

The St. Philip Neri Catholic Newman Center

By: Christina Boul

Overview

The St. Philip Neri Catholic Newman Center is an organization on The University of Tulsa campus. This is an organization that I have attended for several years, so I am familiar with its innerworkings. Its main goal is to serve all students at The University of Tulsa and to share the Catholic faith. The goal of this campaign is to increase The Newman Center's outreach to students, and to make all students know that they are welcome, even if they aren't Catholic. This campaign will illustrate ways for The Newman Center to better communicate with and reach its target audiences.

What are we trying to achieve?

- Make more students aware of The Newman Center's presence on The University of Tulsa campus.
- Encourage more non-Catholic students to come to The Newman Center.
- Communicate that everyone, including students at The University of Tulsa, students at Tulsa Community College, students at Oral Roberts University, and those in the Tulsa community, is welcome at The Newman Center.
- Encourage more alumni and people in the Tulsa community to donate money to The Newman Center.

Brand Overview

What is The Newman Center?

History

What eventually became The Newman Center started in 1946 as the Catholic Discussion Club. At that time, there was no official building where students met, but later a house was bought as a gathering place for these students. In 1985, the students received the land where the current Newman Center is located. The Newman Center was built in 1991, and since then there have been renovations to the building.¹ The Newman Center has had a presence on The University of Tulsa campus for many years, meaning that it is a fairly well-known organization.

While The Newman Center is part of the Tulsa community, this campaign will help to renew its relationship with students at The University of Tulsa and with people in the Tulsa community.

How is The Newman Center Run?

The Newman Center's staff includes Megan, Chelsea, Gerald, and Father Webb. The bishop of Tulsa placed Father Webb at The Newman Center. The Newman Center raises all money necessary to operate, and Megan is responsible for raising that money. The Newman Center's spending averages between \$400,000 and \$500,000 every year, and it relies on donors for support. Some examples of how this money is spent include salaries for the staff, providing meals to students, hiring guest speakers, paying the cleaning crew, general upkeep of the building, and miscellaneous bills. One way The Newman Center currently raises some of that money is through a program called Living Faith, which allows donors to make a monthly donation. The Newman Center also puts on an annual Gala to raise money for The Newman Center.²

¹ "About & Contact." *St. Philip Neri Catholic Newman Center at The University of Tulsa*, <https://www.tu-catholic.org/about/>. Accessed 9 November 2020.

² Meussner, Megan. Personal interview. 30 Nov. 2020.

Services Offered

Mass: Catholic Mass is offered every day except Saturday.

The Sacraments: Catholics can come to receive the Sacraments of Confession, the Eucharist, Baptism, and Confirmation.

Adoration: Every Wednesday night from 8:00 p.m. to 9:00 p.m. and every Thursday from 9:00 a.m. to 9:00 p.m., there is Eucharistic Adoration, where people come to adore the Body of Christ.

Catechesis: Every Sunday at 4:00 p.m., there is a talk about an aspect of the Catholic faith.

RCIA: RCIA is the program that prepares people who desire to become Catholic.

Social events: The Newman Center offers a wide range of social events for students to attend, both on and off campus.

Target Audience

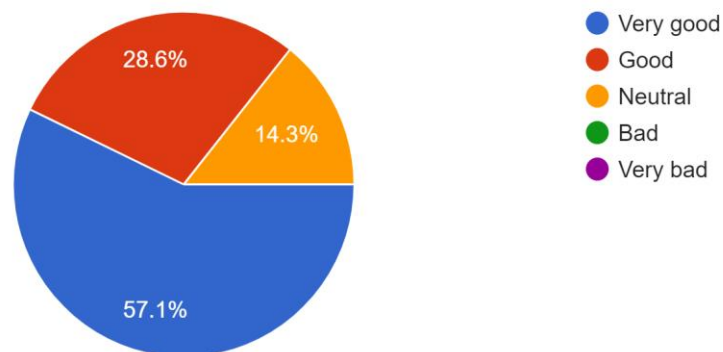
Currently, The Newman Center mainly reaches Catholic students on The University of Tulsa campus. This campaign will focus on this group of students, as well as outline how The Newman Center can reach other groups. The main groups for The Newman Center to target are Catholic students who attend The Newman Center, Catholic students who do not attend The Newman Center, non-Catholic students, and donors. The Newman Center already targets each of these groups, but there is room for improvement in how they target each group.³

What do these target audiences currently think?

Catholic Students Who Attend The Newman Center

These students have typically had positive experiences at The Newman Center. Based on results from a survey I sent to University of Tulsa students, most students who regularly attend The Newman Center have had a very good experience.

How would you describe your experience at the Catholic Newman Center?
28 responses



³ Meussner, Megan. Personal interview. 30 Nov. 2020.

