EDUCATE. ADVOCATE. DIVERSIFY.

Strategic Communications Campaign
# TABLE OF CONTENTS

## CAMPAIGN SUMMARY
- Executive Summary ........................................................................................................................ 2
- Situational Analysis .......................................................................................................................... 3
- SWOT Analysis ............................................................................................................................... 5
- Challenge Statement ...................................................................................................................... 6
- Goal Statement ............................................................................................................................... 6
- Audience Analysis .......................................................................................................................... 6

## CAMPAIGN PLAN
- Key Messages .................................................................................................................................... 6
- Brand Position .................................................................................................................................. 6
- Objectives ......................................................................................................................................... 7
- Strategies .......................................................................................................................................... 7
- Tactics ............................................................................................................................................... 8
- Evaluation ......................................................................................................................................... 11
- Campaign Map ............................................................................................................................... 12
- Budget ............................................................................................................................................. 13

## COMMUNICATIONS ELEMENTS
- Branding Package ............................................................................................................................ 14
- Brand Launch Video ......................................................................................................................... 16
- Media Relations Playbook .................................................................................................................. 18
- Microaggressions Handout .................................................................................................................. 20
- Event Checklist ............................................................................................................................... 22

## RESEARCH REPORTS
- Secondary Research ....................................................................................................................... 24
- Primary Research ............................................................................................................................. 28
- Focus Group ...................................................................................................................................... 34

## APPENDIX
- Focus Group Consent Form ............................................................................................................. 37
- Focus Group Guide ............................................................................................................................ 38
The Periwinkle flower evokes feelings of blossoming friendship in its first stages, reaching your full potential and achieving your dreams.

At Periwinkle PR, we value the personal bond with our clients and fostering an environment that develops new and lasting relationships. With experience in integrated marketing communications, media relations, digital media and brand advocacy, we work to develop creative and innovative solutions for clients in a variety of industries.

MEET THE TEAM:

Zabrina Hvostal  
Account Executive

Lauren Bierempfel  
Research Manager

Alex Soehnlen  
Finance Manager

Hanna Moore  
Editor & Designer
**EXECUTIVE SUMMARY**

Kent State University is committed to making diversity a priority. The Student Multicultural Center (SMC) is dedicated to turning that commitment into action by creating a sense of belonging for students of color, primarily those of the African American, Native American and Latino cultures. Periwinkle PR has been tasked to rebrand and re-vision the SMC and increase awareness about its vision and mission.

To find out what programs are currently working for the Student Multicultural Center and what would drive more students to the center, Periwinkle PR conducted thorough primary and secondary research, including a focus group, expert interviews, intercept interviews, competitor analysis and social media analysis. Through our research, we found that students involved with the SMC like that it is a “home away from home,” attend its programming and hang out in the center during the day to socialize and do homework.

From this research, Periwinkle PR was able to narrow down key influencers, prospective partnerships and specific audiences to help the Student Multicultural Center achieve its mission. This campaign highlights the importance of developing partnerships with student organizations and building lasting relationships with incoming African American, Native American and Latino freshmen. The best way to reach these audiences is through an integrated campaign, including social media, events and redesigned marketing materials.

While the Student Multicultural Center can use some improvements, Periwinkle PR did not want to change the SMC’s overall purpose or mission. It has already proven to be a valuable resource for many students on the Kent Campus. Changing too many aspects of the center could drive these students away. Instead, Periwinkle PR hopes to improve upon the good that the SMC has done for the Kent Campus and build upon existing relationships, programming and services.
SITUATIONAL ANALYSIS

Diversity at Kent State
As Kent State University enters into the 2016-2017 school year, it also begins the second year of a six-year “Strategic Roadmap to a Distinctive Kent State,” a plan that embodies Kent State and the success of its students. Within the roadmap lies the university’s vision, mission and core values.

Kent State’s mission is: “We transform lives and communities through the power of discovery, learning and creative expression in an inclusive environment.” This emphasis on an inclusive environment helps define the university’s commitment to diversity.

A few of the university’s values also mention a focus on diversity, including “diversity of culture, beliefs, identity and thought,” “freedom of expression and the free exchange of ideas” and a “collaborative community.” This universitywide commitment to diversity helps allow for programs and services that assist Kent State to become more diverse.

Division of Diversity, Equity and Inclusion (DEI)
The Division of Diversity, Equity and Inclusion at Kent State University serves as a voice for all students on campus, especially students of color, female students, LGBTQ students, and other underrepresented and underserved groups of students.

According to the DEI’s website, its mission statement is as follows:

“Kent State University is committed to the creation and nurturing of a diverse community of individuals through inclusive excellence. Diversity involves recognizing the value of differences and the inclusion of all members of the community including those that experience discrimination or under representation.”

DEI also has diversity values, which include the following:
- A diverse student body, faculty, staff and administration.
- A student-centered university that acknowledges student success as a top priority.
- The pursuit of knowledge through diverse traditions and inclusive efforts.
- Accountability and action towards the success and management of diversity.
- A welcoming environment that encourages diversity of thought, continuous personal growth and academic attainment for all members of the Kent State University family.
- Engagement and collaboration across difference.
- A focus on inclusive excellence in everything that we do.

DEI offers services and resources to students, as well as faculty and staff, to help them further their experiences at Kent State, including the following:

- Autism Initiatives
- Diversity Advocates for Students
- LGBTQ Student Center
- Provost Faculty Associates for Diversity
- SRVSS
- Spectrum
- Student Multicultural Center
- TRIO Upward Bound
- Women’s Center
- Zell Production & Design Studio
Client Overview: Kent State Student Multicultural Center (SMC)
Under the Division of Diversity, Equity and Inclusion (DEI), the Kent State Student Multicultural Center values the growth of the individual student, cultural affirmation and empowerment of students to create a sense of belonging and connecting communities that affirms appreciation for difference. The SMC offers all students, faculty, staff and administrators opportunities experiences outside of the classroom to enhance their awareness of social and cultural differences. The SMC welcomes students of all backgrounds, and especially focuses on those of the African American, Native American and Latino cultures.

The SMC, which is located on the second floor of the Kent State Student Center, is led by Director Dr. Talea Drummer. Dr. Drummer took over this role in October 2016 from Oscar Ramos, former director of the SMC.

Ramos said his goal for the center was “to make the Student Multicultural Center a main player on campus in the efforts towards retention and graduation.” Initiatives toward the SMC’s goal include first-year transition programs Kupita/Transiciones and Academic STARS and pre-commencement celebration Karamu Ya Wahitimu. These programs aim to transition students into life at Kent before they come to campus, assist them throughout their college careers and celebrate with them at graduation.

The Student Multicultural Center assists incoming freshmen through the Kupita/Transiciones and Academic STARS program by making their transition from high school to college easier and helps administer the Oscar Ritchie Scholarship, which high-achieving students of color can receive when they apply to Kent State. The center starts working with students before they attend their first day of class at Kent State and continues to work with them until they graduate, where they celebrate with them during Karamu Ya Wahitimu.

The center is home to the Male Empowerment Network (M.E.N.) and Sister Circle, student organizations that aim to support the academic, professional, social, cultural, community and intrapersonal development of male and female students of color. These groups each meet weekly in the SMC. The Spanish and Latino Student Association (S.A.L.S.A.) also holds its meetings and events in the SMC.

In addition to its programming, the SMC offers open office hours to speak about cultural concerns students of color have faced on campus and advice or support navigating their college experience. This counseling was utilized by students the day after the Presidential election, when the SMC offered extended hours to help students who were worried about cope with the results. The SMC’s location also serves as a study space for students. The newly renovated space includes desks, tables and comfortable chairs where students can gather to work in groups or study alone.
SWOT ANALYSIS

Strengths
The Student Multicultural Center has established itself as a useful resource for students of color on the Kent Campus. It starts working with students before they attend their first day of class at Kent State and continues to work with them until they graduate, where they celebrate with them during Karamu Ya Wahitimu. The SMC is focused on the individual growth and success of each student it reaches and offers opportunities for personal, cultural and professional development. It has established partnerships with organizations on campus, including Black United Students, Spanish and Latino Student Association and Native American Student Association.

Weaknesses
The Student Multicultural Center has established itself as a useful resource for students of color on the Kent Campus. It starts working with students before they attend their first day of class at Kent State and continues to work with them until they graduate, where they celebrate with them during Karamu Ya Wahitimu. The SMC is focused on the individual growth and success of each student it reaches and offers opportunities for personal, cultural and professional development. It has established partnerships with organizations on campus, including Black United Students, SALSA and Native American Student Association.

Opportunities
Because of the current political climate and the divisions across the country and the past instances of cultural insensitivity on the Kent Campus, the SMC has an opportunity to establish itself as an important resource for students, particularly those of color. With a revamped brand, an integrated marketing and digital campaign and attention-grabbing events for students, the SMC can continue to build relationships with students of color and help them succeed. The SMC has a unique opportunity to really make a difference on campus and help create a “climate of caring,” which was one of DEI’s ultimate goals for the center. By tapping into its existing audiences and working to reach additional students, the SMC can spread its mission through its most qualified spokespeople: its students. The SMC’s opportunity to position itself as a champion for diversity is more important now than ever and has the opportunity to make a difference in the lives of Kent State students.

