

Office of Engagement Programs Background

Client Profile:

The Office of Engagement Programs (OEP) is an on-campus organization developed at Syracuse University's Hendricks Chapel. It was initially named the Students Offering Service (SOS) and was run by Francis Parks.¹ SOS' primary function was to serve as an African American activism and protest organization. However, in 2005, the organization refocused its mission to community service, and therefore was renamed the Office of Engagement Programs.¹ Today, the OEP is directed by Syeisha Byrd who is supported by seven to 14 student employees and five interns. The OEP has a large number of student volunteers who were recruited mostly through on-campus tabling and by word of mouth.²

Its current mission is to “foster a commitment to service in order to promote a more caring, just, and democratic society,” but this is currently under revision¹. Its programming strategy includes three main pillars of focus: community service and engagement, student sustainability and student leadership.² The OEP commits itself to providing students with on- and off-campus volunteer opportunities while connecting them with the surrounding Syracuse community. Short- or long-term volunteer opportunities are offered through various programs such as Young Scholars, Empathy Matters and Meals on Wheels.³ In addition, the community garden and food pantries provide students with on-campus volunteer opportunities.

The OEP's priority publics include first year students, males, transfer students, international students, grad students and veterans.² Other key publics include Syracuse partner organizations, Syracuse athletic teams and external community organizations.

The Syracuse University Shaw Center, Alpha Phi Omega, the community service fraternity, and Syracuse Greek Life are the OEP's primary competitors.⁴ However, in order to fundraise and spread awareness, the OEP does not hesitate to work with them. Past partners include: OrangeSeeds, Syracuse Student Association, University Union, Office of Rights and Responsibilities, Whitman School of Management and the Honors Program.²

The OEP receives funding from Hendricks Chapel. In addition to that funding, it receives a donation from a private family every three years. The organization recently received a grant from Syracuse University in order to hire another full-time employee within the next year.²

Byrd identified the OEP's office location and its lack of consistent branding and student awareness as the organization's major concerns.² Since the organization was founded through the Chapel, it is unable to disassociate itself from the building, let alone the department. This also contributes to its other deficiencies. All branding, promotional and social content are required to

¹ Our Mission. (n.d.) Retrieved from <http://hendricks.syr.edu/engagement-programs/mission.html>

² S. Byrd, personal communication, September 3, 2019.

³ Rodoski, K. H. (2019, January 25). Connecting Students to the Greater Community. Retrieved from <https://news.syr.edu/blog/2019/01/25/connecting-students-to-the-greater-community/>

⁴ Estep, S., Fayer, J., Jones, H., Tanner, B., & Wong, K. (n.d.). Syracuse.

not only be approved by Hendricks Chapel staff but also posted on the Chapel's social pages.² This has caused many issues because people can misinterpret the OEP as a religious-oriented service organization, which it is not.²

These concerns are results of the organization's vague mission. The mission statement is being updated, however, Byrd and the Dean of Hendricks Chapel, Brian Konkol, currently disagree on it. Byrd feels the organization should focus more on the service aspect of the OEP, while Konkol believes it should focus on the student's sense of belonging and the development of the whole student.²

Communication Issue:

Following the client meeting with Byrd, it is evident that the Office of Engagement Program's (OEP) main communication issue is the Syracuse University students' lack of awareness of the organization. As seen in last semester's research reports, the lack of student awareness is a primary issue. Multiple groups surveyed the student body and found a high percentage of those surveyed were unaware of the OEP's existence or services.⁵

This is its most significant issue because student recruitment and participation are what keep the office functioning. In order to combat this problem, Byrd focuses on in-person interactions such as tabling, partnerships and teaching first-year seminars to increase the OEP's presence on campus.² There is no formal advertising strategy or way to make students aware of upcoming events. The organization lacks its own means of sharing upcoming events on websites and social media pages because of Hendricks Chapel's approval and deployment process.²

All of these issues contribute to the students' lack of awareness of the OEP and its services. If a solution is found to increase student awareness, it will help lessen the burden of other issues regarding branding and its inconvenient location.

Questions:

1. Does Hendricks Chapel oversee the organization solely because of the office's location?
2. What is the office's connection to Hendricks Chapel?
3. In your opinion, what is the central issue currently faced by this organization?
4. Who do you believe are the office's key publics?
5. Has your office implemented any of the recommendations it has received from the research reports from last semester?
6. How do you currently publicize your service and other opportunities to the student community?
7. Do you currently work with other departments, organizations, etc. on campus?
8. How do you recruit student volunteers?
9. How long is the approval process for social media and promotional posts from Hendricks Chapel staff?
10. What initiated the name change from the Student Offering Services to the Office of Engagement Programs?

⁵ Bellia, L., Brunelle, M., Fisher, J., Longo, D., Trice, A., & Watson, S. (n.d.). Syracuse.

11. What does success look like to you? Does it differ from the Dean's vision of success?
12. Does the office of Engagement Programs have a strong retention rate of students over four years?
13. Why is it not an option for you to split from Hendricks Chapel and move to a more ideal location? Is funding the main reason?
14. Does the Shaw Center refer students to your office if they are interested in non-experiential learning volunteer work?

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S. Byrd, personal communication, September 3, 2019.

Situation Analysis

Problem and Opportunity Statement

The Office of Engagement Programs (OEP) was founded in 1990 in Hendricks Chapel at Syracuse University (SU). Syeisha Byrd is the current director of the organization. Although its mission statement is currently under revision with no determined deadline, the office's overall mission is to foster a commitment to service in order to promote a more caring, just and democratic society.¹

Byrd has difficulty achieving this goal because of the SU student body's lack of awareness of the office and its services. The difficulty in increasing student awareness is due to the office location of the OEP, its lack of consistent branding and its lack of social media activity.² If student awareness is not increased, the OEP will be unable to progress in the direction that Byrd wishes in order to extend its reach to new volunteer opportunities. Therefore, this issue must be resolved in order for other opportunities for change to arise. Throughout this semester, BoldHouse PR will help Byrd and the OEP through developing a strategic campaign targeting first-year students to increase its visibility and effectiveness within the SU student community.

SWOT Analysis

Strengths:

- Hendricks Chapel, as well as an anonymous alumnus who donates every three years to support the organization financially supports the Office of Engagement (OEP) and its services.²
- The OEP offers both short- and long-term volunteer opportunities for students who have different scheduling availabilities.¹
- The office provides on- and off-campus volunteer opportunities, which is attractive for both students who may not be able to leave campus and those who are looking to be more involved with the city of Syracuse.¹
- The OEP provides leadership opportunities for students.
- The office has a large network of student employees and interns.

Weaknesses:

- The name, Office of Engagement Programs (OEP), is misleading and causes confusion among people.²
- The office's location deters potential volunteers because they associate the office with being a religious organization.²
- The OEP cannot send mass emails to the entire student body because students are required to inform the office that they would like to be added to the listserv.²
- Director Syeisha Byrd and Hendricks Chapel Dean Brian Konkol currently disagree upon the OEP's mission.²
- The OEP lacks a sufficient number of student volunteers.²

¹ Our Mission. Retrieved from <http://hendricks.syr.edu/engagement-programs/mission.html>

² S. Byrd, personal communication, September 3, 2019.

Opportunities:

- The Office of Engagement Programs (OEP) could become the official partner to fulfill service requirements for graduation for students in Whitman, Maxwell and the honors program.
- The office could reach out to organizations with larger email lists, such as the Student Association and club sports directory, to have its volunteer opportunities promoted in those newsletters.
- Syracuse University students have existing relationships with organizations in the community, which OEP does not. The OEP could do a survey to see which organizations are most popular among students and create volunteer programs with them in order to both increase its volunteer numbers and the amount of outreach it does within the Syracuse community.

Threats:

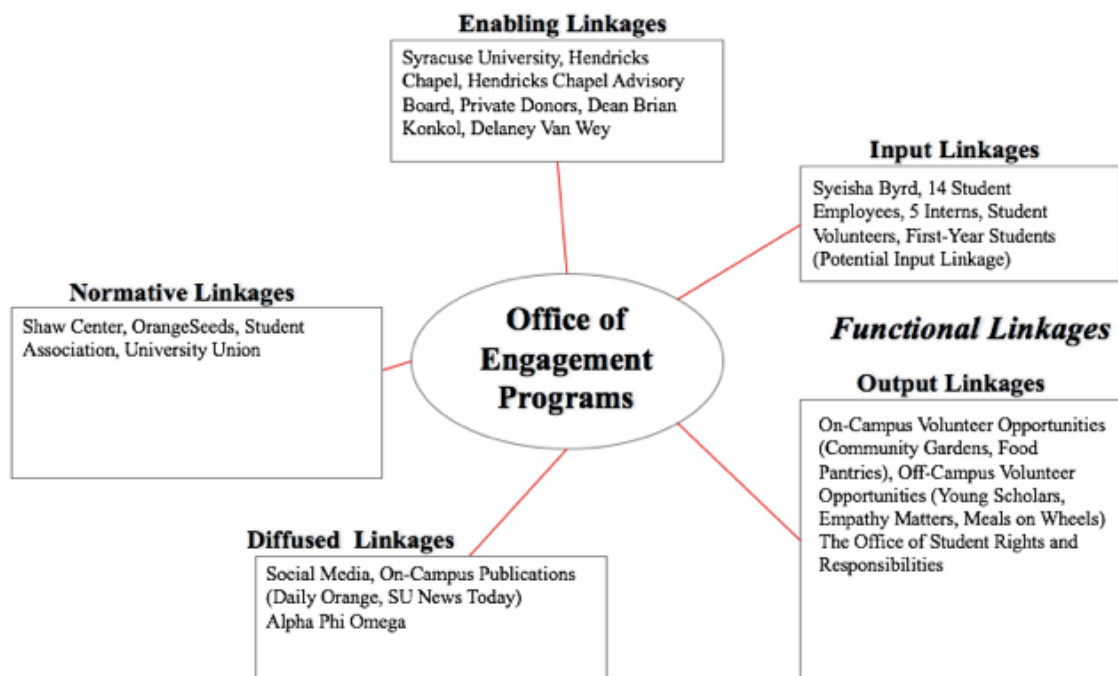
- On-campus organizations such as the Shaw Center are direct competitors of the Office of Engagement Programs (OEP).
- Dean Konkol wants the OEP to stay connected to Hendricks Chapel because it draws people into the Chapel.²
- Delaney Van Wey, the social media coordinator for Hendricks Chapel, eliminated Byrd's access and ability to post to the OEP's own social media accounts.²

Statement of Harm

If student awareness of the Office of Engagement Programs does not increase, the office will remain stuck in its current stagnant position, with Byrd being unable to further her vision for the OEP.

