

Strategic Public Relations Campaign

WOMEN IN TRANSITION PROGRAM



UNIVERSITY OF OREGON

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UNIVERSITY OF OREGON STUDENT PR TEAM

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BACKGROUND

The Lane County Community College Women's Program has served women in the Lane County area since the 1970s. The program is the longest standing learning community on campus. The Women's Program is the umbrella organization for the Women's Center on the LCC campus and the Women in Transition Program. For this strategic public relations plan, we will focus on the Women in Transition Program. Originally named the Displaced Homemakers Program in the 1970s, the program has blossomed into a reputable program with many success stories. The Women in Transition program has helped over 6,000 women in the Lane County area reach their individual goals. The program commonly serves women entering college from other local transition programs or rehabilitation centers; however, it is open to any women over the age of 18.

The Women in Transition Program provides core classes to help women develop career, technical and life skills. The courses are 11 weeks long with approximately 30 women in each class. This environment provides longstanding relationships and a community of support.

The Women in Transition program features two core classes: Life Transitions and Career and Life Planning. The first course helps students explore new life directions and navigate transitions such as relationship patterns, healthy relationships and personal growth. The second course focuses on helping students plan their careers and their lives. After students complete these required courses, there are several other classes and resources open to the women to strengthen their skills and improve their lives.

While there are other specialized women's support programs in Lane County, the Women in Transition program is the only one open to all women from diverse backgrounds and situations. More specifically, Ophelia's Place and Womenspace focus primarily on supporting women in situations of domestic violence. In addition, other Women in Transition programs throughout the United States share the central goal of our client: Women's empowerment.

SITUATION ANALYSIS

The Women's Program is a vital program for women in Lane County who want to change the trajectory of their life. The program works with women of all ages to develop career, education and life skills while providing a strong community of support. Studies show that women derive physical and mental strength from engagement with a community of women. There has never been a better time for women to find their strength and true purpose in life as many cultural movements demonstrate female empowerment. These sentiments are shown in popular culture in Dove's Real Beauty campaign and Always' #LikeAGirl campaign.

Although the Women in Transition program helps roughly 275 women reach their individual goals each year, the program could serve a greater and more diverse group of women in the community. The program wants to expand its audience to help all women in transition reach their individual goals. We believe a strategic public relations plan that utilizes social media, multimedia and traditional media could reach a diverse group women, including those who are starting new careers, returning to school, leaving abusive relationships, retiring or feeling lost. These women represent different levels of education and media literacy. Trusted friends, family, mentors and doctors commonly influence women in transition. An integrated campaign that utilizes influencers, social media, marketing and traditional media will help the Women in Transition program reach and inform women who could benefit from its services.

CORE PROBLEM

The Women in Transition Program successfully reaches specific groups of women in Lane County; however, a larger and more diverse group of women could benefit from the program.

OPPORTUNITY

There is an opportunity for the Women in Transition Program to rebrand itself by creating new media materials and communication platforms to reach more women in the Lane County Community.



TARGET AUDIENCES

We understand that the program already reaches women in transition programs and Lane Community College students; however, there is always room to grow. See these key audiences for potential outreach to expand awareness.

Women:

1. Empty nesters, recent retirees, going back to school and wanting to switch careers
2. From abusive relationships, women out of jail and women in recovery
3. Feeling lost and isolated, recently divorced and widowers
4. Single moms
5. Women in transition programs

Influencers:

1. Doctors, counselors, therapists, centers, teachers, mentors, Lane faculty & staff, fitness instructors
2. Family, friends, colleagues, classmates

PRIMARY MESSAGES

- Lane Community College's Women's Program empowers a diverse group of women students with programs that offer support, community, guidance, education, and resources as they develop new skill sets.
- Women in Transition is a program for women to gain skills for professional and academic purposes through core classes.
- Since the Women and Transition Program began in the 1970s, it has helped over 6,000 women achieve their personal goals.

