

Situation analysis: (REDACTED) is an event held weekly on campus in the Cougar Den. Typically has a turnout of around 30-50 people, and happens directly after Sunday night Mass. (REDACTED), head of (REDACTED), wants to see a larger turnout of Residential students, both Catholic and non-Catholic. (REDACTED) needs help to make their event more appealing than their competition on Sunday nights. Problem is a lot of students are unaware that this event takes place, where it takes place, what time, what goes on there, or the ways they can get involved.

Target audience: Students of the University of Saint Francis, both on and off campus, but specifically on-campus.

Tactics: Greater amount of publicity, greater outreach from Campus Ministry to the student body. Incorporation of broadcasting the event on social media (Instagram, Twitter, Facebook, Snapchat)

Situational analysis:

The (REDACTED) as it stands is a fun event where mainly Catholic students gather after mass. Non-Catholic students hardly ever attend, resulting in missed connections and missed opportunities for students of diverse faiths and backgrounds to share and have interfaith discussions. The Sunday social currently serves as a fun, positive place for only a fractional amount of the USF students come together and form meaningful friendships.

Purpose Statement:

Our plan is meant to bring in a larger group of students from a diverse group of faiths and backgrounds together in a friendly environment conducive to building positive relationships.

Target Audience:

For our plan we have decided to primarily target students living in the dorms on campus, as they have the fewest barriers coming to social, and currently take up only about 50% of the social participants. The dorms are easy walking distance from the Cougar Den where the social take place. The students living in the dorms are a diverse group coming from many different faiths and backgrounds, and would be a welcome

Research required:

It will be necessary for a Campus Ministry representative to make arrangement to meet at a local ice cream shop. We will leave it up to Campus Ministry to find a suitable ice cream shop.

Our Plan:

Goal: Increase on campus awareness of the (REDACTED), and increase student living on campus involvement with the (REDACTED).

Objective 1: Raise awareness of the (REDACTED) among student residents

Strategy: Build a social media campaign that promotes the (REDACTED)

Tactics:

1. Create a (REDACTED) Hashtag, and encourage attendees to make posts during the event using this Hashtag.

2. Have one of the event leaders designated to take pictures and make social media posts on Facebook, Instagram, and Twitter.

Strategy: Make use of Resident Life's influence to reach student residents.

Tactics:

1. Make event flyers, (New flyer for every month to keep things fresh) advertising Sunday Night Social. Have RA's post flyers on resident halls announcement boards.

Objective 2: Increase student involvement by 20% by midterms of the spring 2018 semester.

Strategy: Create a monthly special event once a month to encourage attendance.

Tactics:

1. Meet at a local ice cream shop, (Such as Yummi Bunni Downtown) on the first Sunday of every month where regular attendees can get free ice cream. (You are counted as a regular attend if you were at two previous month's meeting. We can keep track of this through digital sign in system.)

2. Using this digital sign in system we will keep track of attendance numbers, which we can look at to measure are progress. We would measure attendance monthly, and track the rate of increase or decrease, and have a final review of the campaign the Sunday after Midterms spring 2018.

Strategy: Serve Ice cream at the (REDACTED). (Use this as an advertising point on monthly fliers)

Tactics:

1. Have AVI serve Ice cream with topping. People can come and create their own sundaes.

Logistics:

Deadline: Our plan is to have this (REDACTED) finished and completed with the results by midterms of Spring semester.

Budget:

(REDACTED)

Special Requirements:

- Graphic Designer for posters that we will change seasonally.

Supervisor:

- (REDACTED) will supervise the event and monitor the results. She can also weigh out what works and does not work for other future plans to make (REDACTED) more appealing to students Catholic and non-Catholic and residents or commuters.
- Graphic Designer in charge of making posters and advertisement to get the word out about the (REDACTED).
- Group supervising social and interviewing students to see what they like and don't like about the (REDACTED).

Evaluation: (REDACTED) will scan students IDs with the cougar app, and give us the data for average attendance midterms next semester.

- Posters designed: First week Spring 2018.
- Posters posted on campus: Second week spring 2018
- Completed: midterm spring 2018.