OhioHigherEd
Department of Higher Education

in partnership with

ologie

PRESENTS A COMMUNICATIONS SEMINAR ON

“changing campus culture”

changing
campus
culture

Welcome.

Kerry Soller

Project Manager,
Campus Safety and Sexual Violence Prevention
Ohio Department of Higher Education

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Hi. We're Ologie.

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Meet the team

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Senior Designer

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Writer

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Why are we here today?

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“

To inspire, educate, and empower you to create campaigns for the awareness and prevention of sexual assault that foster:

”

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clarity

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culture

voice

changing
campus
culture

understanding

changing
campus
culture

awareness

changing
campus
culture

openness

changing
campus
culture

confidence

changing
campus
culture

power

changing
campus
culture

strength

changing
campus
culture

action

changing
campus
culture

support

changing
campus
culture

conversation

changing
campus
culture

respect

changing
campus
culture

dialogue

changing
campus
culture

knowledge

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Today,
we aim to accomplish this goal by:

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culture

1

Having a better understanding of Gen Z and how they consume information

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2

Talking about what makes a great campaign

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3

Walking through several successful cause-based campaigns

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4

Translating those examples into best practices you can apply to your campus

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culture

5

Networking
with each other
(lunch)

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6

Breakout sessions for deeper dives and conversation

Part 1:

Capturing the attention of Gen Z

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Who is Gen Z?

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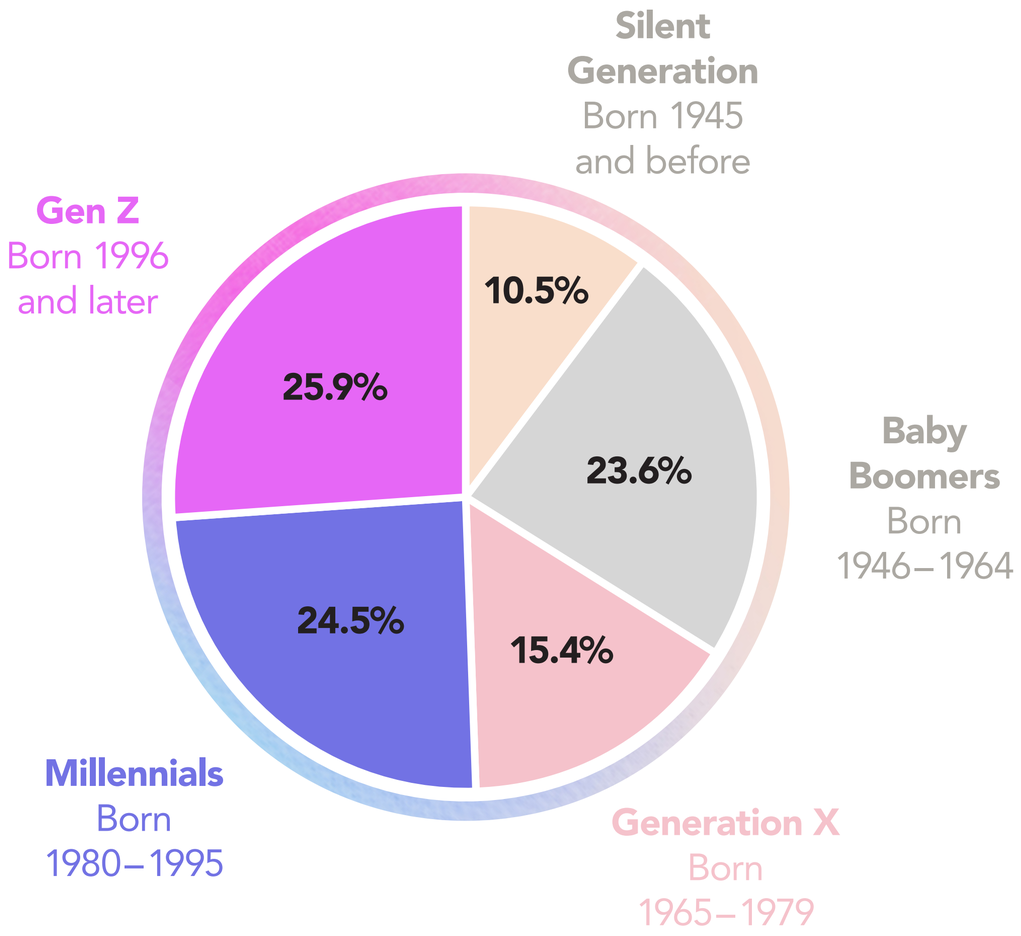

Gen X 37-51 years old

Millennials 21-36 years old

Gen Z 6-20 years old

Because of the setting they are growing up in, they absorb information and marketing in much different ways than previous generations.

—

They defy and resent conventional labels that don’t fully capture who they are. They don’t accept differences, they celebrate them.

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> Speak to them based on their mindset, not their demographic.

—

They are the first true digital natives. Technology is a fluid, organic part of their daily lives. And their digital world is very “noisy.”

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Connect the dots between digital and offline communications.

—

This generation has grown up talking about issues including marriage equality and global warming. They care about human rights, the environment, and helping to change what they don’t like about the world.

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> Give them credit for their compassion and invite them to be part of something big. They want to be engaged in causes.

Their family structures are more diverse than ever: blended families, single parents, three-generation homes, to name a few.

Because of this, Gen Z-ers are very close with their family, and are more connected to their parents' values than ever before.

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“

Speak to
those values.

”

—

When it comes to safety, “we always make sure we know where the exit is in a movie theater.” We take safety and privacy seriously.

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Show specific ways your campus is making safety and privacy a priority.

—

They are tired of manufactured advertising. They prize authenticity and transparency.

> Be real.
> Be approachable.
> Show the values your institution stands for.

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Brands that are connecting well with Gen Z

Clearasil

https://www.youtube.com/watch?v=VzHHMpXaRsE

Axe

https://www.youtube.com/watch?v=WzTSE6kcLwY

American Eagle

https://www.youtube.com/watch?v=7WHXjrfM0yU

Part 2:

Ten tenets of a great campaign and putting them in practice

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BMW

Dove

VOLVO

Google

GE

UNDER ARMOUR

TARGET

NIKE

Coca-Cola

The strongest campaigns:

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are human

changing
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culture

are personal

are relevant

changing
campus
culture

aren’t afraid
to take risks

are honest

changing
campus
culture

have a
high aesthetic

changing
campus
culture

are multichannel

are
always on

changing
campus
culture

are inclusive

are evolving

changing
campus
culture

“

How are campaigns bringing these tenets to life?

”

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1

Acknowledge that you
know your audience.

Samaritans Campaign

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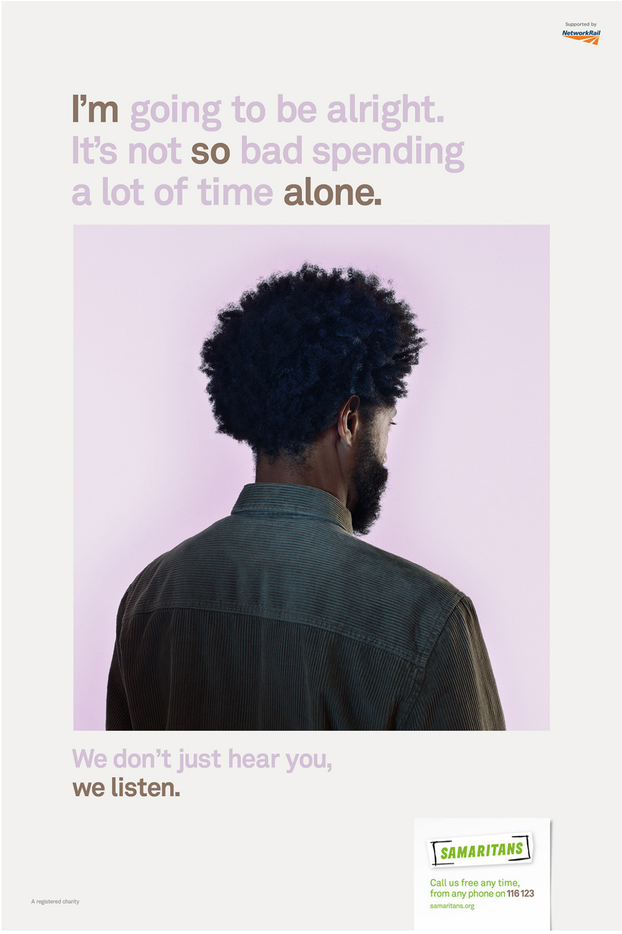

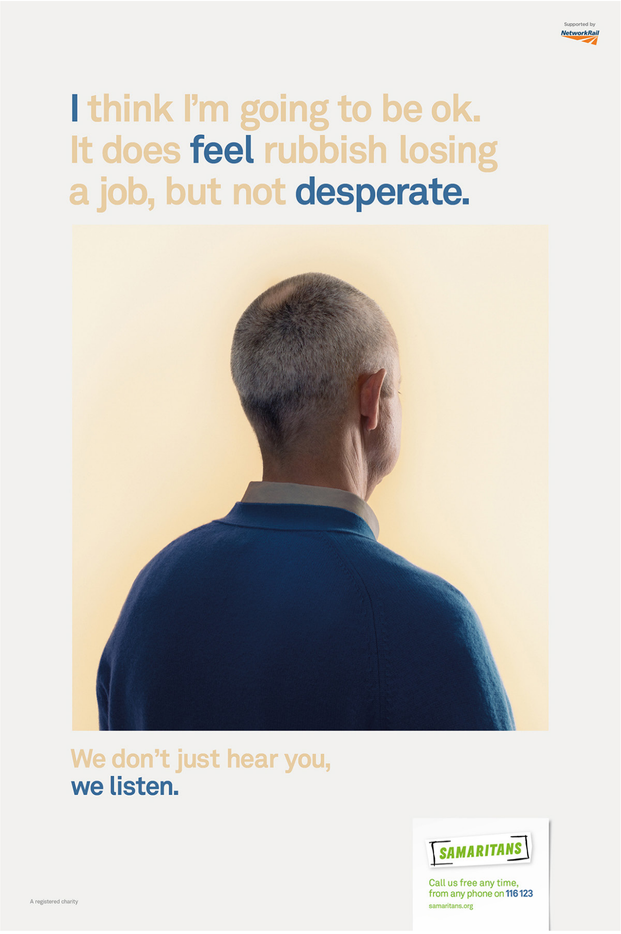

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2

Buzz is twice as powerful when it's supported by engagement.