Catholic Students Who Do Not Attend The Newman Center

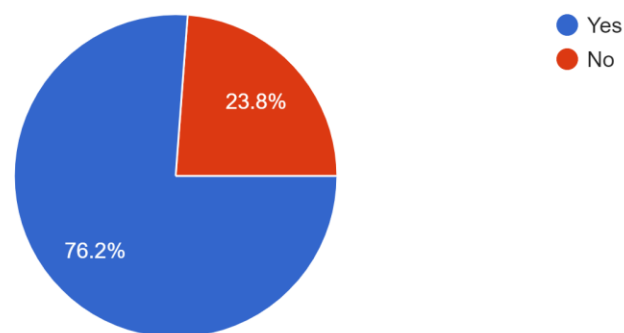
There could be several reasons why these Catholic students do not attend The Newman Center. If they are upper classmen, they may feel that it is too late for them to join a Catholic organization. They may believe that they cannot go back to Mass because it has been a while since they last went. They could also feel that they do not have time to practice their faith in college. Lastly, they may have only practiced their faith at home because their parents told them to. Now that they are at college, they do not have to and may choose not to.

Non-Catholic Students

These students may feel that they are not welcome at The Newman Center because they are not Catholic. They also may feel uncomfortable coming to The Newman Center if they do not know anyone. In my survey, I asked this group of students if they would be more likely to go to The Newman Center if they knew someone else going. These are their responses.

Would you be more likely to come to an event at the Catholic Newman Center if you knew someone else who was going?

21 responses



In my survey, I also asked this group of students if they would come to an event at The Newman Center. Some said yes, while others said no because they are not Catholic.

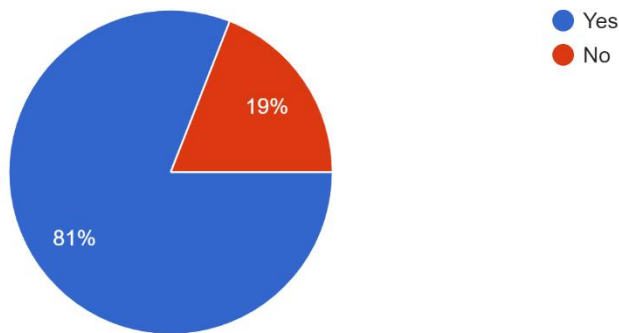
Donors

Donors who know about The Newman Center want to give money because they like the services that The Newman Center offers to students. This group includes parents, alumni, and those in the Tulsa community who have experience with or a connection to The Newman Center. There are also potential donors. These are people who would donate to The Newman Center, but either don't know much about it or have never heard of it.

Overall Awareness of The Newman Center Among Students

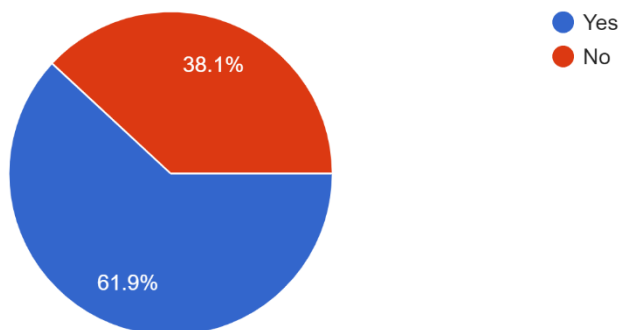
Have you ever heard of the TU Catholic Newman Center?

21 responses



Do you know where the Catholic Newman Center is located on campus?

21 responses



Overall, there is still room for improving basic awareness of The Newman Center among The University of Tulsa students, and this plan sets goals to improve on these two measures.

What do we want these target audiences to think?

Catholic Students Who Attend The Newman Center

We want them to keep loving The Newman Center. We want them to be excited to tell other people to come to The Newman Center.

Catholic Students Who Do Not Attend The Newman Center

We want them to know that it is never too late for them to come to The Newman Center. We want them to always feel welcome.

Non-Catholic Students

We want them to know that they are welcome. They do not need to be Catholic to come to The Newman Center and make good friends.

Donors

We want donors to be proud to donate to The Newman Center. We want them to know that their money is being put to good use.

Campaign Overview

Currently, The Newman Center struggles to fully communicate its missions and goals. This campaign will help The Newman Center make it clear to everyone what it is and what people will find if they come to The Newman Center. With this goal in mind, the campaign will be called The New Campaign. In this campaign, 4 ideas will be explored. These are: new peace, new joy, new community, and new hope. These concepts are a good foundation for what The Newman Center stands for. The goal is to incorporate these ideas throughout the campaign so that they are communicated more clearly to The Newman Center's target audiences. All the tactics in this plan will be enhanced if there is greater overall awareness of The Newman Center. This will be addressed as a measurable objective.