SECONDARY MESSAGES:

1. **Empty nesters, recent retirees, wanting to switch careers:**
 - *It's never too late to change your career path or find your true passion in life.*
 - *The Women in Transition Program can help you identify your goals and develop skills to make them possible.*
 - *The Women in Transition Program offers valuable networking opportunities with other like-minded women in the community.*



- *Take advantage of the resources that the Women in Transition program provides to master new skills and technology in order to help you stand out in an ever-changing economy.*
- 2. From abusive relationships, women out of jail and women in recovery:**
 - *The Women in Transition Program offers a safe place to start fresh, join a supportive community and regain your confidence.*
 - *The Women in Transition Program empowers women to succeed on their own through hands on learning and skill development.*
- 3. Feeling lost, isolated, recently divorced and widowers:**
 - *The Women in Transition Program can help you discover your purpose and direction in life.*
 - *Many women who feel lost or isolated find comfort and strength in the Women in Transition Program where they develop a support system with others in similar situations.*
- 5. Single moms**
 - *The Women in Transition Program provides opportunities for hands-on learning and skill development, allowing women to pursue fulfilling careers and become more independent.*
 - *The Women in Transition Program opens a path to professions while still balancing their family life.*
- 6. Women in transition programs**
 - *The Women in Transition Program provides a longstanding support system that helps maintain strong life skills and relationships*
 - *Women can find continued support and guidance in the Women in Transition Program as they pursue their personal education, life and career goals.*
 - *The Women in Transition Program is a safe space where women can come together and form a unique community.*

OBJECTIVES, STRATEGIES AND TACTICS

Objective #1:

Reach 500 women in Lane County to raise awareness of the Women in Transition Program, and its mission to empower women from all backgrounds, by June 10, 2015.

Strategy #1:

To accomplish this objective, we will create media materials that can be distributed around the Lane County Community. Our two types of media materials will highlight the diversity of the women in the program and how the program empowers them to achieve their individual goals.

Tactics

- Create a central video and hashtag for the campaign to emphasize the diversity of women and their individual experiences.
- Design a series of posters to distribute to influencers and community locations.
Example: doctors offices, around campuses, yoga studios, fitness centers, markets, bus stops etc.

Objective #2:

Reach 150 women through social media to raise awareness of the valuable resources and community support that the Women in Transition Program provides, by June 10, 2015.

Strategy #1:

To accomplish this objective, we will create an integrated social media campaign. The campaign will focus on the services the program offers, how to get involved, and the history of the longstanding community of support.

Tactics:

- Implement Social Media platforms. Create an official Facebook Page, official Twitter account and a YouTube account to utilize the video hashtag for the campaign.
- Create a long-term plan with an editorial calendar for Facebook and Twitter. Develop a how-to guide for implementing social media campaigns.

EVALUATION

Objective #1: We will analyze how many people are viewing the video through social media analytics. We plan to distribute our posters in at least 20 organizations within the community. We will use Blue Line Media's impression estimates to evaluate how many people we will potentially reach through our advertisement.

Objective #2: We plan to gain 100 followers on the Women's Program Facebook page, and 50 followers on the Women's Program Twitter page over the course of the campaign. We will have our central video up on the YouTube account we create for the program by May 23, 2015.

TIMELINE

May		1	2	3	4	5	6	7	8	9	10
Objective 1											
Strategy 1											
Poster Design											
Shoot photos for posters											
Contact local organizations											
Final version of poster due											
Shoot video footage											
Video Editing											
Launch video on YouTube											
Objective 2											
Strategy 1											
Launch Facebook & Twitter*											
Post content on Twitter*											
Post content on Facebook*											
Draft for social media plan due											
Final version of social media plan due											

