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Center for Civic Engagement: An integrated marketing communications plan

Libelle Advertising

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CenterforCivicEngagement

An integrated marketing communications plan
December 10, 2013

Table of Contents

About Libelle Advertising 2

Executive Summary..... 3

Situation Analysis 5

Research 7

Campaign Objectives 16

Creative/Media 19

Public Relations 34

Budget 42

Evaluation 49

Acknowledgments 51

Meet the Team 53

The Team

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The Mission

Hello We Are Libelle (Pronounced {lee bell eh})

Libelle is a full service advertising agency created in the fall semester of 2013. Our name, Libelle, is derived from the German word for dragonfly. The dragonfly is universally known as the symbol for change, a change not only in the physical sense but both in mental and emotional maturity. From our creation Libelle has set out to change the way advertising is seen and understood at the same time never losing sight of our clients’ desires, both identified and unidentified. We are a mix of personalities and nationalities all with a passion for producing extraordinary work that satisfies not only our clients’ needs but our high personal standards as well. We are dedicated to our clients’ success and are relentless in our drive for excellence. It is nice to meet you.

Executive Summary

Client

The Center for Civic Engagement

Campaign Purpose

The purpose of this campaign is to increase participation in the Center for Civic Engagement programs and raise awareness for the Center for Civic Engagement within the University of Nebraska–Lincoln student body, faculty, and advisors. We also wanted to determine the most effective and efficient way to distribute the Center for Civic Engagement information to the UNL student body, staff and local employers.

Research

For this campaign, we collected various data through both secondary and primary sources. Our secondary research consisted mainly of information found online which covered trends on civic engagement, employment issues and other areas associated with civic engagement on campuses. We also used information collected from similar programs found within other universities in the United States. To complete our secondary research we discovered an employer case study and were able to uncover crucial insight in to what employers are looking for when hiring. Our primary research was comprised of a large, quantitative online survey and in-depth personal interviews as well as a focus group consisting of University of Nebraska–Lincoln students.

Executive Summary

Target Audiences

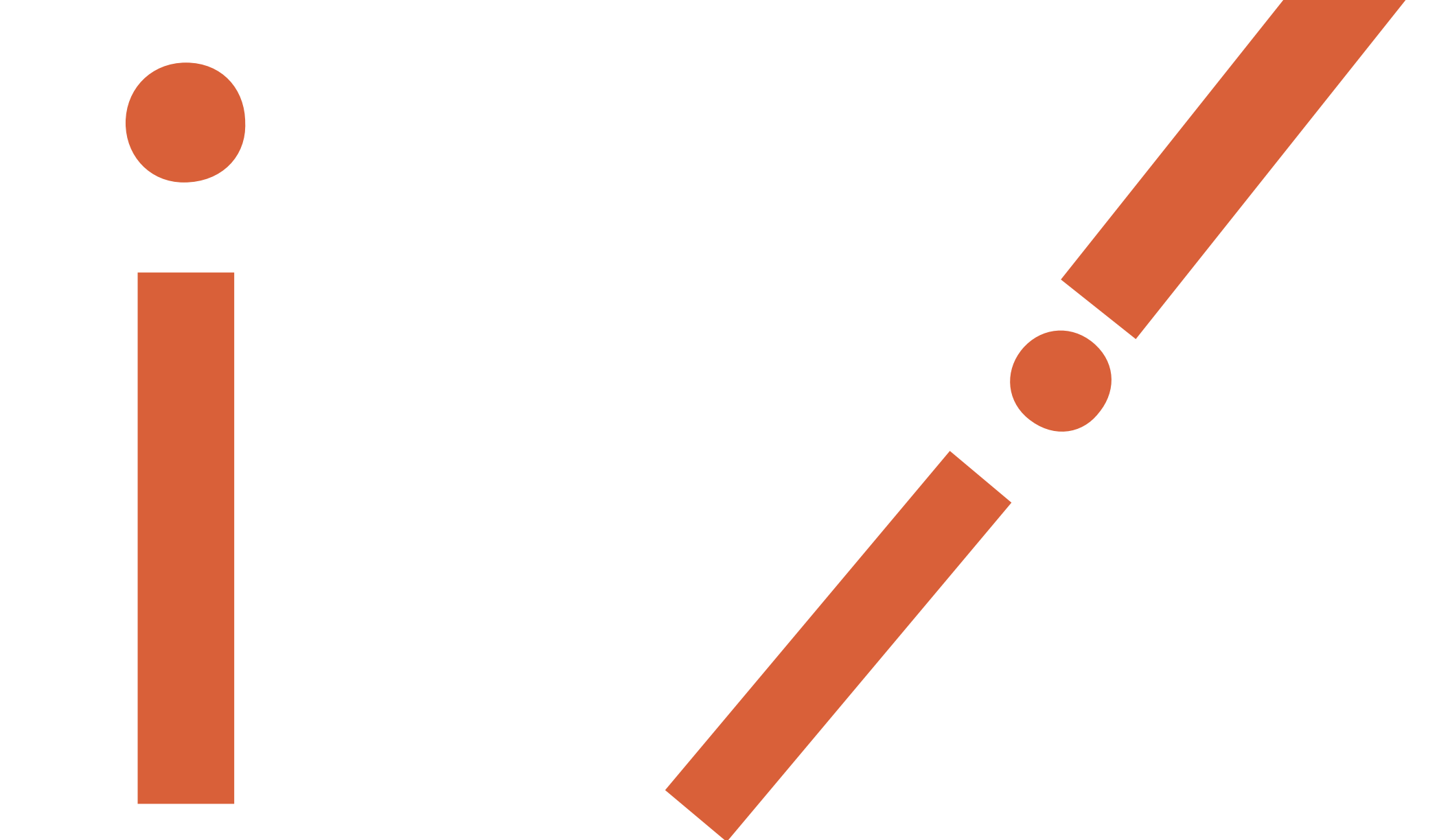
The primary audience will be the University of Nebraska-Lincoln students, ages 17-22, with a secondary audience consisting of University of Nebraska-Lincoln faculty and staff, including academic advisors. The campaign will also be able to reach a tertiary audience comprising of community outreach programs and employers.

Creative Strategy

The creative strategy grew out of our research findings that suggest students are willing to invest time for civic engagement, but also need a wake-up call to remind them why it is important for them, for the community and for their futures. The campaign theme focuses on the tagline “Don’t you think it’s time? Grow Up.” It is a proposition because growing up cannot be forced; it can only be strongly suggested. Creative elements include a campaign logo, traditional and nontraditional print, and multiple promotional items.

Public Relations

The Public Relations tactics for the campaign include an extensive social media overhaul and presences as well as a Civic Engagement Week dedicated to increasing awareness toward UNL students, faculty and staff about the Center for Civic Engagement.



Situation Analysis

Situation Analysis

Organization Overview

The UNL Center for Civic Engagement is a University of Nebraska - Lincoln entity that encourages students to connect curricular and co-curricular learning with opportunities to address critical human need through service, civic-related research and social change leadership. Students acquire the skills, knowledge and experience necessary to advance community priorities and inspire a lifelong commitment to personal and social responsibility.

