welcome Week that all incoming freshmen receive.
 - Personality Profiles - “Humans of the Health Network”
 - During the client meeting and the focus groups, individuals expressed a concern with the lack of consistency and familiarity with the Hartshorn and Health Network staff. Therefore, our firm proposes the implementation of personality profiles of doctors, nurses, optometrist, dentist, physical therapist, and other important staff so students and faculty can get to know the people taking care of their medical needs. A picture and short paragraph will be the format of the personality profile. Upon using other various tactics to gaining more social media followers on the Health Network platforms, the personality profiles will be distributed on social media pages such as Facebook and Instagram. Together, they can reach the target audience and achieve reorganizability. Students need, and are currently lacking, background knowledge on the people treating them. A new personality profile should be posted every Monday until content is exhausted, and can be recycled after that.
 - Digital Advertising
 - Students expressed a general lack of knowledge about the services offered by the Health Network, implying that informing students on the services offered is a must for the campaign. This can be done via CoLab’s digital screen advertisements throughout the Lory Student Center. The client can meet with CoLab to discuss design needs (highlighting the “Rams can” campaign and the services offered by the Health Network - for example, using “Rams can... get a flu shot,” “Rams can... ask for help,” etc.) by August 1, 2017, and digital signage should run from August 21, 2017 through September 30, 2017. A second round of digital advertising will be implemented from February 5-16, featuring a slightly updated version of the original ad, via CoLab.
 - Table Tents
 - In addition to using CoLab for the digital advertising at the LSC, our firm will also be using them the create table tents for the tables in the LSC food court and the dining halls on campus via Residence Life. These will be in place for the first two weeks in September. A second round of table tents will be implemented for two weeks from February 19-March 2, featuring a slightly updated version of the original ad, via CoLab.
 - Stamped Coffee Sleeves
 - Once school returns for the Spring session, once the initial excitement of the new center has settled down, our firm will be creating coffee sleeves branded with CSU Health Network and a selection of our “Rams Can” slogans. These sleeves will be placed in the coffee shops on campus- Morgan’s Grind, Sweet Sensations, The Bean Counter, and the Bagel Places 1 and 2.
 - Posters
 - At the beginning of the fall semester, our firm will be placing color posters on all of the floors of all of the dorms on campus encouraging students to get their flu shots, to be proactive about health and stress management and sexual education. The posters (designed by CoLab) will be hung in each of the dorms inhabited by students during the following time periods: August 21, 2017 - September 4, 2017; September 10, 2017 - September 18, 2017; and September 25, 2017 - October 2, 2017.
 - Collegian Ads
 - Ads will be run in print in the Rocky Mountain Collegian from October 1-31, highlighting via the “Rams can” campaign, the services offered by the CSU Health Network, as well as the general well being of the student body.
-

- Tuesday Takeover on Snapchat @ColostateU
 - On August 29th, 2017 Abby Ross will do a Tuesday Takeover on the @ColostateU snapchat. The videos and pictures would include a video identifying location, a virtual tour, and a brief explanation of the services offered. This would reach a large number of students, including those who missed the Grand Opening Event.
- Resource Fair
 - A booth at the annual CSU Resource Fair in order to promote the new facility, services offered, and acquaint the executive staff with the student body. The event has yet to be booked by the university, but it will likely take place during the first of the semester (August 21-25, 2017).

2.3.3 Target Audience Strategies – Target Audience 2 – CSU Sophomores, Juniors, and Seniors

2.3.3.1 Message Strategies

- Our firm's paramount impact objective is to increase awareness of the Health Network, therefore informational strategies were chosen to convey our messages. In addition, behavioral objectives were addressed by the firm by employing one-sided logical strategies.

2.3.3.2 Messages

- Messages for CSU Sophomores, Juniors, and Seniors
 - Rams can ask for help
 - Rams can get tested
 - Rams can go to physical therapy
 - Rams can get an x-ray
 - Rams can seek nutritional advice
 - Rams can seek allergy relief

2.3.3.3 Media Strategies

- Controlled Traditional Media Strategies
 - Our firm will employ paid advertising, which are controlled. This will allow the Health Network control over how, when, and where the message is distributed.
- Controlled Print Media Strategies
 - The forms of print media our firm is employing are controlled. A major advantage to using controlled print media strategies is the Health Network will have control over what message is conveyed and when.
- Controlled Social Media Strategies
 - Our firm has decided to implement social media tactics to familiarize students with the staff and services offered in the CSU Health Network. 31% of 18-29 year olds in the US use Facebook and 58% use instagram actively, meaning that social media is a good way for the Health Network to convey its messages and information.