Description of Organizational Linkages

Identifying Linkages: A Model for Determining Key Publics



Enabling Linkages:

Syracuse University→ The Office of Engagement Programs (OEP) is an office included under the umbrella of current on-campus organizations available for Syracuse University (SU) students to join. Syracuse University provides the OEP with the student population needed to fill the volunteer opportunities. Without SU, the OEP would be unable to fulfill its mission to serve others.

Hendricks Chapel→ The Office of Engagement Programs (OEP) is an organization housed within Hendricks Chapel. Without this connection, the OEP would lack the resources it needs in order to function and serve the community properly.

Hendricks Chapel Advisory Board→ The Hendricks Chapel Advisory Board is a group of officials that make decisions regarding the Chapel as a whole.³ Without the Advisory Board, the Office of Engagement Programs would not have the necessary support for its operation.

Private Donors→ The Office of Engagement Programs (OEP) receives a portion of the total donation amount given to Hendricks Chapel by private donors.² Without these donors, the OEP would not receive the necessary funds it would need to continue its programming.

³ Hendricks Chapel Advisory Board. Retrieved from [http://hendricks.syr.edu/About us/Hendricks Chapel Advisory Board.html](http://hendricks.syr.edu/About%20us/Hendricks%20Chapel%20Advisory%20Board.html)

Dean Brian Konkol→ Brian Konkol is the dean of Hendricks Chapel and the main manager of the Office of Engagement Programs (OEP). The OEP is required to get Dean Konkol's approval for all its proposals, actions and ideas.²

Delaney Van Wey→ Delaney Van Wey is the communications specialist for Hendricks Chapel. She monitors the social media channels and their content for the chapel.⁴ Without her approval, the Office of Engagement Programs is unable to share its opportunities and services on social media platforms.

Input Linkages:

Syeisha Byrd→ Syeisha Byrd is the director of the Office of Engagement Programs (OEP). Syeisha is critical to the OEP's management and function.

14 Student Employees→ The Office of Engagement Programs (OEP) employs 14 students each semester.² These students help the OEP planning its various programs and assist in recruiting efforts across campus.

Office of Engagement Programs' (OEP) Interns→ The OEP currently has five interns that work in its office at Hendricks Chapel.² These interns aid Syeisha and the student employees with the OEP's planning and recruiting operations.

Student Volunteers→ The Office of Engagement Programs (OEP) has student volunteers to help with its programming services. These student volunteers are the primary people who facilitate, engage with and run the OEP's programs.

(Potential Input Linkage) First-Year Students→ First-year students are a key public for the Office of Engagement Programs (OEP). These students could be recruited to become either employees or volunteers and would help operate the OEP's volunteer programs.

Output Linkages:

On-Campus Volunteer Opportunities→ The Office of Engagement Programs (OEP) partners with numerous on-campus volunteer programs that it has either implemented itself or presents as an opportunity for current students. Without these programs, the OEP, its staff and its volunteers would not be able to fulfill its community service mission.

Off-Campus Volunteer Opportunities→ The Office of Engagement Programs (OEP) works with nonprofit organizations such as Meals on Wheels and Young Scholars to provide volunteer opportunities for students.⁵ These volunteer opportunities give the student volunteers and the OEP staff opportunities to fulfill the organization's service-oriented mission.

⁴ Staff. Retrieved from [http://hendricks.syr.edu/About us/staff.html](http://hendricks.syr.edu/About%20us/staff.html)

⁵ Programs. Retrieved from <http://hendricks.syr.edu/engagement-programs/programs.html>

The Office of Student Rights and Responsibilities→ The Office of Student Rights and Responsibilities partners with the Office of Engagement Programs (OEP) in order to provide volunteer opportunities to students who have violated the student code of conduct.² The Office disciplines its students with volunteer service. As a result, most of these students become dedicated volunteers for the OEP for the rest of their time at Syracuse University.

Diffused Linkages:

Social Media→ The Office of Engagement Program’s (OEP) social media is directly linked to that of Hendricks Chapel.² The OEP does not have its own social media accounts and therefore it does not have the means to develop and post its own promotional content.

On-Campus Publications→ On-campus publications, such as the Daily Orange and SU News report on current events taking place at the university. These publications do not usually share information regarding the Office of Engagement Programs volunteer opportunities or activities.

Alpha Phi Omega→ Alpha Phi Omega is the community service fraternity located on the Syracuse University campus. Although it has the same mission of service, it does not partake in the same programs as the Office of Engagement Programs (OEP) and typically does not compete with the OEP for volunteers.

Normative Linkages:

Shaw Center→ The Shaw Center provides opportunities for students to engage in surrounding community initiatives. Since the Shaw Center is more prominent and well known across campus, most students who want to volunteer go there for service opportunities. The Shaw Center is a direct competitor and a potential collaborator of the Office of Engagement Programs.

OrangeSeeds→ OrangeSeeds seeks to make first-year students strong campus leaders through leadership initiatives. OrangeSeeds is a competitor for the Office of Engagement Programs because both seek to recruit first-year students. However they have the opportunity to work together since they have different organizational missions.

Student Association→ Student Association (SA) is an on-campus organization that has previously partnered with the Office of Engagement Programs (OEP). There is no existing relationship between the OEP and SA.

University Union→ University Union (UU) is the programming board for Syracuse University run by students. UU has worked with the Office of Engagement Programs (OEP) for a fundraising event in the past, however in the end it was considered unsuccessful by the OEP.² UU is not a competitor for the OEP because its mission is to bring entertainment to students, not service opportunities.

Corporation for National and Community Service → The Corporation for National and Community Service is a governmental organization that “is committed to supporting a culture of

service on college and university campuses across the country.”⁶ If the Office of Engagement Programs becomes a member of this program, it would not only receive helpful information on how to increase volunteerism across campus, but also grants to improve its volunteer and service opportunities.⁶

⁶ Colleges and Universities. (n.d.). Retrieved from <https://www.nationalservice.gov/focus-areas/colleges-and-universities>

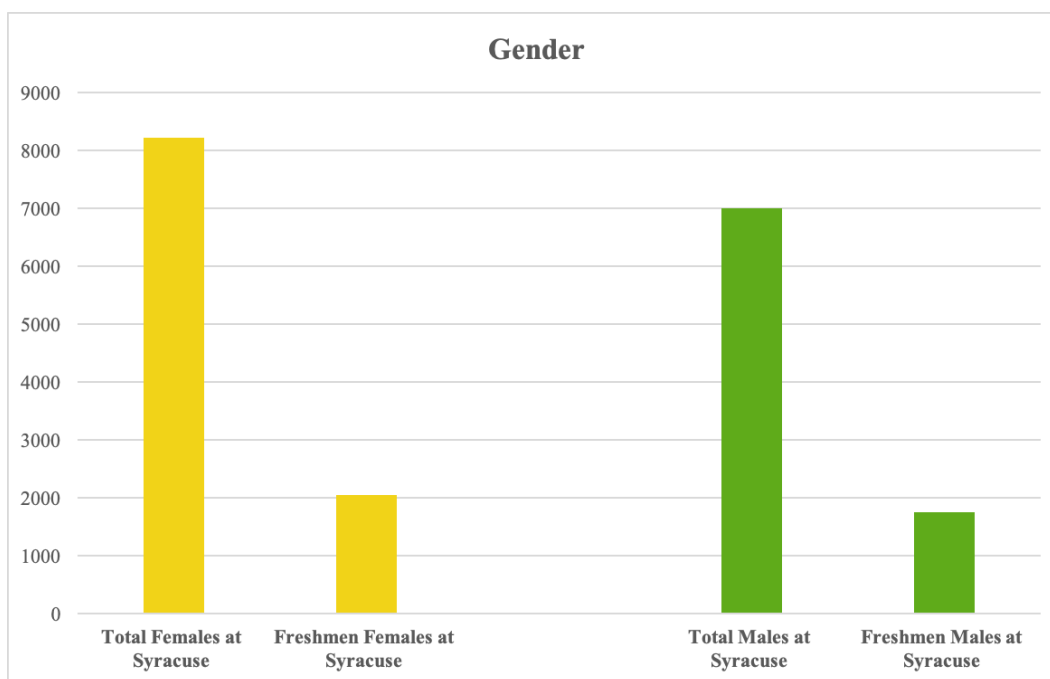
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Identification & Description of Target Publics