The Center for Civic Engagement employs a wide range of programs to engage students, faculty and staff, and community partners in addressing community identified unmet needs through service, civic-related research, and social change leadership. Programs and experiences are grounded in authentic learning and experiential learning theory thus, capitalizing on two key components of critical reflection and reciprocity.

Why we should advertise

During the client briefing held at the UNL College of Journalism and Mass Communications, Director Linda Major discussed her vision for the future of UNL's Center for Civic Engagement. She stated that the focus must be to raise awareness for the Center for Civic Engagement's programs and services as well as to increase participation within these same activities.

The Challenge

Libelle Advertising's challenge is to create an executable strategic campaign that will accomplish the goals of raising awareness for the UNL's Center for Civic Engagement programs and services while increasing participation within its programs and services. These goals will be achieved through in-depth research, strategic targeting, streamlining the distribution information, and bold executions of our message.



Research

Research

Research Objectives

- Determine the level of awareness of UNL faculty and students about the Center for Civic Engagement and their programs
- Determine to what degree Generation “Z” is more likely to be civically engaged than previous generations
- Determine what has made other university civic engagement centers successful
- Determine the motivations behind civically engaged collegiate students
- Determine main motivations for students already involved with the UNL Center for Civic Engagement
- Determine the most effective method to reach our target audience
- Determine what the importance of civic engagement is to an employer

SwotAnalysis

Strengths

- The Center for Civic Engagement offers a variety of service-learning experiences.
- The Center is a resume builder and networking opportunity for student participants.
- Student participants are able to choose what type of involvement they would like to do.
- The cost to be involved with the Center for Civic Engagement is affordable to prospective and participating students.
- While applying for jobs, employers will give more credibility to a civically engaged student.
- The Center for Civic Engagement has a dedicated and knowledgeable staff.

Weaknesses

- The Center for Civic Engagement has low awareness among faculty, students and staff.
- The Center for Civic Engagement’s lack of currency in social media and other engagement strategies.
- The Center for Civic Engagement’s website is difficult to navigate and difficult to understand.
- The two-year requirement, in order to complete the Center for Civic Engagement’s certificate program, is more attractive to younger students, freshmen and sophomores.
- The amount of information concerning the Center for Civic Engagement is considerable making it hard for prospective students to retain and be knowledgeable in all that the Center offers.

SwotAnalysis

Opportunities

- Participation in the Center for Civic Engagement allows students the opportunity to create a local rapport with organizations throughout Lincoln.
- The Center for Civic Engagement demonstrates ways students can become more civically engaged.
- Because there is a lack of knowledge with the Center for Civic Engagement, there is ample opportunity to build awareness for the organization.
- In building awareness, the Center for Civic Engagement has the opportunity to create partnerships with other UNL organizations and clubs.
- The Center for Civic Engagement offers multiple opportunities in which students may choose from. This organization can tailor these opportunities toward specific colleges, which might create more of an appeal for students.
- UNL recruiting efforts have been emphasized. By promoting the Center for Civic Engagement, the trends toward more civically engaged students could be useful in recruiting efforts and materials.

Threats

- Other established clubs and organizations on the UNL campus.
- UNL Greek system is already associated with national philanthropies and established service programs. Many Greek chapters on UNL’s campus have an elected campus involvement and philanthropy representative.
- Student’s lack of time or resources makes it difficult for them to become engaged.
- With the certificate program requiring two years, upperclassmen typically wouldn’t be able to participate unless they planned on adding additional years.

SecondaryResearch

Methodology

Through multiple online resources, we collected information about trends in civic engagement education, similar programs at other universities in the United States and generational habits in regard to civic engagement and using media. Employer case studies provided insight into what they are looking for when hiring.

Key Findings

Service-Learning Programs at other Universities:

- In order to get an insight into how other universities in the United States frame service-learning programs and how they promote these programs to students to get them civically engaged the following programs were reviewed: Tufts University, Duke University, Michigan State University, Stanford University and the University of Pennsylvania.
- All these universities offer their own definitions of service-learning and civic engagement, a broad program of outside community experiences with relation to students’ academic courses.
- Besides the websites, Facebook is used as an information tool.

Sources:

- http://www.civicyouth.org/wp-content/uploads/2011/11/CIRCLE_cluster_report2010.pdf
- <http://servicelearning.duke.edu/>
- www.servicelearning.msu.edu/
- <http://studentaffairs.stanford.edu/haas>
- <https://www.nettercenter.upenn.edu/>

Generation “Z”:

- Social media is the most important communication tool for this generation.
- Next to Internet and social media, “word-of-mouth” among friends and peers is very important in spreading on-campus information.
- There is an increasing trend for students to be more civically engaged.

Sources:

- [UNL Student Media Usage.pdf](#)
- http://www.wikia.com/Generation_Z:_A_Look_at_the_Technology_and_Media_Habits_of_Today%E2%80%99s_Teens
- Adler, R.P and Judy Goggin (2005): What do we mean by “Civic Engagement”?, Journal of Transformative Education

SecondaryResearch

Employer Case Studies:

- Through research of employer case studies we gained insight into the employers’ points of view concerning the importance of civic engagement of its applicants.
- In contrast to the general belief that good grades and choice of major are the most important aspects on the resume, employers are looking for persons with experiences outside the classroom.

Sources:

- [Employers Survey.pdf](#)
- <http://chronicle.com/article/Giving-Employers-What-They/139877>

Secondary Research Key Insights

- More universities are now offering diversified service-learning and civic engagement programs in attempt to relate civic service to individuals.
- Many high schools require service-learning (engagement) in some way, which paves the way for incoming freshmen to already be willing and able to be more involved. This allows students to learn the value of engagement, a quality that universities look for during the admission process.
- Underclassmen rely on “word-of-mouth” for information concerning campus activities and news.
- Employers place more weight on experience, particularly internships and employment, versus academic credentials, including GPA, when evaluating a recent graduate for employment.

Primary Research

Methodologies

- Through a 32 question online survey, multiple in-person and on-the-phone interviews, and a focus group consisting of UNL students, information was obtained that helped filter out the strengths and weaknesses of the Center for Civic Engagement and potential strategies that would increase awareness and participation.
- Members of Volunteer Income Tax Association (VITA) were interviewed and asked about their view on the relationship between VITA and the UNL ’s Center for Civic Engagement. The questions were aimed at how the interviewees were brought into the Center for Civic Engagement, and if they thought VITA as a separate organization or that it was a part of Center for Civic Engagement. They also were asked how the Center for Civic Engagement informed faculty and staff in regards to their offered programs.
- There was a meeting with department heads of the Center of Civic Engagement to learn more about the topic mentioned above, and how classes were added to the Certificate Program.
- We reached out to a Human Resource representative at a local company to gain perspective on how the certificate would look to employers.
- Through a focus group consisting of seven University of

Nebraska-Lincoln students, ranging from freshmen to seniors, questions were aimed at gaining insight into how aware students are of the Center for Civic Engagement, how students feel about civic engagement and what would be the best ways to raise awareness and participation.