Threats
While the SMC has opportunities to grow and expand, it also faces some external threats. Interestingly enough, because Kent State offers so many opportunities for students to get involved with diversity on campus, the SMC can sometimes be lost in the clutter of all of these programs, services and organizations. One of the biggest competitors on campus for multicultural students is Oscar Ritchie Hall, where Black United Students (BUS) holds its meetings. Because of an increased push for students of color to hang out at Oscar Ritchie, fewer of them spend time at the SMC.

Conversely, the SMC also faces the threat of students who are apathetic about diversity issues or don’t think they would benefit from its services. Because of this, the SMC needs to find a way to stand out from other diversity services on campus, without seeming exclusive to only students of color and neglecting to serve other populations on campus.
THE CHALLENGE

The Student Multicultural Center is faced with limited funds and a small staff, so it is unable to reach all students of color at Kent State. Due to these limited resources and an overall lack of branding and marketing, students are not aware of ways to get involved with the SMC and its programs.

THE GOAL

Brand the SMC as an advocate for students of color, which educates students about diversity and encourages open discussions.

BRAND POSITION

When students think of the Student Multicultural Center, they should think of a place where students of color can go to feel heard and voice opinions without judgement. The SMC has proven itself as a place for students of color to programming, spend time with friends or voice concerns they have. advocate

Based on this brand position, Periwinkle PR recommends that the SMC uses the following brand statement in all of its marketing and branding:

“Educate. Advocate. Diversify.”

KEY MESSAGES

- The SMC supports an all-inclusive campus.
- The SMC strives to create a smooth transition for incoming Kent State freshmen.
- The SMC focuses on building and retaining relationships with students through graduation.
- The SMC is dedicated to helping students become Kent State graduates who are proud of their culture and heritage.

AUDIENCES

Primary Audiences

Incoming African American, Latino and Native American freshmen

The Student Multicultural center already aims to connect with incoming freshmen of color before they come to campus. It reaches 300 incoming African American, Native American and Latino freshmen through the Kupita/Transiciones program, so these students are already aware of the SMC and its programming. Making a connection with freshmen is important because they are looking to make friends and get involved on campus.

Student organization leaders

Student leaders are essential influencers on campus and advocate as a voice across campus. By reaching them, the SMC could have access to the members of their organizations who would find value in the SMC’s programs services.
Kupita Mentors
Kupita mentors are already engaged with the SMC and have already established themselves as leaders on campus. Expanding the role of mentors can help the SMC build on the relationships they have already built with freshmen in Kupita.

Secondary Audiences
Student Multicultural Center and Division of Equity and Inclusion leadership
In order for the rebranding to be successful, SMC’s and DEI’s leadership team needs to be on board with the new campaign because they will be executing and overseeing it.

Kent Campus Professors
We want to reach out to professors who teach diversity-related courses and First Year Experience courses to coordinate Kupita mentors to visit their classes to speak about about the SMC’s services and programming.

Students who are currently involved with the SMC
Targeting some messaging to students who are already involved with the SMC and find it valuable can help turn them into brand ambassadors for the SMC, so they can spread the word about it on campus.

Resident Assistants and Residence Hall Directors
Resident Assistants (RAs) are opinion leaders for students who live on campus and can help identify students who are struggling and need help. Residence Hall Directors (RHDs) and RAs can recommend that students visit the SMC and can also email their residents about upcoming SMC events and hang up promotional flyers in their residence halls.

OBJECTIVES

• To inform 40 percent of African American, Native American and Latino freshmen on the Kent campus of the Student Multicultural Center’s location, programming and mission by December 2017.
• To encourage 200 students on the Kent Campus to attend events at the Student Multicultural Center by December 2017.
• To motivate three new student organizations to partner with the Student Multicultural Center by December 2017 through collaborative, educational events.

STRATEGIES

• Use traditional, digital and social media to promote the center, its programming and its location.
• Host events at the SMC and encourage students to attend and create an open dialogue about diversity issues.
• Create a unified brand to be conveyed throughout all of the SMC’s marketing materials.
• Use existing partnerships with student organizations and reach out to other organizations on campus to build lasting relationships and educate their members about diversity.
• Use the SMC’s existing audiences as brand ambassadors who can spread awareness of the center using their roles as student leaders on campus.
TACTICS

Branding package
Periwinkle PR will create a branding package, which includes sample marketing materials, an email newsletter, sample press releases, a boiler plate and social media headers. These templates will be used in conjunction with the rest of our tactics.

Social media campaign
To encourage more students to visit the Student Multicultural center, we will create and implement a six-month social media campaign. The goal of this campaign is to educate students on diversity and inform them of the services the center provides. The campaign be implemented on the SMC’s Twitter, Facebook and Instagram accounts. We will use both curated and original content, with an invitation to visit the center as the call to action. To keep all content organized, Periwinkle PR will create a monthly editorial calendar and will assist with helping to schedule content and keep track of analytics.

The social media campaign will be evaluated through each social media channel. We will monitor the amount of likes, reactions and comments to Facebook content, as well as use Facebook Analytics to determine if the content is leading traffic to the SMC website. For the Twitter channel we will monitor the number of likes and retweets, as well as any conversation that derives from hashtags. In addition, we will look at the analytics from SMC’s website to determine how much traffic is coming to the site from social media.

Marketing Materials
One floor standup will be printed and placed outside of the SMC. The top of the sign will include the words “Kent State Student Multicultural Center,” which will follow university branding guidelines. The standup will contain a picture of students of color inside the SMC in the middle and the branding line “Educate. Advocate. Diversify.” will be printed below the image. The sign will be 2.5’ X 6’ and made of a corrugated plastic material and ordered through Vistaprint.

A 24” X 36” aluminum, one-sided sign will be printed from FedEx Kinkos. The top line of the sign will read “Kent State Student Multicultural Center” and the bottom line will read “Educate. Advocate. Diversify.” The sign will serve a multi-functional use for events both in and out of the SMC.

A medium sized postcard-style handout will be printed through Vistaprint for students that lists all of the SMC events for the upcoming semester. The back of the card will include the branding “Educate. Advocate. Diversify.” in large letters and centered on the card. The style of the cards will follow university branding guidelines. These cards can be handed out at Blast Off, put on promotional tables, or left in the SMC for students to take. The digital version of this can be uploaded to social media, sent out in emails, and even advertised on digital screens around campus. These will also be available at a brochure table near the entrance. The designs will be made on Canva and 1,000 two-sided cards with the standard glossy finished will be printed.

The SMC already sends out a weekly newsletter to students on its listserv. Periwinkle PR will redesign this enewsletter in Constant Contact. This enewsletter will inform students of weekly events and news updates from the SMC. The SMC does not currently monitor an open or click-through rate for its newsletter. Periwinkle PR is changing the newsletter to use Constant Contact so we can monitor how many of the 2,016 subscribers are actually opening the newsletter, and if the time it is being sent is optimal for open rate success.
**Kupita Mentors**
Expand upon the Kupita/Transiciones program and offer more opportunities for the mentors to get involved with the SMC, including visiting First Year Experience classes to speak with students, holding office hours at residence halls and hosting a table at Blast Off. They will be given t-shirts and hats with the SMC’s logo and brand promise, so they will stand out on campus at events and during class visits.

**Brand Launch Video**
A minute brand launch video on how the multicultural center educates, advocates and diversifies within the student body. This video will be posted and promoted on all social media platforms. This video will officially launch the campaign.

**Blast Off**
Set up an information table at Blast Off and have SMC ambassadors sit at the table to educate students about the SMC and hand out marketing materials. Wrapped candy, pens and water bottles that say “Student Multicultural Center” will be distributed to all students who walk by the table. The SMC’s iPad will be available for students to add their email addresses to the SMC’s listserv. The success of being at Blast-Off will be determined by how many email addresses were collected on the iPads.

Create two cardboard frames for students to take pictures with and encourage them to post them on social media using #SMCKentState with a response to the prompt “What does diversity mean to you?”. One frame will say “Educate. Advocate. Diversify.” and the other will say “@SMCKentState” to promote SMC’s social media handles and its brand promise. Two winners will be selected by SMC’s student workers based on quality of the caption and photo and will each receive a $25 Starbucks gift card. The winners will be announced on the SMC’s Twitter account the next morning and will be contacted via direct message to come to the multicultural center to claim their prize.

**Residence Hall Visits**
Kupita Mentors will visit Eastway, Tri Towers, Olson and Lake during the second, third and fourth weeks for the fall semester to talk about the SMC and the programs offered. They can arrange times for each floor by working contacting residence hall assistants (RAs) and Residence Hall Directors (RHDs) ahead of time to coordinate with them.

They can also educate the RAs on the programs so they can direct their residents who can benefit from them and offer additional information to RAs on how to handle microaggressions when they occur in residence halls. The SMC fact sheets and schedules will be distributed to students, and the microaggressions fact sheets will be given to the RAs.