2.3.3.4 Tactics

- Personality Profiles - "Humans of the Health Network"
 - See Target Audience 1
- Digital Advertising
 - See Target Audience 1
- Stamped Coffee Sleeves
 - See target Audience 1

- Collegian Ads
 - See Target Audience 1
- Tuesday Takeover on Snapchat @ColostateU
 - See Target Audience 1

2.3.4 Target Audience Strategies – Parents of CSU Students

2.3.4.1 Message Strategies

- Our firm's paramount impact objective is to increase awareness of the Health Network, therefore informational strategies were chosen to convey our messages. In addition, behavioral objectives were addressed by the firm by employing logical 1-sided persuasive strategies. In this case, our logical appeals will serve also as emotional appeals do to the nurturing nature of the audience. This is to say logical arguments will evoke a sense of logic, as well as appeal to parents' emotions.

2.3.4.2 Messages


- Messages for Parents of CSU Students
 - Rams can stay healthy
 - Rams can be taken care of
 - Rams can feel welcome
 - Rams can be comfortable away from home

2.3.4.3 Media Strategies

- Controlled Direct Mail Strategies
 - Direct mail is a controlled message strategy. This will allow the Health Network to control when, where, and how their messages are conveyed to the parents of CSU students.
- Controlled Social Media Strategies
 - Our firm has decided to implement social media tactics to familiarize students with the staff and services offered in the CSU Health Network. 60% of 30-64 year olds in the US use Facebook and 40% use Instagram actively, meaning that social media is a good way for the Health Network to convey its messages and information.

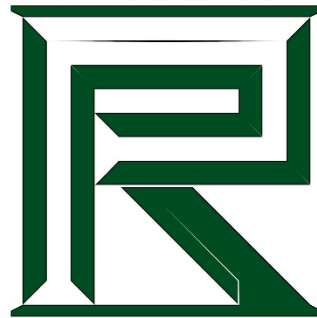
2.3.4.4 Tactics

- Health Network Packet
 - A packet of papers sent to “The Parents of [CSU Student Name]” on August 1, 2017. The packet will feature several handouts, one highlighting and explaining the services offered, one with information on CSU’s insurance options, and a final one with information on the why the new Health Center is beneficial to their student.
- Personality Profiles - “Humans of the Health Network”
 - See Target Audience 1
- Service Highlight Videos
 - See Target Audience 1



CSU HEALTH CENTER
Phase III -
Implementation

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3.1 PLANNING MATRIX

Publics (i.e. target audiences)	Objectives	Concerns, Needs, Interests (of target audiences)	Key messages	Media Tactics
CSU Freshman Living on Campus	<ul style="list-style-type: none"> To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by November 30, 2017. To increase awareness of the services offered within the CSU Health Network among CSU students by 20% by November 30, 2017; To increase awareness of the inclusivity of the CSU Health Network among CSU students by 30% by November 30, 2017; 	These students are the least likely to have health services already in place and will have the option to be using the health services for the longest amount of time. These students also live on campus, where the health center will be located.	<p>Rams can ask for help</p> <p>Rams can fill a prescription</p> <p>Rams can see a counselor</p> <p>Rams can get a flu shot</p> <p>Rams can get their eyes checked</p> <p>Rams can see a dentist</p>	<p>Posters</p> <p>Table tents</p> <p>Electronic ads in the Lory Student Center</p> <p>Personality profiles</p> <p>Service highlight videos</p>

	<ul style="list-style-type: none"> To increase the number of students booking physical health appointment within the CSU Health Network by 10% by November 30, 2017; To increase the number of students booking mental health appointments within the CSU Health network by 10% by November 30, 2017 			
CSU Sophomores, Juniors, Seniors	<ul style="list-style-type: none"> To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by November 30, 2017; To increase awareness of the services offered within the CSU Health Network among CSU students by 20% by November 30, 2017; 	Also targeted will be the remaining part of the CSU student body- sophomores, juniors and seniors. This demographic is the largest one served by the CSU health network, and has the most to gain from the services offered, especially considering they are the ones largely paying for the provided services.	Rams can ask for help Rams can get tested Rams can go to physical therapy Rams can get an x-ray Rams can seek nutritional advice	Posters Table tents Electronic ads in the Lory Student Center. Personality profiles Service highlight videos

