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Talk. Act. Thrive. (YOU)nified

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Talk.

Act.

Thrive.

(YOU)nified

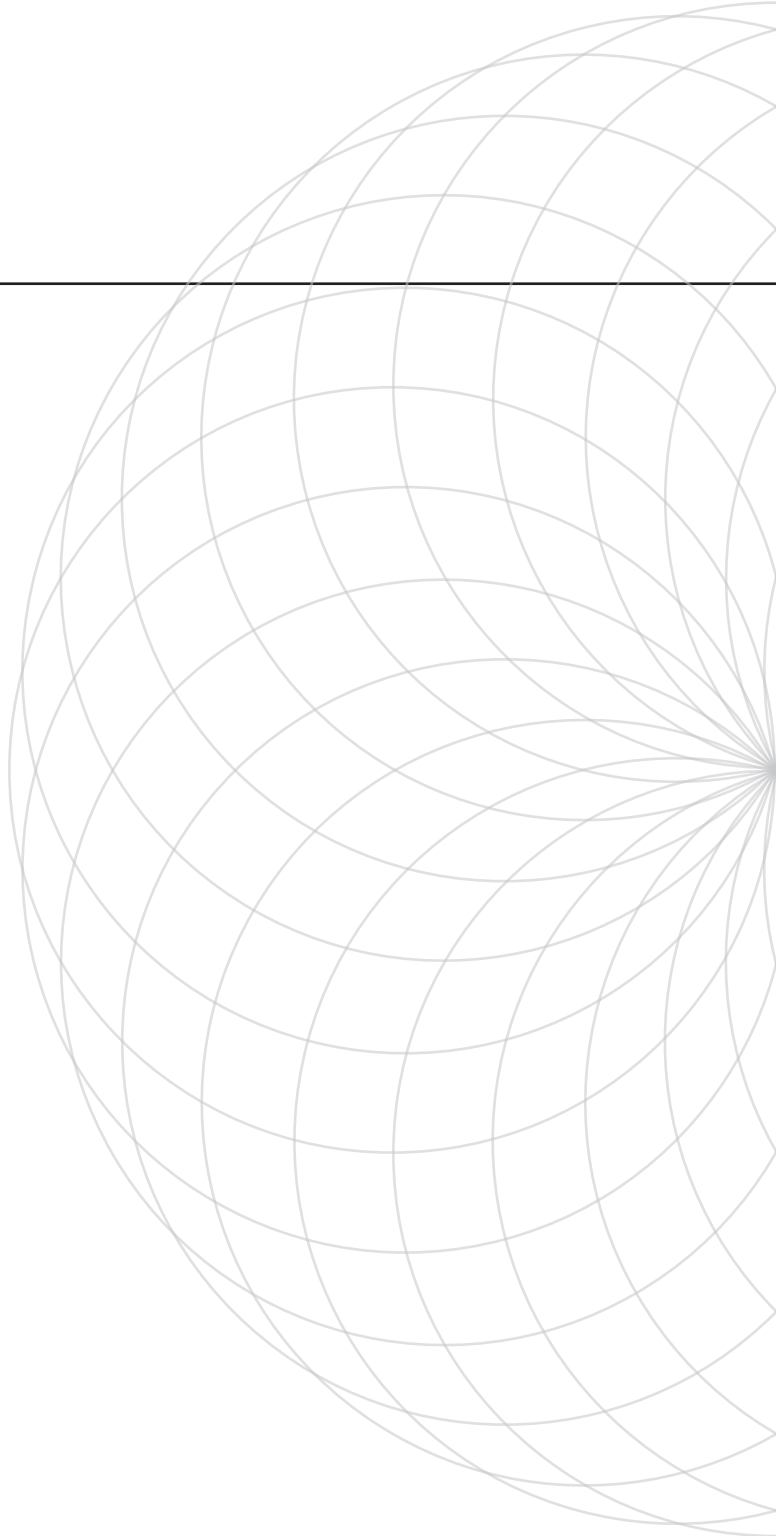
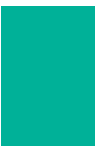


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Executive Summary

The Jackie Gaughan Multicultural Center has made significant progress toward completing its mission – to provide a home away from home for underrepresented students while still welcoming all students, faculty, staff, alumni, and guests. A main function of the Jackie Gaughan Multicultural Center is to house OASIS, an organization that works to enhance academic excellence, diversity awareness, and social engagement for all students, with a special focus on creating a healthy, inclusive climate on campus that supports students of all cultures.