**Class Visits**
Reach out to FYE instructors and professors who teach diversity-focused classes on the Kent Campus via email to ask if SMC ambassadors can visit their classes to talk about the center and answer questions. SMC ambassadors can sign up and each plan to visit at least two classes. They will bring SMC’s fact sheets and microaggressions to distribute to the students. The success of the class visits will be determined by how many freshmen express interest and sign up for the e-newsletter.

**SMC Meet and Greet**
Host a “meet and greet” event at the SMC during the last week of September where different student organizations, such as Sister Circle, M.E.N., SALSA, BUS and NASA can try to recruit new members. Email student organizations with an existing relationship with the SMC prior to the start of the semester to invite them to participate in the meet and greet. They can bring their own marketing materials and giveaways for students who come to the event. SMC will also have
a table staffed by Dr. Drummer and other staff members to educate about the SMC and its programming and hand out a calendar of events and fact sheets. This event will be held in the SMC from 5-7 p.m., and light refreshments will be provided. This event will be promoted at Blast Off, on social media and in the Student Center the day of the event, where SMC ambassadors will hand out hot cards in the Student Center 30 minutes before the start of the event. The Meet and Greet event will be measured by how many people attend.

**Student Organization Partnerships**

In order to meet the objective of partnering with three new student organizations, reach out to organizations to invite them to SMC events and consider collaborating with them for events, such as the SMC Talks.

These three student organizations value the promotion of cultural diversity and an inclusive campus. They would be great partners because their values align the values of the SMC.

- Cultural Diversity Association
- Barefeet Dance Tribe
- Intercultural Communication Society

**SMC Talks**

Host a series of discussions with industry leaders to talk about controversial or timely diversity subjects in the Student Multicultural Center. Invite student organization leaders to serve on panels to gain a student perspective and encourage them to invite their members. These events will be free and will be held in the SMC. Topics will be timely and will be pulled from events occurring on campus or in the national news. For example, we suggest hosting an event in August to tie into Native American Heritage Month and one in September related to Hispanic Heritage Month. The panel will be composed of professors and student leaders.

These events will be promoted in the SMC’s e-newsletter, on social media and on flyers hung up around campus. We will also pitch student media to try to gain media coverage before and after the events. There will be a sign-in at each event, with an option for attendees to sign up for the e-newsletter. Our goal is to host at least one “SMC Talks” each fall semester. The success of SMC Talks will be evaluated by how many people attend and by how many people tweet about the event before, during and after it occurs.
EVALUATION

Objective One: To inform 40 percent of African American, Native American and Latino freshmen on the Kent campus of the Student Multicultural Center’s location, programming and mission by December 2017.

The success of this objective will be determined by how large of an increase there is in traffic and attendance to programming at the SMC. The SMC currently has a sign-in sheet and Periwinkle PR recommends that the sign-in sheet be checked weekly to monitor the number of students coming in.

Objective Two: To encourage 200 students on the Kent Campus to attend events at the Student Multicultural Center by December 2017.

To evaluate this objective, we recommend referencing the SMC’s sign-in sheet, which will be counted at the end of every week to evaluate the progress of the goal of 200 people. We will keep track of who is attending the events and will maintain a database for the center to use.

Objective Three: To motivate three new student organizations to partner with the Student Multicultural Center by December 2017.

This objective will primarily be measured by looking at the number of student organizations that form new partnerships with the SMC. We suggest keeping track of the organizations students who attend SMC events are involved with. Compare the number of attendees from each student organization to see which partnerships are the strongest and which groups the SMC should consider partnering with in the future.
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<tr>
<td>Two-sided event calendar (7X5)1,000</td>
<td>$190/ 1,000 handouts</td>
<td></td>
<td>Use at events and brochure table</td>
<td>$290</td>
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<tr>
<td>post-card sized handouts</td>
<td></td>
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<td>inside SMC</td>
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<tr>
<td>iPad Pro 9.7 inch (wifi-only)</td>
<td>$700 X 2 iPads (tax</td>
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<td>$1,499.39</td>
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<td>included) = $1,499.39</td>
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<td>Use for events to take photos,</td>
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<td>collect e-mails and take video</td>
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<tr>
<td>Blast Off: 2,000 Pens</td>
<td>$560/ 2,000 pens</td>
<td></td>
<td>Hand out at marketing tables</td>
<td>$610</td>
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<tr>
<td>Candy for Blast Off table</td>
<td>$30.00 allotted for</td>
<td></td>
<td></td>
<td>$30</td>
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<tr>
<td>Waterbottles: 300</td>
<td>$275/ 300 waterbottles</td>
<td></td>
<td>Hand out at Blast Off</td>
<td>$425</td>
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<tr>
<td>Starbucks Gift Cards</td>
<td>$25 X 2 gift cards= $50</td>
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<tr>
<td>Meet and Greet: Mini Cupcakes</td>
<td>$4.95/dozen X 10 dozen=</td>
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<td>$49.50</td>
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<td>5 hours to order through Dining</td>
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<td>Services X $100 per hour= $50</td>
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<td>6 dozen Brownies</td>
<td>$12/dozen X 6 dozen=</td>
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<td>gallons= $60</td>
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<td>Marketing Table: SMC Logo</td>
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<tr>
<td>Tablecloth (6-foot tablecloth)</td>
<td>1 tablecloth/ $87</td>
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<td>$87</td>
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<td>SMC Talks (Two talks on schedule)</td>
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<td>First SMC Talk: 6 dozen Brownies</td>
<td>$12/dozen X 6 dozen=</td>
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<td>Second SMC Talk: 6 dozen Brownies</td>
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<td>gallons= $60</td>
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**Total Amount Spent:** $11,816
# COMMUNICATIONS ELEMENTS

**Branding Package**

*Your Name: Periwinkle PR*

**Assignment: Communications Elements**

<table>
<thead>
<tr>
<th>P</th>
<th>Branding Package</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan Objectives</strong></td>
<td></td>
</tr>
<tr>
<td>• To inform 40 percent of African American, Native American and Latino freshmen on the Kent campus of the Student Multicultural Center’s location, programming and mission by December 2017.</td>
<td></td>
</tr>
<tr>
<td>• To encourage 200 students on the Kent Campus to attend events at the Student Multicultural Center by December 2017.</td>
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<tr>
<td><strong>Key Messages</strong></td>
<td></td>
</tr>
<tr>
<td>• The SMC hosts events that benefit students culturally, socially and professionally.</td>
<td></td>
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<tr>
<td>• The SMC’s individual brand is representative of the larger Kent State brand and upholds its mission and goals to advance diversity on campus.</td>
<td></td>
</tr>
<tr>
<td><strong>Strategy</strong></td>
<td>Use printed marketing materials and digital media to promote the SMC’s rebranding campaign, events and programming.</td>
</tr>
<tr>
<td><strong>Measurements</strong></td>
<td>Keep track of the number of marketing materials distributed across campus.</td>
</tr>
</tbody>
</table>
SMC TALKS:
THE POWER OF PEACEFUL PROTEST
Join us on April 13, 2017 from 6:30-8:00 p.m. in the Student Multicultural Center for a discussion with leaders of BUS, SALSA and NASA about best practices for peacefully protesting.

Faculty and Staff from the College of Communication and Information, the Department of Pan-African Studies and the LGBTQ Student Center will help contribute to this panel and share insight on how to use protests as a tactic to achieve a larger goal.

Educate. Advocate. Diversify.
330-672-3560
studentmulticulturalcenter@kent.edu
Room 206, Kent Student Center

OTHER SMC EVENTS
Male Empowerment Network (M.E.N.): Weekly Tuesday meetings in the SMC (Room 206 of the Student Center) from 6 p.m.- 8 p.m. Anyone who identifies as male is invited to attend.
For more information, email MENKentState@gmail.com.

Sister Circle: Biweekly Monday meetings in the SMC (Room 206 of the Student Center) at 6:00 p.m.
For more information about Sister Circle, email sistercirclekentstate@gmail.com

Soup and Substance Dialogue Series: Soup and Substance is a speakers’ series held twice a month during the lunch hour in the SMC. It is aimed at engaging the university in discussions that foster understanding and appreciation for diversity. A light lunch is provided to “feed the body” and presenters provide the substance that “feeds the mind.”

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330-672-3560
studentmulticulturalcenter@kent.edu
Room 206, Kent Student Center
# COMMUNICATIONS ELEMENTS

## Brand Launch Video

Your Name: Periwinkle PR

Assignment: Communications Elements

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Plan Objectives</td>
<td>To brand the Student Multicultural Center as a place that educates and advocates for a diverse student body.</td>
</tr>
</tbody>
</table>
| Key Messages | • The SMC strives to educate the Kent State community on how to approach diversity issues and topics through conversation  
• The SMC is an advocate for students of color to make sure that issues they might encounter are addressed and that they feel welcomed at Kent State.  
• The SMC wants create a greater level of acceptance of all cultural and students on campus. |
| Strategy | Use digital media to promote brand launch on social media sites. |
| Measurements | Track views through Facebook and Twitter analytics. |
COMMUNICATIONS ELEMENTS

Periwinkle PR
Promotional/Testimonial Video

Objectives
To launch SMC’s new branding to the Kent State community
To show how the SMC helps students of color and that it is an advocate for diversity on campus.