	<ul style="list-style-type: none">• To increase awareness of the inclusivity of the CSU Health Network among CSU students by 30% by November 30, 2017;• To increase the number of students booking physical health appointment within the CSU Health Network by 10% by November 30, 2017;• To increase the number of students booking mental health appointments within the CSU Health network by 10% by November 30, 2017		Rams can seek allergy relief	

<p>Parents of CSU students</p>		<p>Our firm chose to focus on the parents of the 33,198 CSU students, with an emphasis on parents of the 4,956 freshman and incoming students. These demographics are generally heavily involved in a student's life and carry great concern for a student's well being, therefore it can be assumed that they will play a role in encouraging students to participate in the CSU health network and all the services they have to offer.</p>	<p>Rams can stay healthy</p> <p>Rams can be taken care of</p> <p>Rams can feel welcome</p> <p>Rams can be comfortable away from home</p>	<p>Health Network Packet</p> <p>Personality profiles</p> <p>Service highlight videos</p>
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3.2 SCHEDULE

Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks (Optional clarifying comments)
Meet with Orientation and Transition Program	Hudgens, Hagdorn	May 12, 2017	May 12, 2017		Meet with Orientation and Transition Programs to discuss adding the Grand Opening event to the schedule for Ram Welcome Week, as well as adding it to advertising and print media for the week, tour information for the summer and Ram Welcome programming
Write Page on Health Network Services	Hudgens	June 15, 2017	June 15, 2017		Write a comprehensive list explaining each of the services offered by the Health Network
Write Page on CSU Health Insurance	Hudgens	June 15, 2017	June 15, 2017		Write a detailed, but clear report on the CSU Health Insurance option
Write page on the benefits of the new Health Center	Hudgens	June 15, 2017	June 15, 2017		Write a page on what specific benefits students will

					receive from the new Health Network
Prepare Health Network Packets	CSU Health Network Staff	July 1, 2017	July 31, 2017		Stuff and address envelopes and pay for postage
Send Health Network Packets	CSU Health Network Staff	August 1, 2017	August 1, 2017		Send the pre-stuffed Health Network Packets to the recipients
Initial Meeting with CoLab	Hudgens, Hagdorn, Ross	August 1, 2017	August 1, 2017		Discuss design needs for Service Highlight Videos, Table Tents, Posters, Digital Advertising, Personality Profiles, and Collegian Ads
Order Merchandise for Grand Opening	Hagdorn	August 4, 2017	August 4, 2017		Order Beachballs (1,000), pens (2,000), silicone adhesive for cell phones (1,000), sunglasses (1,000), magnetic clips (1,000), water bottles (1,000), promotional cups (2,000), lanyards (1,000), ping-pong balls (2,000), hot/cold gel packs (1,000), lip balms (1,000), toothbrushes (1,500), and stickers

					<p>(2,000) for general giveaways.</p> <p>Order sweatshirts (5), blankets (5), Duffle bags (5), Hats (5), jump ropes (5), Bluetooth speakers (5), and raffle ticket bundles (2) for raffle giveaways.</p> <p>All merchandise should feature the Health Network's logo and "Rams Can."</p> <p>All order can be made through Epromos.com</p>
Write Grand Opening Event Invites	Ross	August 4, 2017	August 4, 2017		Compose an email inviting entire student body to the Grand Opening event, highlighting special prizes
Send Grand Opening Invitations	Ross	August 4, 2017	August 4, 2017		Send pre-composed email to entire student body
Invite The Rocky Mountain Collegian to Grand Opening Event	Ross	August 4, 2017	August 4, 2017		Reach out to the Editor in Chief of the Collegian and request press

					coverage at the Grand Opening event
Compose social media promotion of Grand Opening event	Ross	August 7, 2017	August 7, 2017		Compose posts on social media platform informing followers of the grand opening event, free prizes, and fun activities.
Social Media Promotion of Grand Opening Event	Ross	August 7, 2017	August 7, 2017		Post pre-composed content on social media <u>Should be repeated 4-6 more times before the event.</u>
Compose second round of Grand Opening invites	Ross	August 11, 2017	August 11, 2017		Compose an email to be sent to the incoming freshman, reminding them of the grand opening event and special prizes
Second round of invitation emails	Ross	August 11, 2017	August 17, 2017		Send pre-composed emails to freshman
Contact CSU Social Media Team	Ross	August 1, 2017	August 1, 2017		Speak with the CSU Social Media team in order to secure August 15, 2017 date for Snapchat Takeover Tuesday

