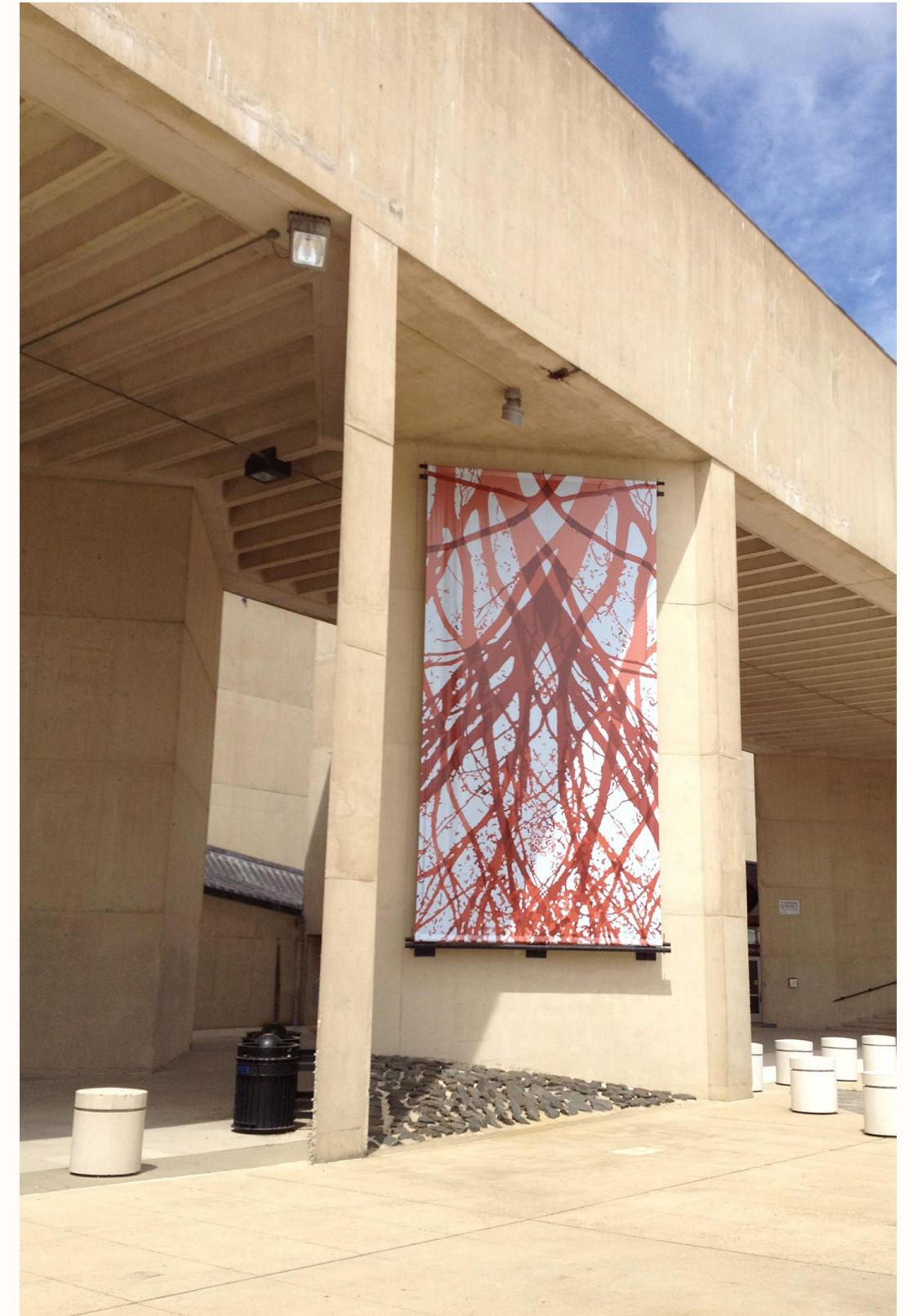


# UMass Fine Arts Center

## Student Awareness Campaign

**Presented By:**

**Ava Hutchinson, Amalia Cherba, Madda Ferrante, Maria Medawar, Brogan O'Leary**



# PR Cheat Sheet

## What these terms mean for you!

**Situation / SWOT analysis** = A tool we use to look at your situation from 4 different angles. These angles allows us to identify internal (your!) strengths and weaknesses, and external opportunities and threats. We can use these to make smarter decisions and find what's working / not working to build off that. It's like doing a home inspection before you move in!

**Target audiences** = The people who matter most to your story! Tailor PR plans for specific target audiences to see more successful results. If you know who they are and speak to them directly, they will feel seen.

**Objectives** = The finish line, *what do we want you to achieve?*

**Strategies** = *How you will achieve the objectives we set?*

**Key Messages** = What you want your audience to think of you when they walk away, the main ideas you want them to remember. These key messages will also shine within your Communication Tactics - telling your story clearly, consistently, and effectively. Think of a movie trailer as your key messages!

**Comm Tactics** = *Specific actions and tools you will use to form the strategies and reach your objectives.*

**Timeline** = Schedule of when your tactics will happen in the PR plan

**Measurement** = How you will check if the PR plan is working. This matters for future decisions and is proof of success.

# Situation Analysis – Key Insights

1) The UMass Fine Arts Center offers a rich variety of performing art, visual art, and educational programming allows Pioneer Valley to expose themselves to diverse array of creative experiences

- Goal is to deepen appreciation for the arts, as it “advances society and leads to a more just world”

2) Social Media channels consist of six platforms, Instagram, Facebook, LinkedIn, X, YouTube, as well as official UMass Fine Arts Center website

- Two main platforms are Instagram and Facebook, where you find recaps from past events, and basic information on upcoming events
- Facebook is leading platform, with over 11,000 followers to date

3) When it comes to media relations, the FAC can be found in eight digital publications from 2021-2025

- Coverage tends to be about the live performances that happen in the Bromery Center, oftentimes dance performances
- Some negative coverage on the appearance of the FAC, with these comments coming typically from students
- Content on social platforms receives little to no engagement
  - When posts do have higher engagement on Instagram, it is due to the tagging feature where post appear in two feeds

4) Various competitors within a 100-mile radius, such as Northampton Center for the Arts & Shea Theatre Art Center

- Very similar missions to the FAC, with a higher frequency of events and offerings to younger audiences

5) With an increased cost of living, spending power has shifted.