The New Campaign

New community

- A goal for The Newman Center is to have a strong community. Whenever someone new comes to The Newman Center, that person should feel welcome in the community. The Newman Center achieves this by putting on social events. Some of these events include a Christmas Party and a Spring Dance. By coming to these events, anyone can make new friends and become part of a large community.

New joy

- A second goal for The Newman Center is to spread joy. The Newman Center achieves this by having Mass. Mass is an important part of the Catholic faith, but anyone can come and gain something from it. At Mass, there are readings from the Bible, and the priest talks about these readings and what they mean for us. At Mass, Catholics also receive the Eucharist, or the Body of Christ. While only Catholics can receive the Eucharist, non-Catholics can still come to Mass and learn about the Catholic faith and begin to understand the joy that Catholics feel because of their faith.

New peace

- A third goal for The Newman Center is to spread peace, and the idea is that anyone who comes to The Newman Center will find peace. One way The Newman Center spreads peace is through their Praise and Worship event. At this weekly event, a group of students perform worship music. Anyone else can come to spend time in prayer or meditation with the Eucharist exposed. Whether or not a person is Catholic, he or she can come to this event and gain a sense of contentedness through meditation and listening to peaceful music.

New hope

- A fourth goal for The Newman Center is to spread hope. The Newman Center does this by having Bible studies. Each Bible study has a leader who plans parts of the Bible to read and discuss at each meeting. A person does not need to be Catholic to come to Bible study and get something out of it. Many of the conversations had relate to everyday life, just through the framing of Scripture. Through reading the Bible, non-Catholics can learn about the Catholic faith and understand where Catholics draw their hope from. Non-Catholics can also understand why Catholics have hope and feel it themselves.

Measurable Objectives

According to my survey, of those students who do not regularly attend The Newman Center, 19% have never heard of The Newman Center, and 38.1% do not know where it is located on The University of Tulsa campus. My goal is to reduce the number who have never heard of it to 10% and to reduce the number who don't know where it is to 25%. I will judge my success by doing a post-campaign survey repeating many of the same questions asked in my original survey.

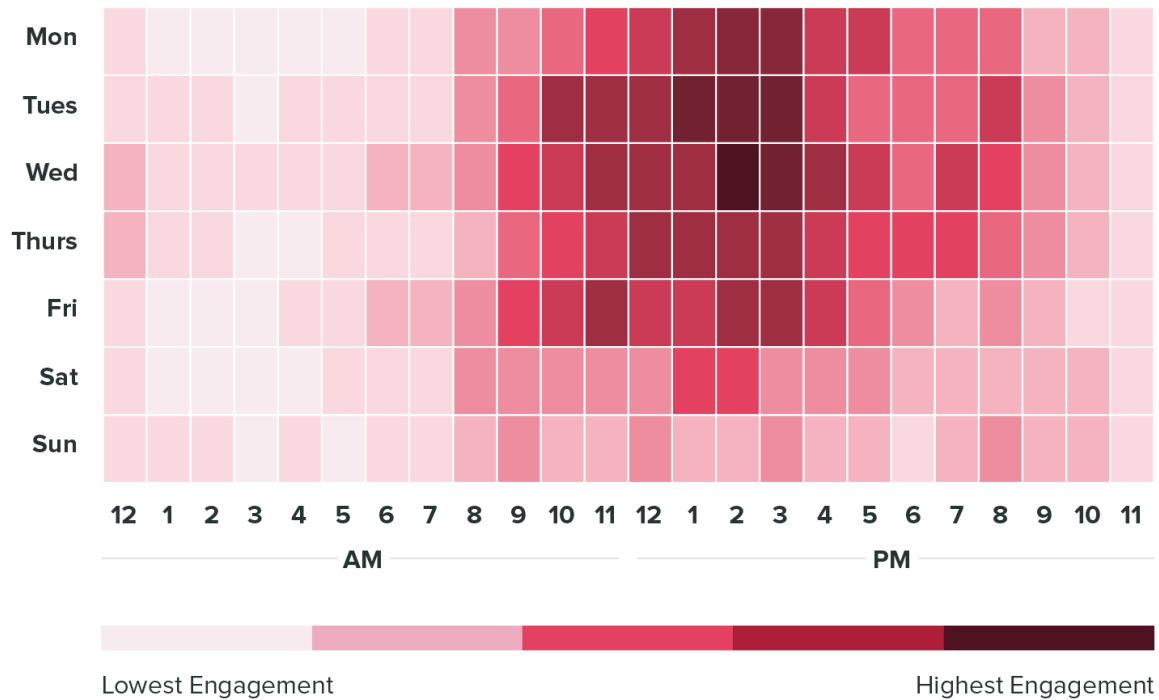
Social Media Plan

A social media plan is essential for helping The Newman Center better reach its target audiences. By having a clear plan for how to post, The Newman Center will gain a stronger following. This campaign incorporates a posting plan for Instagram, Facebook, and Twitter to reach as many people as possible.