Know No Campaign

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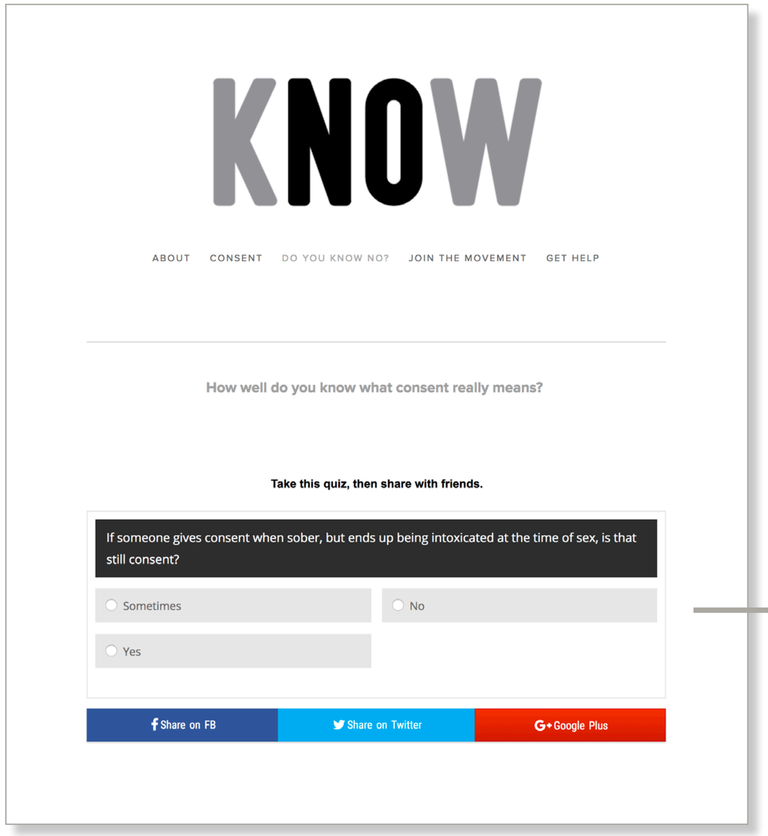

If someone gives consent when sober, but ends up being intoxicated at the time of sex, is that still consent?

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3

Prove your point, literally.

Nike/Siri

https://www.youtube.com/watch?v=hncWOZawsWo

4

Be visually arresting.

Alzheimer's Association

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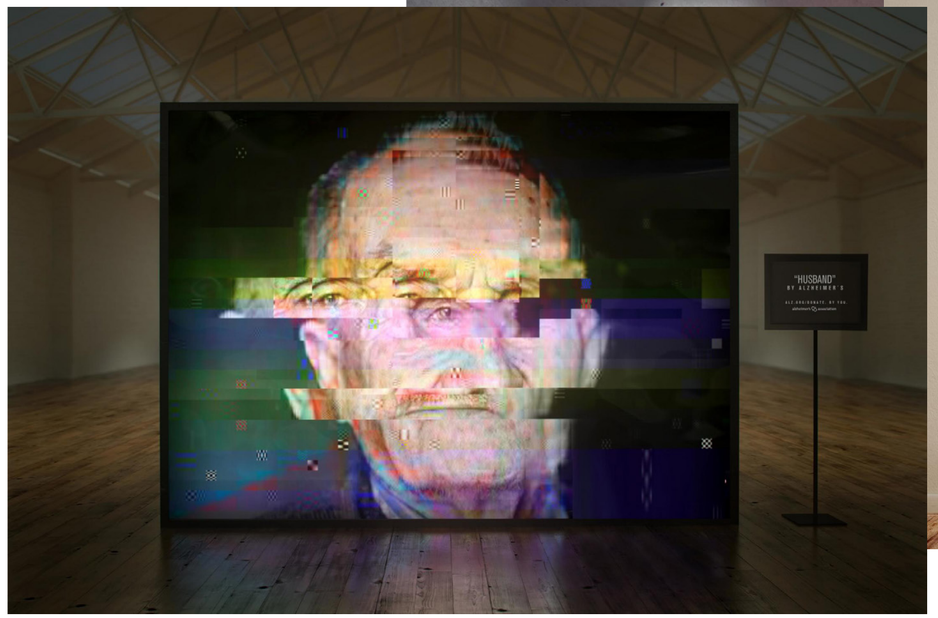

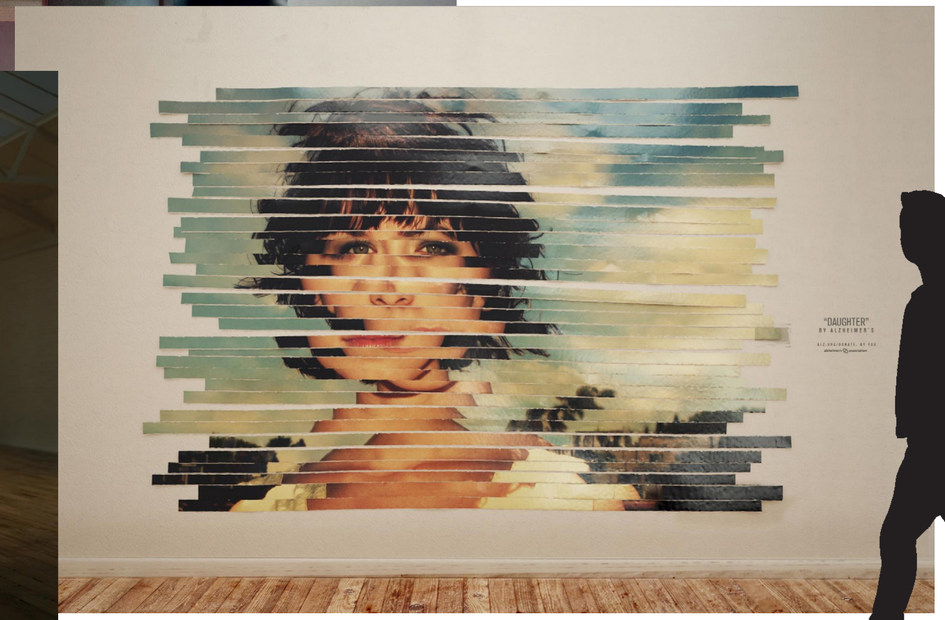

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5

Break taboos.

Stay Safe HIV Banners

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6

Use your environment to your advantage.

Isabella S'ewart Gardner Museum

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THIS IS GREEN.
IT'S A COLOR.

With this relentless winter, we thought you might have forgotten what color looks like.

For an in-depth reminder, wander our verdant indoor gardens.

ISABELLA
STEWART GARDNER
MUSEUM

THIS IS YELLOW.
IT'S A COLOR.

We thought we'd remind you what color looked like, in case you'd forgotten over the course of a cold, grey winter.

For a more vivid reminder, visit our warm, colorful indoor gardens.

ISABELLA
STEWART GARDNER
MUSEUM

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7

Create advocacy and empowerment through toolkits.

Malala Fund

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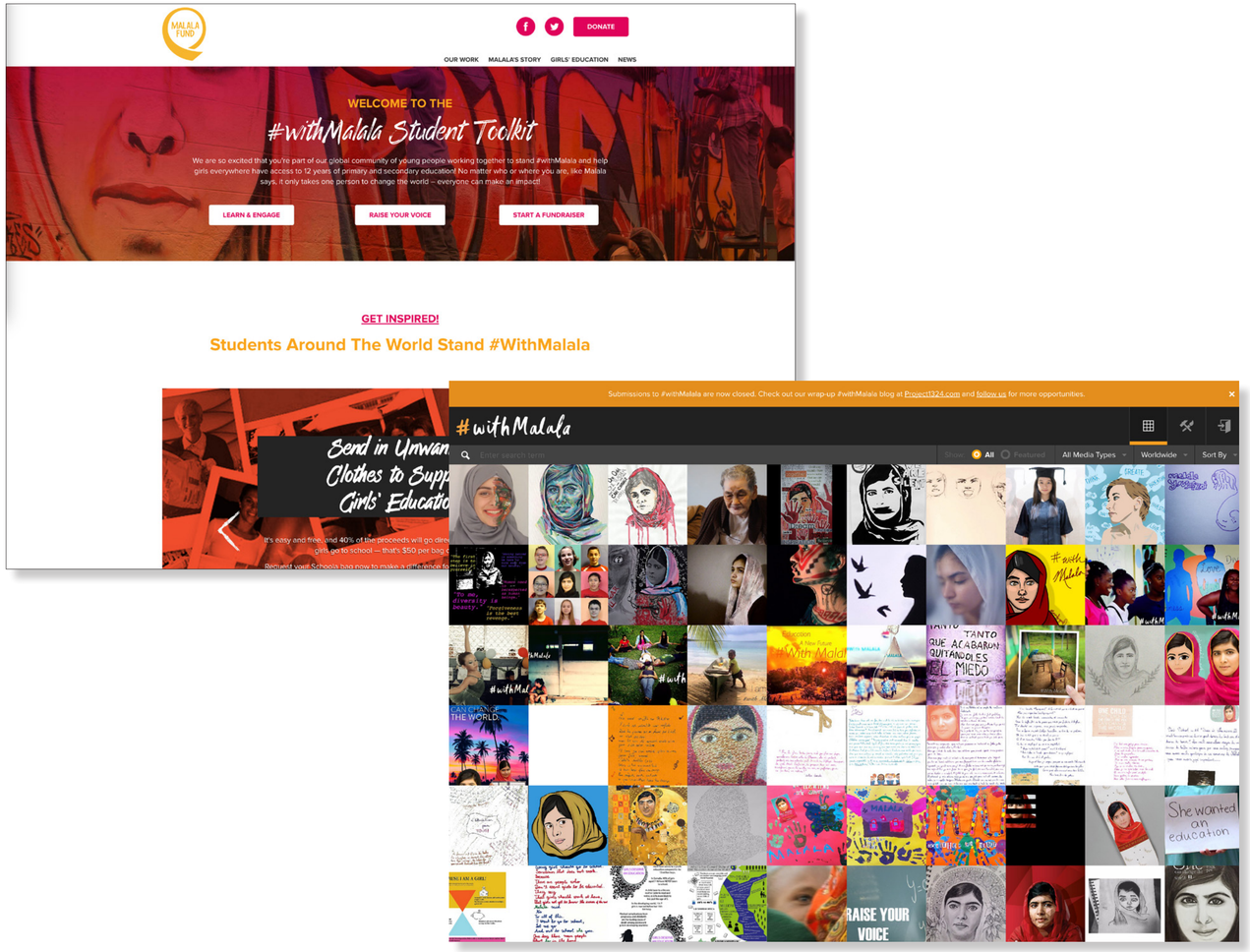