Primary Research Key Findings

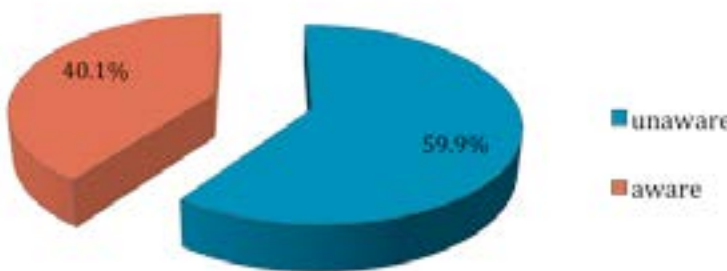
Online Questionnaire

- Out of 800+ that were sent via email and Facebook, over 400 UNL students responded about their knowledge of the Center for Civic Engagement, their own civic engagement projects, and their motivation to become civically engaged. Questions also covered students extracurricular and media habits.
- 54,1% of respondents said lack of time was the primary reason that they would not participate in a service-learning experience or class.
- Highest rated service learning projects were those that required traveling to another city/country (56.8%) and helping victims of crises (50.5%).
- 75.6% said that what would motivate them the most is the feeling: “I’m helping a good cause and it makes me feel like I’m contributing to the greater good.”
- More than 50% said they had not been involved with a service-

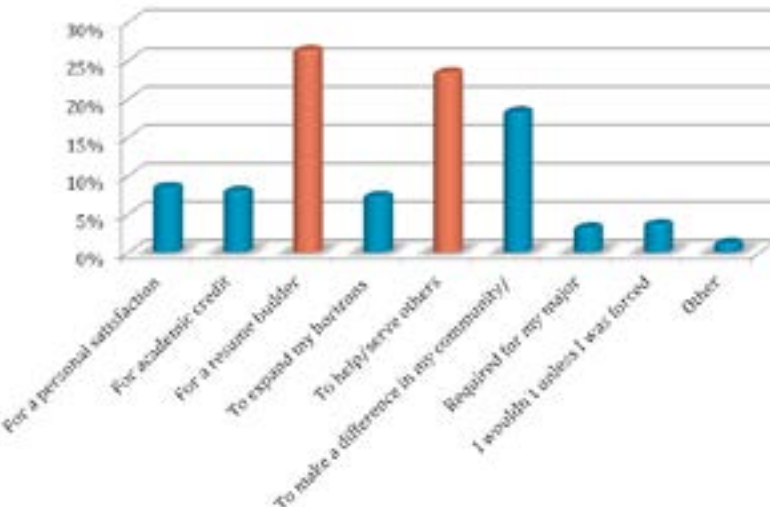
Primary Research

- learning class.
- 59.9% were not aware of the Center for Civic Engagement.
- 42.6% of those who knew of the Center for Civic Engagement said they heard about it from peers.
- 52.0% said they would participate in classes that qualified for the Center’s Certificate Program because it looked good on a resume.
- 72.7% of respondents get their information about campus activities and programs from their college, 62.7% from social media, 56.7% from word-of-mouth, and 57.9% from email.

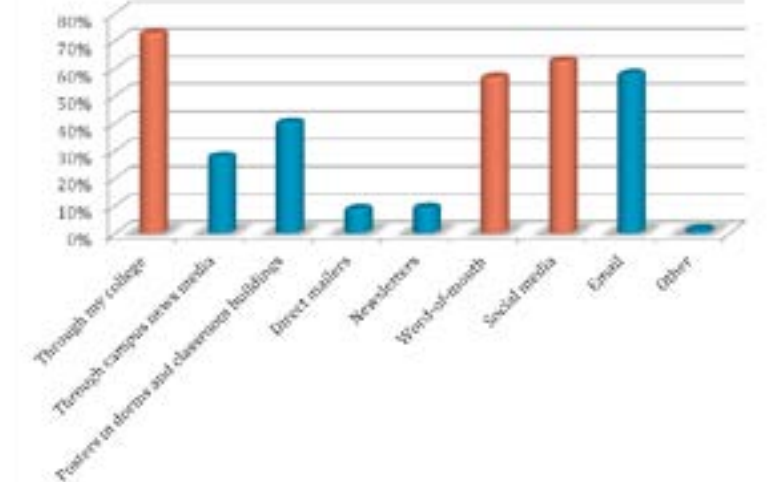
Have you ever heard of UNL’s Center for Civic Engagement?



Why would you, as a UNL student, participate in a service-learning experience or class?



How do you receive information about UNL programs, events and activities?



Primary RESEARCH

Key Informant Interviews

- The VITA members interviewed did not see themselves as part of the Center for Civic Engagement.
- The members of VITA liked being able to use their skills and help people.
- The primary reason they were involved with VITA was because it allowed them to use their skills and gain experience, while helping people.
- A number of classes were added to the Certificate Program based on the corresponding ACE number (ACE8/9).
- Classes can be added to the Certificate Program by both faculty and students, if an application is filed and approved.
- Students must consult with instructor to decide what needs to be completed in order to qualify a course as a Certificate Program course.
- Employers see civically engaged students as both responsible and reliable.

Focus Group

- A majority of participants were unaware of the Center for Civic Engagement.
- Sending an email is not an effective way to raise awareness and participation, unless the individual is directly a part of said organization and that most relied on “word-of-mouth”.
- Students think an emotionally targeted campaign would be effective and would draw students to the Center for Civic Engagement.

Key Insights

- Students rely on “word-of-mouth” for information.
- There is lack of awareness of the Center among students and faculty at UNL.
- Students want to be emotionally drawn into a project.
- Being civically involved is attractive to potential employers and is a resume asset.
- In an over-saturated market, students lack time due to their involvement with clubs, organizations, jobs, philanthropies and internships.
- Students like to use their skills while doing something they believe to be good.



Campaign Objectives

CampaignObjectives

Marketing Objectives

- To raise awareness about the Center for Civic Engagement from 40.1 percent to 80 percent among the UNL student body, professors and advisors, one year after the campaign launch.
- To double the amount of current participation in the programs and services provided by the Center for Civic Engagement one year after the campaign launch.
- To increase the amount of website hits on the Center for Civic Engagement’s website, engage.unl.edu, by 50 percent; increase the amount of “likes” on Facebook from 700 to 2,000; increase “followers” on Twitter from 150 to 500.

Advertising/Communications Objectives

- To use an emotional approach to engage students with Center.
- To increase awareness about the value of social and civic engagement.
- To increase awareness of professional and employment benefits of civic engagement experiences in college

Positioning Statement

For UNL students and faculty, the Center for Civic Engagement is the primary organization that enables students to combine service learning, civic engagement and other service opportunities into an effective academic and professional program while at UNL.