- Gen Z has been found to put their money towards food, housing, transportation, night-life, and tuition expenses

# Situation Analysis – SWOT

## INTERNAL FACTORS: STRENGTHS

- Consistent activity and messaging on both Facebook and Instagram  
→ Information on performances can be found if sought after
- Wide variety of events offered across various types of performances, interactive activities, workshop events, informative panel discussions and beyond  
→ Globally minded and diverse programming!

## WEAKNESSES

- Messaging on these platforms do not target the student audience that we are focused on for this campaign, as well as not tailored to each platform  
→ Consistency can be both pro and con...what works for one audience may not for another
- Minimal media relationships → reliance on small set of media outlets  
→ Minimizes how far your messages reach as well as who hears about it
- Low audience engagement on social platforms  
→ Few to no conversations under social media content that is shared

## EXTERNAL FACTORS: OPPORTUNITIES

- Gen Z gets info from social platforms and short videos → Opportunity to reach students where they already are
- Room to grow visibility and buzz → Low media coverage means the FAC has chance for new excitement about programming
- Partnership potential → Shared missions with local art organizations and on-campus partners offers collab opportunities, cross-promotions, and learning from effective outreach strategies
- Positive audience feedback as a marketing tool → strong reviews of performance can help promote the FAC's high quality programming and attract broader audiences

## THREATS

- Politically uncertain environment → defunding of arts programs across the United States → Rising costs of living reduce how much audiences, especially students, can spend on cultural programming
- Negative comments and coverage of the physical FAC space  
→ it can limit overall audience interest
- Generational disconnect  
→ With most FAC attendees being older than the target audience aimed for , students may feel out of place or unmotivated to participate in events
- Low public & student awareness, as well as limited media presence  
→ Minimal coverage of upcoming events and weak social media interaction make it harder for the FAC to reach new or younger audiences.

# Target Audiences

## STUDENTS

### SUBSEGMENTS:

- UMass Undergraduates  
→ (First-year, sophomores, transfers)
- College of Humanities & Fine Arts students
- High school prospective students

### DEMOGRAPHICS

- Ages 16-24, High school juniors, seniors, college undergraduates

### GEOGRAPHICS

- UMass Campus, Amherst-Area, surrounding New England states

### PSYCHOGRAPHICS

- Creative, Curious, value college culture, seeking new experiences & cultural connections

## UMASS FACULTY & STAFF

### SUBSEGMENTS:

- FAC Staff
- HFA & SBS Professors
- Academic Advisors

### DEMOGRAPHICS

- Ages 27-65, part-time & full-time faculty

### GEOGRAPHICS

- Amherst-Area, Hampshire County, Massachusetts, surrounding New England states

### PSYCHOGRAPHICS

- Values education, hard-working, leaders
- Value student success, development, and enrichment
- Desire to connect academic expertise to FAC programming

## PIONEER VALLEY COMMUNITY

### SUBSEGMENTS:

- Residents, Families, young students
- Small business owners & local partners
- Educators & Leaders of community organizations

### DEMOGRAPHICS

- Children ages 0-18
- Adults age 18+

### GEOGRAPHICS

- Amherst, Northampton, Hadley, and surrounding Pioneer Valley towns

### PSYCHOGRAPHICS

- Curious, involved with community, interested in entertainment & fine arts
- Value accessible & inclusive cultural programming and events

# Communication Objectives

- ❖ Increase event clarity and student engagement by adjusting messaging (“Dance”, “Poetry”, “Jazz Concert”) to all event titles starting in January so students understand what each show offers, increasing confidence while attending.
- ❖ Research and build 2 strategic partnerships between the Fine Arts Center and other communities to identify key student engagement drivers and apply those insights to elevate FAC’s campus presence by May 2026.
- ❖ Target 2 social media platforms content to the platform’s main audience by March 2026. Research each platform’s main demographics, and adjust brand voice to cater to those specific audiences to increase engagement

# Communication Strategies

- ❖ Improve the clarity and accessibility of FAC's online messaging to better engage a wider audience
- ❖ Identifying and building community partnerships
- ❖ Tailor content through multiple online social platforms

# Key Messages

**1) The UMass Fine Arts Center gives students access to incredible performances, exhibits, and creative events right here on campus. It brings world class arts into the center of student life and makes culture easy to experience.**

**2) Visiting the Fine Arts Center is an essential part of the UMass experience. It is a chance to try something new, make lasting memories with friends, and enjoy a space every student should experience before graduation.**

**3) The Fine Arts Center introduces students to diverse artistic voices and new perspectives. It sparks curiosity, encourages meaningful conversations, and connects creativity to everyday campus life.**