Length:
45 seconds

Communication Channels:
Twitter
Facebook
Instagram

Visual:
Storyboard
Produced video

Evaluation: The success of the video will be determined by how many views it gets on Facebook, as well as how many clicks the video gets that lead users to the website.

<table>
<thead>
<tr>
<th>Audio</th>
<th>Visual</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Brief intro music) (5-7 seconds)</td>
<td>Opening Image: B-roll of the outside of the student center and then the front of the Student Multicultural center</td>
</tr>
<tr>
<td>The Kent State Student Multicultural Center strives to educate the Kent State community on how we can work together to create an inclusive environment.</td>
<td>B roll: shot of programming and marketing materials in the SMC office</td>
</tr>
<tr>
<td>The center encourages open dialogue on diversity issues and serves as an advocate for students of color.</td>
<td>B roll: a group meeting at the SMC where everyone is engaged and talking</td>
</tr>
<tr>
<td>Additionally, The SMC strives to address assumptions and intentions of people’s words to create a greater level of acceptance of all students and cultures.</td>
<td>Students outside walking and laughing together</td>
</tr>
<tr>
<td>By working together, we can create an inclusive environment at Kent State where everyone is served and represented.</td>
<td>Picture of all students who use the multicultural center</td>
</tr>
<tr>
<td>(Closing music faded in background)</td>
<td>Show SMC logo</td>
</tr>
</tbody>
</table>
COMMUNICATIONS ELEMENTS

Media Relations Playbook

The Media Relations Playbook is a long-term tactic that will help educate the SMC staff on social media best practices, promotion of the SMC and key messages to use when promoting the center.

The playbook falls under the following objective and will be used as a tool to help the internal audiences promote the center externally:

To inform 40 percent of African American, Native American and Latino freshmen on the Kent campus of the Student Multicultural Center’s location, programming and mission by December 2017.

The playbook will contain information to assist employees of the SMC and Kupita Mentors in marketing the center and using social media to promote events.

Periwinkle PR wants to brand the SMC as an advocate for open-dialogue on diversity at Kent State, and having a media relations guide will allow the center to brand itself through various forms of free media. Whether it be social media, writing press releases or pitching stories to campus media, the playbook will help staff at the SMC spread their brand using key messaging.

The Media Relations Playbook will contain the following:

• Social media content calendar
• Marketing materials (i.e. fliers, brochures, hot cards)
• Event calendar
• Tips and best practices for writing social media posts
• A press release template and a boiler plate
• Key messages for employees to refer to about the center’s brand
## COMMUNICATIONS ELEMENTS

### February 2017

<table>
<thead>
<tr>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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**Notes:**

- February 5th Facebook Post: In the Student Multicultural Center (SMC), we support the growth of the individual student, cultural affirmation and empowerment of students, creating a sense of belonging and connecting communities that affirms appreciation for difference. For more information on the SMC, or to see how YOU can get involved, visit [https://www.kent.edu/smc](https://www.kent.edu/smc) (link to SMC’s website) (attach SMC brand video)
- February 8th Facebook Post: Did you know that Madam CJ Walker was America’s first self-made women to become a millionaire? To find out more about Black History Month, check out this article on [History.com](http://www.history.com/topics/black-history/madame-c-j-walker) (hyperlink to: http://www.history.com/topics/black-history/madame-c-j-walker)
- February 10th Facebook Post: Did you know that Dr. Daniel Hale Williams of Pennsylvania was one of the first African American physicians to perform open-heart surgery in the United States? In 1893, he also opened Provident Hospital, which was one of the first medical facilities with an interracial staff. [Link to the website for more information](http://www.biography.com/people/daniel-hale-williams-9532169) (Add photo of Dr. Williams to post)
## Microaggressions Handout

**Your Name:** Periwinkle PR  
**Assignment:** Communications Elements

<table>
<thead>
<tr>
<th>Element</th>
<th>Fact Sheet: Tips on How to Diffuse a Microaggression</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan Objectives</strong></td>
<td>To inform 40 percent of African American, Native American and Latino freshmen on the Kent campus of the Student Multicultural Center’s location, programming and mission by December 2017.</td>
</tr>
<tr>
<td><strong>Key Messages</strong></td>
<td>Microaggressions produce cognitive, physiological, and emotional effects. Having complex conversations about microaggressions helps that they can better be handled in the future.</td>
</tr>
<tr>
<td><strong>Strategies</strong></td>
<td>Use printed marketing materials to educate students about diversity issues and help contribute to an increased awareness of diversity issues.</td>
</tr>
<tr>
<td><strong>Measurements</strong></td>
<td>Have RAs and RHDs fill out a form when a microaggression is reported in the dorms. On the form, it will ask them to explain how they diffused the situation and what tips they used.</td>
</tr>
</tbody>
</table>
**COMMUNICATIONS ELEMENTS**

**How to Diffuse a Microaggression**

+ Set a tone of inclusion, safety and respect.
+ Actively facilitate a discussion to make sure everyone’s concerns are voiced.
+ Ask deeper questions that encourage students to examine underlying assumptions.
+ Address assumptions and intentions to find out why something might be hurtful.
+ Teach students to be an active bystander.

**Have any other questions about diversity?**
*The Student Multicultural Center is here to help!*

Please contact us about SMC programming and initiatives, cultural concerns you’ve experienced as a student of color, cultural engagement ideas and opportunities, and if you need advice or support navigating the college experience.

In the Student Multicultural Center (the SMC) we value growth of the individual student, cultural affirmation, empowerment of students, creating a sense of belonging and connecting communities that affirms appreciation for difference. There is power within education and the Student Multicultural Center offers the opportunity for everyone (students, faculty, staff and administrators alike) to have experiences outside of the classroom that will enhance their awareness of social and cultural differences. The SMC is a center that operates as a community, family and a village. We look forward to supporting each student on their journey here at Kent State!

**Contact us.**

330-672-3560
studentmulticulturalcenter@kent.edu
Room 206, Kent Student Center

Educate. Advocate. Diversify.
# Event Checklist

**Your Name:** Periwinkle PR  
**Assignment:** Communications Elements

<table>
<thead>
<tr>
<th>P</th>
<th>Event Check List</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Plan Objectives</strong></td>
<td>To increase relationships with other organizations that host events in the SMC by ensuring they have all resources their partners need for their event.</td>
</tr>
</tbody>
</table>
| **Key Messages** | • The SMC has the resources needed for organizations to host events in the center.  
• The SMC values partnerships with other organizations and wants them to feel welcomed to use the centers. |
| **Strategies** | Use printed marketing materials to increase awareness of SMC’s location and services for student organizations and ensure SMC staff is aware of preparations that go into hosting events. |
| **Measurements** | Collect checklists submitted by organizations and at the end of the semester and look back to see how many organizations utilized resources and which resources were most popular. |
Events at the Student Multicultural Center
Looking for a venue for your next event? Host it at the Student Multicultural Center!

Located in the center of campus on the second floor of the Kent Student Center, the Student Multicultural Center offers an open area with tables, chairs, couches and can accommodate up to 125 people.

Submit this request checklist to the SMC two weeks in advance before scheduled event to receive the following complementary services and resources.

Host your event at the SMC, and we can provide:

- Promotion leading up to the event on the SMC’s social media accounts (Facebook, Twitter, Instagram)
- Co-branded marketing materials
- Student workers to work event
- Tables and chairs
- Podium
- Projector and Screen

Name of Organization: ________________________________________________
Primary Contact: _____________________________________________________

Interested in working with us?
Contact us today!

330-672-3560
studentmulticulturalcenter@kent.edu
Room 206, Kent Student Center

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SECONDARY RESEARCH

Executive Summary
Periwinkle PR conducted thorough secondary research, including an analysis of the Student Multicultural Center’s website, social media and marketing materials, best practices from other universities in Ohio and issues that students of color face across the country. The firm also researched the demographics of the Kent Campus, including the breakdown of students by ethnicity and ways to use social media and public relations to best reach college age students.

Student Multicultural Center Vision:
To be a community where students feel empowered to thrive as successful graduates who are proud of their culture and heritage.

Student Multicultural Center Mission:
The SMC cultivates a sense of belonging for its students, towards the goal of increasing retention and graduation, with a particular focus on students of color. The SMC affirms and enriches cultural diversity and identity, empowers students to lead, and builds strong, connecting communities.

Student Multicultural Center Values:
• We value growth of each individual student.
• We value cultural affirmation and enrichment.
• We value empowerment of students to achieve excellence.
• We value a sense of belonging.
• We value connecting communities that affirm appreciation for difference.

Website Analysis
The Student Multicultural Center’s homepage contains links to view information about Kupita/Transiciones. Along the top there are six tabs: Staff and Faculty, Academic Excellence, First Year Transition Programs, Cultural Celebrations, Get Involved and Contact Information. On these pages, the SMC displays information explaining all of its programs. There is no information to tell students exactly where the center is located, other than in the “student center.” The page has links to Kent State’s social media pages, but not SMC’s own channels.