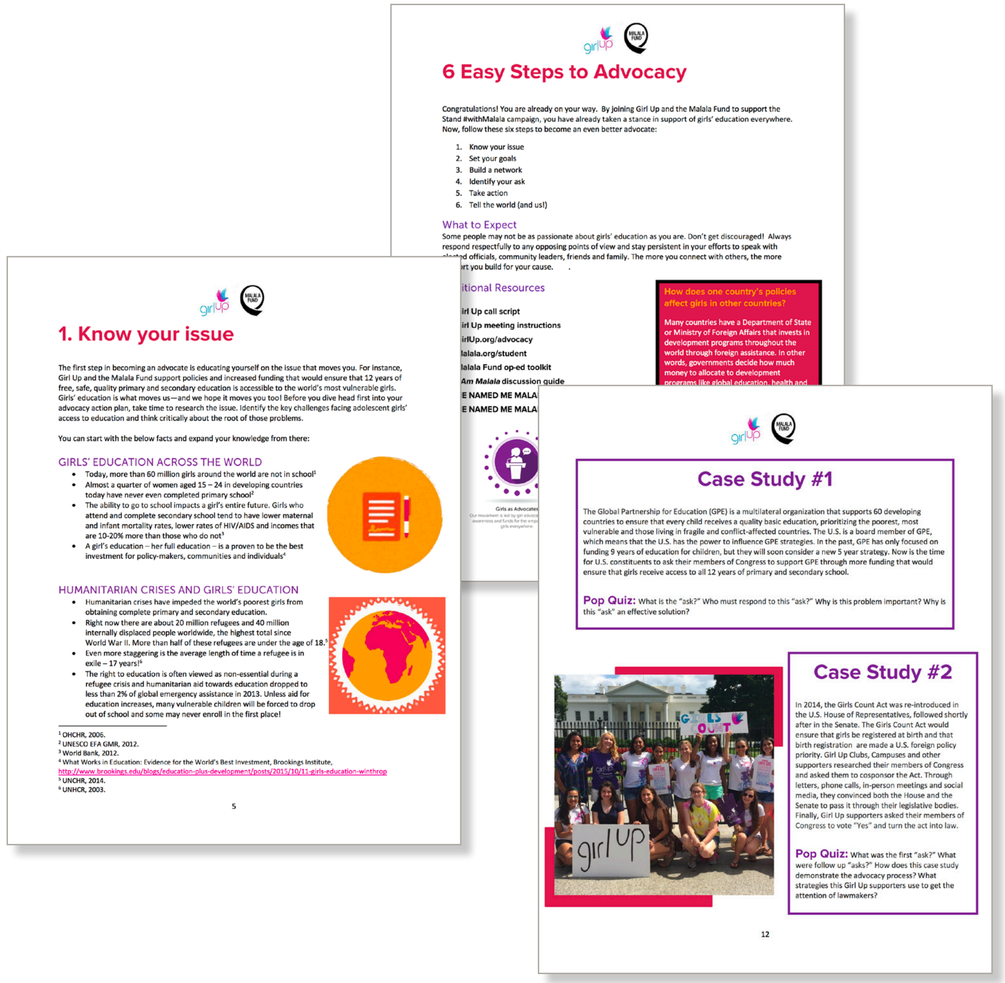

6 Easy Steps to Advocacy

Congratulations! You are already on your way. By joining Girl Up and the Malala Fund to support the Stand #withMalala campaign, you have already taken a stance in support of girls' education everywhere. Now, follow these six steps to become an even better advocate:

1. Know your issue
2. Set your goals
3. Build a network
4. Identify your ask
5. Take action
6. Tell the world (and us!)

What to Expect

Some people may not be as passionate about girls' education as you are. Don't get discouraged! Always respond respectfully to any opposing points of view and stay persistent in your efforts to speak with elected officials, community leaders, friends and family. The more you connect with others, the more support you build for your cause.

Additional Resources

- Girl Up call script
- Girl Up meeting instructions
- GirlUp.org/advocacy
- Malala.org/student
- Malala Fund op-ed toolkit
- *I Am Malala* discussion guide
- HE NAMED ME MALALA
- HE NAMED ME MALALA

How does one country's policies affect girls in other countries?

Many countries have a Department of State or Ministry of Foreign Affairs that invests in development programs throughout the world through foreign assistance. In other words, governments decide how much money to allocate to development programs like global education, health and

Girls as Advocates

Our movement is set to get around awareness and funds for the empowerment of girls everywhere.

1. Know your issue

The first step in becoming an advocate is educating yourself on the issue that moves you. For instance, Girl Up and the Malala Fund support policies and increased funding that would ensure that 12 years of free, safe, quality primary and secondary education is accessible to the world's most vulnerable girls. Girls' education is what moves us—and we hope it moves you too! Before you dive head first into your advocacy action plan, take time to research the issue. Identify the key challenges facing adolescent girls' access to education and think critically about the root of those problems.

You can start with the below facts and expand your knowledge from there:

GIRLS' EDUCATION ACROSS THE WORLD

- Today, more than 60 million girls around the world are not in school[1]
- Almost a quarter of women aged 15 – 24 in developing countries today have never even completed primary school[2]
- The ability to go to school impacts a girl's entire future. Girls who attend and complete secondary school tend to have lower maternal and infant mortality rates, lower rates of HIV/AIDS and incomes that are 10-20% more than those who do not[3]
- A girl's education – her full education – is a proven to be the best investment for policy-makers, communities and individuals[4]

HUMANITARIAN CRISES AND GIRLS' EDUCATION

- Humanitarian crises have impeded the world's poorest girls from obtaining complete primary and secondary education.
- Right now there are about 20 million refugees and 40 million internally displaced people worldwide, the highest total since World War II. More than half of these refugees are under the age of 18.[5]
- Even more staggering is the average length of time a refugee is in exile – 17 years![6]
- The right to education is often viewed as non-essential during a refugee crisis and humanitarian aid towards education dropped to less than 2% of global emergency assistance in 2013. Unless aid for education increases, many vulnerable children will be forced to drop out of school and some may never enroll in the first place!

[1] OHCHR, 2006.
[2] UNESCO EFA GMR, 2012.
[3] World Bank, 2012.
[4] What Works in Education: Evidence for the World's Best Investment, Brookings Institute, http://www.brookings.edu/blogs/education-plus-development/posts/2015/10/11-girls-education-winthrop
[5] UNCHR, 2014.
[6] UNHCR, 2003.

5

Case Study #1

The Global Partnership for Education (GPE) is a multilateral organization that supports 60 developing countries to ensure that every child receives a quality basic education, prioritizing the poorest, most vulnerable and those living in fragile and conflict-affected countries. The U.S. is a board member of GPE, which means that the U.S. has the power to influence GPE strategies. In the past, GPE has only focused on funding 9 years of education for children, but they will soon consider a new 5 year strategy. Now is the time for U.S. constituents to ask their members of Congress to support GPE through more funding that would ensure that girls receive access to all 12 years of primary and secondary school.

Pop Quiz: What is the "ask?" Who must respond to this "ask?" Why is this problem important? Why is this "ask" an effective solution?

Case Study #2

In 2014, the Girls Count Act was re-introduced in the U.S. House of Representatives, followed shortly after in the Senate. The Girls Count Act would ensure that girls be registered at birth and that birth registration are made a U.S. foreign policy priority. Girl Up Clubs, Campuses and other supporters researched their members of Congress and asked them to cosponsor the Act. Through letters, phone calls, in-person meetings and social media, they convinced both the House and the Senate to pass it through their legislative bodies. Finally, Girl Up supporters asked their members of Congress to vote "Yes" and turn the act into law.

Pop Quiz: What was the first "ask?" What were follow up "asks?" How does this case study demonstrate the advocacy process? What strategies this Girl Up supporters use to get the attention of lawmakers?

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8

Empower your audience
through tone.