*Temporarily on hold

May		11	12	13	14	15	16	17	18	19	20
Objective 1											
Strategy 1											
Poster Design											
Shoot photos for posters											
Contact local organizations											
Final version of poster due											
Shoot video footage											
Video Editing											
Launch video on YouTube											
Objective 2											
Strategy 1											
Launch Facebook & Twitter*											
Post content on Twitter*											
Post content on Facebook*											
Draft for social media plan due											
Final version of social media plan due											

*Temporarily on hold

May		21	22	23	24	25	26	27	28	29	30	31
Objective 1												
Strategy 1												
Poster Design												
Shoot photos for posters												
Contact local organizations												
Final version of poster due												
Shoot video footage												
Video Editing												
Launch video on YouTube												
Objective 2												
Strategy 1												
Launch Facebook & Twitter*												
Post content on Twitter*												
Post content on Facebook*												
Draft for social media plan due												
Final version of social media plan due												

*Temporarily on hold

June		1	2	3	4	5	6	7	8	9	10
Objective 1											
Strategy 1											
Poster Design											
Shoot photos for posters											
Contact local organizations											
Final version of poster due											
Shoot video footage											
Video Editing											
Launch video on YouTube											
Objective 2											
Strategy 1											
Launch Facebook & Twitter*											
Post content on Twitter*											
Post content on Facebook*											
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RESEARCH

The following women's empowerment and nonprofit campaigns served as inspiration for this strategic public relations plan. The Women's Program can reference these examples for future campaigns and media content. As the Women's Program moves forward with social media, consider following the organizations' accounts, sharing content from these campaigns and incorporating some of the hashtags that relate to women's empowerment into your own campaigns.

1. **#LikeaGirl Campaign:** A campaign that was started by Always Feminine Products Corporation to empower girls by changing negative stereotypes. The campaign incorporates a central video that ran as a Super Bowl commercial, and went viral on social media. This video sparked the #likeagirl hashtag that continues the conversation online. The Women's Program can also highlight women's empowerment.
2. **#LeanIn Campaign:** This campaign was sparked by the bestselling book *Lean In* by Sheryl Sandberg, the Chief Operating Officer of Facebook. The book focuses on encouraging women to pursue their ambitions and change the conversation from what women can't do to what they can do. The campaign, which is run by the nonprofit organization Lean In, continues the conversation around these topics online with a website and a hashtag. The online conversation allows women to form a community to discuss these issues, especially when it comes to education and the work force.
3. **GoldieBlox Campaign:** This campaign was started by Debbie Sterling, an engineer from Stanford University, who designed her own line of young girl toys to encourage girls to pursue STEM professions. Sterling got the idea for her line after becoming extremely discouraged by the vast majority of little girl toys that tend to emphasize beauty rather than brains. After her line became successful she expanded her idea into the campaign using video marketing. This led to a viral Super Bowl advertisement for the line.
4. **#ChangeTheRatio Campaign:** This was a campaign that began in 2010 and continues to be extremely successful. The hashtag campaign focuses on the issue of equal opportunity and access for all women in careers. The hashtag has been used across industries and has helped spark a conversation around this issue online. It is especially prevalent when a controversial issue arises, such as when a large business event is extremely male dominated, in order to raise awareness around the problem.
5. **#BanBossy Campaign:** This campaign was started by Lean In in collaboration with Girl Scouts. The campaign works to inspire girls to become leaders and change negative stereotypes around girls speaking up and taking charge. The campaign is backed by major celebrities like Beyonce.