Under the SMC’s contact page, there are links to schedule an appointment with one of the staff members, email the center or join their email listserv. The SMC’s phone number and hours of operation are displayed. There is a small disclaimer to help define and reach its audiences, which states: “Please contact us about SMC programming and initiatives, cultural concerns you’ve experienced as a student of color, cultural engagement ideas and opportunities, and if you need advice or support navigating the college experience.”

Social Media Analysis
Facebook
The Student Multicultural center’s Facebook has 206 likes. It posts between one and three times a month, with little engagement on each post. There is an average of three “likes” and comments are extremely rare. The content of their posts consist of event announcements and event registrations. There are no links to their other social media sites or detailed location information.

https://www.kent.edu/smc
https://www.facebook.com/SMCKentState/
Twitter
The Student Multicultural center’s twitter is their most engaged social platform, and has 583 followers. The twitter’s style is consistent with the center’s Facebook. The center tweets almost every day. Every post is either “liked” or retweeted. In the past six months, the most popular post was a retweet of Dana Lawless’s post about Kupita Transiciones, with 25 retweets and 35 “likes.” The content of the posts includes recognitions of their programs and the program’s leaders, as well as their registration dates.

Instagram
The Student Multicultural center’s instagram is has consistent content with their Facebook and Twitter, including promotion of their programs and registration. The instagram has 308 followers, yet there is little engagement. The posts do not generate very many “likes.”

Marketing Materials Analysis
The SMC currently uses printed marketing materials to distribute information to students. Its Fall 2016 Kupita Newsletter provides information that first-year students will need to know about the SMC and its programming, student organizations and other campus resources. This newsletter is informative and uses the Kent State University brand guidelines for fonts, colors and design. It also includes a feature story about Kupita’s new logo and gives context to the redesign. SMC’s printed marketing materials are well designed, engaging and informative.

E-Newsletter Analysis
The SMC e-newsletter is sent out every Monday to provide students with updates happening in the Kent community. Currently, there are around 2,000 people subscribed to this newsletter. Student workers are responsible for putting together this newsletter through mailchimp, which is a free publication service. Since newsletters are weekly they are not very long. Each week, content is different depending on what programming is going on in the center. Many of the newsletters have flyers for programming and upcoming event information. It is not very text heavy, which could be beneficial to readers who just skim through it quickly. As of now, the center does not measure the open rate for their newsletter.

Trends in Diversity at Kent State for SMC to pay attention to:
• Overall, the African American population is down from last year’s total, with an especially noticeable drop in men
• The Hispanic population is rapidly growing
• More students identify as multi-racial, a trend that is echoed among millennials across the country as the it becomes more diverse
• The Native American/Alaskan Native population is down significantly from last year’s total

Retention and Enrollment Numbers
Kent State University has 40,782 students total across all eight campuses. This number is down 0.54 percent from last year’s total of 41,005 students. On the Kent campus, enrollment is at 29,105 for fall 2016, which is up 0.43 percent from last year’s total of 28,981. As a whole, non-Caucasian students make up over a quarter (25.48 percent) of the Kent State population.

https://twitter.com/smckentstate
https://www.instagram.com/smckentstate/
http://www.kent.edu/facts-figures
The breakdown of enrollment by ethnicity/race across all eight campuses is as follows:

- Asian: 657 (up 9.14 percent from fall 2015’s total of 602)
- African American: 3,022 (down 1.21 percent from fall 2015’s total of 3,059)
- Foreign: 2,913 (down 2.96 percent from fall 2015’s total of 3,002)
- Hispanic: 1,194 (up 3.11 percent from fall 2015’s total of 1,158)
- Multi-racial: 1,215 (up 7.52 percent from fall 2015’s total of 1,130)
- Native American/Alaskan Native: 75 (down 21.88 percent from fall 2015’s total of 96)
- Native Hawaiian/Pacific Island: 27 (up 3.85 percent from fall 2015’s total of 26)
- Caucasian: 30,391 (down 0.74 percent from fall 2015’s total of 30,619)
- Not reported: 1,288 (down 1.90 percent from fall 2015’s total of 1,313)

The Importance of Diversity on College Campuses
The following research is about diversity on college campuses across the entire country to find resources Kent State could implement to become more inclusive.

Key Findings
- Support groups on campus enhance retention of multicultural students.
- Racism and stereotypes can affect a student’s mental health.
- Universities can’t just say they are diverse; they have to show it so it is visible to students.

The Cost of Balancing Academia and Racism
- Racism on college campuses can lead to mental health issues.
- Students of color are protesting on campuses about how they feel disconnected from their respective students. For minority students, surviving and thriving academically despite multiple encounters with racism or stereotyping may require a different type of resolution than white students do with typical struggles like balancing work and class or problems in your personal life.
- W.E.B. Du Bois coined the concept of “double consciousness, whereby a black people are essentially forced to have two identities and pressured to view themselves as they’re perceived by their non-black peers. That psychology can create a unique circumstance for black students today—a psychology some researchers argue may even lead to mental-health problems that go unnoticed.” (Cited in the article)

Association of American Colleges and Universities
- Mission statement: The mission of the Association of American Colleges and Universities is to make liberal education and inclusive excellence the foundation for institutional purpose and educational practice in higher education.
- AAC&U is the leading national association concerned with the quality, vitality, and public standing of undergraduate liberal education. Its members are committed to extending the advantages of a liberal education to all students, regardless of academic specialization or intended career.
- Founded in 1915, AAC&U makes up of more than 1,350 member institutions including accredited public and private colleges, community colleges and research universities.

AAC&U’s four goals:
- LEAP: Liberal Education as a Global Necessity
- Quality: 21st Century Markers for the Value of US Degrees
- Equity: Innovation, Inclusive Excellence, and Student Success
- Social Responsibility: Integrative Liberal Learning for the Global Commons

www.aacu.org
Lower levels of perceived institutional commitment to diversity are accompanied by higher levels of perceived hostility and discrimination and are associated with:

- Low grades for African-American students
- Feelings of isolation among Native American students
- Higher levels of alienation among all students
- Lower scores on college adjustment and sense of belonging among Latino students
- Institutional commitment to diversity needs to be highly visible and unambiguous if students are to view such interactions as contributing to the larger cultural norms of the campus
- Institutional conditions that promote diversity may by themselves improve race relations, irrespective of a student’s level of interest in and engagement with diversity
- White students viewed ethnic group clustering as an example of racial segregation or separation, whereas students of color viewed this clustering as a means for finding cultural support within a larger environment they felt was unsupportive
- Students of color benefit educationally from same-race interaction in ways that white students do not

Campuses should develop and support programs shown to enhance the retention and success of students of color, including:

- Retention programs tailored to identified educational needs that offer tutoring support, academic advising and financial aid counseling
- Racial/ethnic community centers that serve as physical homes and central gathering places for students and thus provide social anchors for those students most at risk for dropping out
- Racial/ethnic student organizations that provide students with opportunities for identity development, cross-cultural learning and peer support
- Campus racial climates are negatively affected when students of color feel culturally isolated or unsupported in their exploration of their ethnic heritage and identity
- Institutions can address these challenges through the development of “safe” cultural spaces, including racial/ethnic community centers, racial/ethnic student organizations and racially and ethnically themed residence halls

How to reach college students

Social media plays a critical role in the SMC’s ability to reach mass amounts of college students on a limited budget with the goal of achieving growth. According to eduventures.com, 90 percent of 18-29 year olds are on social media networks as of 2015.

For this campaign, Periwinkle PR used primary research to select Facebook and Twitter as the two most effective social media sites. According to Hootsuite statistics, Facebook tops the social media charts as the number one used platform with 64 percent of Americans age 12 and up on the site. In addition, nearly one-third of Facebook users engage with brands on a regular basis. A Pew Research study shows that 88% of all adult Facebook users are between the ages of 18-29.

A majority of Twitter users say they use the platform to seek out information about trending topics and events, allowing them to stay current in the world. In fact, a Hootsuite study shows that 86 percent of Twitter users news the site for news and 81 percent use it to keep up with the daily news. When it comes down to brands, Twitter users are more likely to engage with a brand than on Facebook.

Social media is just one of many tools that the SMC can use to promote events and educate students on diversity-related issues. The more aware students can be about social events and programs on campus, the more likely they are to take part in the events and programs.

http://www.eduventures.com/2016/02/tap-undergraduate-market-segments/
https://blog.hootsuite.com/social-media-statistics-for-social-media-managers/
https://blog.hootsuite.com/5-ways-colleges-can-reach-students/
Executive Summary
Periwinkle PR conducted primary research by speaking with the staff at the Student Multicultural Center and the Division of Diversity, Equity and Inclusion. We then spoke with student leaders across campus, who serve as a voice for the student body. The group of students included both student mentors from the SMC and leaders of diversity-focused student organizations. The purpose of interviewing these publics was to gain a better understanding of the SMC and its purpose, to understand the direction that various audiences wanted to see it go in, and to understand the needs of the people who the SMC wants to target.