Target Audiences

Primary

- UNL students ages 17-22

Secondary (subhead)

- UNL faculty and staff including academic advisors

Tertiary (subhead)

- Community outreach programs and employers

Demographics (subhead)

- Undergraduate UNL students are primarily 19-22 years old. [Secondary: 2013-14 Fact Book]
- Both male and female students. [Secondary: 2013-14 Fact Book]
- The majority of students live on the Lincoln campus. [(79.2%) Secondary: 2013-14 Fact Book]
- White non-Hispanic background highest with Latino background second highest. [Secondary: 2013-14 Fact Book]
- Majority of students are full-time students. [(93.4%) Secondary: 2013-14 Fact Book]
- More than half of the students are from an urban area. (Primary Survey: 50.8 %)

CampaignObjectives

Psychographics

- People who feel like they are helping the greater good when they participate in service learning. (Primary Survey: 75.5%)
- People who are concerned with their time management. (Primary Survey: 54.2%)
- People who rely on their college, social, and word of mouth for campus information. (Primary: 72.6% from their college, 62.8% social media, and 56.4% from word of mouth)
- People who are concerned with building their resume for future employers. (Primary Survey: 52%%)
- People that are connected with their professional futures and with social media for communication on a regular basis. (Primary)



Creative and Media

Creative and Media: Owned, Paid and Earned

Objectives

- To establish awareness in the target audience through emotional messages.
- To promote the Center for Civic Engagement as the foundation for service-learning programs on campus.
- Build traffic to the Center for Civic Engagement's website and their office.
- To reach the target audience through paid, owned and earned media.

Strategy

We recommend a brand image strategy geared toward reinforcing the target audience's positive and emotional attitude toward civic engagement and community service. This strategy will help the Center reach the target audience on an emotional level, build a growing awareness, and actively engage the target audiences.

Campaign Theme

Don't you think it's time? Grow Up.

We believe this is a “command” that perfectly encases our suggested strategy because it leads to a deeper understanding and the value of service while in college. It is a proposition that growing up cannot be forced; it can only be suggested. The Center for Civic Engagement focus is helping people build themselves in various ways which can lead them to grow up in more ways than one. Our messages enhance what the Center already does and makes sure that all members of the target audience know that these opportunities are out there.

Tactics

- Campaign theme “logo” in sync with UNL Toolbox
- Posters / traditional
- Posters / non-traditional
- Student Experiences
- Promotional Items

Owned Media

These are called owned media because the Center for Civic Engagement creates and controls them, such as the engage.unl.edu website and the social media sites. This type of media will help us reach out to the target audiences on a more personal level. It will also create more of a brand presence because it will be spread throughout the internet. Overall, it will help us connect and engage our target audiences to create and continue with ongoing relationships.



Website

Our recommendations for your website would be that you link all your social media to it. In order for this campaign to be successful we need to integrate all media into one focal point; all media needs to drive inquiries and involvement to the Center's website.

We also recommend devoting a page strictly towards recruitment that includes what the Center offers and why they should choose the Center.

Social Media

These social media engagement sites are especially important because they are the primary media outlets for students. This is explained in the Social Media section of the plans book.

Paid Media

This is paid advertising that the Center for Civic Engagement can use to immediately connect with the target audiences and to direct the target audiences to the Center's office and their website.

Traditional Posters

These traditional tabloid size 17x11 posters will create initial awareness and promote traffic to the office and the website. These will be used the entire duration of the campaign. These posters are crucial in grabbing attention and sending the target audience back to the Center for Civic Engagement. They feature simple, yet dramatic and emotional copy.



UNIVERSITY OF
Nebraska
Lincoln

We can help them rebuild.
engage.unl.edu/

N Center For Civic Engagement
The University of Nebraska-Lincoln is an equal opportunity educator and employer.

Don't you think it's **Time?**
GROW UP!

UNIVERSITY OF
Nebraska
Lincoln

WE CAN HELP THEM REBUILD.
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Don't you think it's **Time?**
GROW UP!

Paid Media

Elevator Wraps

Everyone walks into elevators and stares at the walls. What an opportunity to capture attention and communicate a new message! We recommend large, dramatic posters on the outside elevator doors and around the inside of the elevator. On the outside doors are photos. As the doors open, the logo, the headline, and the Center for Civic Engagement information are revealed as people walk into the elevator. The “captive” riders look around the elevator and see the “We can help them rebuild” headline and Center campaign theme logo.



Paid Media

Life-size banners

There’s nothing more engaging than looking at life-size (5’ x 20’) banners. These will include visuals that will take the viewer on a journey to a places helped by students and the Center. As with all of our prints our headline is “We can help them rebuild” is the focal point of the ad with the theme and logo in the bottom right corner. This powerful message is meant to inspire the target audiences to react and find within themselves the power to grow up.



Paid Media

Promotional items

Our promotional items are centered on the target audience’s life; staples in a college student’s life, and conveniences for staff. These items will help the target audiences remember the Center for Civic Engagement through everyday use. All these pieces will have the logo and the Center for Civic Engagement name to direct them into this thinking.