CSU Snapchat Takeover Tuesday	Abby Ross	August 15, 2017	August 15, 2017		Take over CSU's Snapchat in order to promote and invite viewers to the Grand Opening event.
Recruit volunteers for Grand Opening	Hagdorn	August 15, 2017	August 15, 2017		Ensure that there will be enough staff at the event to run each station, answer questions, run the raffle, and give students tours of the facility
Contact CSU Social media team	Ross	August 15, 2017	August 15, 2017		Speak with the CSU Social Media team in order to secure August 29, 2017 date for Snapchat Takeover Tuesday
Grand Opening Event set up	Hudgens, Hagdorn, Ross, CSU Health Network Staff	August 18, 2017	August 18, 2017		Set prizes in specific stations, ensure staff is prepared to host visitors at each station
Raffle Prep	Hagdorn	August 18, 2017	August 18, 2017		Prepare raffle station with special prizes
Grand Opening Event	Hudgens, Hagdorn, and CSU Health Network Staff	August 18, 2017	August 18, 2017		Grand Opening event introducing (an estimated 2,500) students to the new Health Center. Tours and Raffle prizes offered.

Digital Advertising in the LSC	Hudgens/ Hagdorn/ Ross	August 21, 2017	September 4, 2017		Digital Ads created by CoLab should run on the screens in the LSC for a two-week period
Posters in the dormitories	Hudgens/ Hagdorn/ Ross	August 21, 2017	September 4, 2017		Posters created by CoLab should be hung in each of the dormitories on campus for a two-week period.
CSU Resource Fair	Hagdorn, Ross	TBD by the University	TBD by the University		A booth featuring the CSU Health Network should be present in order to promote the Health Network and the Services offered. Leftover merchandise from the Grand Opening can be offered to students.
Personality Profiles on Social Media	Ross	August 28, 2017	Ongoing		Facebook and Instagram content should be updated using the Personality Profiles material from CoLab. <u>A new personality profile should be posted every Monday until content is exhausted, and can be recycled after that.</u>

CSU Snapchat Takeover Tuesday	Ross	August 29, 2017	August 29, 2017		The videos and pictures will highlight the new Health Center location, services offered and a virtual tour of the new complete facility.
Service Highlight Videos on Social Media	Ross	August 30, 2017	Ongoing		Facebook and Instagram content should be updated using Service Highlight materials from CoLab. <u>A New Service Highlight Video should be posted every Wednesday until content is exhausted, and can be recycled after that.</u>
Table Tents in dormitories	Hudgens/ Hagdorn/ Ross	September 1, 2017	September 15, 2017		Table tents created by CoLab should be placed in the dining halls of each of the dormitories on campus for a two-week period.
Posters in the dormitories	Hudgens/ Hagdorn/ Ross	September 10, 2017	September 17, 2017		Posters created by CoLab should be hung in each of the dormitories on campus for a one-week period.

Posters in the dormitories	Hudgens/ Hagdorn/ Ross	September 25, 2017	October 2, 2017		Posters created by CoLab should be hung in each of the dormitories on campus for a one-week period.
Collegian Advertisements	Hudgens/ Hagdorn/ Ross	October 2, 2017	October 31, 2017		Print Advertisements created by CoLab should be published every Monday-Thursday LSC for a one-month period.
Digital Advertising in the LSC	Hudgens/ Hagdorn/ Ross	February 5, 2018	February 16, 2018		Digital Ads created by CoLab should run on the screens in the LSC for a two-week period.
Ordering Coffee Sleeve Materials	Hagdorn	February 5, 2018	February 5, 2018		Custom Stamps (featuring the CSU Health Network Logo and "Rams Can") and Coffee Sleeves (50 orders of 100-packs)
Stamp Coffee Sleeves	CSU Health Network Staff	February 12, 2018	March 4, 2018		Stamp blank coffee sleeves with the custom ordered stamp.
Table Tents in the dormitories	Hudgens/ Hagdorn/ Ross	February 19, 2018	March 5, 2018		Table tents created by CoLab should be placed in the dining halls of each of the dormitories on