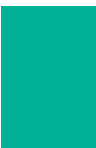
Our primary research indicated that a majority of UNL students have been to the Jackie Gaughan Multicultural Center but are unaware of the services that the building offers. Students said that the people of Nebraska make their campus experiences better and feel as though UNL has already achieved inclusiveness; however, some feel minority groups are “separate” from the rest of the student body because there is a lack of racial diversity. When asked what students associate with UNL’s campus, many students used words like positive, progressive, and growing. Secondary research provided us with key insights on UNL student groups, diversity issues, macro diversity issues and the background on the JGMC and OASIS programs that benefit UNL’s campus.

Our goal is to enhance the Jackie Gaughan Multicultural Center’s brand in a way that will promote a culture for a more welcoming and inclusive campus. We want to create a community on UNL’s campus that encourages action and commitment from every student to achieve an atmosphere of unity. Through strategic implementation of traditional media, out-of-home executions, public relations, social media, and an art installation that serves as a physical symbol of our mission we will communicate our campaign message innovatively and progressively.



The Challenge

To develop messaging that promotes a welcoming campus and a culture of inclusion at UNL.



A photograph of the Jackie Gaughan Multicultural Center, a modern building with a curved facade featuring large glass windows and a brick section on the left. The building is set against a clear blue sky. A large, semi-transparent yellow circle with a white grid pattern is overlaid on the right side of the image. A thick yellow horizontal bar spans the top and bottom of the image, serving as a background for the title text.

JACKIE GAUGHAN MULTICULTURAL CENTER

WHAT (YOU) NEED TO KNOW

Situation Analysis

Company

The mission of the Jackie Gaughan Multicultural Center (JGMC) is to provide a home away from home for underrepresented students while welcoming all students, faculty, staff, alumni, and guests. The mission of Office of Academic Success and Intercultural Services (OASIS) is to enhance student success by promoting academic excellence, diversity awareness, and social engagement. The Multicultural Center was named for Jackie Gaughan, who provided the lead gift. Gaughan believed that “individuals should be valued for their hard work, loyalty and strong values, not their color, nationality or religion.” The JGMC provides multiple study and lounge spaces as well as student organization offices, meeting and conference rooms, a music room, a kitchen, and a computer lab. The first floor houses staff from OASIS, the Nebraska College Preparatory Academy (NCPA), and the William H. Thompson (WHT) Scholars. OASIS staff provides one-on-one assistance, academic resources, and programs that offer UNL students academic, cultural, and personal tools necessary to successfully navigate the University of Nebraska-Lincoln and the world beyond. OASIS resources, programs, and events are FREE to all UNL students, and many diversity awareness events are open to the public.

Consumer

The JGMC is a welcoming environment for all students at the University of Nebraska Lincoln. We have chosen to target two distinct groups of students. In the first group are students who are especially interested in being involved in groups, clubs, and campus activities. They are leaders — they don't rely on their peers' decisions to make their own. In the second group are the students who desire to be more involved on campus but don't feel like they have the opportunity, the initiative, or the motivation to do it.

Situation Analysis

Competitors

The biggest competition the Jackie Gaughan Multicultural Center faces comes from other UNL organizations, clubs, and recreational activities. A college student's free time is limited, and many UNL students are involved in at least one extracurricular activity, which takes away from his or her availability. Our primary research indicated that time was a significant limiting factor with UNL students because of their involvement with other groups or associations on campus.

Features and Benefits of the Brand

- Strong community environment
- Prestigious, noticeable building that is connected to the Union
- Close-knit group of brand loyals

Features and Benefits of the Branded Services

- Services are open to all students
- Host major events
- Meeting and conference rooms
- Study and lounge areas, computer labs, music room, kitchen
- Dedicated staff
- Student organization offices
- Student Affairs - focused on students' life outside the classroom
- OASIS Programs
- Dine Dialogue and Pass It On
- Counseling services and much more

Research

Objectives

- To learn the extent of universal racial issues on UNL's campus
- To get a picture of the racial climate on campus
- To learn why the multicultural center is important and why students would and should care about it
- To learn how students feel about inclusion on campus and to learn some of their personal stories
- To learn how and where students spend their time
- To learn what media students use most

247 online survey respondents

38 one-on-one interviews

16 concept-testing interviews

Attendance at Martin Luther King Week events

Ethnicity and Budget Data

UNL Minority Enrollment

Research Insights

Qualitative Findings and Insights

One-on-one interviews

- Students who don't live on campus often go to class locations to study.

Insight: A majority of students are unaware of what the Jackie Gaughan Multicultural Center provides, or how it contributes to creating an environment of inclusion on campus. In order for the JGMC and OASIS to gain top-of-mind awareness, they need to place posters and banners in high reach areas for example: the student unions, by the Union fountain, CBA's Daily Drip commons, Oldfather Academic Grind, and the Library.

- We asked students, "What does an inclusive campus mean to you?"