6. **#ImAGirl Campaign:** I'm A Girl was started by NYC's Girls Project and encourages all women to feel beautiful the way they are while doing what they love to do. The campaign incorporates both traditional and social media elements, including transit advertisements, and the hashtag to continue the conversation online.
7. **#MediaWeLike Campaign:** Is a social media campaign that was started by The Representation Project to encourage media that represents women in a positive way. People use the hashtag on posts highlighting these positive media portrayals in the hope of encouraging industries and corporations to produce more media with positive and progressive portrayals of women.
8. **World's Toughest Job:** American Greetings created a video that went viral because it put individuals in job interviews and then asked them if they'd be able and willing to perform the duties that mother's have every day. The job was disguised with the title "Operations Manager". When the interviews were done, they were told to call their mothers.
9. **#WhyIStayed and #WhyILeft:** This was a twitter campaign that created an opportunity for domestic violence survivors to describe and discuss their stories.
10. **Dove's "Choose Beautiful" Campaign:** Dove set up sites in major cities around the world to encourage women to see their own beauty. As women approached doors to shopping centers, one entrance was labeled "Beautiful" and the other entrance was labeled "Average". Most women did not view themselves as beautiful but saw beauty in others. Dove made a video to capture the results. The Women's Program could use some bold comparisons as well. No one wants to be average but some need encouragement to recognize their own beauty, talent, uniqueness and potential.
11. **Water is Life #FirstWorldProblems Campaign:** The nonprofit Water is Life hijacked the popular #FirstWorldProblems hashtag on social media to highlight water-access issues around the world. The Women's Program could adopt any of the women's empowerment hashtags listed above in the same way.
12. **Make a Wish Foundation:** The organization has an amazing campaign featuring heartwarming stories of all the wishes granted. Video shorts appear on Facebook, YouTube and Twitter. The Women's Program also has amazing stories to tell.
13. **UN Women Print Ads:** This advertisement series feature large images of women's faces with a Google search bar across their mouths. The search is "women shouldn't" and the suggested results in the drop-down menu include "...shouldn't have rights", "...shouldn't vote", "...shouldn't work", et cetera. The women's program could use a similar concept to highlight reasons why the program is a fit for many diverse women or highlight women's empowerment.

- 14. Nike “Voices” Campaign:** Another women’s empowerment advertisement, this time focused on sports. The video features women sharing personal stories of stereotypes against women in sports that they have encountered. As each athlete shares her story, she is eventually portrayed as a younger version of herself.
- 15. Ducks Do Something Campaign:** This campaign against sexual assault and discrimination on the University of Oregon campus centers around a video and set of key messages. The simple production of the video highlights the messages and diversity of the speakers. The Women’s Program campaign could center around one powerful video.

IMPLEMENTATION MATERIALS

VIDEO PROJECT



The video project is central to the outreach campaign and contains key messages and testimonials. The video will be uploaded to the Women's Program website and shared widely on social media.

ADDITIONAL WIT GRADUATE INTERVIEWS



KARLY DEWEES Q&A

What led you to the program?

I hadn't gone to school since 2009, and I didn't like my job or know what to do so I started in the program in the fall of 2014.

What stood out to you most about the program?

The program really makes you focus on yourself, and allows you to regroup and figure out who you are and what you want. It makes you question what do I want and what interests me, and then it provides the skills, networking and support to get you there.

What was the most important aspect of the program for you?

The women in the career center and the teachers in the program. Also, what the program has to offer and what the other students have to offer to one another...The teachers really emphasize the need for trust, so that you can use everyone around you to fuel yourself. You think to yourself if they can do it, I can do it. It's a really positive environment.

In the first or second class, you do a round robin and all of the students and teachers come and sit in a circle and discuss why they are there to emphasize that everyone has been through that. You all have similarities and you are all related. The teachers have you fill out list of things that you have done or have gone through. This allows for everyone to build trust and support systems.

What makes the program unique?

Being with so many different women who have gone through so many different things and being able to relate to one another. All women relating to one another and being each others support and motivation.

“I think about the women I was with and my teacher everyday, and what they have done for me as far as support and encouragement, and I hope they have come as far as me since I have taken the courses.”

What was your biggest takeaway from the program?

You get stuck in, I need to work and I need a paycheck and you don't focus on yourself. They give you the skills to do what you want to do, be who you want to be and go to school for what you want. It's a great reminder and it provides you with the skills you need.