					campus for a two-week period.
Coffee Sleeve Distribution	Hudgens/ Hagdorn/ Ross	March 5, 2018	March 5, 2018		<p>Deliver stamped coffee sleeves to the coffee shops on campus, including: Sweet Sensations (LSC), Sweet Sensations (BSB), Sweet Sensations (Rockwell), Intermissions, Bagel Place 1, and Bagel Place 2.</p> <p><u>Coffee Shops should offer customized sleeves to students until materials are exhausted.</u></p>

3.3 BUDGET

Item	Cost Per Item	Total Cost	Sponsored Credit	Actual Projected Cost
Health Network Packet Pages (3 pages each for 5,000 students)	\$0.60	\$9,000.00		\$9,000.00
Health network Packet Envelopes (50 packs of 100 envelopes)	\$17.99	\$899.50		\$899.50
Health Network Packet Postage	\$0.98	\$4,900.00		\$4,900.00
Digital Advertising (2 rounds of 2 weeks at a time)	\$90.00	\$180.00		\$180.00
Personality Profiles (creates 100 posts)	\$30.00	\$3,015.00		\$3,015.00
Table Tents (2 rounds of 2 weeks at a time)	\$15.00	\$30.00		\$30.00
Posters in Dorms (produces 68 posters)	\$25.00	\$1,700.00		\$1,700.00
Collegian Ads (produces 18 ads to be run)	\$138.80	\$2,498.40		\$2,498.40
Blank Coffee Sleeves (50 packs of 100 coffee sleeves)	\$11.45	\$572.50		\$572.50

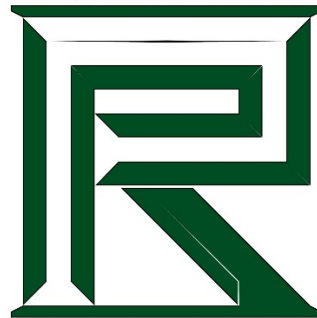
Customized Stamps (5 customized stamps)	\$11.95	\$59.75		\$59.75
Service Highlight Videos (30 videos)	\$30.00	\$1,500.00		\$1,500.00
Stickers (2,500)	\$0.42	\$1050.00		\$1050.00
Pens (2,000)	\$0.46	\$920.00		\$920.00
Silicone Adhesive (for cell phones) (1,000)	\$0.87	\$870.00		\$870.00
Sunglasses (1,000)	\$0.89	\$890.00		\$890.00
Stress Ball (1,000)	\$0.73	\$730.00		\$730.00
Water Bottle (1,000)	\$0.99	\$990.00		\$990.00
Ping Pong Balls (2,000)	\$0.48	\$960.00		\$960.00
Gel Hot/Cold Pack (1,000)	\$0.99	\$990.00		\$990.00
Lip Balm (1,000)	\$0.82	\$820.00		\$820.00
Promotional Cup (2,500)	\$0.46	\$1,150.00		\$1,150.00
Sweatshirt (5)	\$12.99	\$64.95		\$64.95
Duffle Bag (5)	\$6.65	\$33.25		\$33.25
Toothbrushes (2,000)	\$1.35	\$2,700.00		\$2,700.00
Blanket (5)	\$9.99	\$49.95		\$49.95

Bluetooth Speaker (5)	\$10.75	\$53.75		\$53.75
Hat (5)	\$1.75	\$8.75		\$8.75
Lanyard (1,000)	\$0.85	\$850.00		\$850.00
Raffle Tickets	\$12.00	\$12.00		\$12.00
Clif Bars (2,400)	\$19.98 / 24 persons	\$1,998.00		\$1,998.00
Trail Mix (25 orders)	\$38.36 / 25lbs	\$959.00		\$959.00
Smartpop (50 orders)	\$12.78	\$639.00		\$639.00
Fresh Fruit (100 orders)	\$45.46 / 20 lbs	\$4,546.00		\$4,546.00
Lemonade (125 orders)	\$17.00 for 125 gallons	\$2,125.00		2,125.00
Tally Counter	\$2.99	\$2.99		\$2.99
Total		\$46,857.64		\$46,857.64