Insight: Students do not really understand the concept of inclusion and students of majority backgrounds don't know what to do or how to help because they don't know where they fit in the discussion. A considerable number of respondents also said that increased recognition of collaborative student organizations would enable more intercultural interactions. This means the JGMC needs to utilize its relationship with other UNL organizations in order to promote itself and the events on UNL's campus.

- "What aspects of UNL make you feel welcome?"

Insight: People of Nebraska (Midwestern hospitality) play a key role in how students feel on campus when interacting with others. "The people are the biggest aspect of UNL that make me feel welcome. The people of Lincoln and Nebraska are great people who are nice to anyone who cross[es] their path."

- Students do not know much about the JGMC or OASIS programs and services. Students are unaware or don't know about most events at the Gaughan and the ones they do know about are high-profile speakers.

Quantitative Findings and Insights

- Majority of respondents have not attended an OASIS event (75%) “I think that sometimes events and locations designed for certain groups end up excluding others”

Insight: Students have different opinions of the OASIS and Student Affairs services, meaning that awareness and differentiation between the JGMC and OASIS is the biggest issue.

- Promotion for events would yield the most successful results through social media. The most popular social media outlets include Facebook (53%), Twitter (24%), and Instagram (21%).

Insight: OASIS needs to revamp its social media presence (Facebook, Twitter, Instagram) to help distinguish itself from the JGMC and open a line of communication for students to stay updated about the event.

- The most significant obstacles preventing a more inclusive campus are students have no interest in associating (30.83%), a lack of knowledge (27.92%), and the lack of activities with intercultural interaction (25%). Close-knit group of brand loyalists

SWOT



Strengths

- Strong community environment
- Culturally significant events
- Dedicated staff
- Prestigious building
- Group of brand loyals
- Students generally want to be welcoming

Weaknesses

- Lack of promotion and social media presence
- Attendance and participation are low
- Empty, secluded atmosohere
- Unintentionally exclusion

Opportunities

- Get the entire campus involved
- Establish a personal brand for the JGMC
- Common “likable” goal
- Opportunity to partner with other UNL organizations

Threats

- Take away exclusivity
- Other UNL organizations
- Advertising “noise”
- Lack of student understanding

Creative Brief

Brand Promise: The Jackie Gaughan Multicultural Center is a home for students from all cultures that promotes an inclusive and welcoming campus.

Brand Personality: Fun, welcoming, educational, inclusive, diverse, authentic, and unified.

The Opportunity Is: To get the entire campus involved in support of a common goal by establishing a personal brand for the JGMC.

To These People

- Students who are especially interested in being involved in groups, clubs, and campus activities. They are leaders — they don't rely on their peers' decisions to make their own.
- Students who desire to be more involved on campus but don't feel like they have the opportunity, the initiative, or the motivation to do it.

Our Proposition Is: We are all individuals, but we must be unified as one to create a climate of inclusiveness.

And They Will Believe It Because: The Jackie Gaughan Multicultural Center hosts people and programs to help all UNL students. Thus it has the potential to become a unifying force that makes students from all backgrounds belong and feel welcome at the University of Nebraska-Lincoln campus. This can be achieved through brand presence, intriguing and well placed promotion, communication, support, and engaging events.



Tonality

- Welcoming, committed, genuine, interesting, personable, fun, and engaging.

Mandatories

- Phone number: (402)472-6151
- Website URL: <http://unions.unl.edu/jgmc>
- Facebook link: <https://www.facebook.com/pages/UNL-OASIS/>
- Twitter: @UNL_OASIS #TalkActThrive
- Color: UNL secondary color palette

Big idea

- Promoting individual action to achieve unity as a whole.

Campaign theme

- (YOU)nified Talk. Act. Thrive.

Tagline

- It all starts with YOU.

Positioning Statement

- To all students at the University of Nebraska-Lincoln who want to pursue diversity and create a climate of unity, the (YOU)nified Talk. Act. Thrive. Campaign will promote individual action to achieve unity as a whole. The personality of this campaign is progressive and purposeful. It calls to the campus as a whole, while creating a sense of urgency within each individual to take a stand.



WHERE (YOU)
GO FROM HERE

The Campaign

(YOU)nified

Talk. Act. Thrive.
IT ALL STARTS WITH (YOU).

Campaign Objectives

- Reinforce and encourage intercultural communication and interaction throughout campus.
- Create awareness that the JGMC is available for all students as a model of welcoming inclusiveness.

Evaluation

- Social media followers/ interactions
- Attendance at events
- Pledges

Tactics

- Pledge video
- Interactive art installation : Pledge Well
- Social Media — Facebook, Twitter, and Instagram
- Posters (JGMC awareness / Banner posters)

Theme

(YOU)nified
Talk.Act.Thrive
It all starts with YOU.