# Theme/Tagline



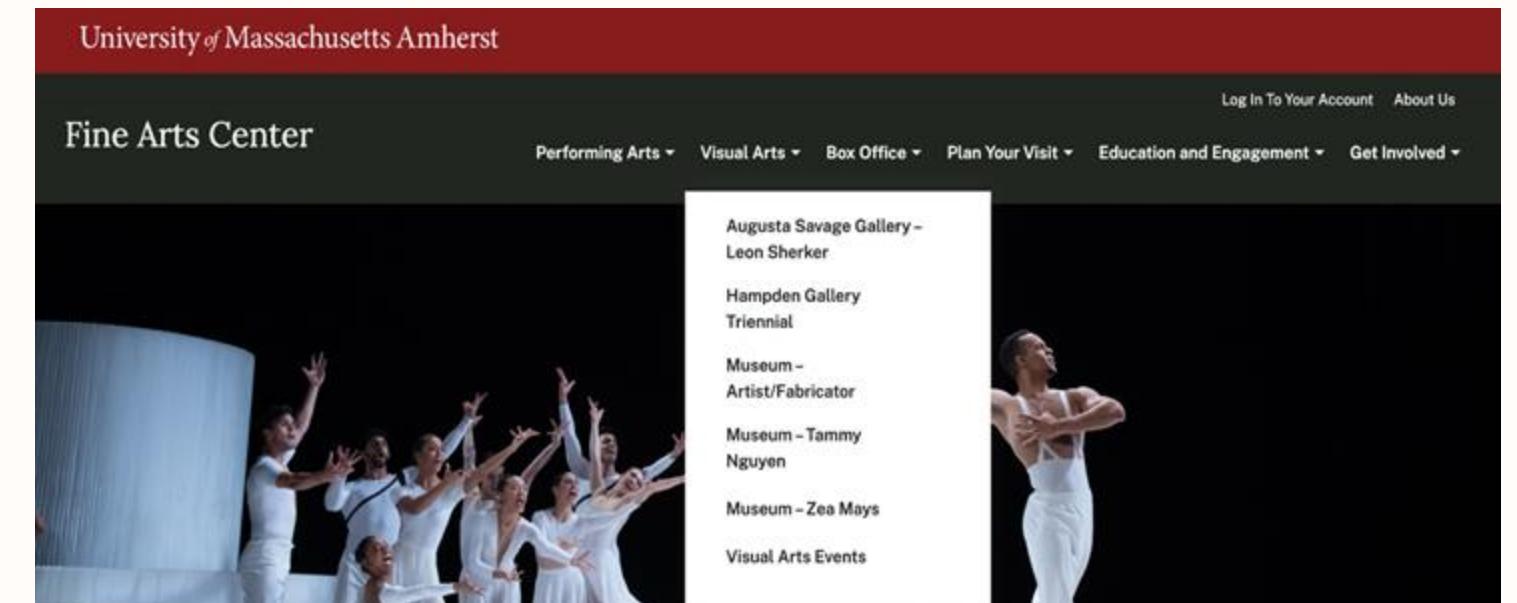
# Communication Tactics

## Website Adjustment for Student Confidence

- Rename “Education and Engagement,” provinces unclear first impression of the program.
- Create a separate tag for “Visual Arts Events” to add awareness to this category of the FAC. Change the name to “Workshops and Events.”
- Change the “Get Involved” tab to just “Give Back” as the only link underneath it is a donation page. This will bring more awareness to the organization’s acceptance of donations. Plus, students may click that tab thinking they can get involved in the arts.

**Strategy 1:**  
How can you improve the clarity and accessibility of the online messaging to better engage a wider audience?

### CURRENT:



### UPDATED:

University of Massachusetts Amherst

## Fine Arts Center

Performing Arts • Visual Arts • Workshops and Events • Box Office • Plan Your Visit • Education Initiatives • Give Back

# Communication Tactics, 2

## Website Adjustment for Student Confidence

Add time frames of events/clearer descriptions of how the event will run.



Thursday, Nov 13 | 7:30 p.m.

**The Brandee Younger Trio**

Bowker Auditorium

Brandee Younger, harp; Rashaan Carter, bass; Allan Mednard, drums.

[See Details](#)

[Tickets](#)



Thursday, Nov 13 | 7:30 p.m. - 9:30 p.m.

**The Brandee Younger Trio**

Spiritual jazz performance featuring Brandee Younger (harp), Rashaan Carter (bass), and Allan Mednard (drums)

- Come for a night of live music!

**Bromery Center for the Arts**

[Tickets](#)



Friday, Nov 14 | 7:30 p.m.

**Next to Normal**

Presented by the UMass Department of Theater.

[Tickets](#)



Friday, Nov 14 | 7:30 p.m. - 9:30 p.m.

**Next to Normal**

A Pulitzer Prize Winning Musical

Performance by our very own UMass Department of Theater.

**Tillis Performance Hall**

[Tickets](#)



Friday, Nov 14 | 5 p.m.

**Opening Reception - Reserved Passages: Watercolors by Susan Montgomery and Richard Yarde**

Augusta Savage Gallery

Reserved Passages celebrates watercolor painting and honors a teacher-student relationship.

[Tickets](#)



Friday, Nov 14 | 5 p.m. - 7:30 p.m.

**OPENING RECEPTION - "RESERVED PASSAGES"**  
Watercolors by Susan Montgomery & Richard Yarde

A stunning watercolor gallery featuring UMass Alumni Susan Montgomery and late professor Richard Yarde

**Augusta Savage Gallery**

**FREE**



# Communication Tactics, 3

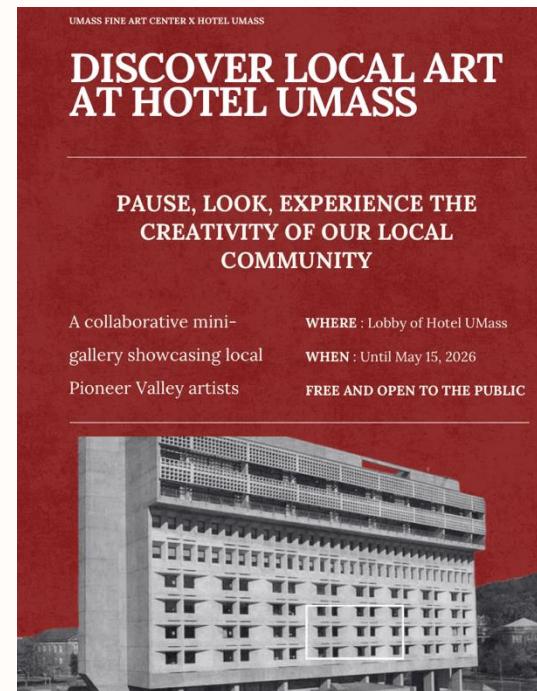
## Community & Campus Engagements

### Partnership with Hotel UMass and RecWell.

- Giveaway with RecWell for an art/music related item
- Collaborate with Hotel UMass to highlight local artistic talent in a smaller gallery within the hotel.

### Overall collaborate with UMass Campus Organizations and their social media accounts

- UMass Dining, Residential Life, and Campus Life to boost Fine Arts Center visibility.
- Focus directly on Instagram and Facebook since these platforms are where your audiences engage the most - it's their main sources of digital social interaction!



**Performances before games or during the half times of basketball, hockey, football games, etc. (sneak peak of Fine Arts Center) - connect with The Mullins Center and McGuirk Stadium to execute.**



**Strategy 2:  
How can you identify  
and build community  
partnerships?**

→ Between half times/timeouts of games, an announcer could do competitions to win tickets to the Fine Arts Center.

**Toss Fine Arts Center T-Shirts to audience of UMass Amherst sports games or other large live events**  
→ T-shirt launchers can be players/employees who are wearing the t-shirt, representing the FAC.

