

Final Communications Campaign

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Salt Lake Community College

Business Communications / BUS 2200

April 4, 2018

Lon Schiffbauer

Final Communications Campaign

Purpose/ Objective

The purpose of this project is to provide students with a comprehensive resource they can reference when conducting donation drive service learning projects for Lon Schiffbauer's business classes. Our objective is to create a communication campaign that reaches our audience at the time and place they need to access our resources, giving them the ability to be as successful as possible, without the process of posting materials for a donation drive hindering their success.

Learning Objectives

This project relates to the learning objectives of the class in the sense that students will demonstrate the ability to work collaboratively with peers on team projects, collect, synthesize, and analyze information from a variety of sources, as well communicating effectively orally and in writing according to standard usage.

Audience

Our audience are business students who need to post signs for donation drives as part of class groups in the business school. They will need to post flyers and may need to set up a collection box for a drive.

SLCC Student Demographics

- Median age 23, majority of student are between the ages of 18 to 25 (Salt Lake Community College [SLCC] 2018).

- 50% of students are male, %50 are female, with a 1.02:1 female to male ratio (SLCC, 2018).
- 2,930 students, or 10%, take classes online only (College Tuition Compare [CTC], 2017).
- 4,574 students, or 15.6%, take a mix of online and lecture classes (CTC, 2017).
- 21,846 students, or 74.4 % take lecture classes only (CTC, 2017).
- 8-9 credit hours, average amount of credit hours taken by an SLCC student (SLCC, 2018).
- Student group size 3-5, in Lon Schiffbauer's business communications class (Schiffbauer, L., personal communication, April 4, 2018).
- Minimum class size 12, maximum class size 25, in Lon Schiffbauer's business communications class (Schiffbauer, L., personal communication, April 4, 2018).

Psychographics

- Students are busy and have limited time outside of school; 74% of students work while going to school, 29% of students work full time, and 45% of students work part time (SLCC, 2015).
- Students are concerned with managing multiple school projects at once, with most students taking 8-9 credit hours on average (SLCC, 2018).
- Students feel the current process is cumbersome, intimidating, and unclear (Escandor, J., personal communication, April 2, 2018).
- Students want to know what a school project will do for them, in addition to earning them a grade (Growth Engineering, 2018).

- Millennials are most engaged by social causes and want to feel like they're making a difference, and want to see the impact their work has made (Peretz, M., September 27, 2017).
- They are invested in the success of the donation drive (Peretz, M., September 27, 2017).
- If they're going to do they work, our audience wants to do it effectively (Belfiglio, J., January 6, 2015).
- Business students are predisposed to focus on efficiency, as they study it regularly in business classes (Universitat Pompeu Fabra, 2017).
- Millennials look online when they need to access information; 93% of teens ages 12-17 go online, as do 93% of young adults ages 18-29 (Pew Research Foundation, 2008).

Context

Our audience is comprised of business school students who need to conduct a donation drive, as part of a service learning group project, for a grade. They may need to post signage, set up a table, kiosk, or collection box for the project. Most students do not have experience posting flyers on campus and, because to various school regulations, and the process is cumbersome and unclear resulting in frustration and impeded success. Most projects take place during the last 4 weeks of each semester, and with only 3-5 students in a group human resources can be limited. If not enough time is allotted for the process of signage distribution it can delay the project.

Audience Analysis

Our audience is comprised of mostly Millennials; equal parts male and female. They are busy balancing work and life with school and have limited time outside of class to work on projects as a group, especially with schedule conflicts. As Millennials, our audience is motivated by social causes, projects that reward them in addition to receiving a grade and working as

efficiently as possible. For these reasons they are most likely to look online when they need to find information they are looking for.

Messaging Goals

Our messaging goal is to create a clear communication campaign that reaches our audience at the time and place they need to access our resources.

Think

We want our audience to be aware of our resource.

We want our audience to know where to find our resource.

We want our audience to understand what our resource is.

Feel

We want our audience to feel relief that they've found the solution to their problem.

We want our audience to feel empowered by having the resources needed to post signage effectively.

We want our audience to feel successful because they're able to conduct this portion of the project efficiently.

We want our audience to feel compelled to utilize this resource again in the future, because of its usefulness.

Do

We want our audience to visit our website and utilize our resource, then share this information with other students when they find it's useful.

Key Messages

The process may be complicated but we've provided an easy way to navigate it efficiently. You will have greater reach and success because you'll be able to spend more time on the rest of the project.

Channels/Media Mix

Pull Channels

Permanent flyer on bulletin boards

“STOP, what you need to know before you post!”

QR code

Website link

Located where students first go when they need to post something

Placed in protective acrylic holder at the top of the bulletin board to prevent obstruction of the flyer
Info Desk

Flyer for various info desks, especially in the Business Building, to pass out to students

Identical to “stop sign” signage so that all students see the same message and are directed to the same web resource

Instructor Email

Email to business school instructors that contains the same “stop sign” flyer to provide to students, if students are aware of the resource for other classes they will know to use it in future classes as well. This email channel turns into a proxy face to face channel.

Push Channels

Website Resource

Interactive media i.e. video and infographics

Detailed instructions accessible through a hyperlink hierarchy

SLCCbiz.com website

Add the website resource URL to the resource list for business classes

Budget

Initial budget for 6 acrylic bulletin board signs to be placed on the Business Building bulletin boards is approximately \$30. Info desk flyers and signage should be printed by the respective department.