Demographics

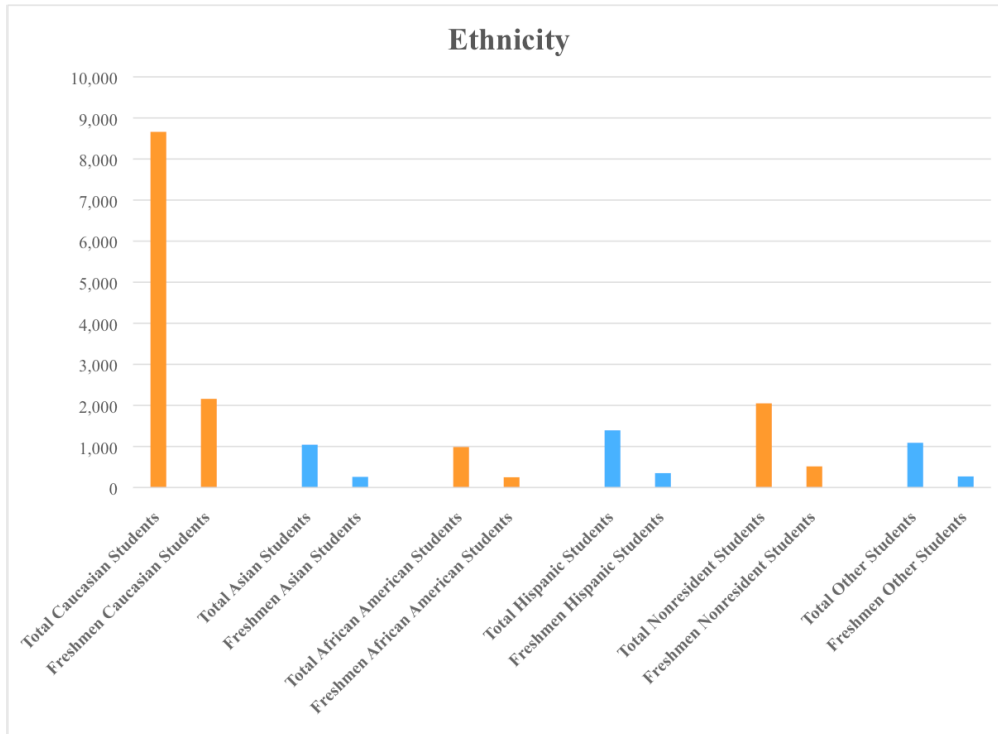
The main demographic the Office of Engagement Programs (OEP) aims to reach is a first-year student. According to the Fall 2018 Census of Demographics, 15,226 undergraduate students were enrolled in the university.¹ The exact number of current first-year students is unknown. However, based on the census there were approximately 3,800 first-year students in 2018. The two graphs below show an estimation of the genders and ethnicities of first-year students from the Fall 2018 census.² This is to provide a more detailed description of the exact public the OEP is trying to reach.



The graph above shows the gender breakdown of all Syracuse University students as well as just the first-year class.²

¹ Student Enrollment by Career and Gender. (2018). Retrieved from <http://institutionalresearch.syr.edu/wp-content/uploads/2019/02/01-Syracuse-University-Student-Enrollment-by-Career-and-Gender-Fall-2018-Census.pdf>

² Student Enrollment by Career and Ethnicity. (2018). Retrieved from <http://institutionalresearch.syr.edu/wp-content/uploads/2019/02/02-Syracuse-University-Student-Enrollment-by-Career-and-Ethnicity-Fall-2018-Census.pdf>



The graph above shows a breakdown of ethnicities of all students at Syracuse University, compared to just the first-year class.¹

One factor that distinguishes first-year students from other publics is their age. First-year students are younger than the rest of the overall student body. This age gap puts first-year students in a different mindset than upperclassmen as they are just starting out in an unfamiliar environment and are not yet used to their surroundings.

First-year students are a subset of the Syracuse University student body as a whole. This market share can be broken down even more by identifying the share of first-year students that the OEP feels would be sufficient to fulfill its volunteer goals. Additional research is required for us to determine this percentage.

Psychographics

Syracuse University students are generally unaware of the Office of Engagement Programs (OEP). Of the surveyed first-year students and other students with a community service graduation requirement, 54 percent responded that they were not familiar with the OEP.³ Viper Communications surveyed students from each class year and found that 63 percent of respondents reported not being familiar at all with the OEP (Viper Communications, page 16, 2019).⁴

³ Mertikas, M., Banwart, S., Devito, A., Dorsey, C., & Lloyd, R. (n.d.). Syracuse.

⁴ Trice, A., Bellia, L., Longo, D., Brunelle, M., Watson, S., & Fisher, J. (n.d.). Syracuse.

Although there is a lack of awareness of the office among students on campus, students have expressed interest in volunteering through an office similar to the OEP. Goat Communications found that 91 percent of respondents would be interested in an office that provides on- and off-campus volunteering opportunities.⁵ This indicates that students have an interest in what the OEP does, but are simply unaware of its existence.

In a survey of first-year students, 33 percent of respondents said they strongly agree with the statement “I believe it is important to volunteer in the Syracuse community.”³ However, in another survey that focused on first-year students and members of Greek life, 63 percent of respondents agreed with the statement “it is important to volunteer off-campus.”⁶ Despite the different results among the surveys, we can conclude there is a population of Syracuse University students who would volunteer and benefit from the OEP’s offerings.

Most first-year students who responded to a survey said they want to volunteer because they feel it not only contributes to their sense of doing good for the outside world, but in return, they also feel good about themselves.⁴ This sentiment resonates primarily with Dean Brian Konkol’s desired mission for the OEP, which focuses more on the overall sense of well-being of the student and creating a well-rounded individual.

More information is needed to verify the attitudes of first-year students towards volunteering and their awareness of the OEP and its offerings. In order to better understand what first-year students know about the office and what their attitudes are toward the OEP’s mission, we will further research through a survey. This survey will allow us to understand first-year students’ awareness levels of the OEP and its offerings, why they may or may not volunteer while at Syracuse University and why they would or would not choose to volunteer with the OEP. This survey will be distributed to the Syracuse 2023 Facebook group, COM107 classes and first-year seminars.

Influentials

Based on personal experience, we know there are two general types of first-year students. The first group tends to overestimate its availability of time to devote to organizations outside of its academics. These first-year students tend to wear themselves too thin by committing to multiple organizations and assume they will have time for everything. The other group may feel it has a better use of its time (hanging out with friends, partying, sleeping) and may feel like it is “too good” to join a volunteer organization on campus.

Regardless, all first-year students desire a sense of belonging and connection to the university and their peers. Past students have expressed that “being part of an organization makes [them] feel like [they] have [their] group of people and [their] place. I feel like I’m home at Syracuse.”⁴ An organization that builds self-esteem and helps to form the best version of oneself would

⁵ Hackett, A., Bressler, R., Edwards, K., Fromke, J., & Ward-Diorio, S. (n.d.). Syracuse.

⁶ Estep, S., Fayer, J., Jones, H., Tanner, B., & Wong, K. (n.d.). Syracuse.

contribute to a first-year student's need to feel secure in an unfamiliar place.

To find commonalities among first-year students, we plan to create and distribute a survey. We will use this survey to distinguish what organizations first-year students see themselves participating in at Syracuse University, as well as what motivates them to do so. In addition, we plan to include questions involving various student organizations to see what other groups influence this public. Questions regarding what motivates them to join extracurricular activities, what they would need to be able to achieve this (better time management, more information, incentives) and what fears they have that would stop them from doing so (hard schedule, large workload, overwhelmed) will also be included. This survey will be distributed to the Syracuse 2023 Facebook group, COM107 classes and first-year seminars.

Media Habits

Syracuse University first-year students were used as a key public for Aspire PR, Central Cliffs PR and GOAT Communications' research reports. The spring 2019 PRL315 research groups conducted both social listening analyses and online surveys to determine the use of social media platforms by Syracuse University first-year students.

Through its social listening analysis, Aspire PR found that first-year students use Twitter to voice their opinions.³ Central Cliffs PR found through its survey that first-year students find opportunities for involvement on Facebook and Instagram.⁶ GOAT Communications' survey identified the trend that most students learn about campus events through Facebook and Instagram posts.⁵

These research reports do not provide insight into first-year student's perceptions of these social platforms regarding their credibility. To learn more about their sentiments, we plan to include questions about media credibility on our survey. First-year students' credible sources could include their Residence Hall Association (RHA) floor representatives as well as potential older siblings or friends who attend Syracuse University. These two groups of on-campus influencers have the potential to be opinion leaders for first-year students as they are typically involved with campus organizations and have experience with various student initiatives.

We do not believe there to be any hindrances regarding disabilities or special skills in regards to disseminating messages to first-year students.

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Trice, A., Bellia, L., Longo, D., Brunelle, M., Watson, S., & Fisher, J. (n.d.). Syracuse.

Goals and Objectives

Outline of Strategic Plan

GOAL #1: Increase awareness of Office of Engagement Program (OEP) among first-year students.

Objective A: Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2020.

Objective B: The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

Objective C: Establish a distinctive social media presence for the OEP before the 2020-2021 academic year.

GOAL #2: Increase first-year student participation with the Office of Engagement Programs (OEP).

Objective A: Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

Objective B: Increase the OEP's social media following by 150 persons by Fall 2020.

Communication Table

Goal #1: Increase awareness of Office of Engagement Program (OEP) among first-year students.

Objective A: Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2020.

<u>Key Public</u>	<u>Self-Interests</u>	<u>Influentials</u>
First-Year Students	Sense of belonging Friends Involvement Resume-builder Campus and Community Exposure	Other Syracuse students Residence Assistants Social media

Objective B: The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

<u>Key Public</u>	<u>Self-Interests</u>	<u>Influentials</u>
Office of Engagement Programs	Increase visibility Increase funding	Syeisha Byrd Dean Konkol Corporation for National and Community Service

Objective C: Establish a distinctive social media presence for the OEP before the 2020-2021 academic year.