# Communication Tactics, 4

## Community & Campus Engagements

Present a community education enrichment initiative to better engage with a younger audience from the Pioneer Valley Community.

Create a pitch to send to surrounding elementary/middle school staff (media list provided) encouraging them to engage with The Fine Arts Center.

### Considerations to include in PITCH:

- Enrichment opportunities for your students
- Beneficial to expose young mind to the arts
- Introduction to professional artists and their craft
- Create community & promote collaboration with students
- Role model opportunities → talk to industry professionals

Strategy 2:  
How can you identify  
and build community  
partnerships?

UMASS FINE ARTS CENTER  
FEEL. ASPIRE. CONNECT.  
FOR VISITING STUDENTS

"I Love Art Because..." 

Everyone who writes a card is automatically entered to win  
a free admission to an upcoming event!



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# Communication Tactics, 5

## Student Ambassador Program

UMassAmherst | Financial Aid

### **Student Employment Office Job Posting**

Please complete the form below to post your position. Employers can post work-study and no work-study jobs for UMass students here. After you enter your information, the Student Employment Office (SEO) will review it and publish it to the site by the end of the following business day. SEO may contact you for clarification.

All fields marked with \* are required.

#### **General Information**

##### **Job Title \***

If job title is not listed, select Other and add your title to the Job Description field below.

-- None --

##### **Job Description & Experience Required \***

500 words remaining

##### **Hourly Pay Rate \***

Enter dollars and cents without "\$." E.g., 12.45

Please break down seasonal employment into approximate hours per week x dollars per hour.

For more information on Minimum Wage, [click here](#).

##### **Hours Per Week \***

- Having student ambassadors to spread awareness about events on social platforms.

→ This could be through students reposting information of upcoming events, sharing images of them at the events, reviews, etc.

→ Post on the UMass Student Job Board.

→ Paid or unpaid, this would be an intriguing opportunity for students as they can add it to their resume/portfolio.

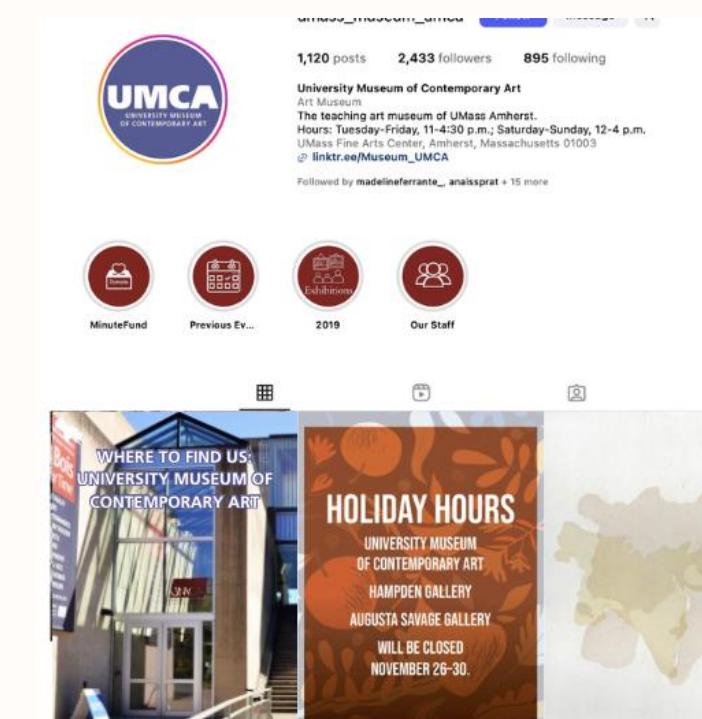
## Platform-Specific Content

- Increasing personable content on various social media platforms

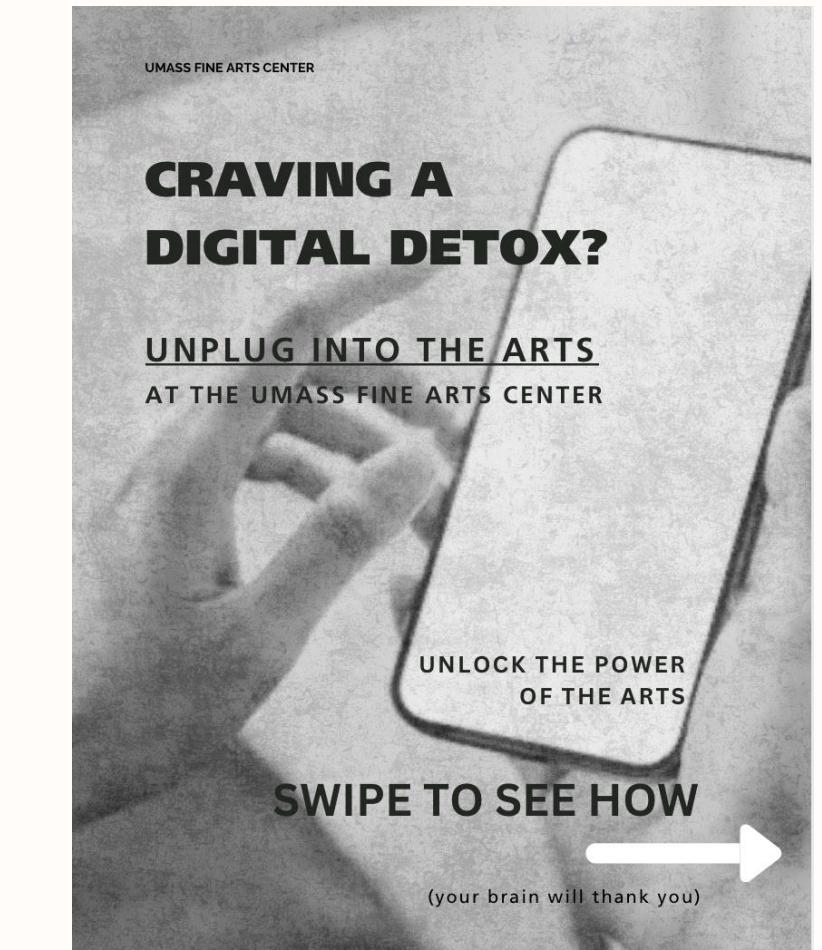
→ Posts involving students, topics that Gen Z finds relevant, trendier subject matter