Concept Testing Insights

- What do you think is unique about this theme compared to previous campaigns about diversity?

"It promotes the timeless concept of unity, which is so often lost in today's society. With so much negativity and partisan rancor in contemporary society, this slogan offers a much needed reminder to students about what America was built on: tolerance and acceptance—and a unity unlike any other around a democratic experiment that proved, time and time again, to be successful."

"I like the word unified to explain the way a diverse campus should be, and the YOU part makes you think you're a part of it. I would love to see how this goes on."

"I like how it tries to promote individuals to act, since most have a 'their vote doesn't matter' mindset."

- Would this campaign encourage you to be open-minded and take action to help create a more inclusive campus?

"Certainly. I think it's positive and has the potential to galvanize students to take action."

- What ideas or improvements would you make?

"Incentive pieces such as rewards or recognition. Seems kind of low, but this may be the only way to get people interested at first."

"Maybe you could include more information about the cultural connectivity on campus."

Media and PR Plan

Objectives

- To reach 35% of the total UNL student population at least 3 times during the course of the campaign
- To get 25% percent of UNL students to take the YOUNified pledge over the course of the campaign
- Use the top three social media platforms at least three times per week to connect with our target audience and improve social media interaction (likes, follows) by 40%

Evaluation

- Social media followers/ interactions
- Attendance at events
- Pledges
- Event awareness evaluation

Tactics

- Social Media - utilizing Facebook, Twitter, and Instagram
- Guerilla Marketing - OASIS Well as art installation to build on every year
- Traditional Media - press releases in the DN
- Posters (JGMC awareness posters)

Theme

(YOU)nified
Talk. Act. Thrive.
It all starts with YOU.

Media and PR Tactics

- Social Media: Social media should be utilized continuously. It's necessary to provide information about various events and activities sponsored by OASIS as well as keeping up with what students are saying and doing about the Multicultural Center.
- Guerrilla Marketing - We want to use guerrilla marketing as a way to keep the (YOU)nified campaign going for years to come by using the OASIS Well as an art installation within the JGMC.
- Traditional Media - Press releases for major events will be released in the DN. We have two specific months on which we would like to focus. The advertisements used for The Daily Nebraskan will be the same as the posters being used. The content on the posters are versatile and expand on the theme of the campaign, creating a consistent message for the Jackie Gaughan Multicultural Center.
- Posters: a recognizable, attractive design for all posters and banners.



HOW (YOU) GET IT DONE

Pledge

I, (name), pledge to do my part to promote a culture of inclusion at UNL.

I will TALK about issues involving culture, diversity and inclusion. If I'm made aware of someone speaking or acting in a discriminatory way, I will not let it go ignored. I will make an attempt to provide a safe environment for others to bring up issues they have seen or experienced.

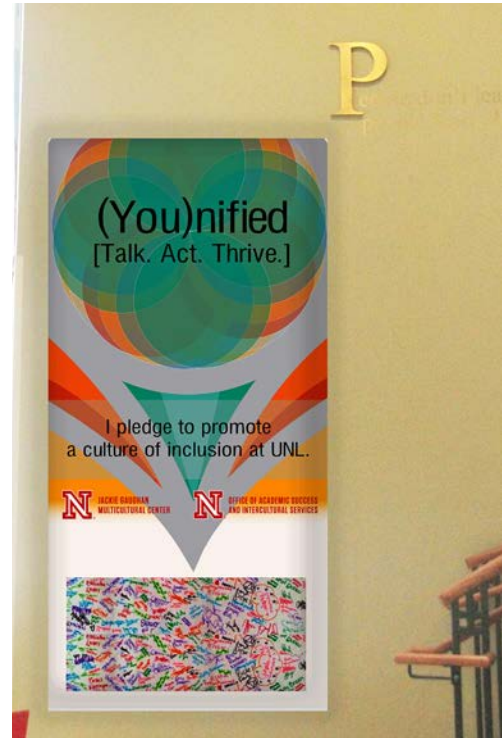
I will ACT in ways that are respectful to people of all backgrounds, including people of all cultures in my daily conversations and activities. I will seek opportunities to make others feel welcome.

I will help UNL THRIVE by promoting an inclusive attitude to those around me, both through my words and my actions. By doing so, I will encourage fellow and future students at UNL to maintain a culture that celebrates inclusion.

"I like how it tries to promote individuals to act, since most have a 'their vote doesn't matter' mindset."

-UNL Student

Students will be offered buttons and asked to sign the pledge poster afterwards as a way to show their support matters for each other and the JGMC and OASIS.