<u>Key Public</u>	<u>Self-Interests</u>	<u>Influentials</u>
Office of Engagement Programs	Increase visibility Increase amount of student volunteers	Syeisha Byrd Dean Konkol Delaney Van Wey

Goal #2: Increase first-year student participation with the Office of Engagement Programs (OEP).

Objective A: Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

<u>Key Public</u>	<u>Self-Interests</u>	<u>Influentials</u>
First-Year Students	Sense of belonging Friends Involvement Resume-builder Campus and Community Exposure	Other Syracuse students Residence Assistants Social media

Objective B: Increase the OEP's social media following by 150 persons by Fall 2020.

<u>Key Public</u>	<u>Self-Interests</u>	<u>Influentials</u>
Office of Engagement Programs	Increase student engagement Engage with students in new ways	Office of Engagement Programs (OEP) Students already members of the OEP Current Students

Strategies

Goal #1: Increase awareness of Office of Engagement Programs (OEP) among first-year students.

Objective A: Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2020.

Strategy 1: Develop a communication strategy between current OEP volunteers and first-year students.

We encourage the OEP to develop a communication strategy between current OEP volunteers and first-year students. This communication strategy includes on-campus forums and visits to first-year classes. This will allow students to associate a face with the name. In addition, first-year students are more prone to trusting/ being influenced by upperclassmen.

Strategy 2: Establish direct lines of communications between the OEP and first-year students.

We plan to establish direct lines of communications between the OEP and first-year students. These direct lines of communications include but are not limited to Listservs, social media and in-person conversations. When first-year students directly engage with the organization they are better able to establish a strong connection and understanding of the services it offers.

Objective B: The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

Strategy 1: Align with a national organization rooted in community service.

We encourage the OEP to align with a national organization that is rooted in community service. A partnership with a national organization will give the OEP an opportunity to partner with various special events. In addition, it gives the OEP a reliable foundation to expand its services and research that focuses on the best ways to acquire new volunteers.

Strategy 2: Align with other prominent on-campus organizations.

We encourage the OEP to align with other prominent on-campus organizations. Associating itself with other well-known on-campus organizations will allow the OEP to increase its own visibility while simultaneously providing

them with partnership opportunities.

Objective C: Establish a distinctive social media presence for the OEP before the 2020-2021 academic year.

Strategy 1: Create separate social media platforms in order to distinguish the OEP from Hendricks Chapel.

We encourage the OEP to create its own separate social media platforms. This gives the OEP the opportunity to distinguish itself from Hendricks Chapel, while also publicizing its name and services to first-year students on platforms that resonate with them.

Strategy 2: Develop a distinctive web identity for the OEP within the Hendricks Chapel website.

We plan to encourage the OEP to develop a website separate from that of Hendricks Chapel. This is expected to work because it will allow the OEP to differentiate itself from Hendricks Chapel, which will also eliminate first-year students' confusion regarding its religious affiliation.

We plan to encourage the OEP to develop a distinctive web identity within the Hendricks Chapel website. This will allow the OEP to differentiate itself from Hendricks Chapel while also giving viewers clear and concise information regarding the organization.

Goal #2: Increase first-year student participation with the Office of Engagement Programs (OEP).

Objective A: Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

Strategy 1: Organize and promote volunteer opportunities targeted specifically to first-year students.

We encourage the OEP to create opportunities tailored to first-year students. This will provide first-year students with the ability to connect with others outside of their classrooms and residence halls. Events only for these students will show

them the OEP is taking its time to invest in and devote its attention specifically towards them.

Objective B: Increase the OEP's social media following by 150 persons by Fall 2020.

Strategy b.1: Encourage first-year students to participate in discussions about the OEP's social media pages.

We encourage the OEP to develop social media platforms that are designed to encourage first-year students to engage in conversation. This allows first-year students to act as a feedback mechanism for the OEP. With first-hand responses, the OEP has the chance to take into account what is being said and make changes accordingly. This will benefit the OEP because it will have evidence as to what needs to be improved upon rather than making decisions based on its own thoughts.

Tactics

GOAL #1: Increase awareness of the Office of Engagement Programs (OEP) among first-year students.

OBJECTIVE A: Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2021.

STRATEGY 1: Develop a communication strategy between current OEP volunteers and first-year students.

TACTICS:

1. Have current members speak in freshman forums and classes.
(mock up: list of talking points)

We recommend this tactic because it encourages first-year students to build relationships with existing members.

STRATEGY 2: Establish direct lines of communications between the OEP and first-year students.

TACTICS:

1. Work with Syracuse University to create a way for first-year students to opt-in to emails before coming to school.
(mock up: opt-in Google survey)
2. Send out a bi-monthly e-newsletter to first-year students with volunteer opportunities and general information about the OEP.
(mock-up: newsletter)
3. Create targeted media for first-year students.
(mock-up: video proposal)

We recommend Tactic 1 because emails are cost effective and easy to disseminate information. We recommend Tactic 2 because this will bring attention to first-year students about the OEP and its services. Lastly, we recommend Tactic 3 because this will specifically be geared towards first-year students as a way to get their attention and inform them of the OEP as an on-campus organization.

TARGET PUBLIC: First-year Students

OBJECTIVE B: The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

STRATEGY 1: Align with a national organization that is rooted in community service.

TACTICS:

1. Enroll as a member of The Corporation for National and Community Service for Colleges and Universities.
(mock-up: info & member registration)

We recommend this tactic because it provides research on effective ways to communicate with student populations and has ties to nationwide community service events.

STRATEGY 2: Align with other prominent on-campus organizations or programs.

TACTICS:

1. Create and execute a community service event at the MLK dinner.
(mock-up: flyer & event)
2. Partner with the Syracuse University Honors Program to reach first-year students in the program who have a community service requirement.
(mock-up: talking points)
3. Partner with Orientation Leaders (OL) for Syracuse Welcome Week.
(mock-up: promotional flyer for community service activity with Orientation Leaders)

We recommend Tactic 1 because first-year students are required to attend this event and because it is a community service-oriented event already executed by Hendricks Chapel. We recommend Tactic 2 because there is a prominent number of freshman honors students and they have a community service requirement. Lastly, we recommend Tactic 3 because it is this group of student's first week at school and their orientation leaders are in a position to relay information at a time when first-year students are most vulnerable/want to get involved.

TARGET PUBLIC: First-year students

OBJECTIVE C: Establish a distinctive social media presence for the Office of Engagement Programs (OEP) before the 2020-2021 academic year.

STRATEGY 1: Create separate social media platforms in order to distinguish the OEP from Hendricks Chapel.

TACTICS:

1. Create Instagram profile.
(mock-up: Instagram profile)
2. Develop a Facebook page.
(mock-up: Facebook page)
3. Have monthly social media competitions as an incentive for students to post about volunteer work done through the OEP.
(mock-up: instagram story post)
4. Post weekly volunteer opportunities.
(mock-up: Instagram highlight covers)

We recommend Tactics 1 & 2 because creating its own Instagram and Facebook page will allow the OEP to differentiate itself from Hendricks Chapel. We recommend Tactic 2 because it will get first-year students to engage with the OEP's social media platforms. Lastly, we recommend Tactic 3 because it will allow students to engage with the OEP's social media platforms while also informing them about volunteer opportunities in a fun and easy manner.

STRATEGY 2: Develop a distinctive web identity for the OEP within the Hendricks Chapel website.

TACTICS:

1. Have a page on Hendricks Chapel's website that is more effectively promotes the OEP.
(mock-up: webpage)
2. Have a tab within the webpage entitled "first-year students" that will address all introductory information and opportunities associated with the OEP.
(mock-up: tab and "first-year students" webpage)
3. Create a pop-up window when first clicking on the webpage that prompts students to enter their email address.
(mock-up: pop-up window)

We recommend Tactic 1 because having a page on the Hendricks Chapel website that is more recognizable from the OEP will contribute to differentiating it from Hendricks Chapel while also making it stand out on the website. We recommend Tactic 2 because this will make it easy for first-year students to gather information on the OEP and what it can offer them. Lastly, we recommend Tactic 3 because this will help the OEP to be able to reach out to more first-year students through email.

TARGET PUBLIC: First-year Students

GOAL #2: Increase first-year student participation with the Office of Engagement Programs (OEP).

OBJECTIVE A: Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

STRATEGY 1: Organize and promote volunteer opportunities targeted specifically to first-year students.

TACTICS:

1. Create a category of the OEP volunteer programs geared specifically towards first-year students (ex. “First-Year Student Offerings”).
*(mock-up: information sheet *apply sample flyer)*
2. Host an informational session specifically for first-year students that signed up. Food will be provided as an incentive and to encourage new students to mingle.
*(mock-up: flyer for session *apply sample flyer)*
3. Organize volunteer opportunities to first-year students by having current OEP members go to residence halls and host easy volunteer opportunities.
(mock-up: example card)

We recommend Tactic 1 because it will encourage first-year students to volunteer and increases comfortability within their own class. We recommend Tactic 2 because this will allow first-year students to gather in a welcoming environment with other first-year students while also gaining information regarding the OEP and what it can offer them. Lastly, we recommend Tactic 3 because bringing the volunteering to the students will show them what the OEP is about without them having to take the first step.

TARGET PUBLIC: First-year Students

OBJECTIVE B: Increase the OEP’s social media following by 150 persons by Fall 2020.