4

Instagram Nonprofit Engagement

sproutsocial



Sprout Social is a company that helps other companies build their brand through focusing specifically on social media.⁵ According to Elizabeth Arens of Sprout Social, a non-profit should post on Instagram at 2:00 p.m. on Wednesdays and from 1:00-3:00 p.m. on Tuesdays to get the most engagement.⁶ The Newman Center can plan to post at these times to reach the most followers. An Instagram posting plan will be laid out shortly.

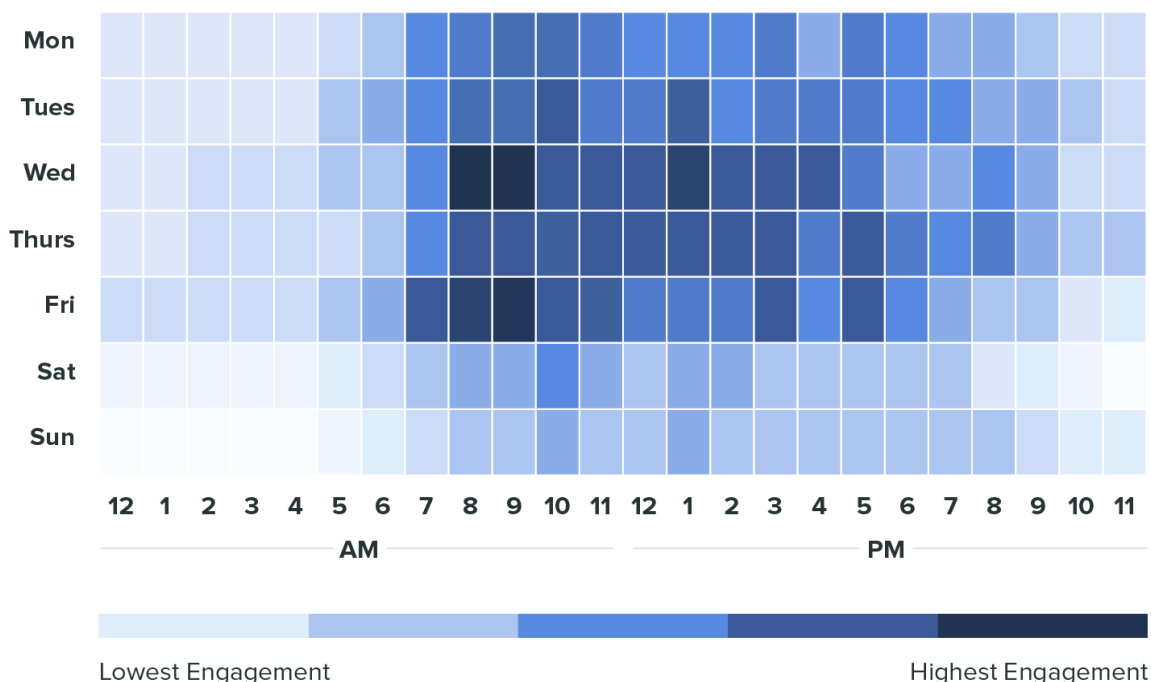
⁴ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

⁵ "About Sprout: Bringing Brands and People Together." *Sprout Social*, <https://sproutsocial.com/about/>. Accessed 30 Nov. 2020.

⁶ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

7 Facebook Nonprofit Engagement

sproutsocial



According to Elizabeth Arens of Sprout Social, a non-profit should post on Facebook from 8:00-9:00 a.m. on Wednesdays and Fridays to get the most engagement.⁸ The Newman Center can plan to post at these times to reach the most followers. A Facebook posting plan will be laid out shortly.