Campaign Introduction Video

Video Script

It's human nature to fear the unknown. This fear can rob each one of us from interactions, relationships, and experiences. But it doesn't have to. If we step out of our comfort zones, keep an open mind, widen our horizons, we could all benefit from each other.

Each person and each culture has their own strengths, values, and stories. So start up a conversation. Spark a change.

It's up to all of us. But it can start with you. Help Nebraska become (YOU)nified.

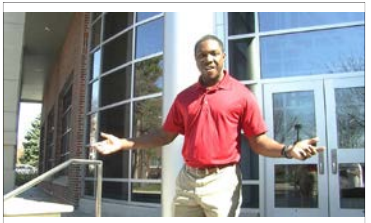


(YOU)nified
Talk. Act. Thrive.

Call to Action Video

Video Script

We fear what we do not understand. Our fears make us view the world through our own cultural lens...but no one wants to live in fear. We are all unique. We are all different. We all have our own strength. We are all useful. We're all part of the picture. If we all open our minds a little, if we widen our perspective to the diversity around us, maybe we could understand one another. Recognize the abundance, respect the differences, acknowledge their strength, value their contributions, encourage the conversation! It all starts with you. We are all unique. We are all part of this. We can all become (YOU)nified.



"I like the word unified, to explain the way a diverse campus should be, and the YOU part makes you think you're a part of it. I would love to see how this goes on."
-UNL Student

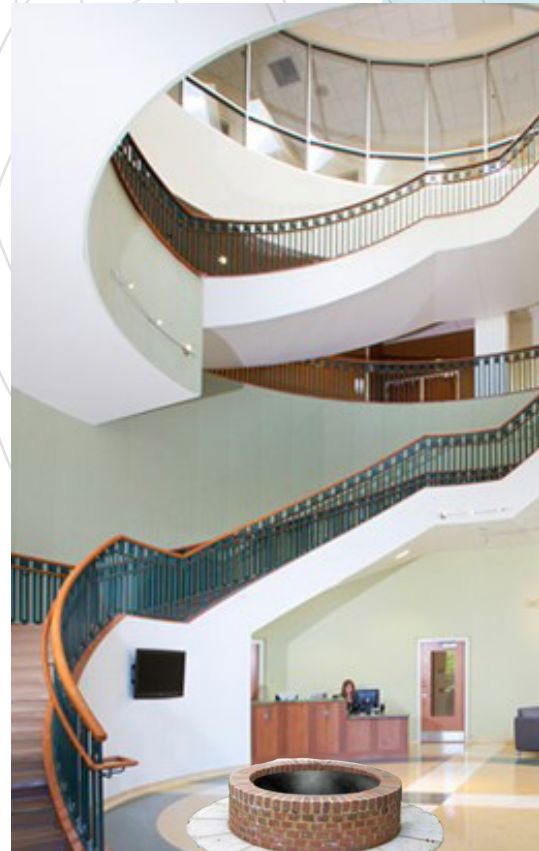
Art Installation

In order to create a physical representation of the unity on UNL's campus, we want to create an art piece using illustrated bricks. Each organization on campus will be invited to design a brick as a symbol of UNL's campus being unique, but still coming together to form something bigger. The bricks will be put together in the shape of a well (the circle is the symbol of unity) where students can take the pledge to take action in being apart of an inclusive and (YOU)nified campus.



*"The people are the biggest aspect of UNL that
make me feel welcome."
-UNL Student*

The objective of the well is to emphasize all the organizations and people that make UNL's campus the unique place that it is.



Letter of Involvement from André



André Fortune
Director
Jackie Gaughan Multicultural Center
(402) 472-6151
afortune3@unl.edu

Dear (UNL organization),

The Jackie Gaughan Multicultural Center announces its intent to unveil a project that hopes to unite students across campus. The project comes in the form of a student-built unity well. The Multicultural Center's main goal is to promote inclusiveness and understanding of all racial and ethnic backgrounds. The well stems from the idea that all students will view it as a symbol of unity on UNL's campus.

The well is part of the Multicultural Center's (YOU)nified campaign, which aims to encourage students and staff to strengthen the sense of inclusion on UNL's campus. The well's construction will begin with bricks given to various recognized student organizations during the fall semester. The organizations have the opportunity to leave their mark on the brick by painting it with group symbols, slogans, or whatever appropriate art they choose. Once all the bricks are recollected at the end of fall semester, the Multicultural Center will begin construction on the well. Upon its completion, the well will stand as a symbol for all students that they are (YOU)nified by all the things that make them unique.

The well is scheduled to be unveiled in March during the Gaughan Week where students are invited to celebrate the Gaughan as well as take part in various activities hosted by the Multicultural Center. The desire is for each organization to decorate a brick that will represent the group and be used in the construction of the well. We ask that every group participating have their complete brick turned in to the Multicultural Center by the end of the Fall semester.