STRATEGY 1: Encourage first-year students to participate in discussions about the OEP’s social media pages.

TACTICS:

1. Set up tables in first-year dorms and give out branded merchandise for following the OEP social media pages.
(mock-up: sticker/giveaway merchandise)
2. Host a giveaway on social media pages as incentive to follow.
(mock-up: water bottle/string backpack)

We recommend Tactic 1 because this will give first-year students an incentive to follow the OEP's social media pages. We recommend Tactic 2 because this will also incentivize first-year students to follow the social media pages while also repping the OEP.

TARGET PUBLIC: First-year Students

Tactics

GOAL #1: Increase awareness of the Office of Engagement Programs (OEP) among first-year students.

OBJECTIVE A: Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2021.

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TACTICS:

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(mock up: list of talking points)

We recommend this tactic because it encourages first-year students to build relationships with existing members.

STRATEGY 2: Establish direct lines of communications between the OEP and first-year students.

TACTICS:

1. Work with Syracuse University to create a way for first-year students to opt-in to emails before coming to school.
(mock up: opt-in Google survey)
2. Send out a bi-monthly e-newsletter to first-year students with volunteer opportunities and general information about the OEP.
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TARGET PUBLIC: First-year Students

OBJECTIVE B: The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

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TARGET PUBLIC: First-year students

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STRATEGY 1: Create separate social media platforms in order to distinguish the OEP from Hendricks Chapel.

TACTICS:

1. Create Instagram profile.
(mock-up: Instagram profile)
2. Develop a Facebook page.
(mock-up: Facebook page)
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(mock-up: instagram story post)
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TARGET PUBLIC: First-year Students

GOAL #2: Increase first-year student participation with the Office of Engagement Programs (OEP).

OBJECTIVE A: Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

STRATEGY 1: Organize and promote volunteer opportunities targeted specifically to first-year students.

TACTICS:

1. Create a category of the OEP volunteer programs geared specifically towards first-year students (ex. “First-Year Student Offerings”).
*(mock-up: information sheet *apply sample flyer)*
2. Host an informational session specifically for first-year students that signed up. Food will be provided as an incentive and to encourage new students to mingle.
*(mock-up: flyer for session *apply sample flyer)*
3. Organize volunteer opportunities to first-year students by having current OEP members go to residence halls and host easy volunteer opportunities.
(mock-up: example card)

We recommend Tactic 1 because it will encourage first-year students to volunteer and increases comfortability within their own class. We recommend Tactic 2 because this will allow first-year students to gather in a welcoming environment with other first-year students while also gaining information regarding the OEP and what it can offer them. Lastly, we recommend Tactic 3 because bringing the volunteering to the students will show them what the OEP is about without them having to take the first step.

TARGET PUBLIC: First-year Students

OBJECTIVE B: Increase the OEP’s social media following by 150 persons by Fall 2020.

STRATEGY 1: Encourage first-year students to participate in discussions about the OEP’s social media pages.

TACTICS:

1. Set up tables in first-year dorms and give out branded merchandise for following the OEP social media pages.
(mock-up: sticker/giveaway merchandise)
2. Host a giveaway on social media pages as incentive to follow.
(mock-up: water bottle/string backpack)

We recommend Tactic 1 because this will give first-year students an incentive to follow the OEP's social media pages. We recommend Tactic 2 because this will also incentivize first-year students to follow the social media pages while also repping the OEP.

TARGET PUBLIC: First-year Students

Evaluation

1. Draw conclusions about the adequacy of the formative research (situation analysis).

Viper Communications surveyed first-year students as well as other students with a community service requirement and 54% responded that they were not familiar with the OEP. This data allowed us to conclude that one of our main focuses should be increasing awareness of the OEP among first-year students. Aspire PR found that first-year students use Twitter to voice their opinions. In addition, GOAT and Central Cliffs PR concluded that most first-year students find and learn about opportunities for involvement and campus events through Facebook and Instagram. This allowed us to conclude that the OEP would benefit from making their own Facebook and Instagram pages.

2. Summary/ analysis of process information collected during and after the campaign (media tracking)

Evaluate Awareness

In order to evaluate if awareness increased, a survey will be conducted and analyzed in November 2020 to measure the post-campaign results and compare them to the initial surveys conducted by PRL315.

Evaluate Participation

In order to evaluate if participation increased, a survey will be conducted and analyzed in November 2020 to measure the post-campaign results and compare them to the initial surveys conducted by PRL315. An increase in participation could include the number of volunteers and the number of volunteer events. The retention rate of volunteers and how many events they have volunteered with would also be important to know.

Since the social media pages currently do not exist, there is no initial measurement needed as it is given that there are no followers. At the end of the campaign, the followers will be measured to see if this increased.

3. Report on the degree of success of the campaign by taking measures of the impact of the campaign.

Awareness Degree of Success

BoldHouse PR would consider the awareness portion of its campaign successful if there is an increase by 15 percent compared to the pre-existing PRL315 surveys. We would also consider the Office of Engagement's (OEP's) participation in at least two on-campus special events per semester as successful output measures.

Participation Degree of Success

BoldHouse PR would consider the participation portion of its campaign successful if there are 25 new student volunteers participating in volunteer programs. We would also consider the OEP's social media following increasing by 150 persons to be successful.

4. Make recommendations for things that could have been done or still need to be done (future campaigns).

One of the main challenges the OEP faces is its association with Hendricks Chapel. BoldHouse PR suggests that the OEP uses the success of this campaign as a way of presenting to Hendricks Chapel and Syracuse University that it is a strong enough organization and has a strong enough presence to separate itself from the Chapel within the next two years.

CAMPAIGN BUDGET

Goal	Objective	Strategy	Tactic	Price	Explanation
1	A	1	List of Talking Points (First-Year Residence Halls/Classes)	\$70	For this tactic, we propose you or your strongest student volunteers host individual floor meetings in first-year students' residence halls and meetings in individual freshman forum classes. This price would cover 50 Insomnia cookies you could provide to the floor or class as an incentive to follow the OEP social media accounts or sign up for the OEP weekly newsletter.
Goal 1 Objective A Strategy 1 Subtotal:				\$70	
1	A	2	Opt-In Google or Qualtrics Survey	\$0	Go online and develop survey/ discuss with Syracuse University regarding distribution
1	A	2	Newsletter	\$0	Have a student intern plug in information to the template we have provided for you every other week and then email to the members on your email list.
1	A	2	Video	\$0	BoldHouse PR developed and covered the cost for the video.
Goal 1 Objective A Strategy 2 Subtotal:				\$0	
Goal 1 Objective A Subtotal:				\$70	
1	B	1	CNCS Registration	\$0	For this tactic, we propose that the OEP register to become a member of The Corporation for National and Community Service for Colleges and Universities, an organization that collaborates with student associations to encourage student volunteerism and promote service.
Goal 1 Objective B Strategy 1 Subtotal:				\$0	
1	B	2	MLK Celebration Flyer & Event	\$175	For this tactic, the production and design cost is covered by student volunteers/interns. The typical printing cost at the Syracuse Copy Center totals out to this number (500 copies/ \$0.35 per page for SU staff members at SU Copy Center).
1	B	2	List of Talking Points (Honors)	\$70	For this tactic, we propose you or your strongest student volunteers host individual floor meetings in Sadler (residence hall where freshman honors students are located). This price would cover 50 insomnia cookies you could provide to the floor as an incentive to follow the OEP social media accounts or sign up for the OEP weekly newsletter.
1	B	2	Flyer & Community Service Event w/ OL	\$835	For this tactic, the production and design cost is covered by student volunteers/interns. The typical printing cost (500 copies/\$175), pizza lunch (8 pies/\$200) and bus transportation (1 bus/4 hours/\$460) is included in this total for the service event.
Goal 1 Objective B Strategy 2 Subtotal:				\$1,080	
Goal 1 Objective B Subtotal:				\$1,080	
1	C	1	Instagram Profile	\$0	Development, execution and maintenance done by student volunteer.
1	C	1	Facebook Profile	\$0	Development, execution and maintenance done by student volunteer.
1	C	1	Instagram Story Post	\$0	Development, execution and maintenance done by student volunteer.
1	C	1	Instagram Highlight Covers	\$0	Development, execution and maintenance done by student volunteer.
Goal 1 Objective C Strategy 1 Subtotal:				\$0	
1	C	2	OEP Webpage	\$0	Developed and executed by student volunteer and IT people at Syracuse University.
1	C	2	First-Year Student Tab & Webpage	\$0	Developed and executed by student volunteer and IT people at Syracuse University.
1	C	2	Pop-Up Window	\$0	Developed and executed by student volunteer and IT people at Syracuse University.
Goal 1 Objective C Strategy 2 Subtotal:				\$0	
Goal 1 Objective C Subtotal:				\$0	
2	A	1	First-Year Student Information Flyer	\$175	For this tactic, we propose you target volunteer programs specific to first-year students. This price would cover the printing of flyers (500 copies) promoting awareness of these opportunities specifically to this public.
2	A	1	Information Session Flyer	\$245	For this tactic, we propose you host a general information session for first-year students to make them aware of the opportunities specifically geared toward them at the OEP. This price would cover the cost of printing these flyers (500/\$175). In addition, this price also includes the cost of 50 Insomnia cookies (\$70) to have at the meeting as an incentive to follow the OEP social media accounts or sign up for the OEP weekly newsletter.