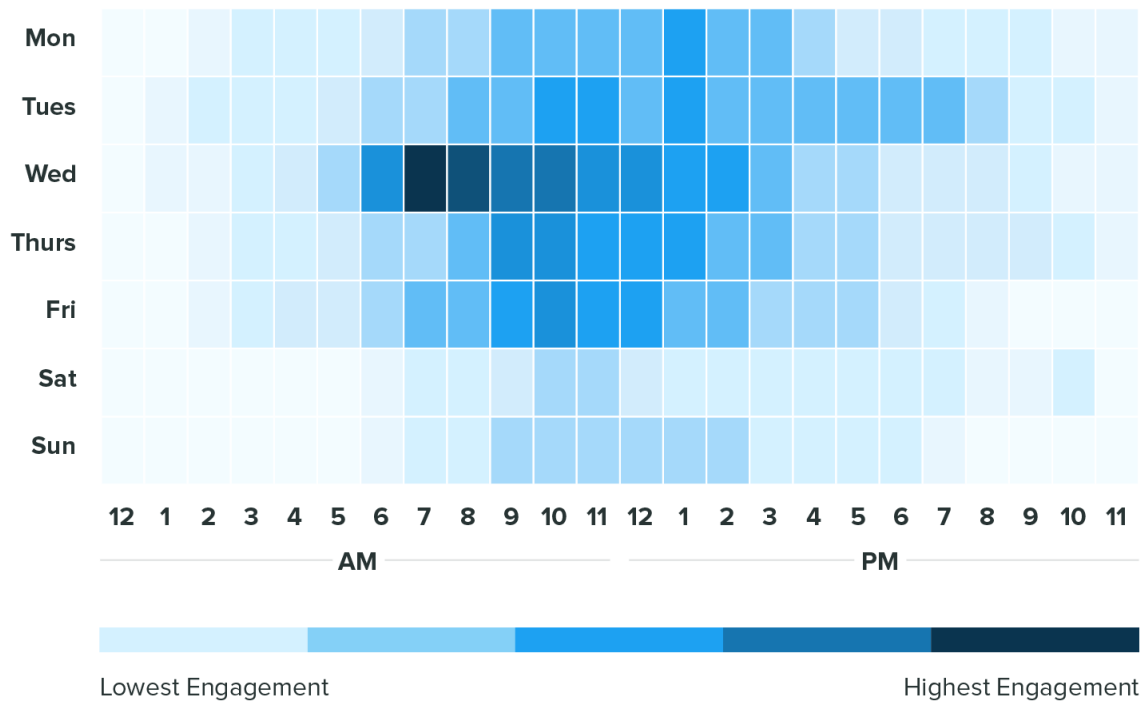
⁷ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

⁸ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

9

Twitter Nonprofit Engagement

sproutsocial



According to Elizabeth Arens of Sprout Social, a non-profit should post on Twitter at 7 a.m. on Wednesdays.¹⁰ The Newman Center can plan to post at this time to reach the most followers. A Twitter posting plan will be laid out shortly.

⁹ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

¹⁰ Arens, Elizabeth. "The Best Times to Post on Social Media in 2020." *Sprout Social*, 3 Aug. 2020, <https://sproutsocial.com/insights/best-times-to-post-on-social-media/>. Accessed 9 November 2020.

Currently, The Newman Center struggles with posting consistently on social media. These plans will help achieve a stronger social media presence.

The Instagram Plan is targeted toward students.

Instagram Plan	
Sunday	-None
Monday	-Post pictures from events that happened the previous week. -Big events will have happened over the weekend, and The Newman Center can recap these on Monday.
Tuesday	-Ask Newman Anything on story. -This is a great way to get followers to interact with The Newman Center on Instagram.
Wednesday	-Post about big events that will happen soon. -Make sure big events are posted about on Wednesday at least once.
Thursday	-None
Friday	-Newman's essence posts. -These posts will include a picture of a student with a word that the student has chosen to describe The Newman Center. In the caption, the student will describe why he or she picked this word to describe The Newman Center. The word will also be repeated as a hashtag. -This is a way for The Newman Center to share their values with those who don't regularly come. By having students share the words, it makes the posts more personal.
Saturday	-Student Spotlight Saturday. -These posts will include a cover photo that says, "Student Spotlight Saturday" and a picture of a student. In the caption, the student will answer questions about their opinions of The Newman Center.

There are no posts scheduled for Sunday and Thursday to make sure that there isn't an overflow of posts from The Newman Center. Also, these days are left open in case there is something unexpected The Newman Center wants to post.

The Facebook Plan is targeted towards parents and donors.

Facebook Plan	
Sunday	-None
Monday	-Post pictures from events that happened the previous week. -Parents and donors will want to see what students are up to at The Newman Center. This will help to keep donors involved and will let them know that their money is being put to good use.
Tuesday	-None
Wednesday	-Post about fundraising initiatives. -The main point of reaching out to donors is to convince them to donate, so we want to make sure they see these posts.
Thursday	-None
Friday	-Newman's essence posts. -These posts are a good way to let parents and donors know what The Newman Center means to students. It will tell them in simplified terms what The Newman Center is if they don't already know.
Saturday	-Student Spotlight Saturday. -This is a good way to let parents and donors know how students feel about The Newman Center and why they should donate.

There are no posts scheduled for Sunday, Tuesday, and Thursday to make sure that there isn't an overflow of posts from The Newman Center. Also, these days are left open in case there is something unexpected The Newman Center wants to post.

The Twitter Plan is targeted toward all audiences.