Truth Campaign

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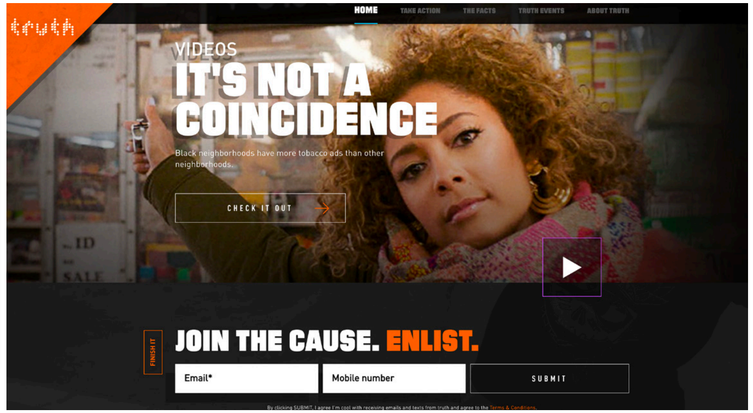
POWER IN NUMBERS

THE POWER COMES FROM YOU. ALL OF YOU. TOGETHER, WE ARE BIGGER, LOUDER, AND MORE POWERFUL THAN BIG TOBACCO.

WE'RE COUNTING ON YOU

ONLY 6% OF TEENS STILL SMOKE. FINISHING THE JOB WILL COME DOWN TO YOU. BE CREATIVE. ENLIST FRIENDS. SPREAD TRUTH. TELL US WHAT YOU NEED TO FINISH IT.



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9

Sometimes
fewer words = more power.

Nike Unlimited Greatness

https://www.youtube.com/watch?v=Fw0MmCgxDow

10

Use social media
in unexpected ways.

Alcohol Instagram Feed

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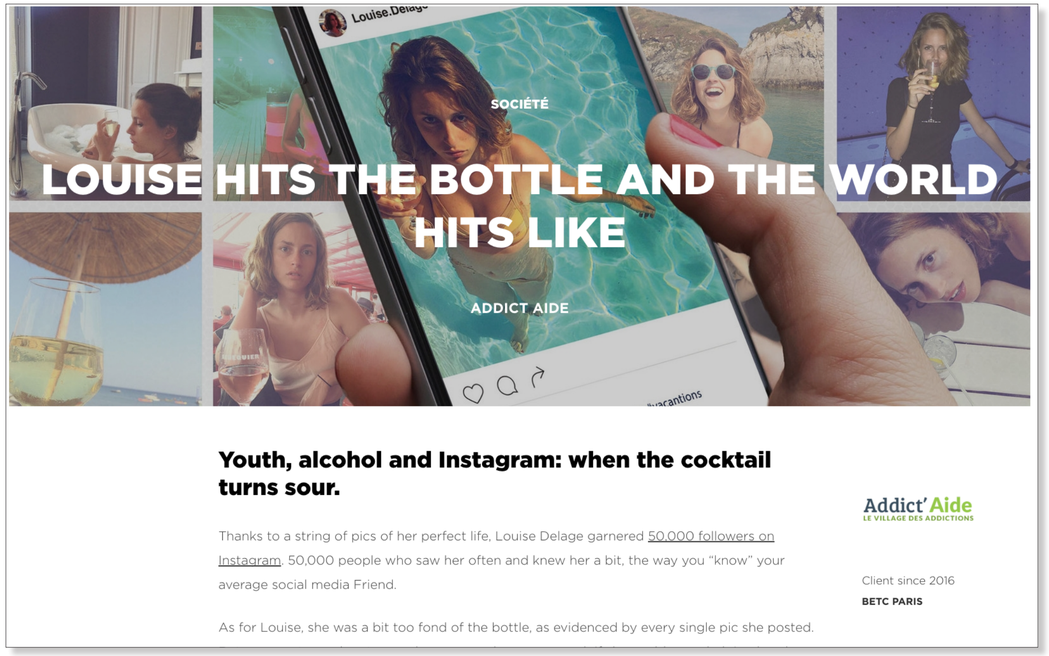

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11

Show, don’t tell.

IBM “Smarter Cities”

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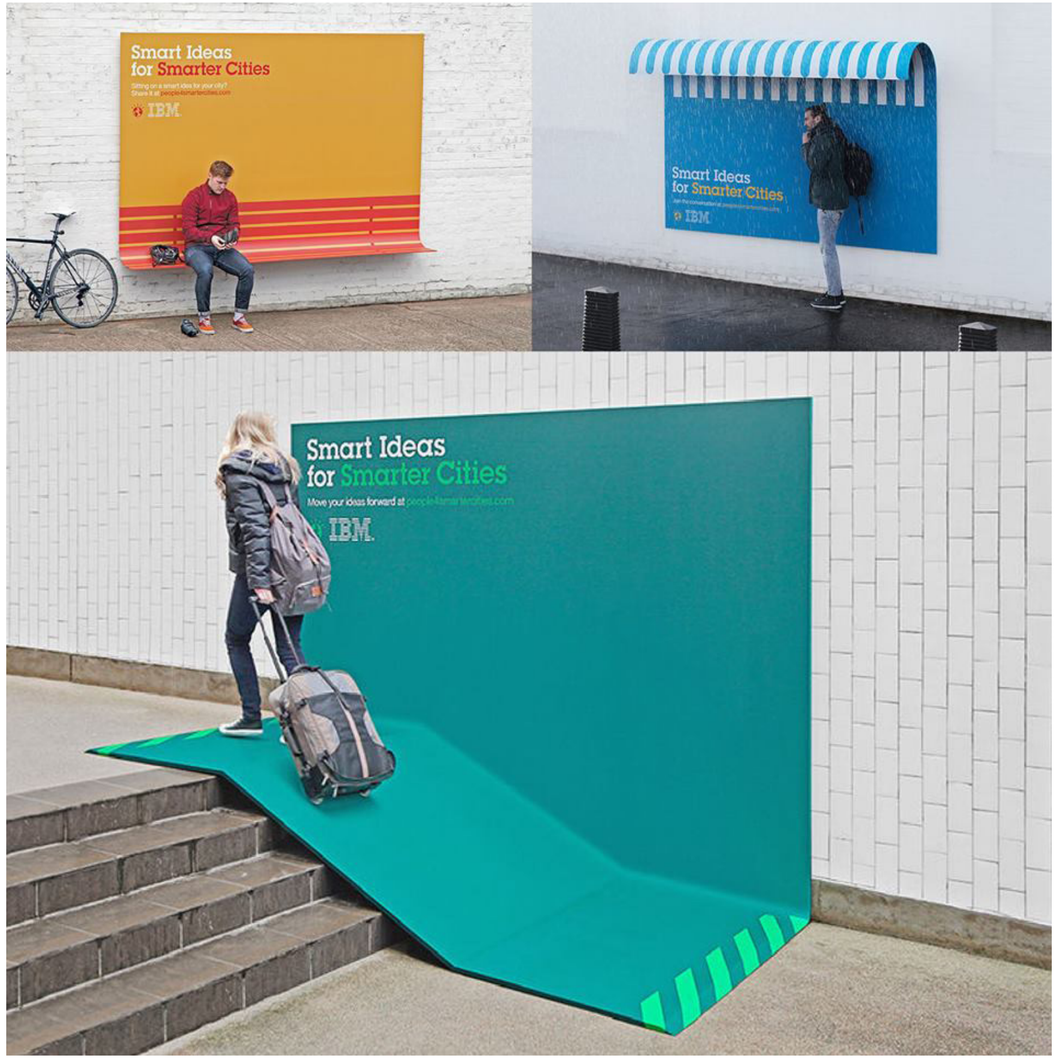

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12

Inform, inform, inform.

I Can Be The One

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“

How are fellow colleges and universities bringing these tenets to life through their sexual-assault awareness campaigns?

”

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Tapping into national campaigns