Client Interviews
Periwinkle PR conducted in-person interviews with key staff members from the Student Multicultural Center and the Division of Diversity, Equity and Inclusion, including:
• Dr. Talea Drummer, Director of the Student Multicultural Center
• Oscar Ramos, Former Director of the Student Multicultural Center
• Ashley Williams, Assistant Director of the Student Multicultural Center
• Shana Lee, Director of Diversity and Inclusion for DEI
• Dr. Alfreda Brown, EdD, Vice President, Division of Diversity, Equity & Inclusion
• Dr. Eboni Pringle, Dean of the University College
• Dana Lawless, Vice President of the Division of Diversity, Equity and Inclusion

Key Findings
• The vision for the SMC is for it to be a place where students can feel included and where their voices can be heard
• Diversity is an on-going and ever-changing topic at Kent State and the resources are in place to cater to diverse cultures, however the awareness of some of these programs is lacking
• The program successfully recruits freshman, but the real problem is getting upperclassmen who aren’t involved in the STARS program, Kupita or are an Oscar Ritchie Scholar

Dr. Talea Drummer, Director of Student Multicultural Center
• Strengths of the SMC include a sense of family and historical context of programs, which are getting recognition on the university-level.
• The SMC provides a space for multicultural students but lacks a solid and consistent presence of the students.
• The SMC’s branding could be stronger and more unified.
• The SMC is a place for “simple conversation” for students to air out feelings on diversity-related topics.
• There is a misconception that the only thing the SMC does is programming, when it is a place for students to feel like they belong.

Ashley Williams, Assistant Director of the Student Multicultural Center
• SMC uses Tutor Track to monitor who comes into the SMC and for what reasons they are visiting. Email addresses are collected upon sign-in.
• E-newsletter is sent out on a weekly basis via Mail Chimp.
• Roughly 800 students of color came to Kent State this school year
• Former Kupita students go through an application and interview process to become Kupita mentors. There are currently 60 Kupita Mentors
• SMC currently has 4 student workers and 1 graduate student working in the office.
Oscar Ramos, Former Director of Student Multicultural Center
• The goal of this project is to promote the SMC brand, to grow the program and to tell the story
• He envisions the SMC as a place students see as a safe space that strives to impact student success on campus
• He wants the SMC to be seen as a “main player on campus in the efforts towards retention and graduation,” which aligns with the center’s mission and values
• Students involved in STARS self-identify in application and are notified to apply for the program before they even attend Kent
• 25 selected during interviews in April
• The SMC just underwent renovations to give the room a multicultural flair
• He wants to add more programming but the center is lacking in funds to do so

Shana Lee, Director of Diversity and Inclusion for DEI
• Used to use funding from Undergraduate Studies to start a University Mentoring Program, but the funding dried up and the program was discontinued.
• Programs that seem to stick are Kupita, Karamu, STARS, Faculty/Peer Program that Oscar started, and Oscar Ritchie
• Shana struggled with getting upperclassmen involved when she was director of the SMC
• Involving students in the programming seemed to keep the students focused and involved in the center
• Early Alert System: was put into place in the Center for Undergraduate Excellence; professors could report issues with students (like if their grades fall or they stop attending class) and the SMC would get a notification and would contact them to try to help them save their grades before failing the class
• BART (Ohio State has one) is a biased reporting system for students who were racially discriminated against; students could report and staff would intervene. This would be a program that Shana would like to start if the funding were available.
• SMC needs outreach programs, but the funding is not available
• A short term goal that Shana would like to see is the SMC as being the place that students of all ethnicities feel like they could go to feel heard and comfortable
• Being involved with the student organizations really helped bring awareness to the location
• Used to work with the Transfer Center to reach incoming multicultural transfer students
• Diversity encompasses a lot of different things, it’s not just black and white
• We don’t have a presence in some of our most diverse regional campuses (Stark and Twinsburg)
• VISTA (Connect to Complete) was never part of the SMC, but it offered students extra assistance in remedial math and English classes. The state changed regulations so the Kent Campus couldn’t offer remedial courses the VISTA is currently at the Stark Campus

Dr. Alfreda Brown, EdD, Vice President, Division of Diversity, Equity & Inclusion
• Dr. Brown said she defines diversity as the presence of differences. She believes students learn more when diversity is present. The key to diversity is kindness, and approaching conversations about diversity in a respectful and kind way will lead to a better experience.
• She believes that the SMC should be reaching out to not only multicultural students, but also international students and Caucasian students. She said her hope is that the center makes students become more united and inclusive.
• Dr. Brown hopes the center is more than just a resource, but a place of comfort where they feel at home. Additionally, she hopes that the center helps students overcome challenging conversations about diversity. She explains that instead of a student getting angry or offended and walking away from a conversation, they talk through it with the other person, so they can learn from each other.
• Dr. Brown said that the DEI assesses everything that the center does to make sure it is sustainable and is having a positive influence on campus.
• Her short-term goal for the SMC would be to get diverse students to attend the programs. As far as diverse students, she said that includes multicultural students, international students and Caucasian students. She believes if all these students attend these programs it will help achieve her long-term goal, which is to have students stand up in class or anywhere outside the multicultural center and lead conversations about diversity.

• Dr. Brown said she would like to partner with other universities to help with diversity efforts. She said one university in New York used resident hall directors as influencers on diversity, which she would like to try here at Kent State.

• In 2011, Kent State set a goal to raise enrollment of students of color by 14 percent by 2016. This goal was achieved by 2014 and has increased every year since. However, Dr. Brown said one audience that she would like to see the multicultural center reach out to more is transfer and commuter students.

Interview: Dr. Eboni Pringle, Dean of the University College

• Dr. Pringle shared some insight on how educating people on diversity starts as soon as incoming freshmen come to Kent. She said every freshman is given a summer reading for their First Year Experiences (FYE) classes, which is determined by a committee. The book is meant to be relatable and touch on different diversity issues a student could face. Dr. Pringle said the idea is to spark conversation about these issues to get students to hear one another and respect what their peers are saying.

• When asked about diversity on the Kent campus, Dr. Pringle said a long-term goal of hers is to make diversity more natural on campus. She said right now, she thinks diversity is treated as more of an “add-on” for students. She said that as a university, we try to “add on” diversity to the curriculum or offer classes that are for diversity and talk about diversity topics/issues.

• Dr. Pringle says she wants diversity to be more natural and something we don’t even think about. She says that treating it on as an add-on is not treating every student equally and making everyone feel welcomed. She believes a way to change this is by changing our behaviors and celebrate more of other cultures’ traditions on campus.

Dana Andric-Lawless, Vice President of the Division of Equity and Inclusion

• As the Vice President of the Division of Equity and Inclusion, Dana strives to make sure that all students of color feel valued in the community. Almost all of the division’s work is done through partnerships with other organizations on campus.

• DEI has been working with student media to train them about working through a different lens to create a good reporting relationship between student media, and groups like Black United Students, SALSA and other groups for students of color.

• DEI has some partnerships in the school districts in the Cleveland area to help students of color get to college.

• They run programs to help people become “engaged onlookers” and step in when micro-aggressions occur towards students of color.

• Dana expressed her main goal as, “fostering a broader climate of care and respect across the campus and communicating it in a memorable way.”

Kupita/Transiciones Mentors

To gain a better understanding of the benefits of Kupita and the role of mentors, we spoke to the following students. Periwinkle PR pulled the top three findings from the mentors, which will help us to find and highlight the beneficial aspects of the SMC.

• Jaynell Nicholson, senior conservation biology major

• Aceani Ross-Bibee, junior fashion design major

• Daria Gaither, senior public relations major

• Manny Jackson, junior public relations major/fashion media & photo illustration minor
Key Findings

• All mentors participated in Kupita when they were freshmen.
• Students who are mentors liked the idea that they are having mentees for the entire year not just the week of the Kupita program.
• Mentors agreed that the Kupita program has grown because it has become more engaging since they went through it with events like workshops instead of all informational sessions and speakers.

Jaynell Nicholson, senior conservation biology major

• As a freshman in 2013, Nicholson participated in the Kupita/Transiciones Program and was one of the Oscar Ritchie Scholars. Her experience as a student going through Kupita wasn’t very positive.
• “I didn’t get as much out of the Kupita program as I thought I would. It was just sitting and listening to speakers talk at you, which become boring quickly. I thought it would be more engaging.”
• Nicholson said after that she didn’t stay involved with any of the programs at the multicultural center until the end of last year. No one reached out to her after Kupita to keep her involved in the SMC until the end of her junior year when she was asked to be a mentor. Nicholson said she decided to be a mentor because she wanted to give back to students and leave her “mark” before she graduated.
• “The program is better than when I went through it now because instead of informational sessions they created workshops to engage students. As a mentor, we are assigned a group of students to mentor throughout the school year even after the six-week program is over.”
• She says the increased number of workshops and KT mentors is why she thinks the program has grown from 100 students to 300 students. She also said that she would like to see the multicultural center promote themselves more because she doesn’t think many students know what it is unless they went through the Kupita program or are an Oscar Ritchie Scholar.