Upon the well's opening, all students and organizations are invited to take a pledge promising to promote a culture of inclusion, thus making UNL a more welcoming campus. The Jackie Gaughan Multicultural Center invites all students to be part of this new tradition at the University of Nebraska-Lincoln and to continue a legacy of inclusion.

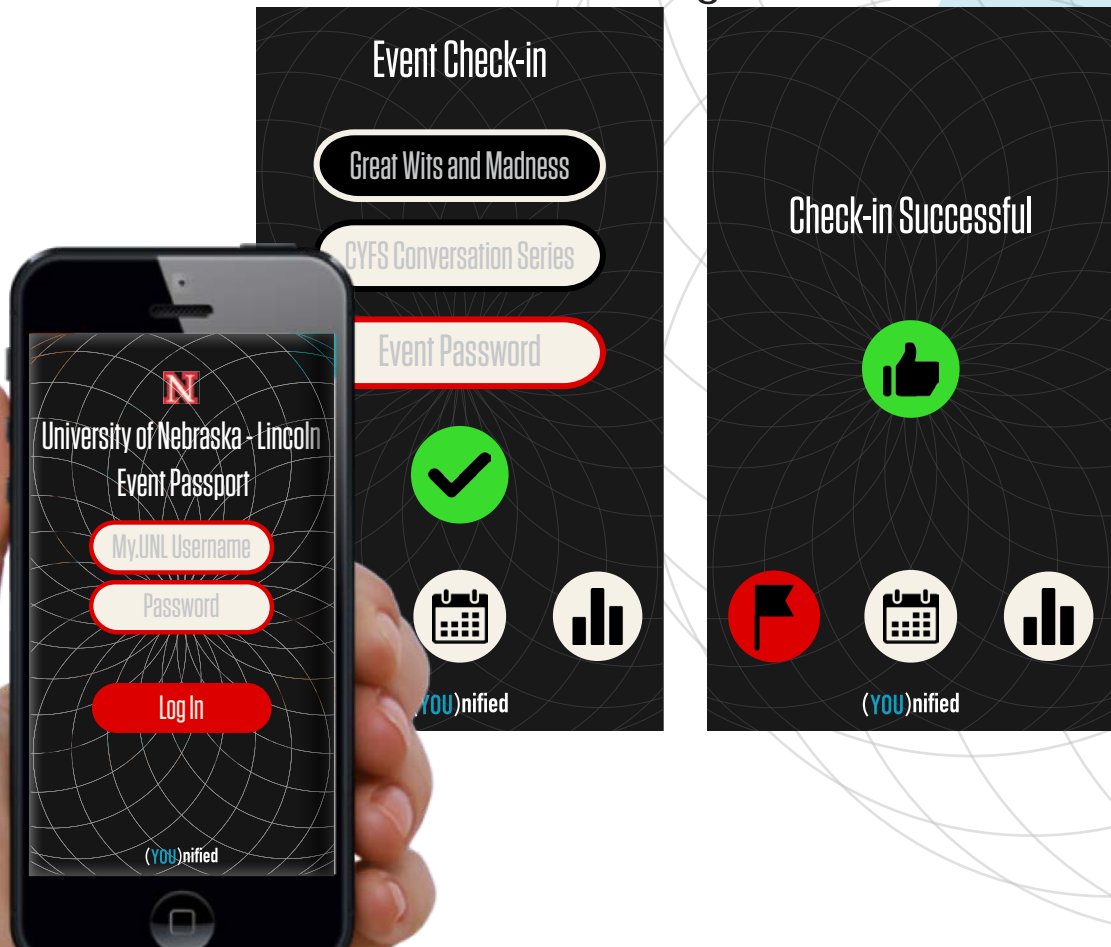
Formally and Sincerely,

André Fortune

App Release

In order to enable students to see upcoming events and incentivize them to attend, we propose creating an app for the Jackie Gaughan Multicultural Center. There will be an authentication process in place to hold students accountable to the events they have attended. Every event or activity will have a unique password to authenticate and get a general idea of overall attendance. Students who attended several events would be rewarded with gift cards and other rewards of that nature.




Event Check-In Navigation



Event Calendar

April

1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

(YOU)nified




April 22

"Great Wits and Madness: The Arts, Medicine, and Mental Illness"

Apr. 22, 2015
 5:00 pm
 Jackie Gaughan Multicultural Center Room: Unity Room
 1605 S Street
 Lincoln NE 68588-0459
 Additional info: GAUN
 Rose Holz, rholtz2@unl.edu

Presented by Dr. Mark Vonnegut (pediatrician, memoirist, artist, and son of author Kurt Vonnegut).