CSU HEALTH CENTER
Phase IV – Evaluation

WE ARE PR



4.1 OUTPUT EVALUATION

Camping with Cam (Grand Opening Event)

- Count number of souvenirs handed out at each respected tour stop during the grand opening event
- Count number of prizes ordered
- Count number of prizes received
- Distribute prizes to appropriate stations throughout the Health Center
- Count number of souvenirs handed out at each respected tour stop during the Grand Opening Event
- Measure how many raffle tickets are picked up at each respected tour stop during the Grand Opening Event
- Count the number of people that come to the Grand Opening event

Meeting with orientation and Transition Programs

- Ensure that OTP is open to highlighting the Health Center in their Orientation Tours
- Ensure that OTP adds the Grand Opening event to marketing materials
- Count the number of tours given by Orientation and Transition Programs throughout summer in which the new Health Center is highlighted (20-25 freshman per group)
- Count the number of fliers/other marketing materials given out by OTP featuring information about the Health Network and the Grand Opening Event

Personality Profiles – “Humans of the Health Network”

- Count the number of profiles ordered from CoLab
- Count the number of staff members interviewed and photographed
- Count the number of Personality Profiles that run on Facebook and Instagram
- Ensure profiles are released on social media on the proper dates (see schedule)
- Collect the number of views, likes, and comments on each Personality Profile from Facebook
- Collect the number of views, likes, and comments on each Personality Profile from Instagram

Service Highlight Videos

- Count the number of videos ordered from CoLab
- Count the number of service to be highlighted by the videos
- Count the number of Service Highlight Videos that run on Facebook and Instagram
- Ensure videos are released on social media on the proper dates (see schedule)
- Collect the number of views, likes, and comments on each Service Highlight Video from Facebook
- Collect the number of views, likes, and comments on each Service Highlight Video from Instagram

Digital Advertising

- Count the number of ads ordered from CoLab
- Count the number of ads that run on the digital screens in the LSC
- Ensure digital ads run on the proper dates (see schedule)

Table Tents

- Count the number of table tents ordered
- Count the number of table tents that are distributed to the dormitories
- Ensure table tents are distributed on the proper dates (see schedule)

Stamped Coffee Sleeves

- Count the number of coffee sleeves ordered
- Count the number of stamps ordered
- Ensure staffing to stamp coffee sleeves
- Count the number of coffee sleeves stamped
- Count the number of coffee sleeves stamped
- Count the number of stamped coffee sleeves that are distributed to the Sweet Sensations, The Bean Counter and Morgan Grind coffee shops around campus
- Ensure coffee sleeves are distributed on the proper dates (see schedule)

Posters

- Count the number of posters ordered from CoLab
- Count the number of table posters that are distributed to the dormitories
- Ensure posters are distributed on the proper dates (see schedule)

Collegian Ads

- Count the number of ads ordered from CoLab
- Count the number of ads that have run in the Rocky Mountain Collegian
- Ensure that ads run in the Collegian on the proper dates (see schedule)

Tuesday Takeover of Snapchat @ColostateU

- Ensure staffing for Tuesday Takeover
- Plan virtual tour and script for Snapchat takeover
- Collect the number of views, screenshots and responses to each Snapchat Tuesday Takeover

Resource Fair

- Ensure staffing for Resource Fair
- Count the number of students that stop by to discuss the Health Network and the services offered
- Count the number of prizes given away to students (if any are left over from Grand Opening Event)

Health Network Package

- Count the number of pages written about the Health Network
- Count the number of pages written about CSU's Health coverage option
- Count the number of pages written about the new location of the Health Center
- Ensure staffing to package and address packets
- Count the number of packets sent to the parents of incoming CSU freshmen

3.1 OUTCOME EVALUATION

Target Audience 1 – CSU Freshman Living on Campus

To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by April 26, 2018

- Implement a before-and-after survey to freshmen to measure the number of students with general awareness of the Health Center's new location (see attached document)

To increase awareness of the services offered of the CSU Health Network among CSU students by 20% by April 26, 2018

- Implement a before-and-after survey to freshmen to measure the number of students with general awareness of the Health Center's available services (see attached document)