IT'S ON US

one student

Ask First. Make it Sexy. consent is sexy consentissexy.net

1 IS 2 MANY
WWW.WHITEHOUSE.GOV/1is2MANY

It's On Us: Easy to make your own

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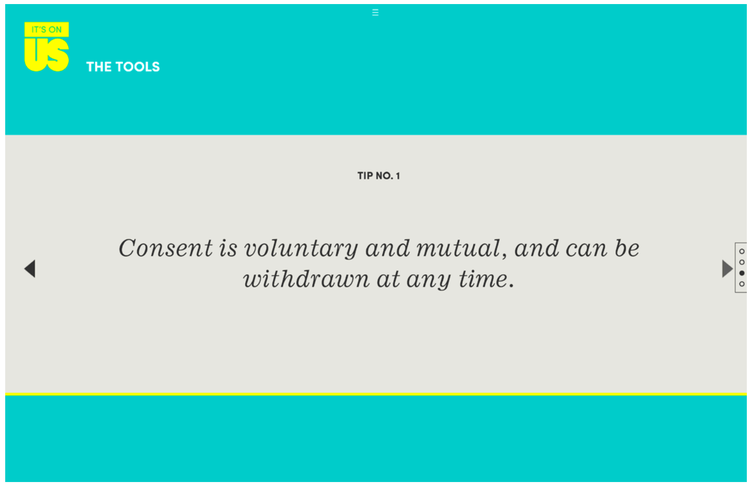
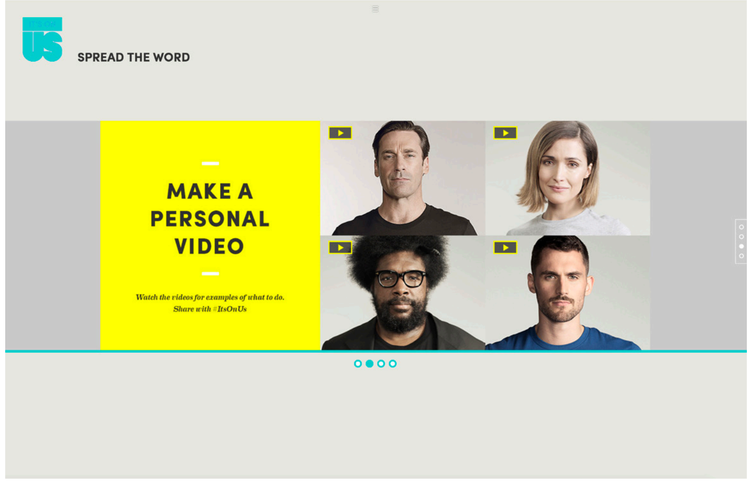
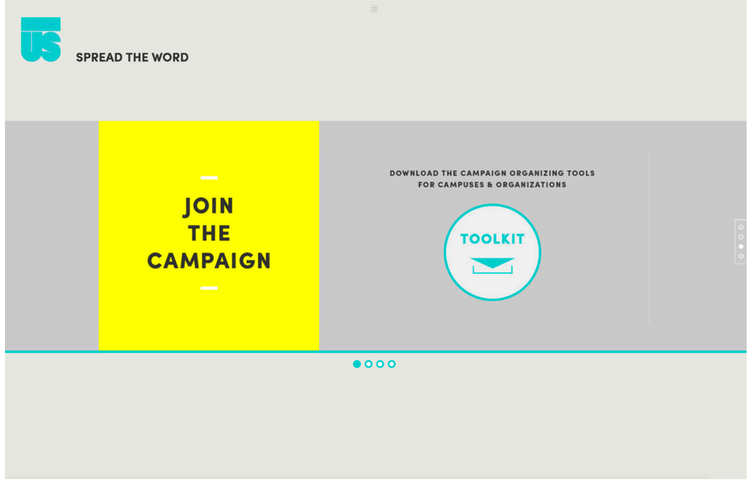
IT'S ON US

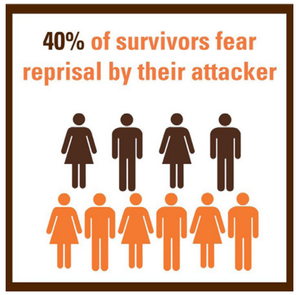


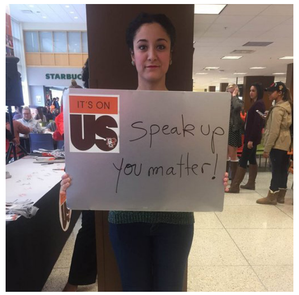




BGSU

IT'S ON US





The Ohio State University

IT'S ON US

Cleveland State

Wright State

Consent Is Sexy: National Campaign

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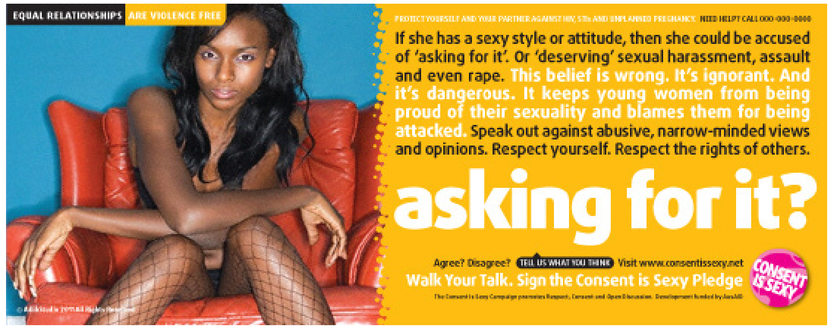

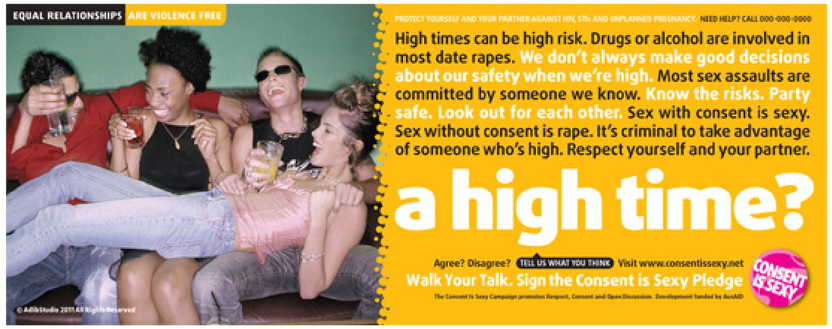

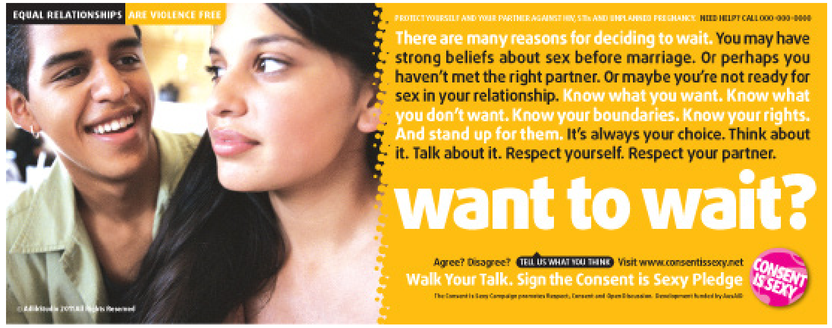

How do you ask for consent?

https://www.youtube.com/watch?v=5V6kwPikDy8

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Education

New School Series

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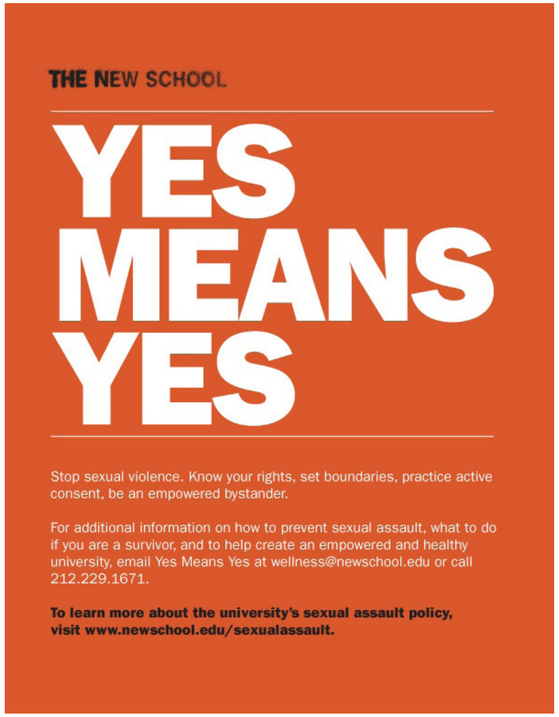

Akron: SAVE Team

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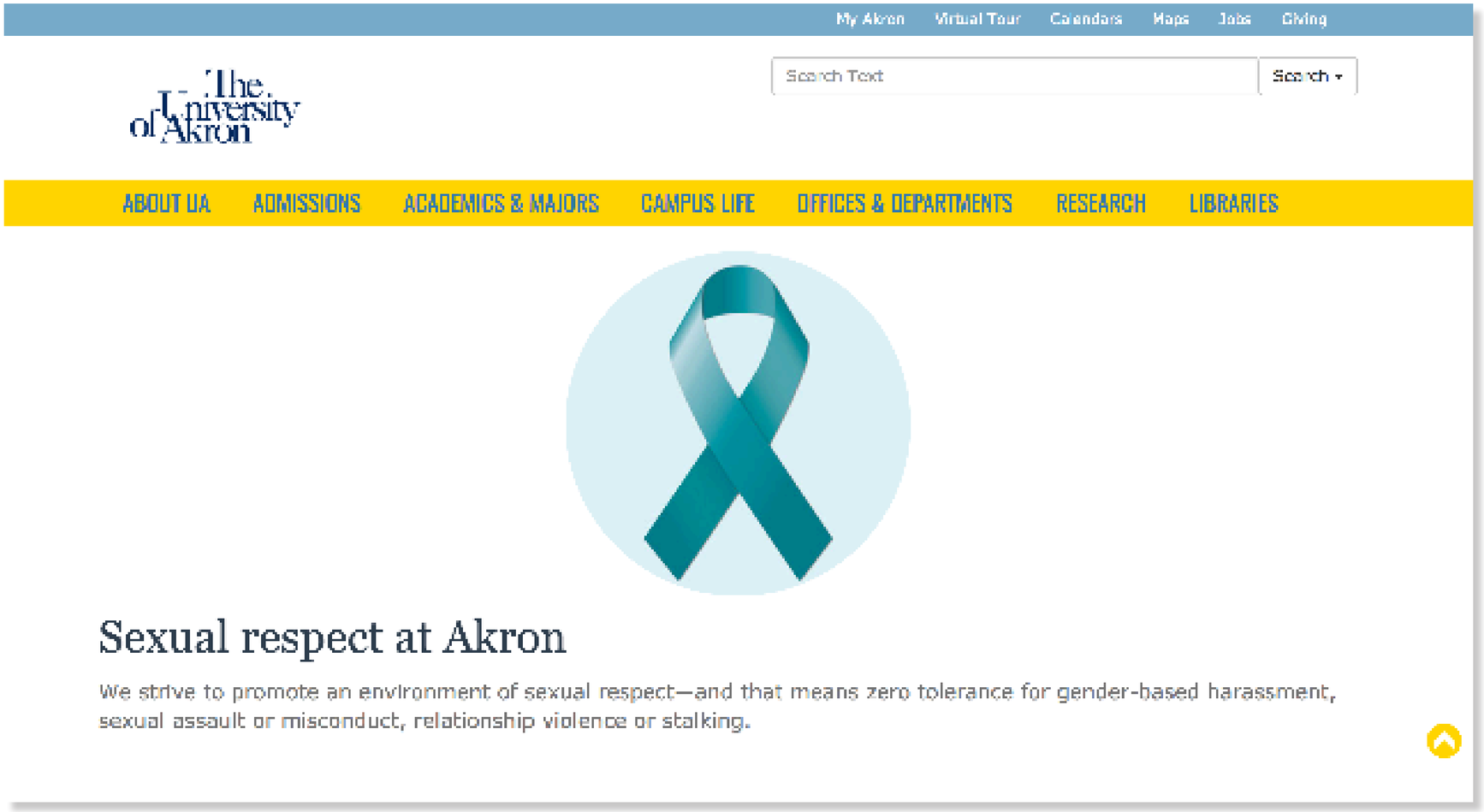