→ Highlight personality and expertise of performers at the FAC

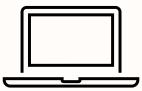
→ Further build empathy between student and artist



**Strategy 3:**  
How can you tailor content through multiple online platforms?

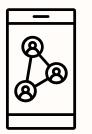


# Timeline



**1<sup>st</sup> Month:**  
**Improve the clarity and accessibility of FAC's online messaging to better engage a wider audience**

- ❖ Collaborate with student interns to add visuals and broader detail to FAC website
- ❖ Send out survey to access new webpage with reward
- ❖ Analyze data
- ❖ Track clicks and attendance over 3 months
- ❖ Track clicks and attendance over 6 months
- ❖ Compare these analytics to previous webpage



**2nd Month:**  
**Tailor content through multiple online social platforms**

- ❖ Generate social media audit for social media platforms
- ❖ Analyze current audience of the fine arts center
- ❖ Research individual social media channel's main audience
- ❖ Research individual platform social media trends
- ❖ Create social media calendar
- ❖ analyze performance (3? 6? Months?)



**3rd Month:**  
**Identifying and building community partnerships**

- ❖ Identify upcoming FAC events
- ❖ Identify cross- campus events (clubs/ dining commons/ sporting events...)
- ❖ Have student interns reach out to campus groups regarding potential collaborations
- ❖ Generate platform specific advertising tailored to each event and age group

# Measurement

## WEB & SOCIAL MEDIA LISTENING

1) Analyze individual social media performance

2) Help understand which content correlates to wider knowledge of events

3) Gain a better understanding of how people hear and where people look for information

## TICKET SALES

1) Analyze overall performance/event attendance

2) Help determine which events attract the most viewers

3) Can help compare/contrast overall demographics in attendance

# Measurement, 2

## VOLUNTARY SURVEYS

- 1) Include under purchase confirmation of a FAC event
- 2) Asking the attendees questions (Enrollment status, age range, satisfaction, etc.)
- 3) Send out voluntary surveys at the end of the year to past seasons ticketholders (Primary yes or no questions for ease)

## STUDENT ATTENDANCE

- 1) Ticket purchases are tracked by use of Five College emails
- 2) Easy to track
- 3) Can be compared to previous months/semester
- 4) Can be made school specific

# Budget

## COMMUNITY ENGAGEMENT TACTICS = \$4,150

COMMUNITY ENGAGEMENT TACTICS					
	Research	First Draft	Edits	Design	Grand Total
<b>Elementary School Outreach Campaign</b>					
Account Coordinator	2 hr x \$50				
Account Executive	1 hr x \$100	3 hr x \$100			
Account Director		1 hr x \$150	2 hr x \$150		
Vice President			1 hr x \$200	2 hr x \$200	
OOP (Tour guides, free tickets, transport to FAC)				XX	
Sum	\$300	\$450	\$500	\$400	
<b>Grand Total</b>					\$1,550
<b>RecWell x Fine Arts Center Partnership</b>					
Account Coordinator	1 hr x \$50				
Account Executive	1 hr x \$100	1 hr x \$100			
Account Director		1 hr x \$150	1 hr x \$150		
Vice President			1 hr x \$150	2 hr x \$200	
OOP (Giveaway speaker)				XX	
Sum	\$150	\$250	\$300	\$200	
<b>Grand Total</b>					\$900
<b>Hotel UMass x FAC Artist Partnership</b>					
Account Coordinator	3 hr x \$50				
Account Executive	1 hr x \$100	2 hr x \$100			
Account Director		2 hr x \$150	1 hr x \$150		
Vice President			1 hr x \$200	3 hr x \$200	
OOP (Materials to set up mini-gallery, payment to the artist, printing fliers)					XX
Sum	\$250	\$500	\$350	\$600	
<b>Grand Total</b>					\$1,700

## WEBSITE ADJUSTMENT TACTICS = \$1,450

WEBSITE ADJUSTMENTS FOR CONFIDENCE					
	Research	First Draft	Edits	Design	Total
<b>Website Clarifications</b>					
Account Coordinator	1 hr x \$50				
Account Executive	2 hr x \$100	4 hr x \$100			
Account Director		2 x \$150	2 hr x \$150		
Vice President			1 hr x \$200	5 hr x \$200	
OOP (Fee for website expert, fee for graphic designer)				XX	
Sum	\$250	\$700	\$500	\$1,000	
<b>Total</b>					\$1,450

## PLATFORM SPECIFIC CONTENT PLAN = \$3600

PLATFORM SPECIFIC CONTENT PLAN					
	Research	First Draft	Edits	Design	Total
<b>Student Ambassador Program</b>					
Account Coordinator	2 hr x \$50				
Account Executive		1 hr x \$100	2 hr x \$100		
Account Director			1 hr x \$150	2 hr x \$150	
Vice President				2 hr x \$200	1 hr x \$200
OOP (Stipend for ambassadors)					XX
Sum		\$200		\$350	\$700
<b>Total</b>					\$200
<b>Social Media Activations (Pinned Directions, Phone Detox, etc.)</b>					
Account Coordinator	4 hr x \$50				
Account Executive		1 hr x \$100	3 hr x \$100		
Account Director			1 hr x \$150	2 hr x \$150	
Vice President				1 hr x \$200	4 hr x \$200
OOP (Canva premium)					XX
Sum			\$500	\$450	\$500
<b>Total</b>					\$800
					\$2,250

**STUDENT AWARENESS CAMPAIGN GRAND TOTAL = \$9,200**

# Appendix

## Facebook Mood Board

University of  
Massachusetts  
Amherst  
Fine Arts Center



# Instagram Mood Board

## Appendix



# Appendix

UMASS FINE ART CENTER X HOTEL UMASS

## DISCOVER LOCAL ART AT HOTEL UMASS

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PAUSE, LOOK, EXPERIENCE THE  
CREATIVITY OF OUR LOCAL  
COMMUNITY

A collaborative mini-  
gallery showcasing local  
Pioneer Valley artists

WHERE : Lobby of Hotel UMass

WHEN : Until May 15, 2026

FREE AND OPEN TO THE PUBLIC

---



## RECWELL X FINE ARTS CENTER

**M**  
**RECWELL**



DURING JANUARY ONLY,

Attend 3 consecutive RecWell workout classes  
to win a JBL FLIP 6 speaker from the UMass  
Fine Arts Center!