“Overall, it was a really positive experience and when I get stressed out or discouraged, I think about where I was when I took those classes and where I am now and I remember that I can do it. I use that to fuel myself.”



KARYN ALMEIDA Q&A

How did the women in Transition Program empower you?

I found out about the Women in Transition Program when I was signing up for Lane Community College. When I first applied to Lane Community College, I had no self-confidence. In fact, I was never the smart one in my family so I didn't even want to take the placement tests, even though they aren't graded. I met Cara DiMarco and just loved her energy and enthusiasm and so I signed up for the class immediately. I loved going through the process with the other women in the class. It was very bonding and I felt like I had friends instantly.

What was your goal going into the Women in Transition Program?

Going into Women in Transitions, I didn't necessarily have a specific goal in mind. I knew I wanted to gain more confidence and to be able to interact with the people and get to know the students and my classmates better. I didn't have a preconceived notion of what I would learn or how it would be.

What was your Transition?

I had to go back to school because I have three children and my ex-husband at the time was completely supporting us and he went to prison. It was all very sudden and I had a choice at that time to be able to go and flip burgers for \$10 an hour or go back to school.

It was very important for me to be able to set an example and be a role model for my children because they didn't have that in their life and so I chose to go back to Lane and that's where the Women in Transition program come into my life.

What is something that you want people to know about the Women in Transition Program?

I would love for women to know how transformative the program really is. I have witnessed women who have had tough lives and who have gone through some bad stuff, personally, with children and their husbands. For these women to be able to have goals and set those goals and achieve them - It's amazing how much of a difference ten weeks can make in a women's life. They can go there feeling so helpless and then all of a sudden they are walking across that graduation stage and they are lit up and so excited and enthusiastic and that's really what the Women in Transition Program can give you.

LANE COUNTY ORGANIZATION CONTACT LIST

The team increased the Women's Program's local organization contact list by 79 contacts. We made contact or left messages with each organization to inquire about poster distribution.

TRANSIT ADVERTISEMENT INFORMATION

Blue Line Media contact:

Email: DannyP@Bluelinemedia.com

Telephone: (800-807-0360) X700

Transit Advertising Information:

1 Advertisement Per Bus

Bus King (144" wide x 30" high): 10,000 impressions per ad per day.

- o \$495 per bus per 4-week period. Production and installation: \$50 per bus.
- o Recommended purchase to reach 25% of the daily population: 25 buses per 4-week period.

Bus Tail (70" wide x 21" high): 8,000 impressions per ad per day.

- o \$395 per bus per 4-week period. Production and installation: \$40 per bus.
- o Recommended purchase to reach 25% of the daily population: 25 buses per 4-week period.

Bus Queen (88" wide x 30" high): 7,000 impressions per ad per day.

- o \$395 per bus per 4-week period. Production and installation: \$40 per bus.
- o Recommended purchase to reach 25% of the daily population: 25 buses per 4-week period.

Bus Interior (28" wide x 11" high): 2,000 impressions per ad per day.

- o \$25 per bus per 4-week period. Production and installation: \$10 per bus.
- o Recommended purchase to reach 25% of the daily population: 100 buses per 4-week period.

No benches available for advertising in Eugene

Posters:

It would cost \$181 to print 200 11x17 posters to put up around the community and to provide the program with for the future.

Link for the print site that we can order the posters through: <http://www.printplace.com>

POSTER SERIES

The poster series includes six different variations with four WIT graduates. One poster features Spanish to reach a more diverse audience and another poster has landscape orientation for transferal to the bus advertisements.

Transition to a better you!

WE'LL HELP YOU GET THERE!

For more
Information
541-463-5353



Transition to a better you!