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Empowerment

Rhodes College "Culture of Consent"

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The Ohio State University

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Engagement

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No More

https://www.youtube.com/watch?v=T8L4JQ5Mxzs

No More: Chicago Campaign

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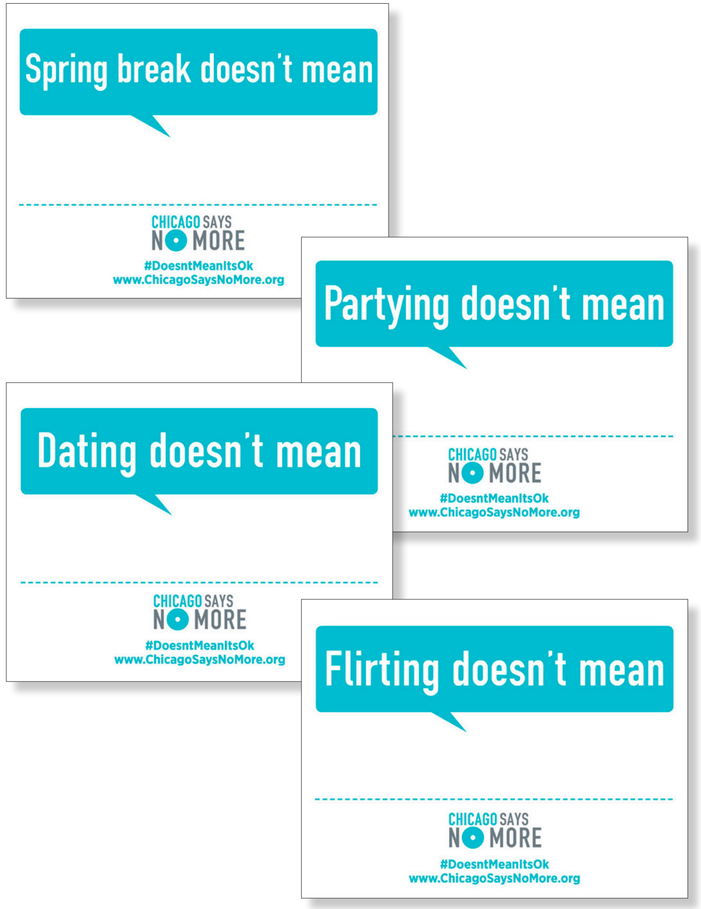
CHICAGO SAYS NO MORE



Social Media Toolkit for College Students

To: All College Students in Illinois

This Spring, help change the culture and the conversation about sexual assault and domestic violence by adding your unique voice. Join men and women on college campuses across Illinois in the Chicago Says No More social media campaign to raise awareness about the epidemic of sexual assault on college campuses, including yours.

Together, we can end the silence and shame and start working for a solution.

Did you know?

- 1 in 5 women and 1 in 16 men are sexually assaulted while they are college students
- 19 out of 20 college sexual assault victims never report the assault
- Consent for sexual activity cannot be subject to interpretation. Our language must be clearer. Consent is voluntary, freely given, never coerced and can be withdrawn at any time. The fact is that incapacitation from drugs or alcohol negates someone's ability to give legal consent. To be capable of giving consent, every person needs to be sober enough to know what's going on. Consent cannot be assumed or implied.

Participation in this campaign is simple

Download a sign template below

1. Add your own message about non-consent
   (Example: "Partying doesn't mean….I SAID YES!")
2. Hold your sign
3. Take a selfie
4. Post it on Facebook, Twitter and Instagram with the hashtag #DoesntMeanItsOk
5. Be sure to tag Chicago Says No More
   - Facebook Chicago Says No More
   - Twitter @CSNMDVSA
   - Instagram @chicagosaysnomore

Take a minute to join more than 2,750 individuals who have taken the Chicago Says No More pledge at ChicagoSaysNoMore.org

Whitman College “Ask for it” Day

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Resources

The Ohio State University

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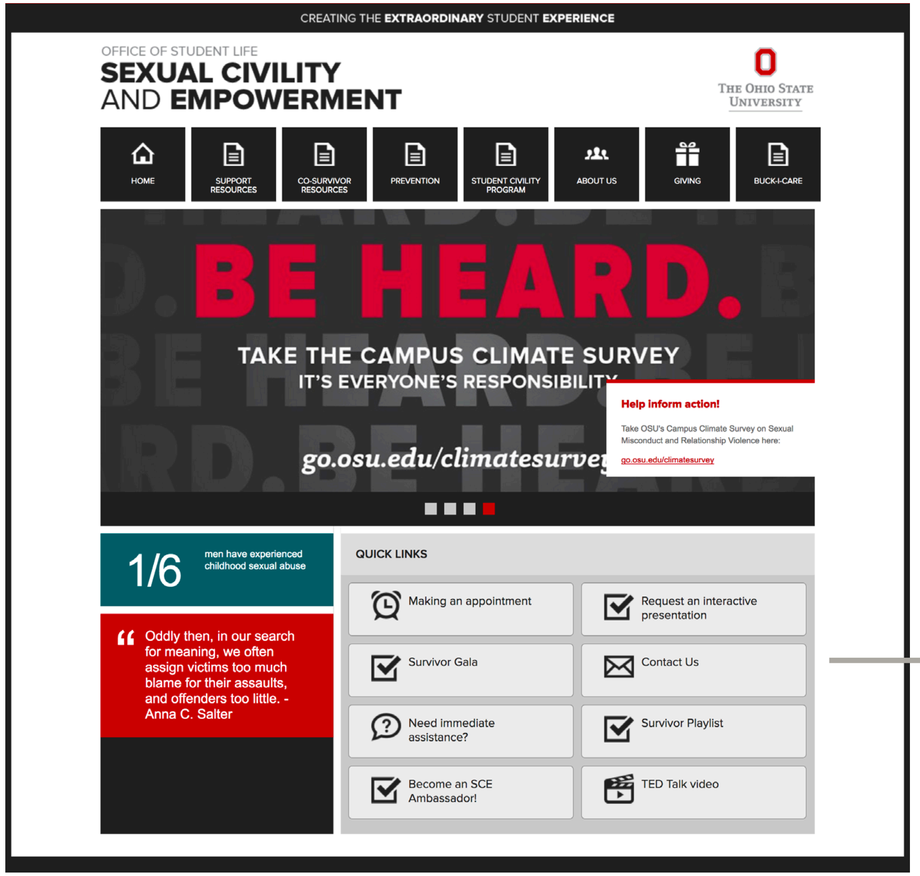

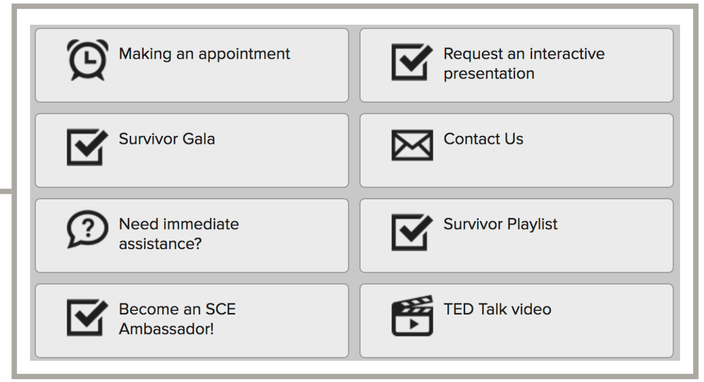

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Environmental

USC "It Ends Here" Campaign

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It ENDS here.

Make a pact to end sexual assault

Oct. 17-21

It ENDS here.

Make a pact to end sexual assault.

LAPD, RSVP & USG invite you to the first annual

IT ENDS HERE RUN

RSVPS CLOSED

WHAT?

Sexual assault is a widespread problem on our campus, as well as on college campuses across the country. To raise awareness, inspire the USC community to take a stand against this issue, and show solidarity and support for survivors, we invite you to participate in a 2.5K run / walk around campus. Sign up today and make a pact to help end sexual assault on our campus!

WHERE & WHEN?

PARDEE PLAZA USC

3531 TROUSDALE PKWY, LOS ANGEL, CA
SUNDAY, OCTOBER 02 AT 11:00AM -

0	0	0	00
DAYS	HOURS	MINUTES	SECONDS

University of Pittsburgh “Red Cup Project”

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Okay.

changing campus culture

Okay.

Where do I start in putting together a campaign that's right for our campus?

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Okay.

Where do I start in putting together a campaign that's right for our campus?

(And within my budget.)

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1

Defining your approach.

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The impact model

The impact model examines the relationship between the things or actions that a donor funds (the "what") and the time frame of the impact (the "when"). By understanding where the campaign falls on this matrix, we can better determine the campaign's context.

