



La'Tisa Ward
Strategy and Implementation Proposal
COMM 303 Spring 2023





Overview/Recap

- ✦ Client: Ser Familia is a nonprofit organization empowering Latino couples, families, and individuals to improve their quality of life both now and later. Ser Familia's mission is to offer preventive family services and equip Latinos with the tools, resources, and skills needed to move from crisis to thriving.
- ✦ Challenges: Cultural and linguistic barriers as well as participation
- ✦ Goals: To see all Latino families flourishing and contributing to their communities
- ✦ Stakeholders: Program volunteers, event volunteers, Latino participants, donors



✿ Stakeholders Profile-

A Latino family of 3 who are apart of the programs offered for individual counseling, couple therapy, family planning and counseling, as well as youth programs for the child.

✿ Ages: 37, 33, and 6

✿ Race: Latino

✿ Sex: Adult male, Adult female, female child

✿ Household salary: \$54,000

✿ Religion: Catholic

✿ Challenges: Cultural and linguistic barriers as well as participation

✿ Goals: To participate and gain knowledge from the programs while learning English and how to function in American society

✿ Values: Family, daughter, quality of life

Stakeholder In-Depth



Creative Brief: Community Engagement & Outreach

Encouraging Latinos to become Stakeholders

Target Audience Profile: Potential stakeholders (Latino couples, families, and/or individuals across metro Atlanta who can benefit from the programs, all ages welcome, all incomes)

Objective: To increase the number of participants in each of the programs Ser Familia offers

Positioning: This organization gives Latinos opportunities to improve their quality of life with several unique programs to assist

Key Consumer Benefits: Learning new systems, developing new relationships, becoming a constructive member in the community

Creative Strategy: Social media invites offering programs that help Latinos financially, so they can thrive and participate in community affairs, educational programs, workshops, and retreats

Tone: Enlightening, togetherness, family-oriented, growth

Slogan: “Strengthen, Revitalize, and Equip”

SMART Objectives

S	Specific: Latino participants will be equipped through educational programs, workshops, and retreats.
M	Measurable: The number of new stakeholders can be measured within each specific program. The more participants, the greater the impact.
A	Achievable: With endless benefits and incentives, potential stakeholders are more prone to see if the organization can benefit them.
R	Relevant: Latinos can learn English, are offered counseling, mental health services, as well as parenting and youth programs which is something we all need to thrive throughout these times post-pandemic.
T	Time Bound: Latinos who join before workshop enrollments end can participate in the workshops, and upcoming retreat.

Tactic #1 (Social Media Post 1)



Channel: Instagram

Content: Survey announcement flyer

Objectives: Gain insight from the needs of the community to then filter out potential stakeholders in this pool of survey participants

Audience: Potential stakeholders i.e., community influencers, as well as Latino families in need

KPIs: Engagement from followers and non-followers (comments and likes)

Tell Us What You Think! Gwinnett Assessment Survey

Participate in this survey about the health and human services provided in the community and help Gwinnett County better meet the needs of its residents.

Community needs to address:

- Food and nutrition
- Transportation
- Housing
- Youth programming and education
- Workforce or employment
- Seniors or aging populations
- Veterans' services
- Other human services

It takes about 10 minutes to finish and the responses are anonymous.



or visit:
[Bit.ly/AssessmentSurvey2023](https://bit.ly/AssessmentSurvey2023)

S.M.A.R.T

- ✓ **Specific:** This post clearly states the call to action to complete the survey. It tells viewers exactly what the survey will ask and its purpose.
- ✓ **Measurable:** The survey results will be measured and analyzed to better serve the community.
- ✓ **Achievable:** The survey is brief and there is a QR code provided for ease of access. The responses are also anonymous which contributes to more honest results with privacy.
- ✓ **Relevant:** The survey is important as it for Gwinnett County which is a community Ser Familia serves.
- ✓ **Time Bound:** The survey is said to take about 10 minutes to complete.