2	A	1	Handmade Cards	\$100	For this tactic, we propose you or your strongest student volunteers bring easy volunteer opportunities to the students in first-year dorms. These opportunities would include events such as making cards for soldiers, children in Golisano Children's Hospital, or local Syracuse first responders. This price includes the cost of all supplies necessary to make these cards (construction paper, marker set/\$30). In addition, this price includes the cost of 50 Insomnia cookies (\$70) to have at the meeting as an incentive to follow the OEP social media accounts or sign up for the OEP weekly newsletter.
Goal 2 Objective A Strategy 1 Subtotal:				\$520	
Goal 2 Objective A Subtotal:				\$520	
2	B	1	Branded Merchandise (Stickers, Phone Wallets)	\$765	For this tactic, we propose you order small branded merchandise such as pens (500/ \$210), stickers (300/\$345), phone pockets (250/\$210), etc. for the purpose of giving away to students as incentives to follow OEP social media accounts and spread awareness of the OEP in general by distributing physical visuals across campus. **pricing done on CustomInk (standard shipping included)
2	B	1	Branded Merchandise (Water Bottles, String Backpacks)	\$670	For this tactic, we propose you order larger merchandise, such as water bottles (200/\$410) and string backpacks (100/\$260), to use for giveaway competitions hosted on your social media accounts. **pricing done on Promotique (standard shipping included)
Goal 2 Objective B Strategy 1 Subtotal:				\$1,435	
Goal 2 Objective B Subtotal:				\$1,435	
				Total: \$3,105	



PRIORITIZATION CHART

Goal	Objective	Strategy	Tactic	Explanation
2	B	1	Branded Merchandise (stickers, phone wallets)	Making the production and distribution of small branded merchandise your first priority will allow first-year students to see the name and logo around campus, effectively familiarizing them with it and setting them up to recognize the OEP once flyers are distributed. If funded, this merchandise can be distributed to students as an incentive to follow the OEP social media accounts. If not funded, the OEP will lack a great way to gain exposure as well as an incentive to get first-year students to perform a behavioral action that is necessary to ensure increased success of the OEP (gaining followers on social media).
2	B	1	Branded Merchandise (water bottles, string backpacks)	Making the production and distribution of larger branded merchandise your next priority will allow first-year students to see the name and logo around campus, effectively familiarizing them with it and setting them up to recognize the OEP once flyers are distributed. If funded, larger merchandise can act as prizes for future social media competitions and as incentive for students to follow the OEP social media accounts. If not funded, the OEP will lack a great way to gain exposure, as well as an opportunity to engage with its audience on social media by holding these competitions with OEP related prizes.
2	A	1	First-Year Student Information Flyer	The production and distribution of a first-year student information flyer should be the next priority for the OEP because it will allow it to effectively publicize its services, but also its programs specifically geared towards first-year students, which could be a motivation for them wanting to join (meet other first-year students). If not funded, the OEP will lack a method for making first-year students aware of its general programs and first-year student specific programs that could bring in this target public.
2	A	1	Information Session Flyer	The production, distribution and execution of an information session should be the OEP's next priority because this will give the OEP the opportunity to have direct contact with this public. If funded, this will allow the OEP to publicize its services through the information session. Having this high on your priority list will allow first-year students to become familiar with the OEP and could potentially result in larger turn-outs for partnership events such as the MLK and OL events. If not funded, a strong majority of first-year students may lack awareness or knowledge about anything OEP related.
2	A	1	Handmade Cards	Bringing easy community service events to students instead, of the students having to come to you, is a great way to introduce them to the OEP, and a key way to get first-year students to participate without having to put in a lot of their time and effort that they may not be ready to give. Having them make these cards and giving them the tools to do it will introduce students to the services offered by the OEP with little work in it for them. If not funded, first-year students may lack the desire to make the first move in getting involved with the OEP and volunteering in general.
1	B	2	Flyer & Community Service Event w/ OL	The production and distribution of a flyer and the execution of an event with orientation leaders should be the next priority for the OEP. If funded, the OEP will be able to increase awareness of its services to first-year students by partnering with Orientation Leaders. This will give the OEP the chance to have direct contact with this target public and raise its general awareness. Both the flyers promoting this and the actual event at the celebration are necessary to achieve this. This should not be a top priority because the OEP should focus first on using branded merchandise and general flyers to familiarize first-year students through these visuals, and then move on to specific partnerships and events. If not funded, the OEP will miss out on the opportunity to come into direct contact with this target public during a time when it is most influenced (arriving to Syracuse during Welcome Week).
1	B	2	MLK Celebration Flyer & Event	The production and distribution of a flyer and the execution of an event at the MLK celebration should be the next priority for the OEP because it will allow the OEP to increase awareness of its services to first-year students by promoting and holding an event at the celebration, which first-year students are required to attend. This is a key way to reach this target audience and show it what the OEP is all about. Both the flyers promoting this and event at the celebration are necessary to achieve this. This should be a top priority because it is vital for the OEP to use branded merchandise and general information flyers to familiarize first-year students with the organization through these visuals. The OEP should then move on to investing in larger events (students are less likely to attend an unfamiliar organization's event). If not funded, the OEP will miss out on an opportunity to have direct contact with this target public in a setting that it knows first-year students will be present (must take advantage of this).

1	A	1	List of Talking Points (First-Year Dorms/Classes)	Using funding to provide food when going to talk in first-year residence halls and classes will not make or break how the session goes or whether it will persuade first-year students to take interest in the OEP. For this reason, this is not a top priority. Food does not necessarily have to be provided, but it would help to incentivize the students to engage and take interest. If not funded, students may feel less inclined to attend or pay attention during the session.
1	B	2	List of Talking Points (Honors)	Using funding to provide food when going to talk in first-year honors residence halls will not make or break how the session goes/ whether or not it will persuade first-year students to take an interest in the OEP. For this reason, this is not a top priority. Food does not necessarily have to be provided, but it would help to incentivize the students to engage and take interest. If not funded, students may feel less inclined to attend or pay attention during the session.
1	A	2	Opt-In Google Qualtrics Survey	no cost
1	A	2	Newsletter	no cost
1	A	2	Video	no cost
1	B	1	CNCS Registration	no cost
1	C	1	Instagram Profile	no cost
1	C	1	Facebook Profile	no cost
1	C	1	Instagram Story Post	no cost
1	C	1	Instagram Highlight Covers	no cost
1	C	2	OEP Webpage	no cost
1	C	2	First-Year Student Tab & Webpage	no cost
1	C	2	Pop-Up Window	no cost



BOLDHOUSE

PUBLIC RELATIONS

Alexis Gilman, Sara Jaskot, Sarah Kelly,
Kathryn Terasaka & Hannah Block
December 3, 2019



Problem

Syracuse University students lack awareness of the OEP.

Strengths & Weaknesses

STRENGTHS

- Offers both short- and long-term volunteer opportunities
- Offers both on- and off-campus volunteer opportunities
- Provides student leadership opportunities

WEAKNESSES

- Name is misleading
- Poorly identifiable location
- Mission remains unestablished

Opportunities & Threats

OPPORTUNITIES

- Attend first-year student forum classes
- Reach out to other campus organizations
- Become official partner to fulfill community service requirements

THREATS

- Dean Konkol
- Shaw Center

Target Public: First Year Students

- Approx. 3,800 first-year students (2018)
 - More females than males
- Volunteering contributes to their sense of doing good, but they also feel good about themselves
- Two Types of Students:
 - Sign-Up for Everything & Volunteer for Nothing

Goal 1

Increase awareness of the Office of Engagement Programs (OEP) among first-year students.

Objective A

Based on a baseline test that will be taken and shared in Fall 2020, the OEP will increase first-year student awareness by 15 percent by the end of Spring 2021.

Objective A

Strategy 1: Develop a communication strategy between current OEP volunteers and first-year students.

Tactics:



Have current members speak in freshman forums and classes.

Objective A

Strategy 2: Establish direct lines of communications between the OEP and first-year students.

Tactics:



Work with Syracuse University to create a way for first-year students to opt-in to emails before coming to school.



Send out a bi-monthly e-newsletter to first-year students with volunteer opportunities and general information about the OEP.



Create targeted media for first-year students.

OCTOBER 2020, ISSUE 1

SU OFFICE OF ENGAGEMENT PROGRAMS

Weekly Newsletter



New Volunteer Opportunities for First-Year Students!

Attention all Freshman!

This semester we are offering volunteer opportunities specifically for first-year students. This will give you the chance to get involved on-and off- campus while finding your new home away from home. Come join our OEP family and make friends who will encourage you to be the best version of yourself through volunteering.

Programs include:

- **Connect for a Cause:** create hats and soap sacks for community organizations and students.
- **Empathy Matters:** foster empathy and leadership among second grade students.
- **Meals on Wheels:** help prepare food, work with clients, sort and clothing.
- **Young Scholars:** meet weekly with students in small group environments to provide homework and educational assistance.

To find out more information, don't forget to come to our first-year student get-together on October 3, 2020!

Free donuts and pizza will be provided!

For more information, contact Syleisha Byrd
Phone: (315) 443-1254 Email: sbyrd@syr.edu
or visit the OEP in Hendricks Chapel

STUDENT SPOTLIGHT

Alexis Gilman- Senior



This week, Alexis volunteered at a local elementary school as part of our Empathy Matters program. Here, she worked with a second grader to help her build kindness, confidence, and leadership skills by working on art projects and role-playing!

← Newsletter



Objective B

The OEP should participate in at least two on-campus special events per semester at which first-year students are present.

Objective B

Strategy 1: Align with a national organization that is rooted in community service.

Tactics:



Enroll as a member of The Corporation for National and Community Service for Colleges and Universities.

Objective B

Strategy 2: Align with other prominent on-campus organizations or programs.

Tactics:



Create and execute a community service event at the MLK dinner.