The "What" / The "When"	Today (to maintain, preserve, or protect)	Tomorrow (to evolve, grow, or attain a vision)
Cause (a tangible issue, object, or focus)	A Example: The Wilderness Society "Protecting wilderness and inspiring Americans to care for our wild places."	B Example: Heifer International "Working to end hunger and poverty around the world by providing livestock and training to struggling communities."
Movement (a process, action, or means)	C Example: The Peace Corps "Volunteers travel overseas to make a real difference in the lives of real people."	D Example: No Kid Hungry "Connecting the world's poor to their potential."

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2

Defining the tone that's right for your institution.

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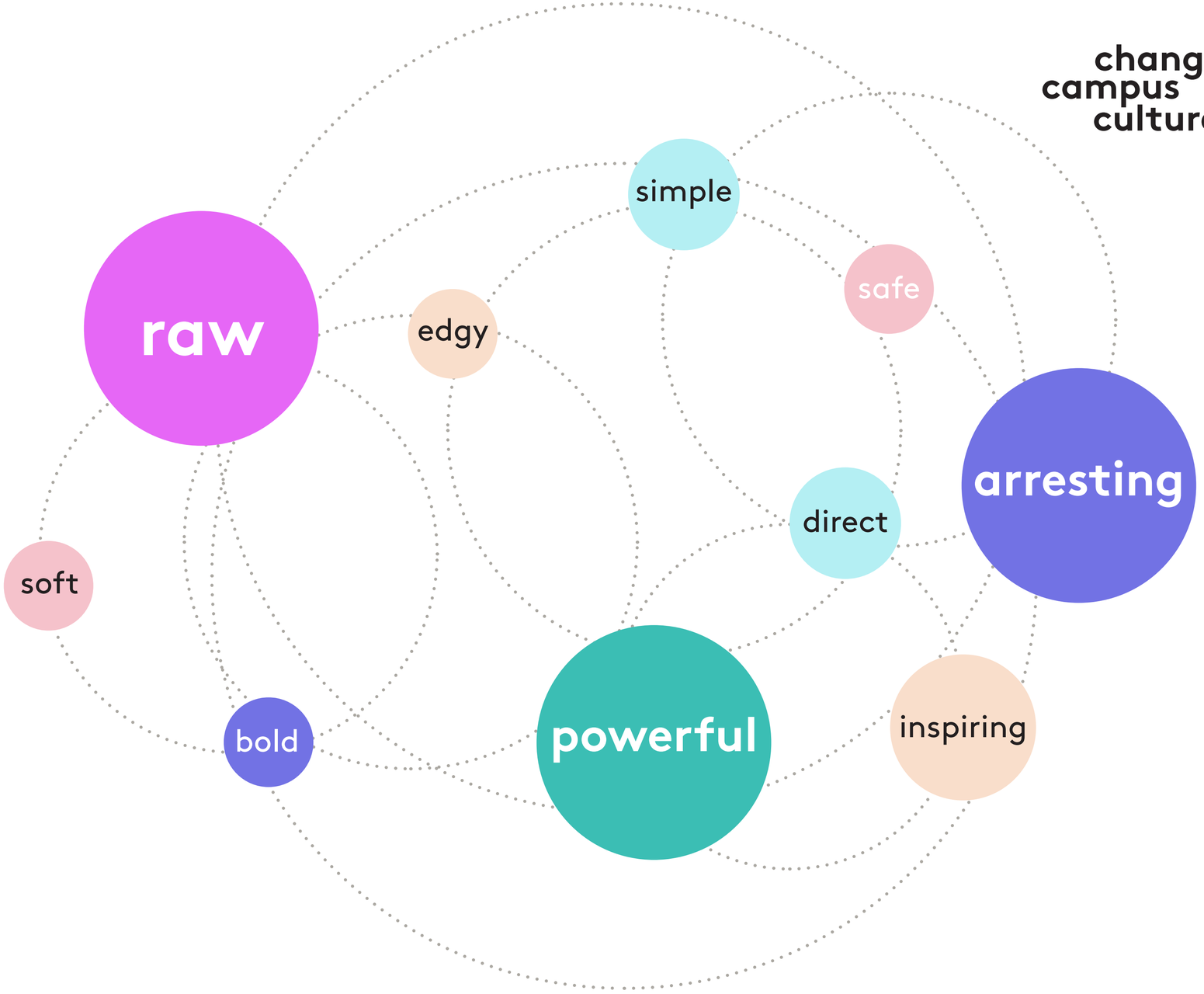
The trait web

EXAMPLE

A



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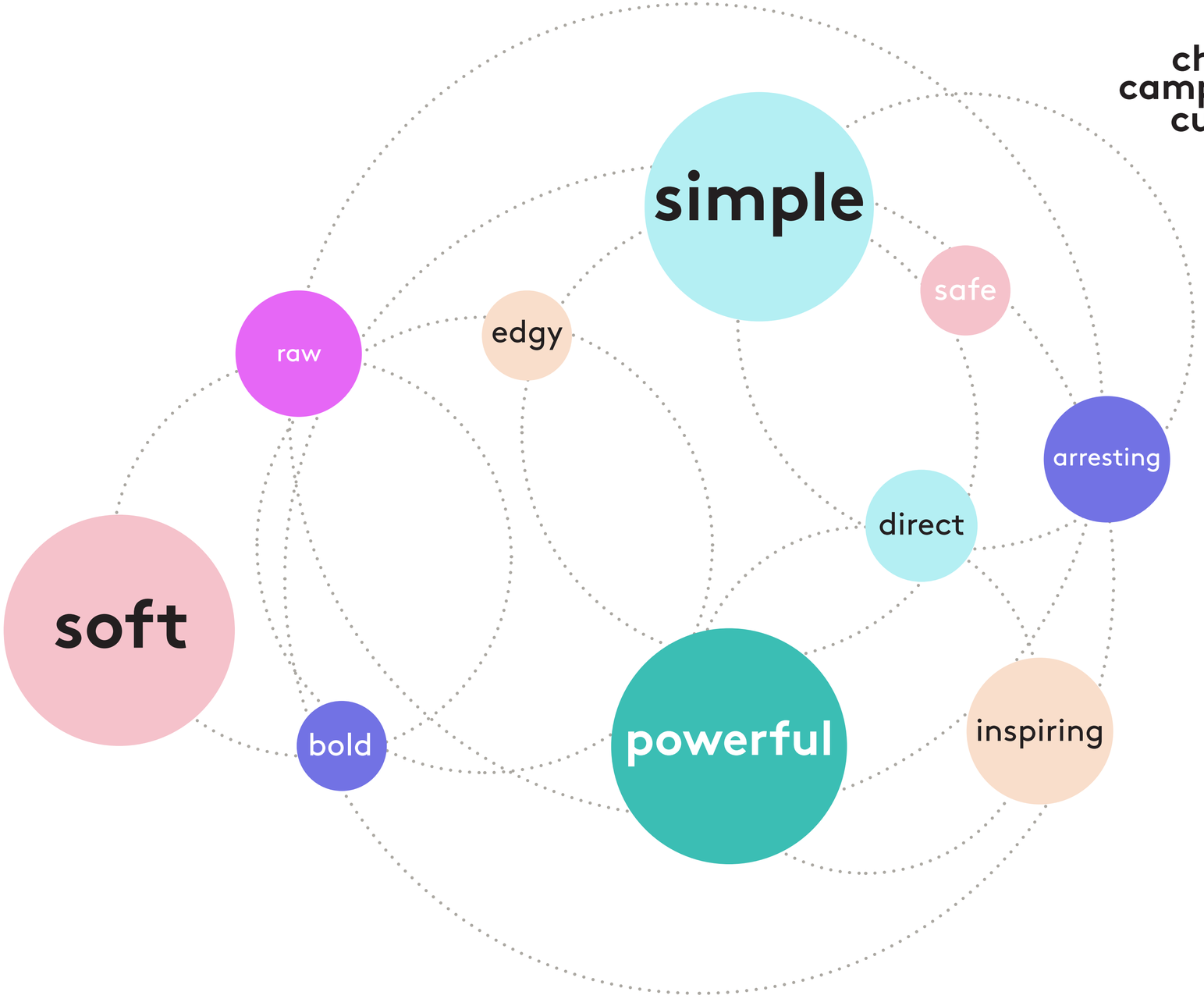
The trait web