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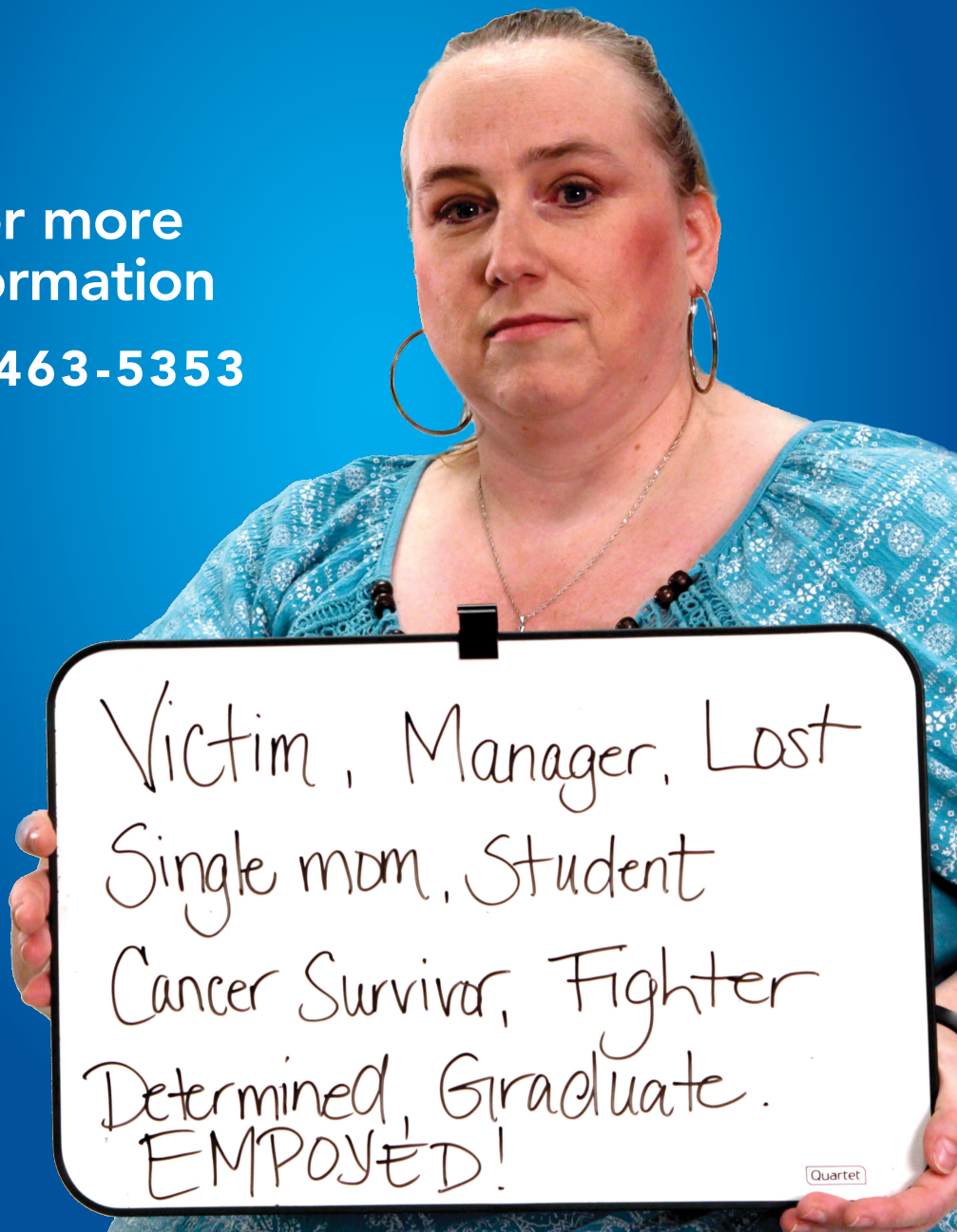
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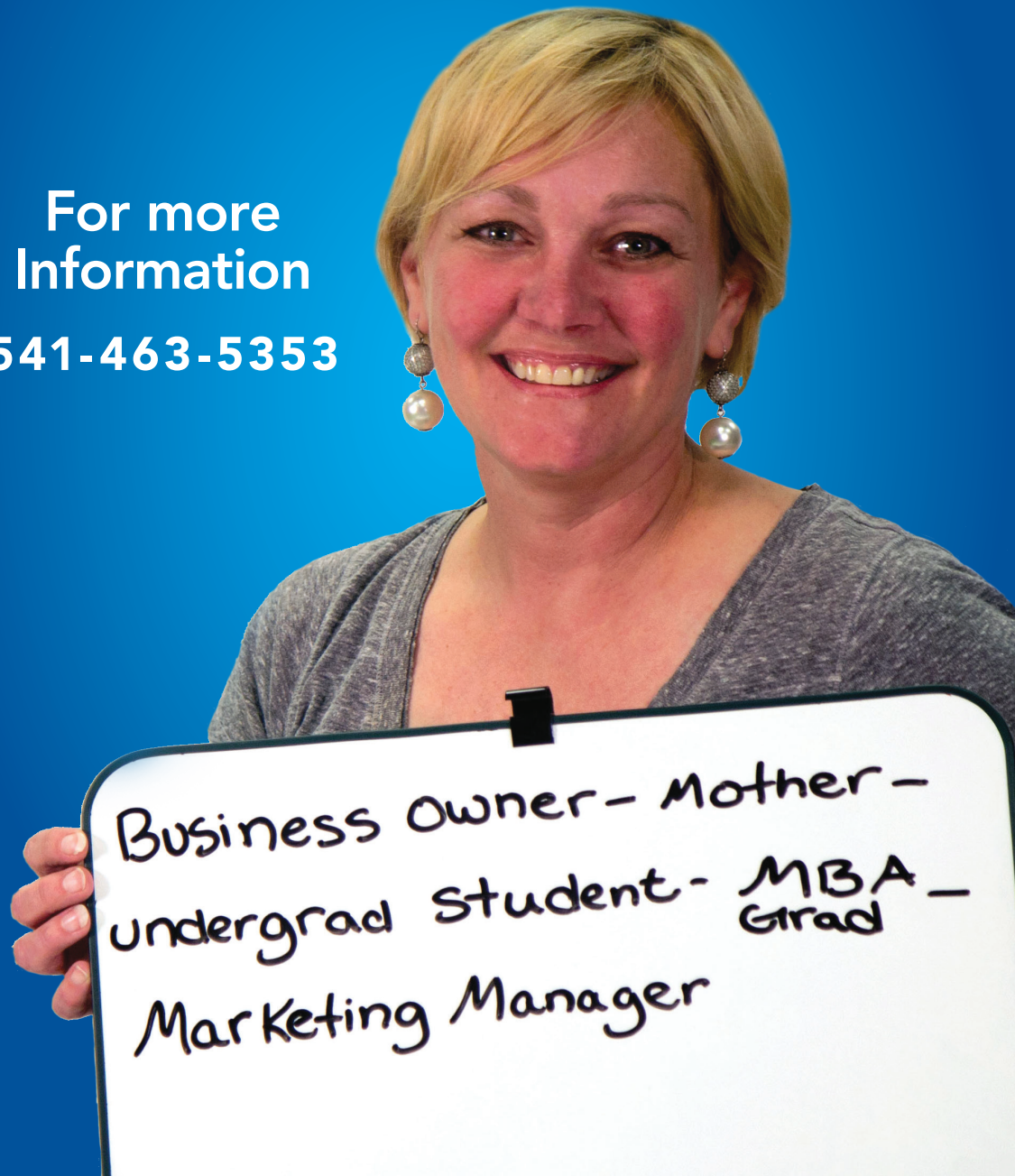
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Business Owner - Mother -
undergrad Student - MBA -
Marketing Manager Grad

Transición

¡a la mejor versión de si mismo!

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