To increase the number of students booking physical health appointments CSU Health Network among CSU students by 10% by April 26, 2018

- Collect the number of physical health appointments booked by freshman both before and after the campaign
- Implement a before-and-after survey to freshman to measure the number of freshman booking physical health appointments at the CSU Health Network (see attached document)

To increase the number of students booking mental physical health appointments CSU Health Network among CSU students by 10% by April 26, 2018

- Collect the number of mental health appointments booked by freshman both before and after the campaign both before and after the campaign
- Implement a before-and-after survey to freshman to measure the number of freshman booking mental health appointments at the CSU Health Network (see attached document)

Target Audience 2 – CSU Sophomores, Juniors, and Seniors

To increase awareness of the relocation of the CSU Health Network among CSU students by 50% by April 26, 2018

- Implement a before-and-after survey to sophomores, juniors, and seniors to measure the number of students with general awareness of the Health Center's new location (see attached document)

To increase awareness of the services offered of the CSU Health Network among CSU students by 20% by April 26, 2018

- Implement a before-and-after survey to sophomores, juniors, and seniors to measure the number of students with general awareness of the Health Center's available services (see attached document)

To increase the number of students booking physical health appointments CSU Health Network among CSU students by 10% by April 26, 2018

- Collect the number of physical health appointments booked by sophomores, juniors, and seniors both before and after the campaign
- Implement a before-and-after survey to sophomores, juniors, and seniors to measure the number of freshman booking physical health appointments at the CSU Health Network (see attached document)

To increase the number of students booking physical health appointments CSU Health Network among CSU students by 10% by April 26, 2018

- Collect the number of mental health appointments booked by sophomores, juniors, and seniors both before and after the campaign both before and after the campaign
- Implement a before-and-after survey to freshman to measure the number of sophomores, juniors, and seniors booking mental health appointments at the CSU Health Network (see attached document)

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CSU HEALTH CENTER
Appendix



...get their teeth checked at the

CSU HEALTH NETWORK

CARE FOR BODY AND MIND

Sample Personality Profile

This is Dr. Daniel Smith with the Dental Services located on third floor of the new CSU Health Network building. Dr. Smith attended the University of California, Los Angeles and has been practicing dentistry for 25 years in the Fort Collins area. He enjoys working with students and helping them maintain healthy teeth and gums. You will be put right at ease under the care of Dr. Smith!



 Like

 Comment



Write a comment

Sample Survey Questionnaire

Survey

This survey has been designed so that it can be sent to both primary audiences. It has also been designed to act as both the “before” and “after” surveys. The survey will be sent out via email using the software used by the Health Network in the past. An incentive prize of an iPad Mini will be offered to participants from each audience during each survey.

Instructions:

Please fill out the following survey to the best of your ability. A winner will randomly be selected to receive an iPad Mini after the survey closes. The Survey closes on May 15, 2017. The survey is completely anonymous.

Questions --

1. Gender
2. Age
3. Are you a transfer student?
4. Do you live on or off campus?
5. Are you a full-time or part-time student?
6. Do you have health insurance through the CSU Health Network?
7. How do you prefer to get your CSU related news?
 - a. Facebook
 - b. The Collegian
 - c. Other social media, please specify
 - d. Other, please specify
8. Academic year
9. Do you know where on campus the CSU Health Center is located?
10. On a scale from 1-10 (with a score of 1 being the lowest amount of awareness and a score of 10 being the highest), what is your general awareness level of the services offered by the CSU Health Network?
11. Please list the services that you know are offered by the CSU Health Network
12. Have you ever booked an appointment to address physical health through the CSU Health Network?
13. Have you ever booked an appointment to address mental health through the CSU Health Network?

Sample Invitation Email

Subject Line: HEALTH CENTER GRAND OPENING AUGUST 18

Students of CSU and their parents are invited (and encouraged!) to attend the grand opening for the new, stunning CSU Health Center. This event will be a celebration of everything the CSU Health Center has to offer and will include tours of the state of the art building located on Prospect Road and College Avenue. Come for snacks, giveaways, and a raffle! There will also be opportunities to mingle with your medical professionals, staff, and specialists. Come see all the Health Network has to offer at the our new building!

August 18, 2017. Light snacks will be provided.