EXAMPLE

B



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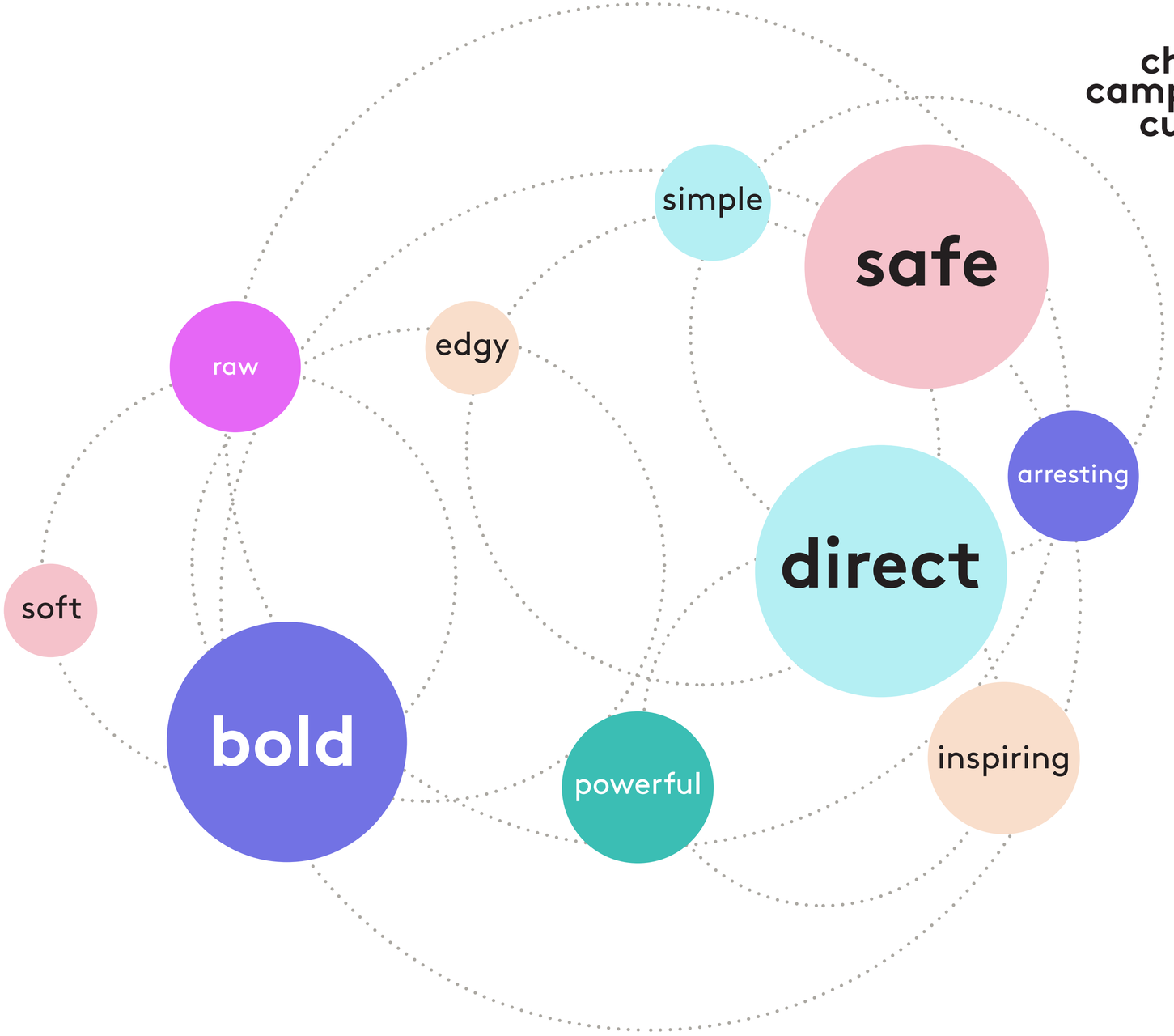
The trait web

EXAMPLE

C



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3

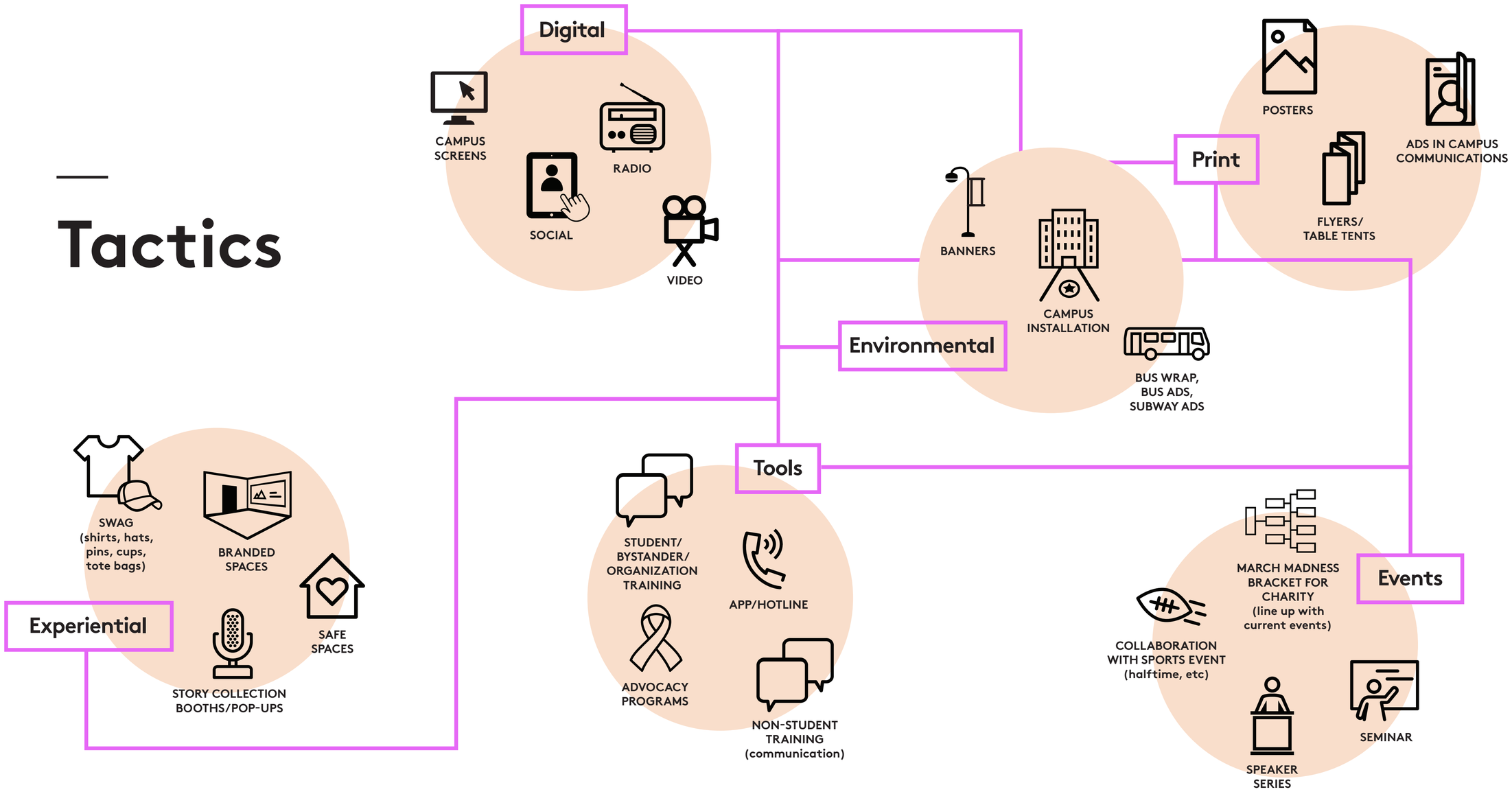
Map out your tactic approach.

—

Campaigns aren't about tactics.

They are about people and connecting with them.

Tactics


Digital
CAMPUS SCREENS
RADIO
SOCIAL
VIDEO
Print
POSTERS
ADS IN CAMPUS COMMUNICATIONS
FLYERS/ TABLE TENTS
Environmental
BANNERS
CAMPUS INSTALLATION
BUS WRAP, BUS ADS, SUBWAY ADS
Experiential
SWAG (shirts, hats, pins, cups, tote bags)
BRANDED SPACES
SAFE SPACES
STORY COLLECTION BOOTHS/POP-UPS
Tools
STUDENT/ BYSTANDER/ ORGANIZATION TRAINING
APP/HOTLINE
ADVOCACY PROGRAMS
NON-STUDENT TRAINING (communication)
Events
MARCH MADNESS BRACKET FOR CHARITY (line up with current events)
COLLABORATION WITH SPORTS EVENT (halftime, etc)
SEMINAR
SPEAKER SERIES

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4

Crafting a clear call to action:

Is the campaign

Is the campaign

a. encouraging conversation?

Is the campaign

a. encouraging conversation?

b. creating awareness?

Is the campaign

a. encouraging conversation?

b. creating awareness?

c. changing behavior?

Is the campaign

a. encouraging conversation?

b. creating awareness?

c. changing behavior?

d. building a support system?

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ALL.

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ALL.

But one has to rise to the top.
And your actions must pay off the top objective.

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“What *not* to do //

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1

Relevancy **does not** mean “using their language.” No text speak. Easy on the hashtags. Watch out for clichés.

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2

Don’t lean all in on one tactic or use all the tactics. Find the balance.

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3

Don’t inundate with excessive copy. Get to the point.

4

Don’t be trite.

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5

Don’t be funny.

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6

Don’t use cliché stock images.

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Okay,
let’s go.

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The creative brief

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Creative Brief

Date: _____

Office or Staff Member Responsible for Campaign: _____

Project Title: _____

Campaign Timing: _____

Approach *(rank in order)*

Defining the purpose of our communications will help focus our message.

____ Encourage conversation

____ Create awareness

____ Change behavior

____ Build a support system

Target Audience

Can we focus on a smaller subset to make our message more specific? For example: First-year female students? First-year male students?

Tactics *(check all that apply)*

How we want to reach our audience.

- digital
  - campus screens
  - social
  - radio/video
  - _____
- print
  - posters
  - flyers
  - ads in campus communication
  - _____
- environmental
  - banners
  - campus installation
  - bus wrap/bus ads
  - _____
  - _____
- experiential
  - swag
  - branded spaces
  - _____
  - _____
- tools
  - app/hotline
  - training
  - advocacy programs
  - _____
  - _____
- events
  - awareness event
  - seminar
  - speaker series
  - _____
  - _____

Tone *(check no more than three)*

The tone that's right for our institution.

- soft
- simple
- safe
- raw
- powerful
- inspiring
- bold
- direct
- arresting
- edgy
- _____
- _____

Key Message

Support Points

What secondary points are important for supporting the key message?

Call to Action

For example: attend an event, share a story, submit a photo, visit a site, download an app.

Additional Considerations

Barriers, challenges, missing pieces, location, media placement.

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Thank You.

in partnership with

OhioHigherEd
Department of Higher Education

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