Paid Media



Paid Media



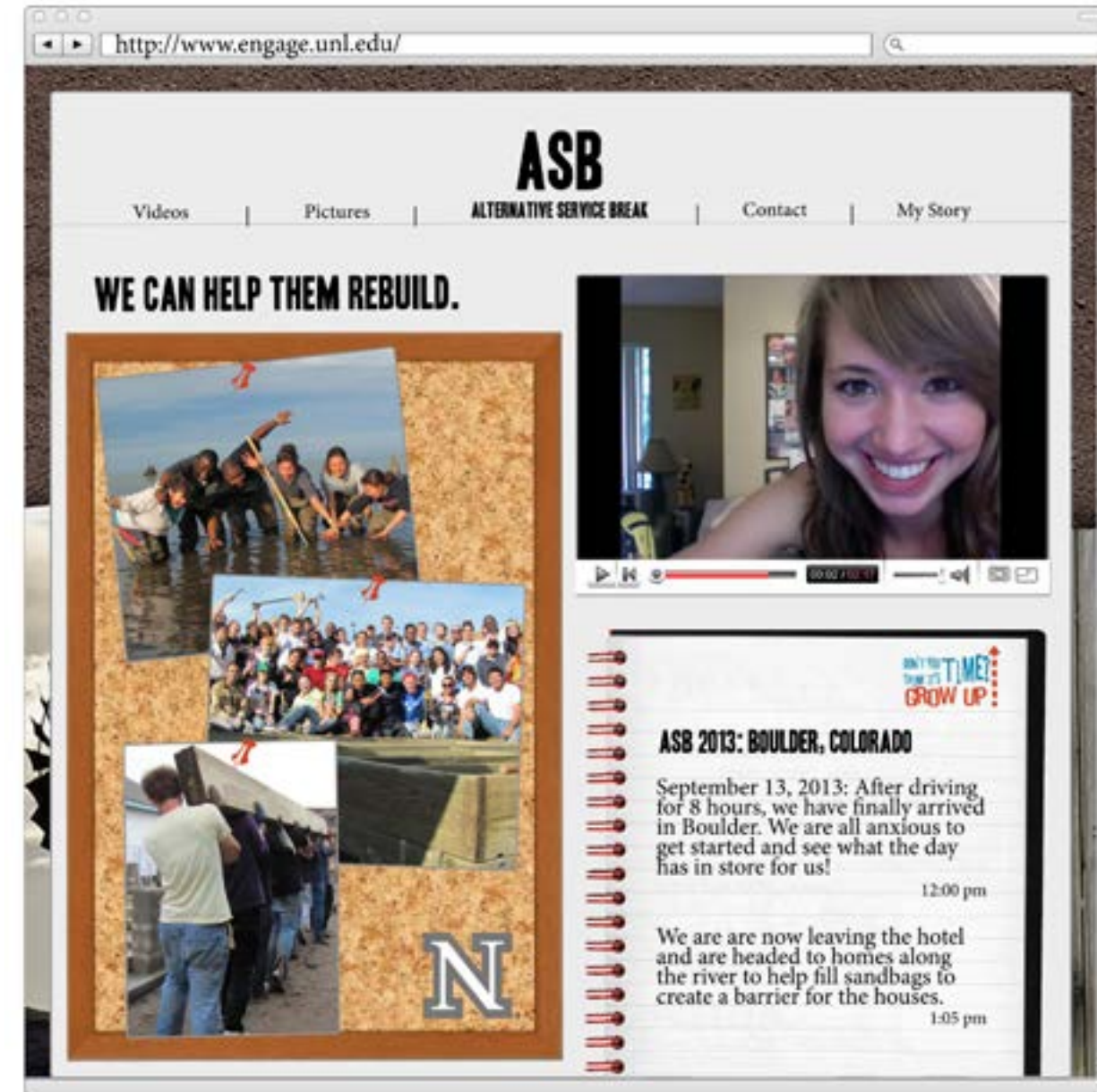
Paid Media

Student Experiences

This is a unique type of paid media because it involves a special “engagement” internship that will help the students connect with the Center. A selected student will go on an alternative break so that they can document the experience with a special series of videos and blogs. This will help students relate to the Center through other students. It will also provide an evolving relationship between the reporting student and the viewer. This digital material can also be linked with all Center owned media such as the engage.unl.edu and the social media sites.



Paid Media



Earned Media

This type of advertising is created through promotion and “buzz.” Although it is not necessarily paid media, such as an ad or collateral, it still requires sufficient content that the campus, local and social media will want to include it in their daily feeds and messages.



Public Relations

Public Relations

Objective

To increase awareness and generate promotion, media coverage and buzz by actively engaging the target audiences through a variety of events designed to incorporate programs involved with the Center.

Tactics

“It’s time to Grow Up Civic Engagement Week”— one week each semester dedicated to increasing awareness of UNL students, faculty and staff about the Center for Civic Engagement. An event held on UNL’s City Campus in front of the Union.

Recommended Event Dates

October 12-18

April 7-11

These weeks could include multiple events with consistency and repetition that will create awareness and buzz.

Order of Events

Monday-Friday: Information Booths in Union

- UNL Center for Civic Engagement will set up a large information gallery along with other service organizations throughout the Lincoln community who would like to pass on information about their organization.

- Students will be able to learn about what exactly the Center for Civic Engagement does and how they can get involved.

Tuesday: Motivational Speaker in Centennial Ballroom

- Brought to students by the UNL Center for Civic Engagement, a motivational speaker about service will be brought in to talk about the topic and ideas of service and giving back to the community. We recommend someone well-known.

Wednesday: The “Engagement Exchange or Don’t Slouch on the Couch”

- An entire living room setting will be set up in the Union Plaza on the steps near the fountain.
- A big red couch and a spokesperson for the “Engagement Exchange” in front of the Union will be actively be interviewing students and asking them questions about civic engagement and what it means to be civically engaged.
- A spin wheel with questions will help start conversation with the interviewer and the interviewee.
- Special UNL Center coffee mugs will be given to the interviewee while engaging in conversation in order to make a more comfortable environment.

Wednesday: Engagement Exchange

thecenterforcivicengagement
builtalivingroomoutsidethe
city campus union

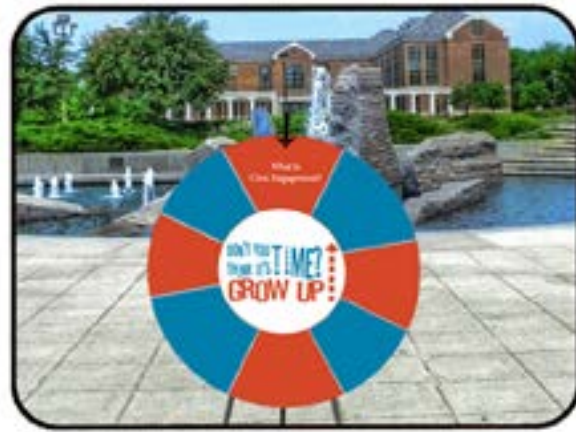


and asked students to talk
with them about what it
meanstobecivicallyengaged

thisistheengagementexchange



Wednesday Engagement Exchange



PUBLIC RELATIONS

Social Media Objective

Objective

To maximize engagement and interaction of UNL students, faculty and advisors within the social media channels with the Center.

Thursday: "Grow Up Concert"

- The Center for Civic Engagement will pair up with UPC or another on-campus events organization to bring a concert to UNL's City campus green space in celebration of Civic Engagement Week.
- Signs and promotions will be placed and mentioned throughout the concert in order to assist in promotion of the Center for Civic Engagement.

Friday: "Show us Your Engagement Day"

- This day is dedicated to students participating in various service projects throughout the Lincoln community.
- Students who are enrolled in a service-learning class at the University will be assigned a project around the community and will participate as a whole.

SocialMediaChannels

Twitter

@UNL_C4CE

Channel Objective

Our Twitter objective is to increase the amount of followers as well as interaction among UNL students, faculty, staff and community outreach organizations.

Audience

- Primary: UNL students, ages 17-22
- Secondary: UNL Faculty and staff, community outreach organizations

Strategy

Interact with followers by:

- Interactive questions, stories, links to testimonial videos
- Promote campus events partnered with Center for Civic Engagement
- Build audience and increase followers
- Attach metadata—location, tags, quotes, hash tags
- Reply to followers’ tweets, favorite, re-tweet, etc.