Tactic #1 (Social Media Post 2)



S.M.A.R.T

Channel: Instagram

Content: Georgia Senator Visits the organization

Objectives: Gain more credibility and support with the inclusion of Georgia legislation

Audience: Potential stakeholders i.e., community influencers, as well as Latino families in need

KPIs: Engagement from followers and non-followers in the form of likes and comments on Instagram



- ✓ **Specific:** This post shows a Georgia senator visiting the organization and this shows that Ser Familia has support from state legislation.
- ✓ **Measurable:** The reach and engagement on social media can be measured through the insights tool on Instagram.
- ✓ **Achievable:** Senator Jon Ossoff's appearance brought over new audiences and potential stakeholders.
- ✓ **Relevant:** Support from a state legislator shows that the organization is stable and maintains a collaborative community to withstand.
- ✓ **Time Bound:** This post is time bound as he attended the round table discussion which was an event for local community leaders to attend.

Tactic #2 (Special Event)



Channel: Instagram

Content: Class announcement flyer

Objectives: To have an increased number of students at the affair to learn the basics of the English language

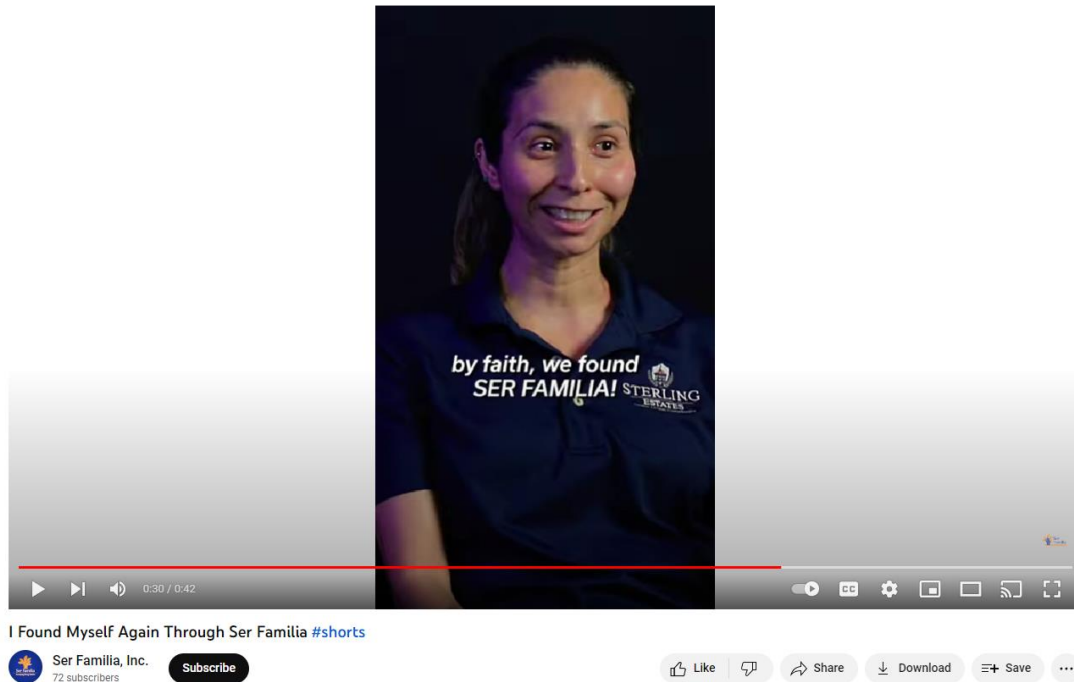
Audience: Potential stakeholders i.e., community influencers who want to serve, as well as Latino families who desires to learn English or strengthen their abilities



S.M.A.R.T

- ✓ **Specific:** This post clearly states the details of an educational event hosted by a program within Ser Familia.
- ✓ **Measurable:** There will be 20 classes to attend, and the number of participants can be measured as well as their improvement through testing and evaluations.
- ✓ **Achievable:** There are 20 classes across 10 weeks, so the information isn't as overwhelming and can be grasped step by step.
- ✓ **Relevant:** To truly strive, connect, and serve with the diverse groups of people in America, it's important to know the English language.
- ✓ **Time Bound:** Has a start and finish date with specific times for classes to begin and end.

Tactic #3 (Video Idea)



This video is a testimonial from a stakeholder's perspective about the organization and how it has affected she and her family's lives in a positive and enlightening way after being depressed and losing hope.

This helps potential stakeholders gain insight and hope from the organization.

This may help those who may considering if the organization will be impactful to their lives or not.



Conclusions:

With the implementation of surveys, social media posts and event flyers, as well as testimonial videos from current stakeholders, new stakeholders can learn more about the organization to decide if they want to join a program to revitalize themselves and/or their families.



Works Cited



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