Twitter Plan	
Sunday	-None
Monday	-Post pictures and an update about events that happened the previous week.
Tuesday	-None
Wednesday	-Tweet about any fundraising initiatives. -Tweet about any events coming up.
Thursday	-None
Friday	-Newman's Essence Posts. -For anyone who won't see these posts on Facebook or Instagram, they will be able to see them on Twitter and gain an understanding of what The Newman Center is.
Saturday	-None

There are no posts scheduled for Sunday, Tuesday, Thursday, or Saturday to make sure that there isn't an overflow of posts from The Newman Center. Also, these days are left open in case there is something unexpected The Newman Center wants to post.

Example Posts

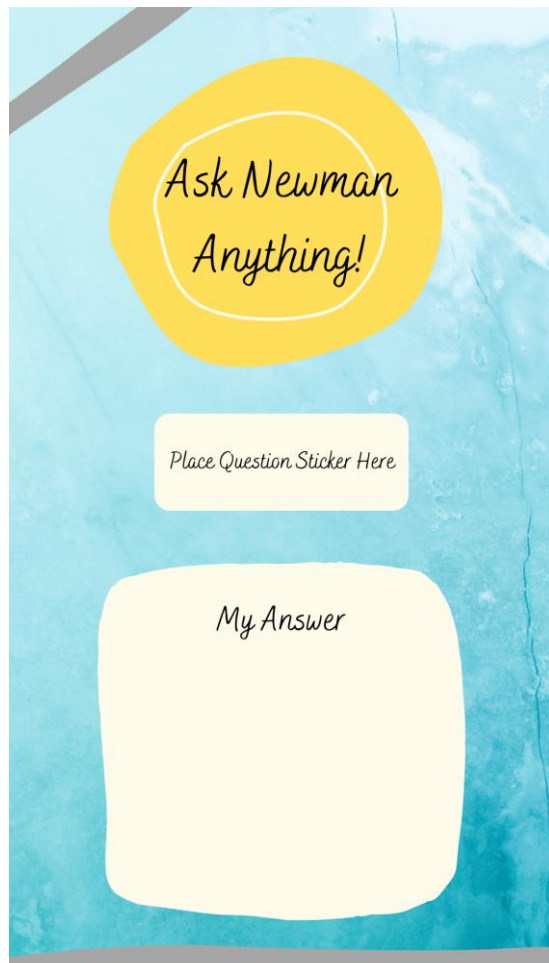


This is an example cover image for a Student Spotlight Saturday post. On Instagram, this image and a picture of a student would be posted as a slideshow. On Facebook, this image wouldn't be used, and instead just a picture of a student would be posted. Student Spotlight Saturdays would be a good opportunity to include students from Tulsa Community College and Oral Roberts University. This would allow for more outreach with these students. Some sample questions that students can answer as part of the Student Spotlight Saturday are:

- What is your favorite memory from The Newman Center?
- How has The Newman Center helped you grow in your faith?
- Where do you find peace at The Newman Center?



This is an example of a Newman's Essence Post. These can be posted on Instagram, Facebook, and Twitter. These posts will include a picture of a student and a word that the student feels describes The Newman Center. The point of these posts is to illustrate what The Newman Center is in a brief but clear way. The caption will include a quote from the student about why he or she chose that word. These would be organized by whoever is in charge of social media for The Newman Center at the time. The person in charge would contact a student each week asking him or her to send in a picture of him or herself, a word to describe The Newman Center, and a description of why he or she chose that word.



This is an example cover for “Ask Newman Anything!”. This will be posted on The Newman Center’s Instagram story, and their followers will be able to ask questions about anything. Then The Newman Center will answer them in their story. This is a great and easy way to get people involved with and thinking about The Newman Center.