[DOWNLOAD THIS EVENT TO MY CALENDAR](#)

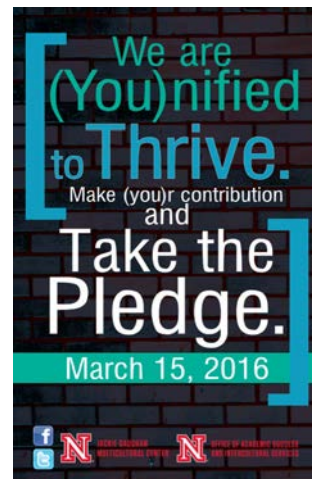
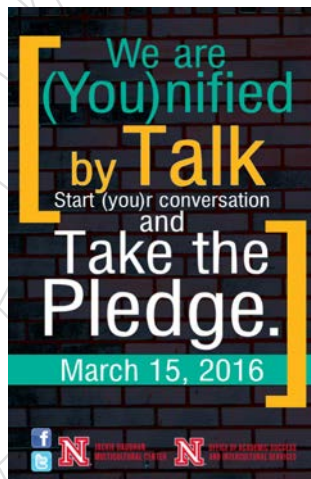
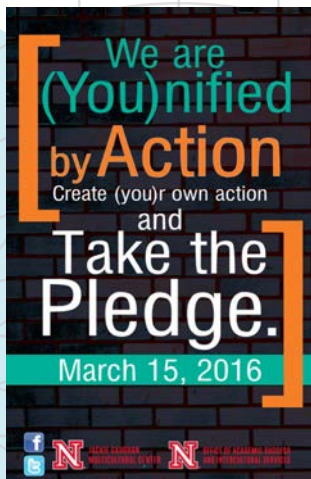
(YOU)nified

Posters & Banners

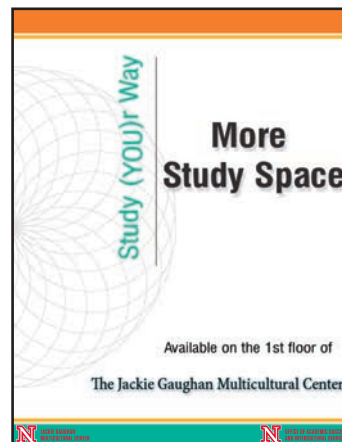
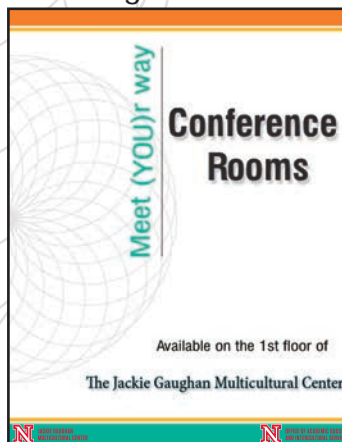
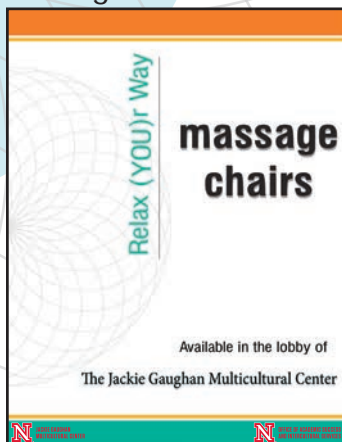
The main objective for our campaign's posters is to be a clear symbol of JGMC and OASIS. This can be achieved through attractive, consistent design for all posters and banners.



Posters used to introduce the campaign and also publicize the pledge event. These posters can also function as ads in the Daily Nebraskan.



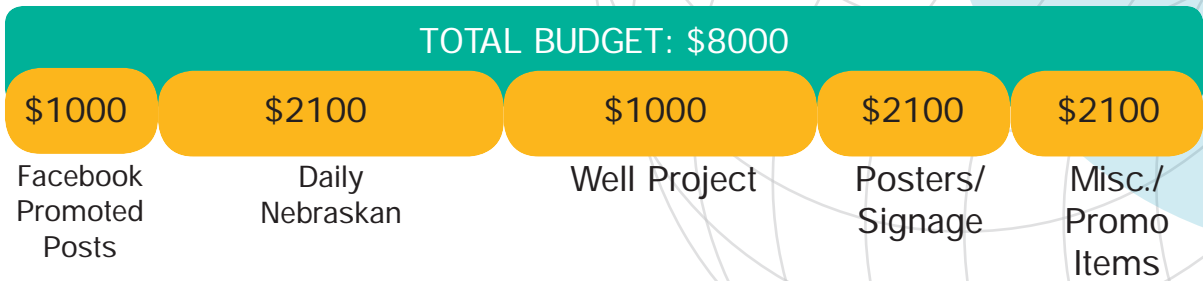
Posters used to raise awareness for what the JGMC has to offer student, making the JGMC a more welcoming environment to new users.