Execution

- How to obtain audience/drive traffic to channel:
- Feature Center for Civic Engagement’s Twitter through other social media channels
- Connect tweets to Facebook
- Post Twitter handle on blog, YouTube, Facebook, Instagram
- Re-tweets by current followers, reply back to relevant tweets by followers (interaction)
- Advertise Twitter channel through college advisors, professors
- Encourage current Center for Civic Engagement participants to Tweet about their experiences from their personal accounts

Frequency

- Conduct Tweets during optimal times
- 9 a.m., noon, 6 p.m., 9 p.m.
- Monitor replies/interactions
- Hire social media coordinator to set up Hootsuite messages and set up notifications for key words related to the Center for Civic Engagement.
- For example: “engage”, “service”, “grow up”, “C4CE”

TWITTER

Topics

- Instagram
- Traveling “engagement” intern’s videos and blogs
- Videos from the event
- Instagram
- YouTube
- Live tweets from events
- Interactive questions for followers
- What aspires you to be a greater person?
- Tell us about your experience working with the Center for Civic Engagement.
- Occasional inspirational quotes
- What’s happening at the Center for Civic Engagement?
- Pictures of employees having fun in the office
- Sneak preview of planning for Alternative Service Breaks
- “YOU decide where we are going next” for our next Alternative Service Break trip

Examples:

- Just sat down with @coachmiles at the Engagement Exchange for @UNL_C4CE at the City Campus Union. “Let’s grow up while we sit down”. Join us!
- We were discussing on what it takes to be a leader here @UNL_C4CE, tell us what you think it takes to be a great leader. #growup

- “A generous heart, kind speech and a life of service and compassion are the things which renew humanity.” – Buddha #growup
- YOU choose where we rebuild. Tweet @UNL_C4CE for your ideas for the next Alternative Service Break trip.

Creation and Maintenance

Author

- Hired social media coordinator; Center for Civic Engagement volunteers and employees are able to submit any possible content to the social media coordinator.

Monitor

- Social media coordinator updating social media platforms constantly. Hootsuite will be used to keep watch on mentions to “@UNL_C4CE”, hash tags, complaints and questions. Immediate responses will be used in order to accommodate insights from students, teachers, advisors and other followers on the channel. Updates within the times: 9 a.m., noon, 6 p.m., 9p.m. in order to keep the Center for Civic Engagement active and fresh in our targeted audience’s minds.

Evaluation

The Center for Civic Engagement can use Google Analytics to measure the activity via followers, re-tweets, mentions and favorites.

SOCIAL MEDIA CHANNEL

FACEBOOK

- UNL Center for Civic Engagement
- Facebook.com/unl.c4ce

Channel Objective

Our Facebook objective is to increase the amount of “likes” on the page and to become a prime information source for UNL students, faculty, staff and community outreach organizations to refer to when gathering any sort of information about the Center for Civic Engagement.

Audience

UNL students, ages 17-22; UNL Faculty and Staff, community outreach organizations

Strategy

Interact with Facebook friends by:

- Promote special events held by the Center for Civic Engagement
- Interactive polls, questions, stories, links
- Build audience and increase number of friends
- Post pictures of students on alternative service break trips, volunteering in the community, etc.

Execution

How to obtain audience/ drive traffic to channel:

- Feature Facebook through other social media channels and vice versa
- Social media icons on all advertisements, videos, promotional items
- Advertise through college newsletters throughout the university
- Status updates or photos uploaded by volunteers, employees
- Create fun polls for students and “friends” to answer

Frequency

- Update Facebook page frequently with a variety of photos, statuses, ‘shares’ of customers sharing their experience.
- Posts by the hired social media coordinator will take place at 9 a.m., noon, 3 p.m., 8 p.m.

Topics

- Polls of Alternative Service Breaks, volunteer opportunities
- Traveling “engagement” intern’s videos and blogs
- Share videos from couch interviews, testimonials, relevant videos
- Pictures of student volunteers doing their engagement activities
- Interactive questions for friends
- What has been your favorite experience so far at the Center for Civic Engagement Center?

FACEBOOK

Creation and Maintenance

Author

- Hired social media coordinator, Center for Civic Engagement volunteers and employees are able to submit any possible content promoting the Center for Civic Engagement to the social media coordinator.

Monitor

- Social media coordinator updating social media platforms constantly. A notification system will be implemented for the social media coordinator to immediately reply to any posts regarding questions or comments on the Facebook page. Immediate responses will be used in order to accommodate insights from students, teachers, advisors and other friends on the channel. Updates within the times: 9 a.m., noon, 3 p.m., 8 p.m. in order to keep the Center for Civic Engagement active and fresh in our targeted audience’s minds.

Evaluation

The Center for Civic Engagement can use Google Analytics to measure the activity via friends, “likes”, posts, shares, comments.

FACEBOOK



SocialMediaChannels

Instagram

- UNL Center for Civic Engagement
- Facebook.com/unl.c4ce

Channel Objective

Our Instagram objective is to integrate a personality with the character of the Center for Civic Engagement and allow followers to view firsthand the experiences that comes with participating in this organization

Audience

- Primary: UNL students, ages 17-22
- Secondary: UNL Faculty and staff, community outreach organizations

Strategy

Interact with Instagram users by posting daily:

- Traveling “engagement” intern’s videos and blogs
- Employees at the Center for Civic Engagement
- Volunteer events
- Videotaping events, short clips
- Photos with “celebrities” doing civic engagement
- Empowering general photos and quotes

- Connect to Facebook and Twitter to expand viewing audience

Execution

How to obtain audience/ drive traffic to channel:

- Feature Instagram photos through other social media channels such as Facebook and Twitter
- Social media icons on all advertisements, promotional items, etc.
- Upload photos frequently with different filters and captions and tagging the UNL Center for Civic Engagement.

Frequency

- Update Instagram frequently with a variety of photos.
- Posts by the social media coordinator will take place at 9 a.m., noon, 3 p.m., 8 p.m.

Topics

- UNL Center for Civic Engagement office at the Union
- Traveling “engagement” intern’s videos and blogs
- Students interacting with service
- Inspiring and empowering photos of public figures doing service
- Pictures of quotes
- Campaign components:
- Couch event
- Featured public speaker events

INSTAGRAM

- Pictures of posters from the campaign
- Interaction in the Lincoln community
- Alternative Service Breaks
- Volunteer events

Creation and Maintenance

Author

- Hired social media coordinator, Center for Civic Engagement volunteers and employees are able to submit any possible content promoting the Center for Civic Engagement to the social media coordinator.

Monitor

- Social media coordinator updating social media platforms constantly. A notification system will be implemented for the social media coordinator to immediately reply to any posts regarding questions or comments on the Facebook page. Immediate responses will be used in order to accommodate insights from students, teachers, advisors and other friends on the channel. Updates within the times: 9 a.m., noon, 3 p.m., 8 p.m. in order to keep the Center for Civic Engagement active and fresh in our targeted audience’s minds.

Evaluation

Track “likes” and comments on each picture, followers and follow people. Can also view “favorites” and “likes” via photos from Instagram on Facebook and Twitter.

SocialMediaChannels

You Tube

“UNL Center for Civic Engagement”

Channel Objective

Our YouTube objective is to increase awareness by visualization as well as physically hearing the testimonies of multiple Center for Civic Engagement participants.

Audience

UNL students, ages 17-22, UNL Faculty and Staff, community outreach organizations

Strategy

Allow followers and friends of the Center for Civic Engagement to see an emotional aspect of what the Center offers.