Aceani Ross-Bibee, junior fashion design major

• Aceani Ross-Bibee said she learned about the SMC when she participated in the Kupita/Transiciones Program as a freshman.
• Ross-Bibee said she loved the K/T program and found it very informative, and she met some of her best friends that she still has today by doing K/T, which is what made her decide to be a guide.
• Ross-Bibee hangs out at the SMC at least four or five days out of the week and is friends with almost everyone who hangs out there.
• She said that she does not attend Sister Circle sessions because she said most of her friends are men, and she feels more comfortable around them. However, women are not allowed to attend M.E.N. meetings, but she wishes they were.
• She said she would like to see the multicultural center have more co-ed programs that are set up similar to M.E.N. and Sister Circle.
• If she could describe the center in one phrase, it would be a ‘home away from home.’

Daria Gaither, senior public relations major

• Daria Gaither went through the Kupita/Transiciones program when she was an incoming freshman in 2012. Gaither said she heard about the Kupita program after she went through the Academic STARS program and decided to do it to make her transition to a new school easier.
• Gaither said she found the program to be a great resource, and that it helped her learn where things are located on campus. Most importantly, she got to know faculty, staff and students, who became her “life-long friends.”
• She said she was interested in becoming a K/T mentor because it extends past the beginning of the school year and lasts all year long.
• She said the main form of communication the SMC uses is email. When programs are going on, the SMC usually emails the K/T mentors, and then the mentors are responsible for telling their mentees. She said she thinks the best form of communication would be face to face for the SMC’s audience because multicultural students are more likely to be interested in joining the programs and visiting the center if they see someone who looks like them telling them it’s beneficial.

• Gaither said her favorite part of the K/T program is being able to help support the retention of multicultural students.

• One word that Gaither used to described the Kupita program several times is inspiring. She says that a lot of things you learn in Kupita aren’t addressed in the classroom at Kent State. She said being involved in Kupita and making the friends she did made her decide to pursue a master’s degree in higher education.

Manny Jackson, Junior Public Relations Major/Fashion Media & Photo Illustration Minor
• Manny Jackson is very involved on campus with different diversity groups. He serves as K/T mentor, as well as the marketing chairman for M.E.N. and the social media manager for Black United Students.
• He said that as an African American student, he feels comfortable on the Kent campus.
• Jackson defines diversity as having different perspectives, expanding yourself globally and collaborating with other groups. He says he wants students to not resist diversity or change because they don’t realize how much more educated it will make them.
• He also wants students to realize that out in the real world, you will work in diverse groups, so it’s not something that can be avoided. As far as Kent State’s diversity efforts go, he says he would like to see more representation through administration, more collaboration between student groups and organizations, more funding to celebrate cultural holidays and sensitivity training for faculty, staff and students in leadership positions.

Leaders of Student Organizations
Student leaders on campus serve as a voice for students and are also seen as an influencer to the student body. Periwinkle PR spoke to student leaders from different multicultural organizations across campus to see how their organization promotes diversity. There are currently only two interviews, but more interviews are pending. As those interviews are completed and added, our key findings will be adjusted accordingly. We are in working on getting in contact with student leaders of other organizations, including BUS, NASA and I Heart BKSU to find out more about other organizations’ relationships with the SMC.
• Rachel Mason, President of Spanish and Latino Student Association (SALSA)
• Morton Brand, public relations chairman for Men Empowerment Network (M.E.N.)
• Marcus Donaldson, member of BUS, USG, PRSSA and M.E.N.

Key Findings
• A small population of people spend time in the SMC, and it’s often the same faces
• The SMC is a beneficial resource for students, but the awareness of the center is lacking
• More programming and events geared towards multicultural students will hopefully increase awareness and attendance to the SMC

Rachel Mason, President of Spanish and Latino Student Association (SALSA)
• SALSA is a student-led, all-inclusive club
• Members do not have to be Latino/Latina to be involved
• Being all-inclusive brings diversity to the club
• SALSA holds its meetings in the SMC
• Spreads awareness of Hispanic cultures across campus
• There are many programs are working to diversify the campus and create spaces for underrepresented populations
to exist and celebrate who they are
• Diversity on campus is a work in progress
• Student leadership is essential to the success of diverse projects on campus
• There may be groups that have to dilute their message to be all-inclusive, like political-based groups on campus
• A key step is to bring in freshmen and encouraging them to join both like-minded and not like-minded to their culture. This creates a bigger sense of community opposed to people joining groups where they only feel like the fit
• Sees people studying in the SMC, but it is always the same faces in the center
• SMC offers student organizations a space to exist and have meetings, but the center really only captures the audience of STARS and Kupita because they are targeted as incoming freshman
• The office is more of a physical space than a community-style space

Morton Brand, public relations chairman for Men Empowerment Network (M.E.N.)
• Morton Brand is a junior interpersonal communications major.
• Brand transferred to Kent State after his freshman year.
• He said he found out about the SMC at a table at Blast Off during welcome weekend.
• Brand said that M.E.N. hosts weekly sessions. The group currently consists of 11 board members and 19 members. He said that he couldn’t discuss what is talked about during those sessions because it is meant to be kept a secret because that is a safe space for students to express their feelings and personal stories. Brand says he hangs out in the multicultural center to do homework and study at least three times a week.
• He says when he is there, he usually knows everyone in the center because it’s the same people from M.E.N. and Sister Circle. Brand said he wishes that he would of had a chance to do the Kupita program, but was not offered it as a transfer student.
• He hopes to see more diversity at the SMC. He said he rarely sees Caucasian students in the SMC, but would like to reach out to them and get them to attend Sister Circle and M.E.N. meetings. He said he sees a lot of people spend time in the center for a school projects, but do not come back. He says he wishes those people actually spent time attending programs because that’s where you learn the most.

Marcus Donaldson, Senior Public Relations Major
• Marcus originally heard about the SMC during the Kupita/Transiciones program as an incoming freshman. He has attended MEN meetings, Threads meetings and SMC de-stress events.
• In recent years, he hasn’t really hung out at the SMC because of a push for African American students to use and occupy Oscar Ritchie Hall to help the Department of Pan African Studies. Many students of color have migrated to that space.
• In the 2011-12 and 2012-13 school years, he stopped in the SMC at least once a day between classes, usually for study tables.
• The people in the office are friendly
• Students who visit the SMC typically all know each other
• Usually visited the SMC for study tables
• More programming during the day could be helpful. He used to attend the SMC’s Soup & Substance lectures.

Kent State University Faculty and Staff
In addition to speaking with staff from SMC and DEI, we also spoke with other diversity experts on campus. These interviews gave us a different perspective on how other departments run diversity programs across campus.
• Amanda Leu, Coordinator of the Office of Academic Diversity Outreach for the College of Communication and Information (CCI)
• Cheryl Ann Lambert, Ph.D., assistant professor in the School of Journalism and Mass Communications
• Mwatabu Okantah, Professor of Pan-African Studies (DPAS) and former Director of the Center of Pan-African Culture (CPAC)
Key Findings
• There is a difference between underserved and underrepresented students.
• The best ways to learn about diversity issues is having complex conversations and respecting other people’s opinions and views.
• Be careful of micro aggressions. They are more hurtful and offensive than we realize.

Amanda Leu, Coordinator of the Office of Academic Diversity Outreach for the College of Communication and Information (CCI)
• This is Amanda Leu’s first year as Coordinator of the Office of Academic Diversity Outreach for CCI. She also teaches safe space ally training and is a university stewardess.
• Leu explained the difference between underserved and underrepresented students. Underrepresented students are a small group with not a lot of representation. Underserved students are not measured by quantity, but the quality of resources that are giving them support.
• She explained a micro aggression as when people may assume or say something that could offend someone without noticing. She said she plans to work to solve this in her new position by encouraging open discussions about these micro aggressions and explain what we could try to say differently so we don’t offend people.
• We should be mindful when talking to students by using someone’s name before identifying who they are. Leu used herself as an example, she said she identifies as a woman who is a lesbian, not a lesbian women. She said putting the descriptor after the name is less offensive.

Cheryl Ann Lambert, Ph.D., assistant professor
• Dr. Lambert said to start by interviewing key publics and ask what brought them to the multicultural center, but, also reach out to non-publics and ask they why they don’t use the multicultural center.
• Dr. Lambert said to be mindful when speaking to underserved and underrepresented students to make sure we are being respectful.
• She encouraged us to be careful how we approach conversations about diversity like this one because we don’t want to offend anyone.
• She mentioned we might want to go research the importance of this being the 25th year the center has been open.

Professor Mwatabu Okantah, Professor of Pan-African Studies (DPAS) and former Director of the Center of Pan-African Culture (CPAC)
• Professor Okantah recognizes two challenges that the SMC faces: it is difficult working with students of color in what has historically been a hostile environment and it is hard to show students that we are not trying to separate them, but rather create “safe spaces” for them, which also teach them how to access the larger university community.
• He expressed that in his experience, most students operate between both DPAS and the SMC. He does not personally advocate for students to utilize the center.
• Professor Okantah doesn’t feel that Kent State’s approach to diversity has truly been defined. He also doesn’t feel that the statement, “diversity, equity and inclusion” is well defined.
• The key takeaways from this interview are to define diversity initiatives and communicate them across campus more clearly.