Partner with Orientation Leaders (OL) for Syracuse Welcome Week.



Partner with the Syracuse University Honors Program to reach first-year students in the program who have a community service requirement.

SU OFFICE OF ENGAGEMENT PROGRAMS
SPONSORS..

MLK CELEBRATION

Join us for dinner, a conversation with a special guest, performances from different student groups and the Unsung Hero Awards.

**SUNDAY, JAN. 19, 2020 | 5PM TO 8:30PM |
THE DOME**

Each attendee of the event is encouraged to bring a canned or non-perishable good for the Office of Engagement Program to donate to the SU Food Pantry.

The SU Office of Engagement Programs seeks to develop initiatives which deepen connections among individuals, impart knowledge and enhance leadership skills of participants.

Contact Syeisha Byrd
315.443.1254 | smbbyrd@syr.edu

SU OFFICE OF ENGAGEMENT PROGRAMS

WELCOME WEEK VOLUNTEER ACTIVITY

Come join the Office of Engagement Programs and your Orientation Leaders for an afternoon of volunteering! We will be spending the afternoon at H.W. Smith, a local elementary and middle school, helping its teachers prepare their classrooms for the new school year. Transportation & a pizza lunch are included!

**SAT., SEPT. 5, 2020 | 11:30AM-2:30PM |
HENDRICKS CHAPEL**

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To Sign-Up:
Contact Syeisha Byrd
315.443.1254 | smbbyrd@syr.edu

Objective C

Establish a distinctive social media presence for the Office of Engagement Programs (OEP) before the 2020-2021 academic year.

Objective C

Strategy 1: Create separate social media platforms in order to distinguish the OEP from Hendricks Chapel.

Tactics:



Create Instagram profile.



Develop a Facebook page.

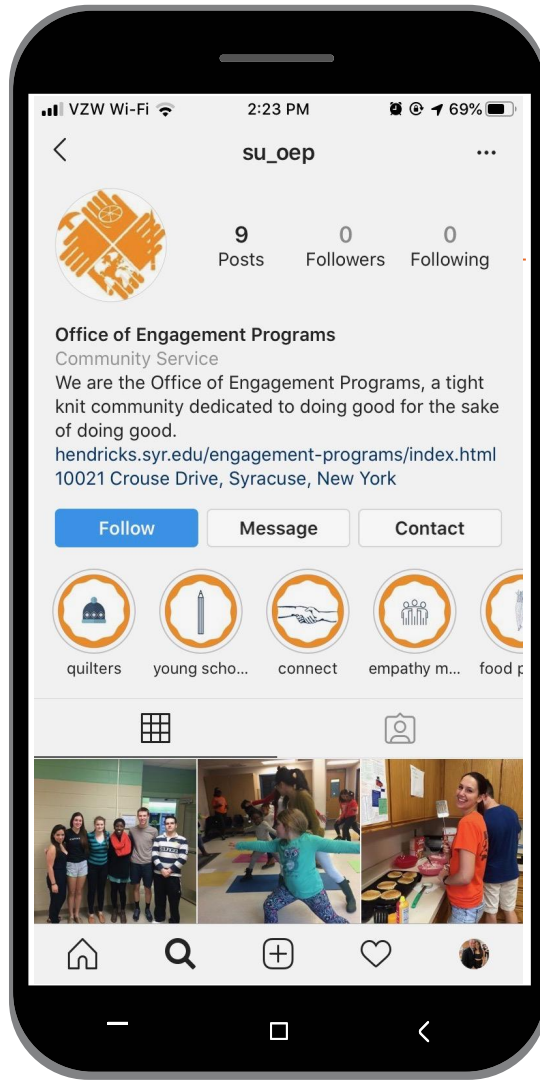


Have monthly social media competitions as an incentive for students to post about volunteer work done through the OEP.

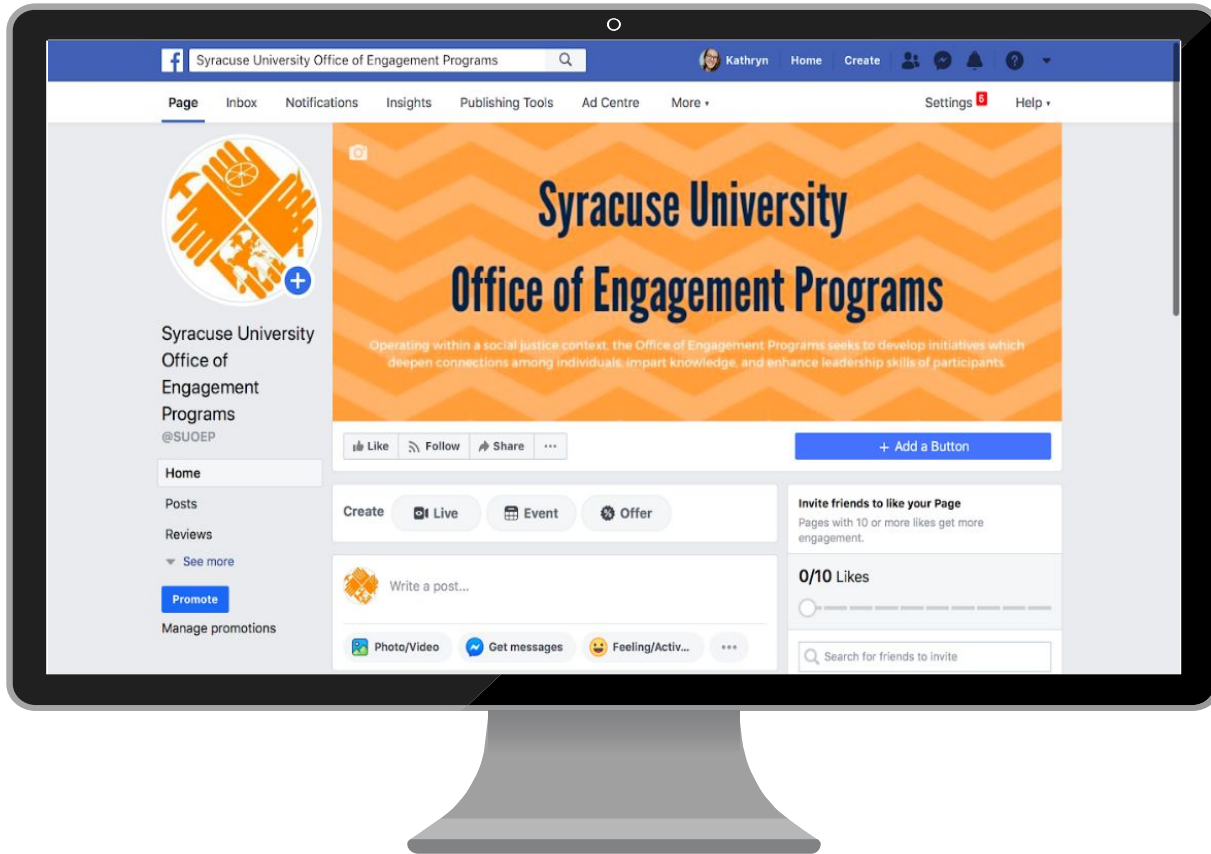


Post weekly volunteer opportunities.

Instagram Highlights for posting weekly volunteer opportunities



Instagram Profile



Objective C

Strategy 2: Develop a distinctive web identity for the OEP within the Hendricks Chapel website.

Tactics:



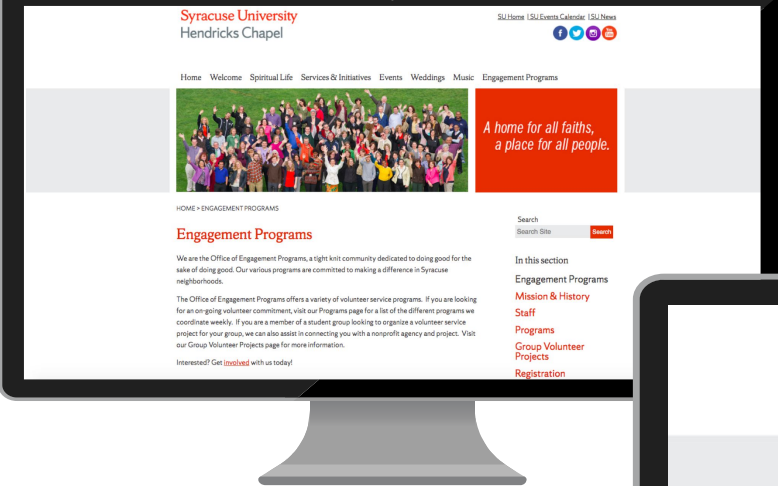
Have a page on Hendricks Chapel's website that more effectively promotes the OEP.



Have a tab within the webpage entitled "first-year students" that will address all introductory information and opportunities associated with the OEP.



Create a pop-up window when first clicking on the webpage that prompts students to enter their email address.