Execution

- Feature YouTube links through other social media channels
- Facebook
- Twitter
- Blog
- Social media icons on all advertisements and promotional items
- Use videos when educating UNL students, faculty and staff about

the UNL Center for Civic Engagement

Frequency

One video, every two weeks

Topics

- Video testimonials
- Traveling “engagement” intern’s videos and blogs
- PR Events
- The “Engagement Exchange” Couch event

Creation and Maintenance

Author

- Social media coordinator, Video producer

Monitor

- Social media coordinator monitors the number of views per video and comments, weekly.

Evaluation

Based on the number of views, comments and likes of the video content, the video producer can cater to what the viewers like and do not like. Keeping the content consistently creative and unique each time, all with the same message within will keep viewers constantly visiting the page.



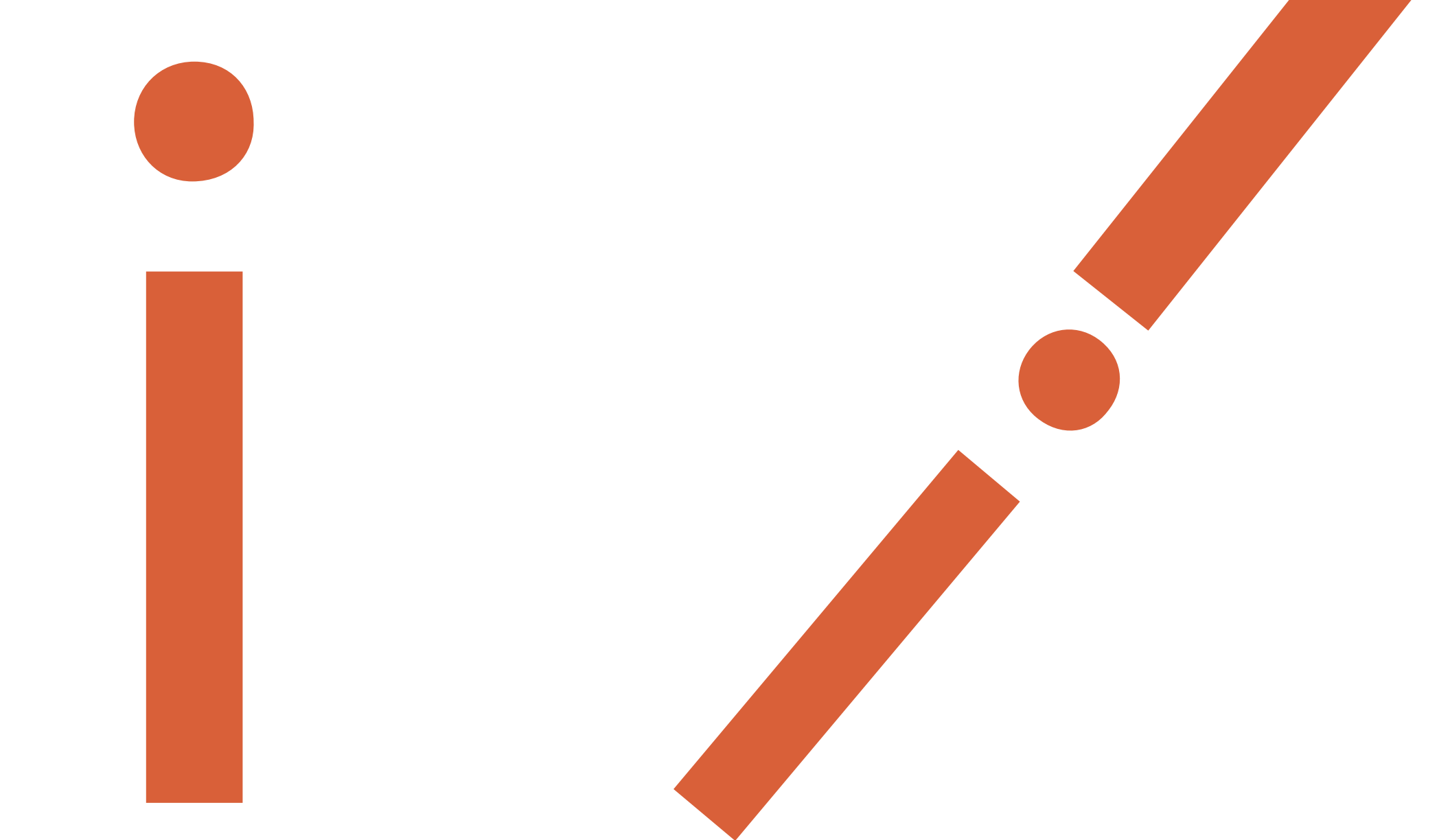
Campaign Budget

Print

11x17 Posters, full color 1 sided:	\$400
59” x 20ft Massive Banner, full color 1 sided, vinyl:	\$400
Banners 59” by 24”:	\$300
Elevator: 59ins by 13ft (will have to have it cut and sized to fit panels) \$400 for 2	
Brochures: 3-fold 250 brochures	\$250
Events (subhead)	
Couch event: “The Engagement Exchange” Goodwill	
Set Rentals:	\$500
Videographer/photographer (full blown production):	\$750
Blog WordPress: annual	\$60