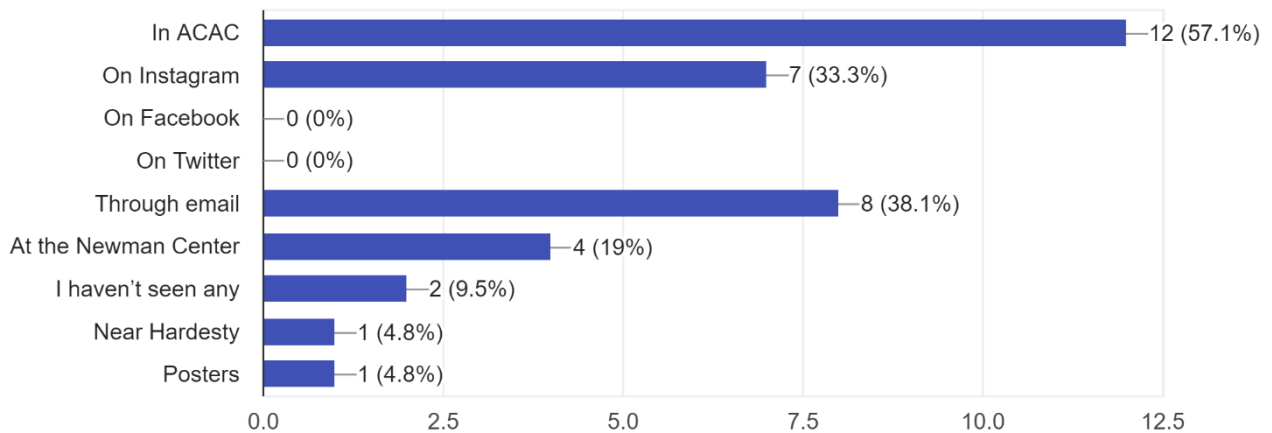


This image could be posted on social media, and it could also be printed as a poster to be hung in The Newman Center. This poster illustrates three of the phrases that are part of this campaign. By clearly stating these ideas and placing them where people can see, The Newman Center will be able to share their values with other people.

Other Ways to Advertise

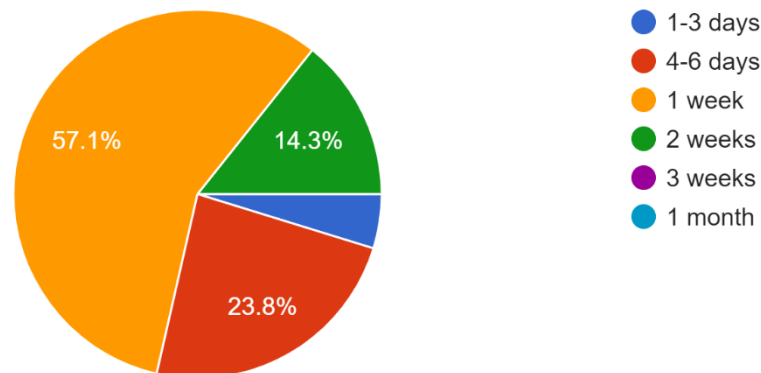
Where are you most likely to see advertising for the Catholic Newman Center?

21 responses



How far in advance would you prefer to be notified about events happening at the Catholic Newman Center?

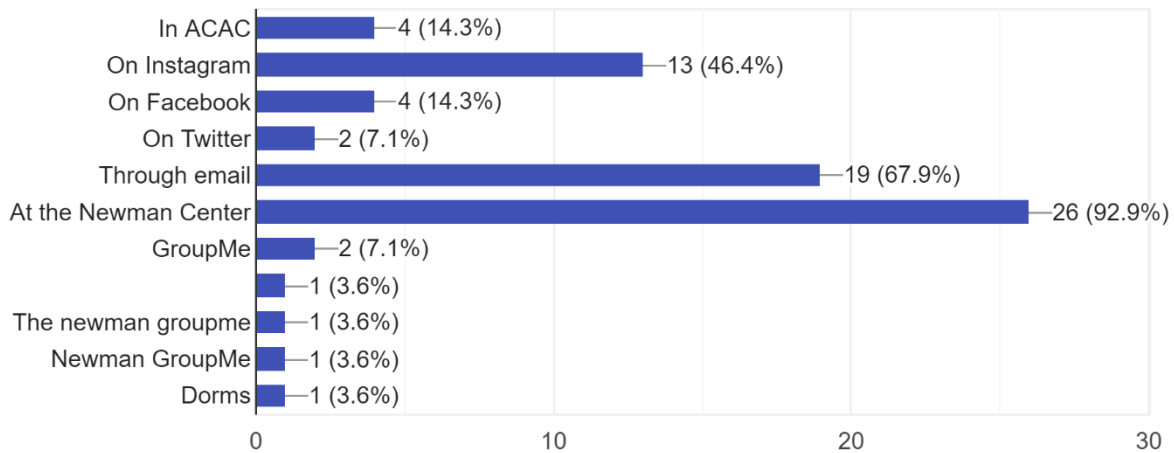
21 responses



According to the survey I sent out, students who do not regularly attend The Newman Center would be most likely to see advertising for The Newman Center at the Allen Chapman Student Union. This would require The Newman Center to place flyers for events in The Student Union. According to the survey, these flyers should be placed in The Student Union at least 1 week in advance.

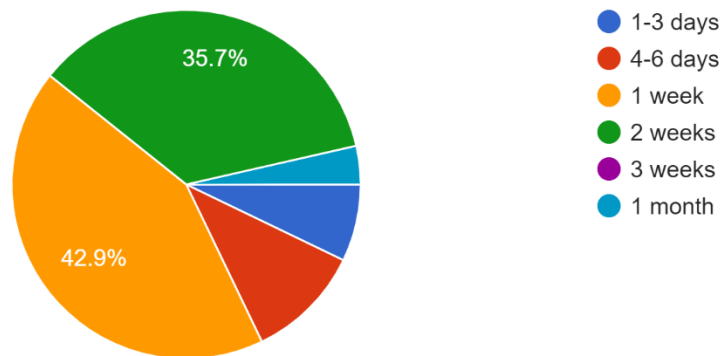
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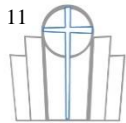
28 responses



According to the survey, students who do attend The Newman Center are most likely to see advertising at The Newman Center. The next highest response was through email. Students also responded that they would prefer to be notified about events at least 1 week in advance.