Strategy for Media Plan

The (YOU)nified campaign's shining factor is its basis in communication. The tagline "Talk. Act. Thrive." is based on a step-by-step process for changing the conversations that University of Nebraska-Lincoln students are having. Based on extensive research, our target audience is primarily connected through social media as well as the student produced newspaper.

The three major platforms of social media that we believe deserve the most attention are Facebook, Twitter, and Instagram. These platforms would allow the JGMC to capitalize on the (YOU)nified campaign as a major tool to spread its message. The student-run newspaper, The Daily Nebraskan, should also be utilized. The newspaper is produced campus wide and has a significant reach among students. The campaign will make use of both of these forms of media to reach the target audience and spread the campaign's message.



Social Media

A revamped OASIS social media presence (Facebook, Twitter, Instagram) would help distinguish OASIS and open a direct line of communication.



Social Media Samples

Tweets/Instagram Posts by Gaughan:

"Welcome back to school UNL!! Come to the Gaughan for food and fun games to get back into the swing of things! #TalkActThrive"

"Take the Gaughan's Unity Pledge and promise to promote diversity and inclusiveness! Create (YOU)r action! #TalkActThrive"

"We want to hear (YOU)r story! Come to Gaughan and spark (YOU)r conversation on diversity. #TalkActThrive"

"The Gaughan Week is fast approaching! Make (YOU)r contribution and create (YOU)r action by celebrating the diversity on our campus. #TalkActThrive"

"The Unity Well opens tomorrow! Stop by the Gaughan to take the Diversity Pledge and show (YOU)r inclusiveness! #TalkActThrive"

Tweets/Instagram Posts by Students:

"Just took the Gaughan Unity Pledge! UNL's diversity matters! #TalkActThrive"

"My brick for the Unity Well! Create (YOU)r action by going to the Gaughan and picking one up! #TalkActThrive"

Press Releases

Press releases provide the opportunity for greater media coverage. For the Jackie Gaughan Multicultural Center to expand its reach, it will need to explore every avenue that will allow coverage. Press releases come with low cost and a highly functional message. By circulating messages within the student newspaper the Multicultural Center will be able to spread more detailed information.

Mini Press Release Sample

The Jackie Gaughan Multicultural Center is celebrating its annual Gaughan Week this March. The multicultural center has a variety of events planned, but the biggest is the unveiling of the Gaughan's Unity Well. The well stems from the idea that all students will view it as a symbol to bring UNL's campus together.

The well is part of the multicultural center's (YOU)nified in diversity campaign which aims to reimagine UNL as an inclusive campus. The well's construction will begin with bricks given to various recognized student organizations during the fall semester and each organization will have the opportunity to leave their mark on the brick. Once all the bricks are recollected, the multicultural center will begin construction on the well. In its completion, the well will stand as a symbol for all students that they are united by their differences.

The Jackie Gaughan Multicultural Center's first and foremost goal is to promote and provide a safe and welcoming place for students. This Gaughan Week promises to create a tradition that will become one of inclusion and continue to celebrate diversity at the University of Nebraska.

Toolbox

Fonts: Din Condensed
Heroic Condensed
BebasNeue Regular



CMYK: 0, 31, 98, 0



CMYK: 0, 62, 95, 0



CMYK: 72, 9, 9, 13



CMYK: 86, 0, 53, 0

UNL secondary colors.
Color palette can be
referenced in the UNL
toolbox as well.

Lock ups:



JACKIE GAUGHAN MULTICULTURAL CENTER



OFFICE OF ACADEMIC SUCCESS
AND INTERCULTURAL SERVICES



JACKIE GAUGHAN
MULTICULTURAL CENTER



OFFICE OF ACADEMIC SUCCESS
AND INTERCULTURAL SERVICES



HOW (YOU)
KNOW IT WORKED

Evaluation

We will track the use of social media in the campaign from promoted posts, video shares, hash tag use, and likes and posts on OASIS/JGMC page.

Compare number of pledge signatures to UNL's enrollment to measure whether 25% of all UNL students took our pledge over the course of the 2015-2016 academic year.

At every OASIS event we will have evaluation cards that can be filled out with the participant's basic information and how they heard about the event.

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Project Manager
Research Director & Plans Book Copy
Account Planner
Media & PR Director
Art Director
Associate Art Director & Copywriter
Video Specialist
IT Specialist

Amy Okell
Cristina Petrisor
Dayton Stange
Connor Schulte
Amanda Schmidt
Courtney Sehn
Brandon Weeldreyer
Colin Burt
Anh Thoai Dinh