Scan for more details:



# Informative fliers for Community Education Enrichment Initiative

## Appendix

**UMASS FINE ARTS CENTER**  
**FEEL. ASPIRE. CONNECT.**

ATTENTION PIONEER VALLEY  
CLASSROOMS!

WANT TO WIN A FREE TICKET TO CIRQUE FLIP  
FABRIQUE BLIZZARD?

WANT A TOUR OF THE UMASS FINE ARTS CENTER?

**Show us why art is important to YOU!**  
(Song, dance, poem, musical score, anything! Be creative!)

SUBMIT YOUR WORK TO [FAC@UMASS.EDU](mailto:FAC@UMASS.EDU) by  
FEB 5<sup>th</sup>, 2026

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**Amherst**

**UMASS FINE ARTS CENTER**  
**FEEL. ASPIRE. CONNECT.**

FOR VISITING STUDENTS

“I Love Art Because...” 

**Everyone who writes a card is automatically entered to win a free admission to an upcoming event!**



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# Appendix

## List of potential contacts for Community Education Enrichment Initiative

### Media List

#### Community Education Enrichment Initiative

##### Amherst Regional Public Schools Contacts

Area Code- (413)

##### Crocker Farm School

Derek Shea; Principal | 362-1665

Alicia Lopez; Assistant Principal | 362-1665

##### Fort River School

Tamera Sullivan-Daly; Principal | 362-1217

Julio Fernandez; Assistant Principal | 362-1213

##### Wildwood School

Allison Estes; Principal | 362-1413

Diane Chamberlain; Assistant Principal | 362-1413

##### Pelham School

Micki Darling; Principal | 362-1100

##### Amherst Regional Middle School

Michael Sullivan; Interim Principal | 362-1960

Juan Rodriguez ;Assistant Principal | 362-1844

##### Amherst Regional High School

Talib Sadiq; Principal | 362-1706

Miki Gromacki; Assistant Principal | 362-1715

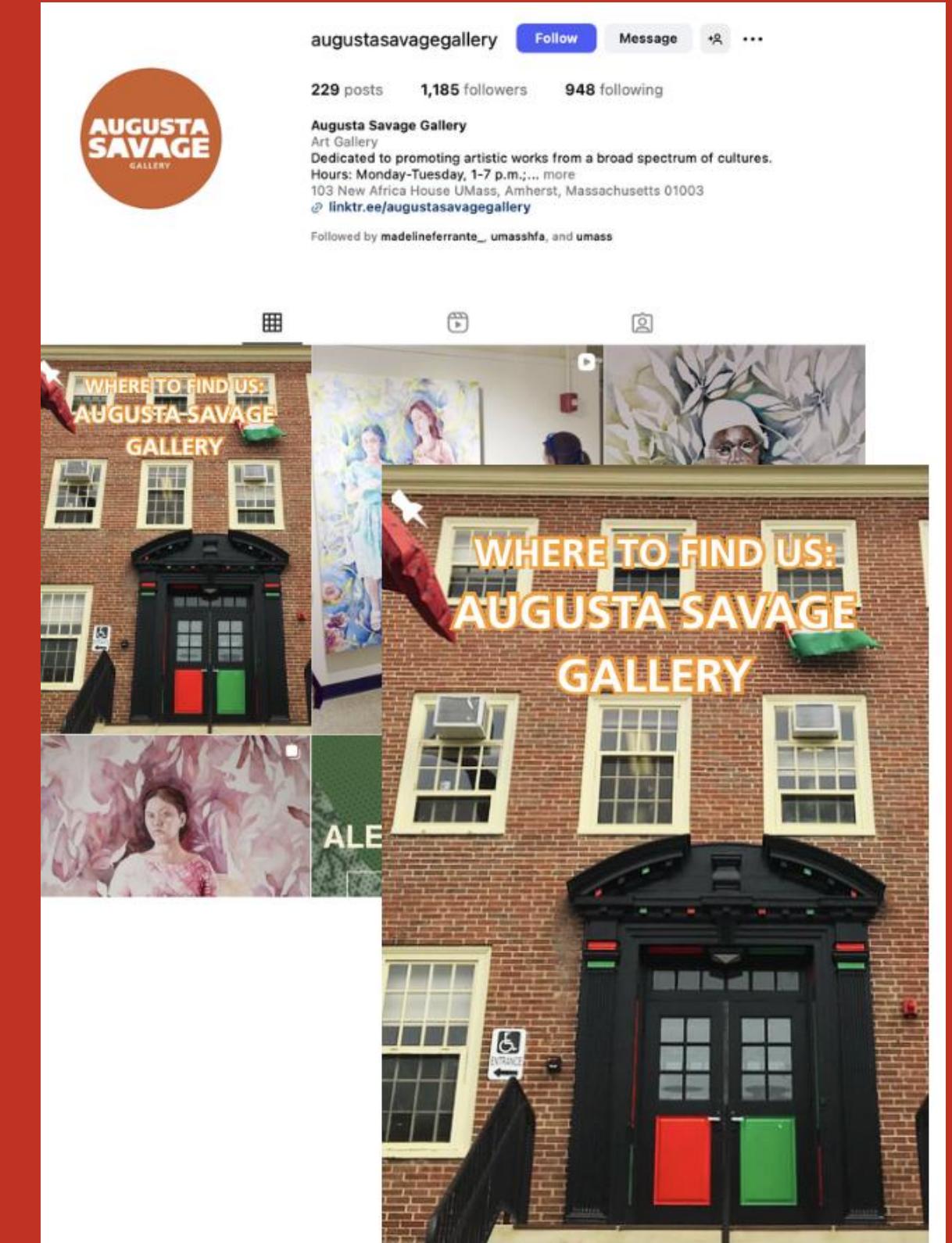
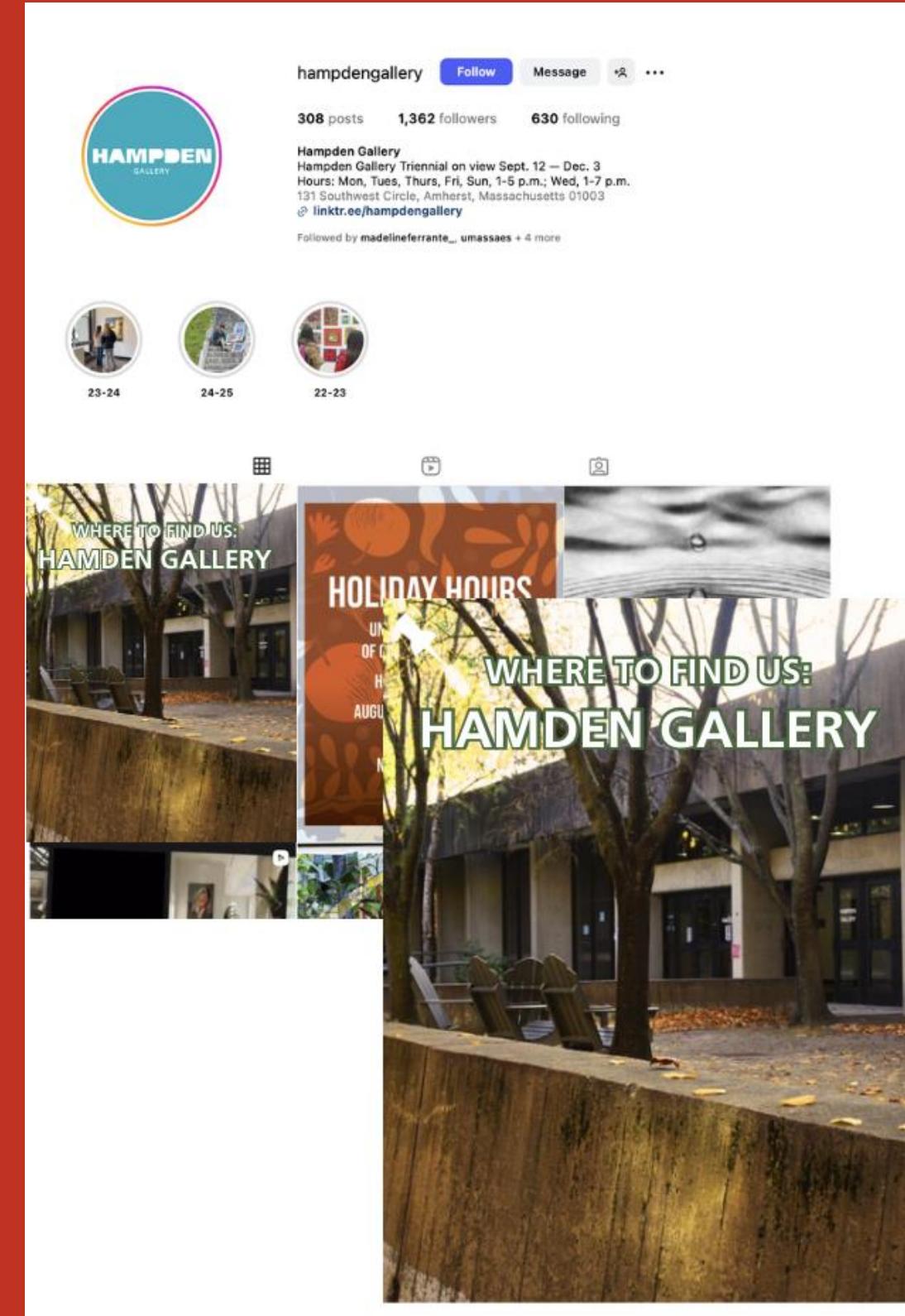
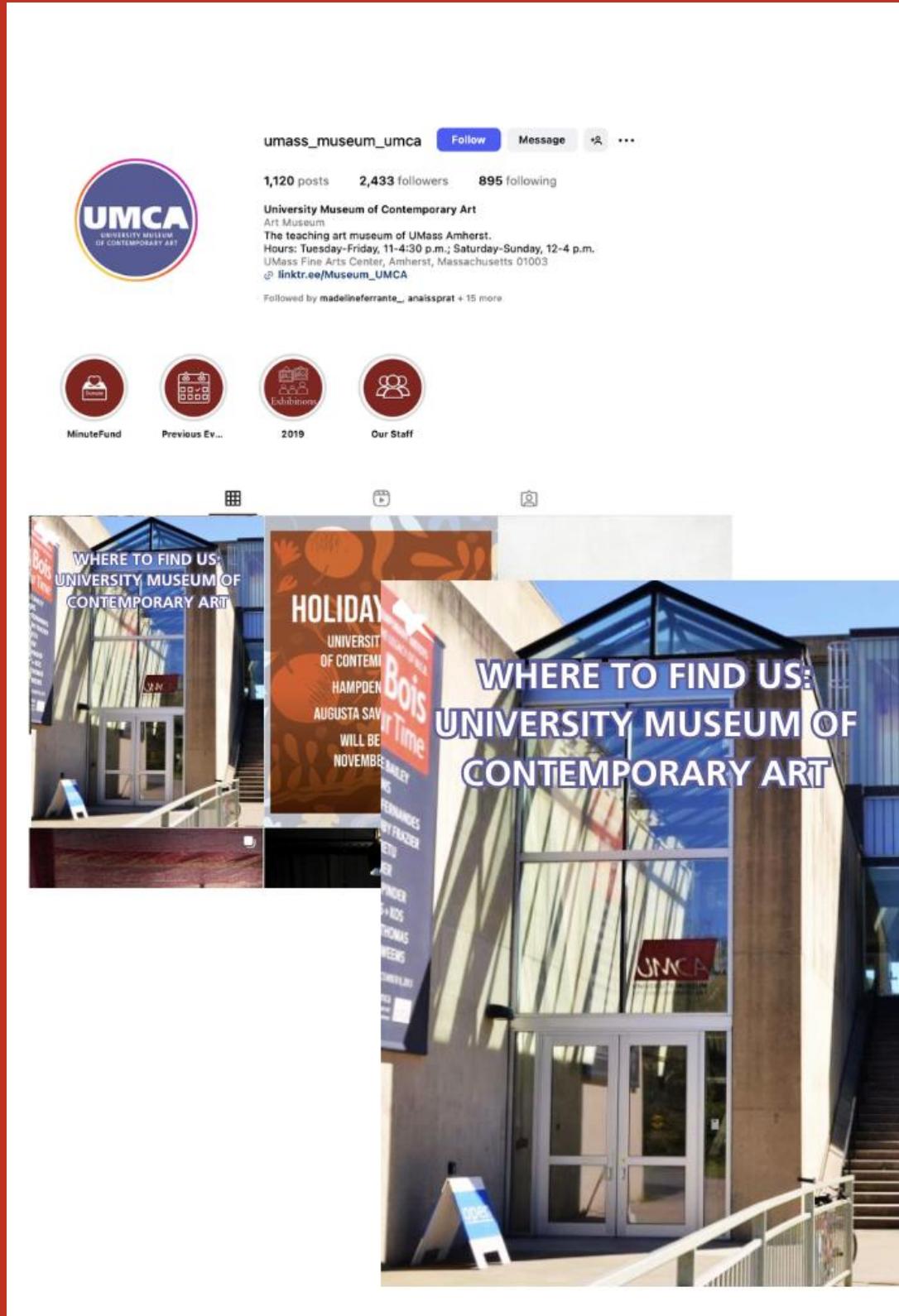
Samantha Camera; Assistant Principal | 362-1714