The Website

11



ST. PHILIP NERI CATHOLIC NEWMAN CENTER
at The University of Tulsa

About Calendar Give I Want to... ▾

Search ...



Mass times and more

Wed Oct 28
Evening Prayer - 5p
Confession - 8p
Adoration - 8p
Praise & Worship - 8p
Mass - 9p

Thu Oct 29
Adoration 9a-9p
Morning Prayer - 9a
RCIA - 1:15p
Evening Prayer - 5p
Rosary - 8:30p
Mass - 9p

Fri Oct 30
Morning Prayer - 9a
Mass - 12:05p
Divine Mercy Chaplet - 3p
Evening Prayer - 5p

Follow Like Homilies Insta



TU Catholic
@TU_Catholic

Another fun and busy week ahead... hope to see you at Newman!



Oct 26, 2020

TU Catholic
@TU_Catholic

Looking forward to @HarrisonGarlic1 joining us tonight! In person or stream: [youtube.com/user/tulsanewm...](https://www.youtube.com/user/tulsanewm...)



Oct 20, 2020

This is what the front page of The Newman Center's website currently looks like.

At first glance, it is a bit jumbled. A great way to make this initial look at the website cleaner is to have a slideshow of pictures going across the top and saving the information for farther down the page. It would also look nice to have a brief description or quote about what The Newman Center is under the main slideshow. These are just a few ways to improve the website.

A website is important for The Newman Center to have as a way to organize all of the information about their organization into one place. People should be able to come to the website and find out any information they would need about The Newman Center. The website is a way for people to learn about The Newman Center wherever they are. The website expands on the information that The Newman Center posts on their social media pages, plus adds more that wouldn't necessarily be included on social media.

¹¹ "St. Philip Neri Catholic Newman Center at The University of Tulsa." *St. Philip Neri Catholic Newman Center at The University of Tulsa*, <https://www.tu-catholic.org/>. Accessed 2 Dec. 2020.



These are two examples of pictures that could be included in a slideshow on the front page of The Newman Center's website. Each picture in the slideshow will include one of the phrases that are part of this campaign.

Advertising to Donors

As a non-profit, The Newman Center is reliant on the money given to them by donors. Most of the money they receive comes from donors, so it's important to reach out to them as much as possible and gain their support. Since donors do not necessarily come to The Newman Center very often, it is more difficult to reach them. A way for The Newman Center to get more people interested in donating is to have students go to local Catholic Churches around Tulsa and talk to the parishioners there. Often, at the end of Masses, people from non-profits will give a short speech asking for donations to their organization. Then these people will stay after Mass to answer questions about their organization. The Newman Center could send students to local parishes to give a talk like this to get people interested in donating. In these talks, it would be important for the student to mention what The Newman Center means to him and explain what the missions and goals of The Newman Center are. Then, after the talk, he would stay to answer anyone's questions and hand out information about how to donate to The Newman Center.

A way to let donors know that they are giving money to a worthy organization is to schedule tours of The Newman Center. These tours would be given by students, and these students would explain why The Newman Center is important to them and why donations are so helpful. This would be a great way for donors to see first-hand how their donations are helping The Newman Center. Also, these tours would be more personal since they would be given by students who benefit from the donations. It would be helpful for the students to mention where they find peace, joy, hope, and community at The Newman Center, and explain this to the donors. Spreading these ideas are concrete ways to let donors know what The Newman Center's goals and missions are. The Newman Center would advertise these tours on their social media pages and create a way for people to sign up for them. Once people sign up, The Newman Center will have a student available at that time to give a 30-minute tour.

Summary

The plan I've laid out above will be helpful to The Newman Center in creating a stronger identity. It will also help them to be more organized in how they advertise to University of Tulsa students. With this campaign, The Newman Center will be able to better reach the student body and work toward having a stronger following. The initial goal of this campaign was to encourage more people to attend The Newman Center, and this was challenging because I had to find a balance between being specific about the Catholic faith and being general enough that everyone could understand what I was talking about. Even if I didn't find the perfect balance, I still think I laid out a good plan that could help The Newman Center in reaching out to more students at The University of Tulsa.

Works Cited

"About & Contact." *St. Philip Neri Catholic Newman Center at The University of Tulsa*, <https://www.tu-catholic.org/about/>. Accessed 9 November 2020.

"About Sprout: Bringing Brands and People Together." *Sprout Social*, <https://sproutsocial.com/about/>. Accessed 30 Nov. 2020.

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