Focus Group Methodology
Periwinkle Public Relations held a focus group with eight students of color who were not involved with the Student Multicultural Center. The research objectives focused on learning about their awareness of the SMC, any preconceived opinions they had about it and what they thought about diversity on the Kent campus. We recruited members by reaching out to multicultural students across campus to attend. We want to hold a second focus group with leaders of multicultural student organizations to figure out how to best reach them because they are influencers on campus.
Key Findings:
• Students feel that the Kent campus has a diverse atmosphere because of the variety of groups you can join relating to different cultures
• 5 students did not know about the SMC
• Most of them did not know where the SMC was located
• All of them said they would be interested in visiting the SMC after learning what it was about
• Students seemed interested in attending M.E.N. meetings if they had the time
• 3 students heard of the SMC because of Kupita
• Two of these students had also heard of the SMC because of SALSA
• They were familiar with the SMC’s email to the listserv and flyers hung up around campus
• Two students were familiar with the SMC’s social media channels
• Students said that email was the best way to reach them
• Students feel that diversity is addressed in the classroom and have not experienced aggression or frustration when it was brought up
• Students know about student organizations on campus that are targeted to students of different cultures (ex. Fraternities and sororities, SALSA, BUS, NASA)

Other key takeaways:
• What comes to mind when you think about diversity?
• Inclusion (when student came to Kent he knew it was predominantly white but now when he walks to class he sees students of other cultures and to him that feels like diversity
• Comfort -- people who look like me, as well as other types of people on campus
• Cultural sensitivity
• Education -- on diversity to avoid that they become closed minded
• Celebration of Cultures
• Not the same
• People coming together- sees the community/ students as working together
• Multiple cultures/races collaborating
• Understanding

Intercept Interviews
Periwinkle PR conducted 100 intercept interviews our campus to measure the awareness of the multicultural center and it’s location. Below are the questions and results:

How do you identify?
• 64%: White/Caucasian
• 21%: African American
• 2%: Native Islander/Pacific Islander
• 13%: Asian

Have you heard of the Student Multicultural Center?
• 41%: yes
• 59%: no

For those students who said they have heard of the multicultural center, have you visited it before?
• 27%: yes
• 73%: no
Do you know where the Student Multicultural Center is located?
• 59%: yes
• 41%: no

The College Democrats host political rally at the SMC
On Friday October 14, 2016, the College Democrats hosted a political rally for Hillary Clinton in the SMC. This event was promoted through the College Democrats’ social media pages. The SMC did not promote this event on its own channels. Almost 200 students were lined up outside the center waiting to attend the event, but only 140 got in due to full capacity. The room was not set up prior to the event. In fact, when student’s got in the center they were unsure of where to sit and where the speakers would stand. Everyone ended up sitting on the floor and the two speakers, Taylor Schilling and Kate Mulgrew from Orange is the New Black, sat in chairs. The student multicultural did not use this event as an opportunity to build a strong partnership and promote awareness of this event on their social media platforms.
Informed Consent to Participate in a Research Study

**Principal Investigators:**

<table>
<thead>
<tr>
<th>Zabrina Hvostal, Kent State Public Relations student</th>
<th>Lauren Biertempfel, Kent State Public Relations student</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:zhvostal@kent.edu">zhvostal@kent.edu</a></td>
<td><a href="mailto:lbiertem@kent.edu">lbiertem@kent.edu</a></td>
</tr>
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</table>

You are being invited to participate in a research study. This consent form will provide you with information on the research project, what you will need to do, and the associated risks and benefits of the research. Your participation is voluntary. Please read this form carefully. It is important that you ask questions and fully understand the research in order to make an informed decision. You will receive a copy of this document to take with you.

**Purpose:** Periwinkle PR is working with The Student Multicultural Center at Kent State to raise awareness to the center. The purpose of the research is to gain a better understanding of students’ perceptions of diversity on campus.

**Procedures:** You will participate in a discussion about the Diversity and the Kent State Multicultural Center. The group will take approximately 1 hour to complete and you may be voice recorded.

**Audio Recording:** The discussion will be audio-recorded. The recording will be used to compile a report. Would you like to hear audio recording? **YES NO**

**Benefits:** This research will not benefit you directly. However, your participation in this study will help us to better understand the student perspective on diversity, which will allow us to better accommodate the Multicultural Center here at Kent State.

**Risks:** This project presents no risks greater than those encountered in everyday life.

**Confidentiality:** The participants’ names and identities shall remain confidential. Limited demographic information may be used in reports to attach certain ideas to certain majors, genders, etc. Your signed consent form will be kept separate from your study data, and responses will not be linked to you.

**Voluntary Participation:** Taking part in this research study is entirely up to you. You may choose not to participate or you may discontinue your participation at any time without penalty or loss of benefits to which you are otherwise entitled. You will be informed of any new, relevant information that may affect your health, welfare, or willingness to continue your study participation.

**Contact Information:** If you have any questions or concerns about this research, you may contact Zabrina Hvostal 412-452-6897 or Lauren Biertempfel 412-992-7349

**Consent Statement and Signature:** I have read this consent form and have had the opportunity to have my questions answered to my satisfaction. I voluntarily agree to participate in this study. I understand that a copy of this consent will be provided to me for future reference.

__________________________________________  ____________________________  _______________________
Print Name                                      Signature                                      Date
TO: Students of Color at Kent State  
FROM: Periwinkle PR  
DATE: 9/28/2016  
RE: Student Perceptions of the Multicultural Center

Goal: To understand student perceptions of the Kent State Student Multicultural Center  
Target Audience: Multicultural students who have never been to the Multicultural Center

<table>
<thead>
<tr>
<th>I. Introduction and Welcome</th>
<th>5 minutes</th>
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</thead>
<tbody>
<tr>
<td>II. Diversity Note Card Activity/Discussion</td>
<td>15 minutes</td>
</tr>
<tr>
<td>D Diversity at Kent State</td>
<td>10 minutes</td>
</tr>
<tr>
<td>III. Multicultural Center Perceptions</td>
<td>10 minutes</td>
</tr>
<tr>
<td>IV. Website Activity</td>
<td>5 minutes</td>
</tr>
<tr>
<td>V. Discuss Computer Activity</td>
<td>10 minutes</td>
</tr>
<tr>
<td>VI. Wrap-Up</td>
<td>5 minutes</td>
</tr>
</tbody>
</table>

TOTAL 60 minutes

**RESEARCH OBJECTIVES:**
This research is designed to understand or explore:
- The perceptions on diversity at Kent State University
- The awareness of the Student Multicultural Center at Kent State
- The perceptions of the Student Multicultural Center at Kent State
- What would incentivize students/how can we make them aware of the Student Multicultural Center at Kent State
## Introduction and Welcome | 15 minutes

- Welcome, thanks for coming
- Introduce self and group:
  - Explain the purpose of the campaign is for University purposes
  - Ethical disclosures
  - Cameras/being recorded
  - Used only for research purposes for Kent State University
  - Other members sitting in the back room
    - Hear from everyone, no wrong answers
  - Make it a discussion

## Diversity Activity | 10 minutes

- **BRING OWN NOTECARDS** Great! To get us started, I'm going to ask you to take a few notecards and on each one, write down what you think diversity is. Feel free to use as many note cards as you would like. Remember, there are no right or wrong answers to this question. We want your opinions. **[WRITE DOWN WORDS ON INDEX CARDS]**

  *Card Sort (5 minutes allotted for students to write down perceptions, 10 minutes allotted for discussion)*

  - Now let's talk about what we wrote down. We'll go around the table and you can all say what you wrote down and why you feel that way.

## Diversity at Kent State | 10 minutes

- Now I'd like to talk about how your thoughts from the notecard activity transition to Kent State University.
- Do you feel that our campus has a diverse atmosphere? Please explain
- What resources do you know of on campus that serve people from different cultures?
- Are you part of any student organizations specific to diversity?

## Multicultural Center Perceptions | 10 minutes

- By a show of hands, how many people here know about the Multicultural Center here at Kent? For those who know, what do you know about it? For those who don't know, how would you imagine it?
- The Multicultural Center serves African American, Latino, and Native American students at Kent State. It's also a safe space where students can go in and study in the lounge. Is this something you would be interested in?
- What would incentivize you to go to the Multicultural Center?
<table>
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<tr>
<th>V.</th>
<th>Website/ Discussion</th>
<th>15 Minutes</th>
</tr>
</thead>
</table>

**Website**
- I want you all to pair up into groups of two or three and we’re going to look at the Multicultural Center’s website. Take about 5 minutes to scroll through and jot down some notes of things that stand out to you.
- Alright, now that you’ve gotten a feel for the website, let’s go around and tell me what stood out to you.
  - Was there anything that you were looking for that you didn’t find?
  - Was the information easily digestible?
  - What would make it more appealing for you as a student?

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<th>VI.</th>
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- Now that you all know a little bit about the Multicultural Center, I want to you to tell me any last thoughts that you have.
  - After tonight’s group, is the Multicultural Center something you are interested in?
  - What would incentivize you to go?
  - What do you think is missing on campus to help different cultures feel included?

I want to thank you all for participating tonight. If you have any further questions, please feel free to grab yourself or a group member out in the hall.