##### Summit Academy

David Slovin; Principal | 362-1753

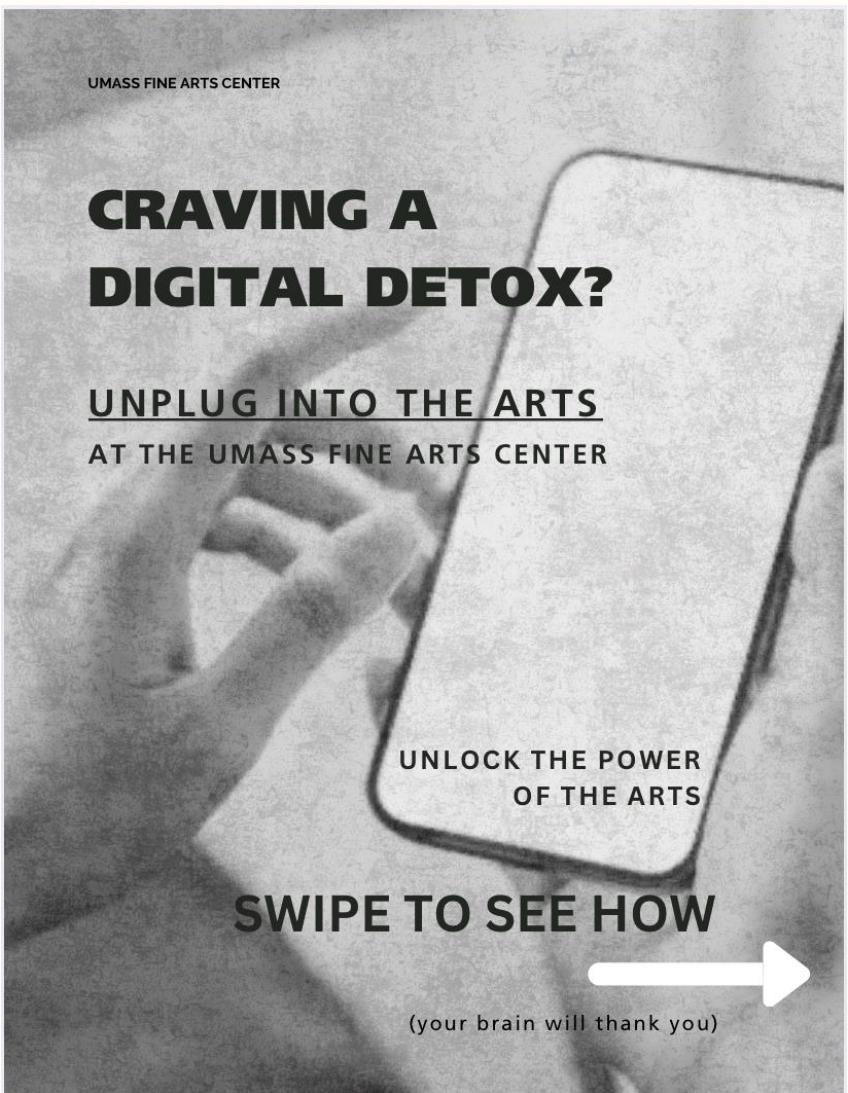
# Appendix

Thumbnail of pinned directions to different galleries, examples of what it should look like on the Instagram pages.



# Appendix

Platform specific engagement idea promoting benefits of engaging with the arts



UMASS FINE ARTS CENTER

## BENEFITS OF WATCHING: A DANCE PERFORMANCE

- MOOD AND STRESS REDUCTION
- MOTOR CORTEX EXCITEMENT
- INCREASES SEROTONIN PRODUCTION

HOW YOU CAN ENGAGE: **TILLIS PERFORMANCE HALL**  
FEBRUARY 27, 2026  
**PAUL TAYLOR**  
**DANCE COMPANY** 7:00 PM



UMASS FINE ARTS CENTER

## BENEFITS OF WATCHING: AN ORCHESTRA

- IMPROVED BRAIN FUNCTION
- BETTER MEMORY & COGNITIVE FLEXIBILITY
- PRODUCE DOPAMINE & REDUCE CORTISOL

HOW YOU CAN ENGAGE: **TILLIS PERFORMANCE HALL**  
FEBRUARY 4, 2026  
**VENICE BAROQUE**  
**ORCHESTRA** 7:00 PM



UMASS FINE ARTS CENTER

## BENEFITS OF: TRYING A NEW CRAFT

- IMPROVED FOCUS AND ATTENTION
- DEVELOP MOTOR SKILLS
- BOOST PROBLEM SOLVING ABILITIES

HOW YOU CAN ENGAGE:  
**GLASS BLOWING**  
**WORKSHOP** HAMPDEN GALLERY  
FEBRUARY 4, MARCH 4, APRIL 1  
9:30 AM



# Appendix

**Excel spreadsheet budget link:** [452PR BUDGET.xlsx](#)

**Editable Canva link for appendix material:** [https://www.canva.com/design/DAG4ggdMkw4/gxMZ9xKtS1sHgCqqq9inEg/edit?utm\\_content=DAG4ggdMkw4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAG4ggdMkw4/gxMZ9xKtS1sHgCqqq9inEg/edit?utm_content=DAG4ggdMkw4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)