Tactical Plan

Audience	Message	Channel	Timing
Lon Schiffbauer's students	We want our audience to be aware of our resource.	Bulletin board signage Info desk flyer and sign	Permanent, created and posted as soon as possible
Lon Schiffbauer's students via business school instructors	We want our audience to feel empowered by having the resources needed to post signage effectively.	Instructor email SLCCbiz.com	One month before the end of the semester, every semester, as a reminder to instructors to tell students
Lon Schiffbauer's students	We want our audience to feel successful because they're able to	Website resource including all	Permanent, created and posted as soon as possible

	conduct this portion of the project efficiently.	instructions, video, and infographic	
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Conclusion

With the right resources, students are able to effectively and efficiently manage the signage posting process, promoting success in their project and with their group. They will then be able to have a greater reach amongst their audience and will have created a successful marketing campaign.

Overall our project went very well. There weren't any aspects of the project that didn't go well, but we had much less time and opportunity to meet as a group outside of class this part of the semester. That both helped and hindered us. It forced us to streamline what we were doing in a way that was ultimately better for the project. By having limited time we were less likely to wander down paths that would lead us away from our goal. We had just enough time to create a communication campaign that we feel speaks directly to our audience, purpose, and context. We learned that everyone has talents to lend if they're given the opportunity, and that working and brainstorming as a team is the most effective way to create things.

We didn't add or remove any of our channels, we simply modified them to better suit our audience after we gained more insight into them and the process we are communicating with them.

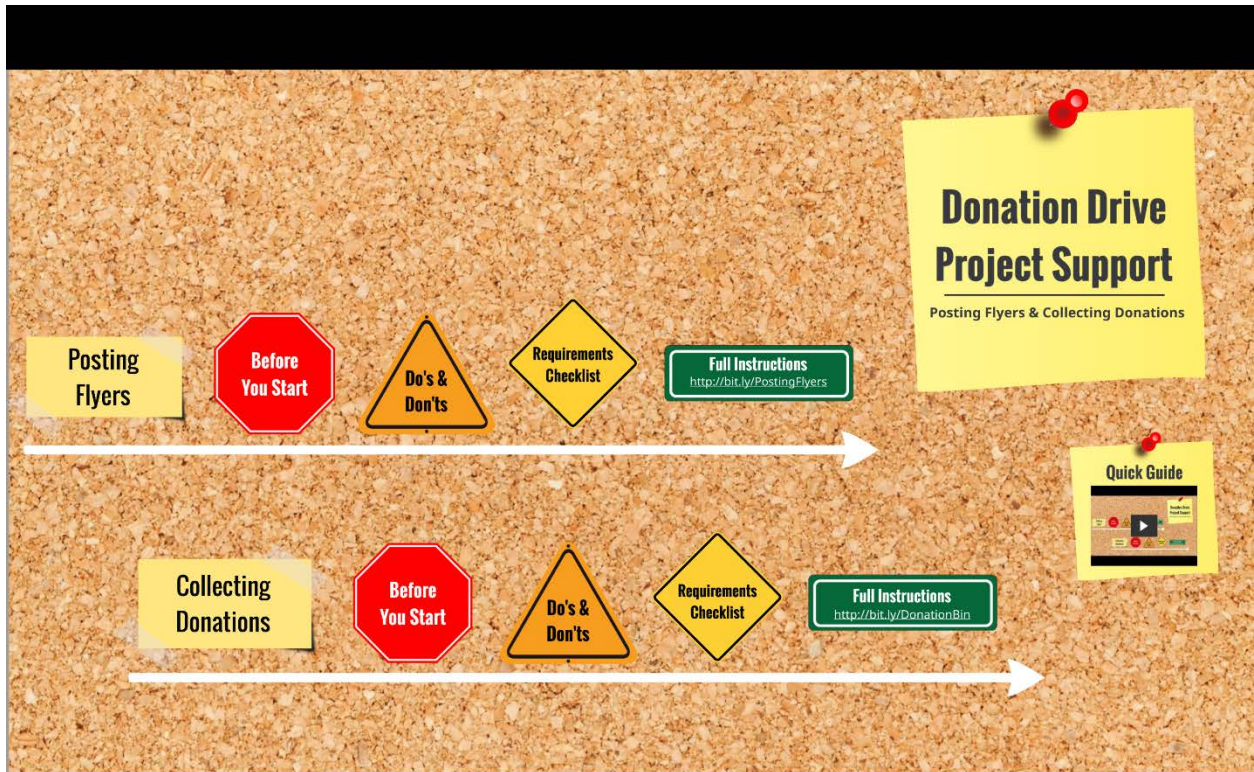
We didn't add or remove any audience members either. Our assessment of them was concise from the beginning and we used that information to make our decisions.

One change we made was to focus our communication and resource on posting flyers and setting up collection bins instead of including setting up a table and/or kiosk. There were two reasons for doing this. First, our audience is not one who would have the time to man a collection table or kiosk. Second, the school prefers to set up bins for donation drives and the only process they have for setting up a kiosk or table is for a student body election.

Another change we made was the format of the bulletin board flyer. We determined that it would be better to place the flyer inside of protective acrylic to prevent it from becoming damaged or being posted over.

Our style guide includes a combination of street sign motifs and bulletin board and paper elements.





Requirements Checklist

The request for a donation box asks for the following information:

- Group/Class Requesting Drive
- Group's Contact Person
- Contact's Phone and Email
- Type of Drive (Clothing for men/women, clothing for children, coats, blankets, mittens/hats, food, other)
- Advisor or Instructor Name
- Advisor or Instructor Phone Number
- Donations will be given to (Name of Organization)
- Contact Person for Organization
- Organization's Contact Person's Phone
- Drive Start Date
- Drive End Date
- How do you plan to advertise or market this drive
- Which campus(es) would you like to request for collect donations? (Jordan, Taylorsville, South City, Other)

Full Instructions
<http://bit.ly/SLCCCollectionBins>

Download Checklist
<http://bit.ly/DonationBinChecklist>

Collecting Donations

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