← Current OEP Webpage



New OEP Webpage →



- Engagement Programs
- Mission & History
- Staff
- Programs
- Group Volunteer Projects
- Registration

← “First-Year Students” Tab

Engagement Programs

Mission & History

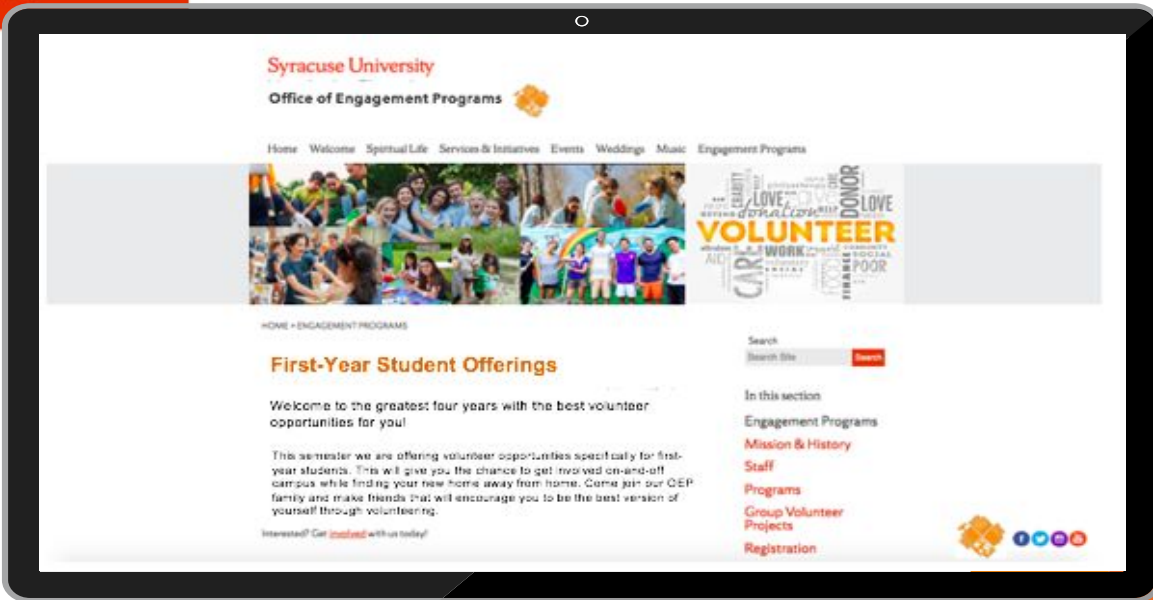
Staff

Programs

Group Volunteer Projects

Registration

First-Year Students



→ “First-Year Students” Webpage

Goal 2

Increase first-year student participation with the Office of Engagement Programs (OEP).

Objective A

Have at least 25 new first-year students participate in a volunteer program offered by the OEP by the end of Fall 2020.

Objective A

Strategy 1: Organize and promote volunteer opportunities targeted specifically to first-year students.

Tactics:



Create a category of the OEP volunteer programs geared specifically towards first-year students (ex. “First-Year Student Offerings”).



Host an informational session specifically for first-year students that signed up.



Organize volunteer opportunities to first-year students by having current OEP members go to residence halls and host easy volunteer opportunities.

SU OFFICE OF ENGAGEMENT PROGRAMS

DOING GOOD FOR THE SAKE OF DOING GOOD!

Want to Volunteer? Here's a list of current opportunities available for the Fall 2020 semester:

- **EmpathyMatters:** help foster empathy & leadership among second grade students
- **Connect for a Cause:** help create hats and soap sacks for community organization & students
- **Meals on Wheels:** help prepare food for meals for those in need
- **Young Scholars:** Meet weekly with students in small group environments to provide homework & educational assistance

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Contact Syeisha Byrd to Sign-Up
315.443.1254 | sbyrd@syr.edu

SU OFFICE OF ENGAGEMENT PROGRAMS

FIRST-YEAR INFORMATION SESSION

Come join us for pizza and dessert & meet other first-year students! While you're here, you'll get to learn about all the volunteer opportunities that the Office of Engagement Programs has to offer.

WED., SEPT. 2, 2020 | 6:30PM-7:30PM |
HENDRICKS CHAPEL

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Objective B

Increase the OEP's social media following by 150 persons by Fall 2020.

Objective B

Strategy 1: Encourage first-year students to interact with the OEP's social media pages.

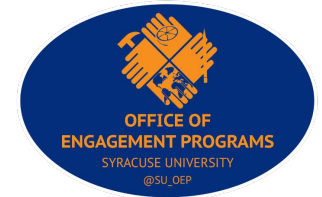
Tactics:



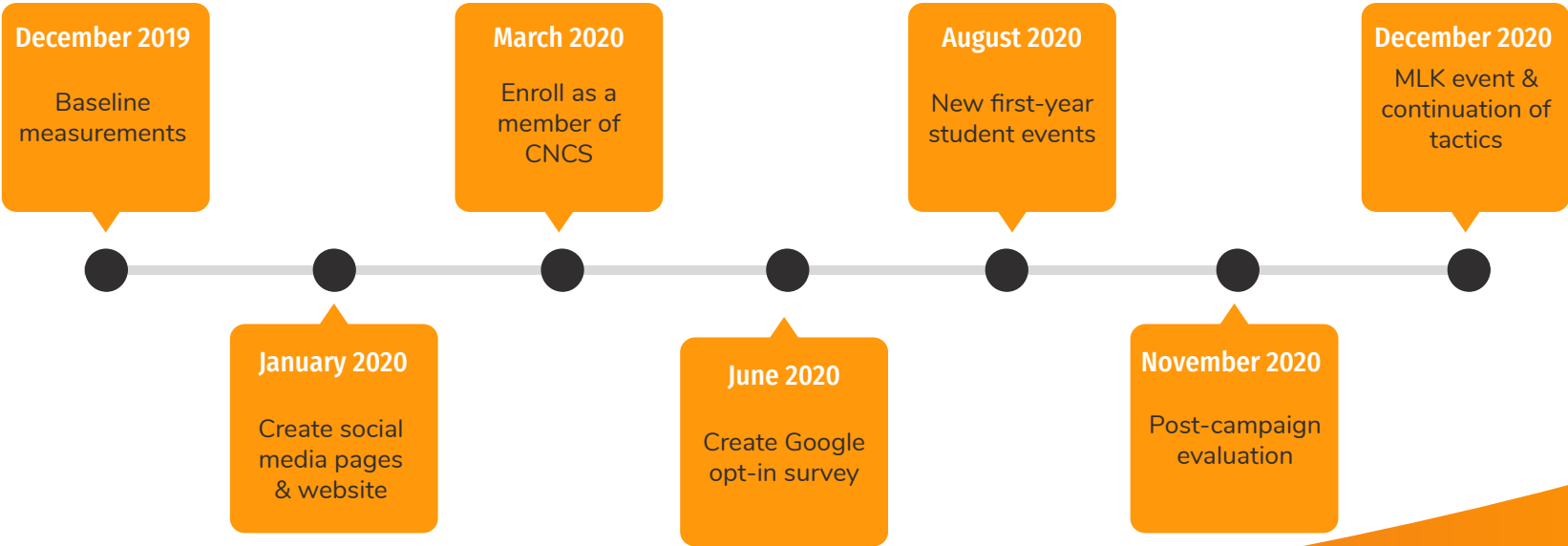
Set up tables in first-year dorms and give out branded merchandise for following the OEP social media pages.



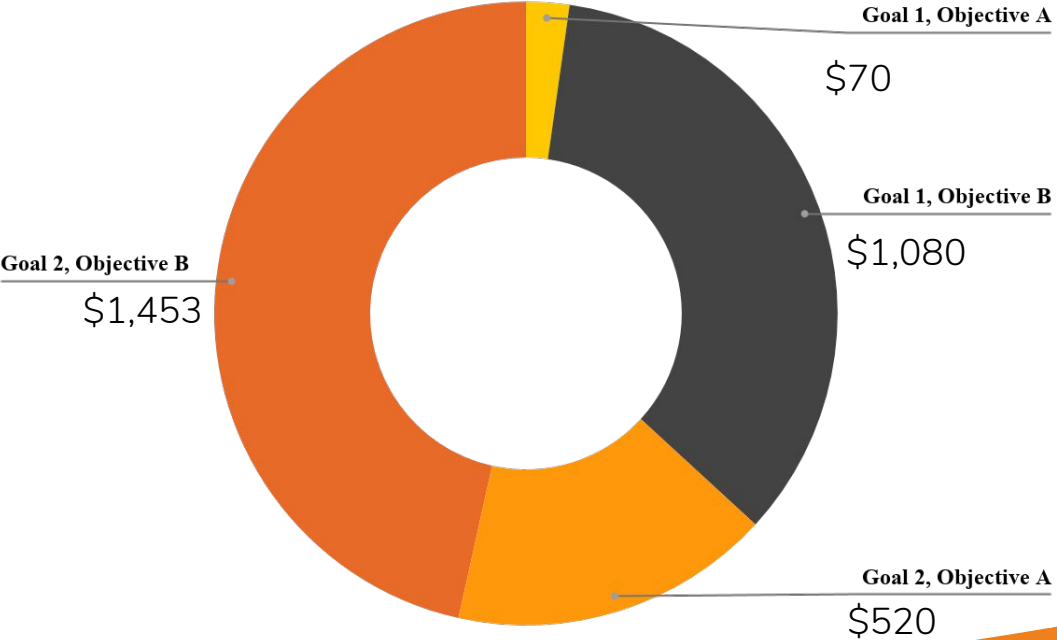
Host a giveaway on social media pages as incentive to follow.



Timeline



Budget



Total: \$3,105

Evaluation

AWARENESS

- Baseline surveys vs. surveys at a later designated date

PARTICIPATION

- Monitor followers
- Monitor number of volunteers
- Retention rate

Recommendations

- The OEP should prioritize creating and developing its webpage and social media platforms.
- The OEP should focus on creating and developing events and programs specifically geared towards first-year students. Go to them, don't make them come to you.

Why Us?

FIRST-YEAR STUDENTS

They yield potential for a higher retention rate.

STUDENT NETWORK

We recognize your limitations and leveraged your student volunteers and interns.

REALISTIC OUTLOOK

We understand your restrictions and are not suggesting unrealistic plans.

Questions?