Promotional Items

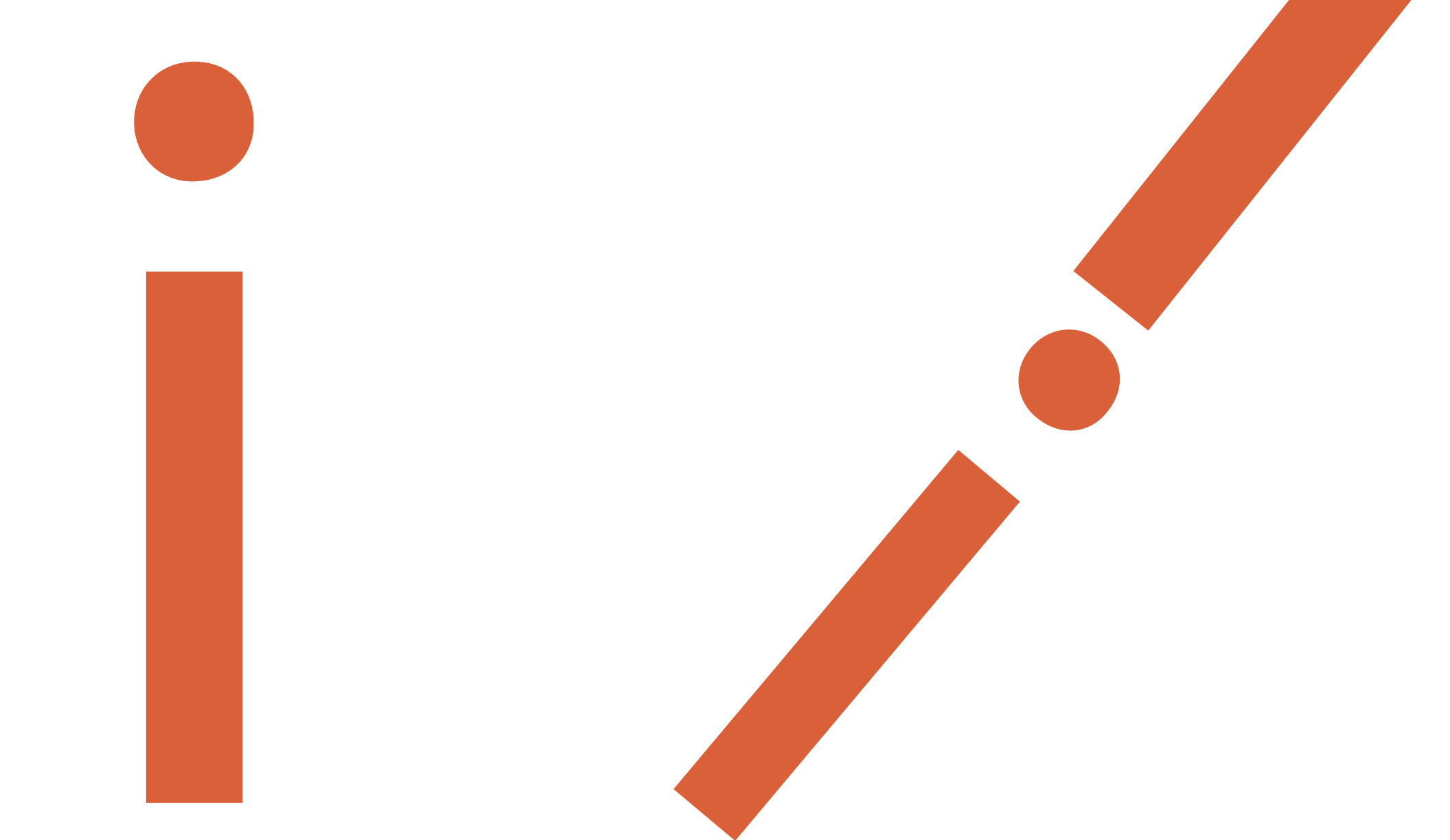
150 Mugs:	\$450
20 Glass mugs from the UNL art department	\$400
1,000 Lanyards:	\$1,100
250 Black American Apparel Shirts:	\$2,600
2,000 Wristbands:	\$1,800
Other (subhead)	
ASRB Scholarship:	\$2,000
Contingency:	\$1,000
Total	\$11,610



Evaluation

Evaluation

The “Don’t you think it’s time? Grow Up.” campaign has been developed to increase participation and awareness annually. This campaign will run for three school semesters, which will include all summer sessions. To properly evaluate whether the campaign has achieved it’s expected results, the Center for Civic Engagement should produce a public survey. This survey will be distributed to the colleges in the University through an online survey provider. Questions will be designed around the monitoring of the awareness levels of the student body. Within the Center for Civic Engagement’s various projects, participation will be monitored and tracked through in-house records of



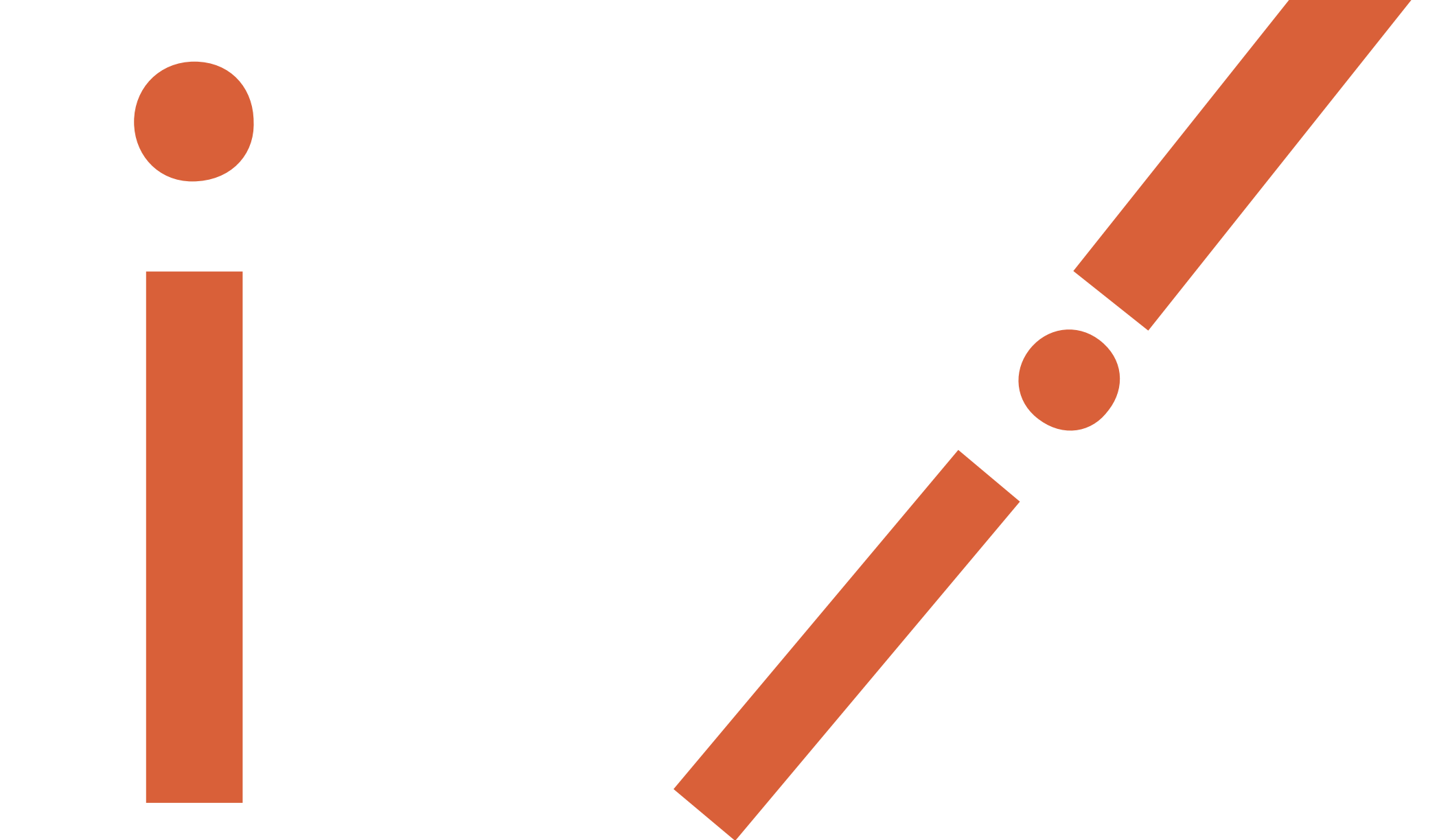
Acknowledgements

Acknowledgements

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- Rich Bailey
- Nancy Mitchell
- Linda Major
- Linda Moody
- Chris Baack



Meet the Team

Meet the Team



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