Chinue X Project: Digital Revamp

By C271- COOP LA, DA
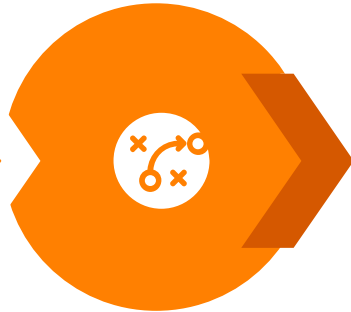
Agenda

OUR CLIENT

SITUATION

OPPORTUNITIES
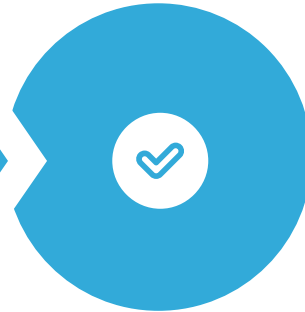
RECOMMENDATIONS

Brief overview of Chinue X Project : Background and Goal

Current operation structure and work

Pain points and areas of opportunity

Possible recommendations

About Chinue X

Mission: "Provide **culturally relevant educational opportunities** to **at-risk/high-potential African American** youth to foster self-pride, self-respect, and self-worth to have a **positive impact in their lives and communities**"

Services: CHINUE X provides quarterly six-week workshops that focus on Black history and highlighting important African American leaders

GOAL: Create online brand awareness, establish opportunities for relationship-building, optimize stable funding funnels for Chinue X Project

Current Operations Model

Funding
Merchandise sales are used to generate non-profit funding
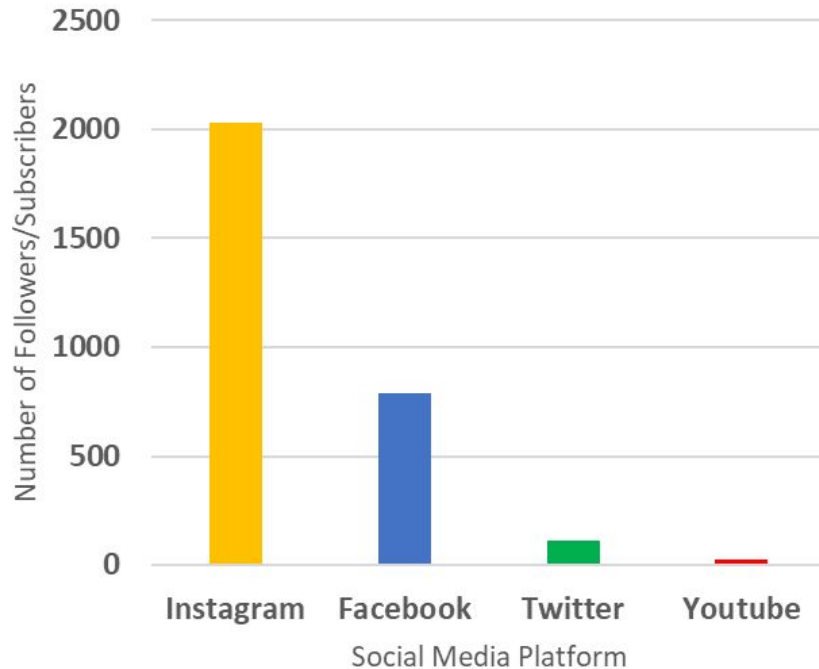
Organizational Structure
Decentralized model- multiple websites for sales, educational resources, etc.
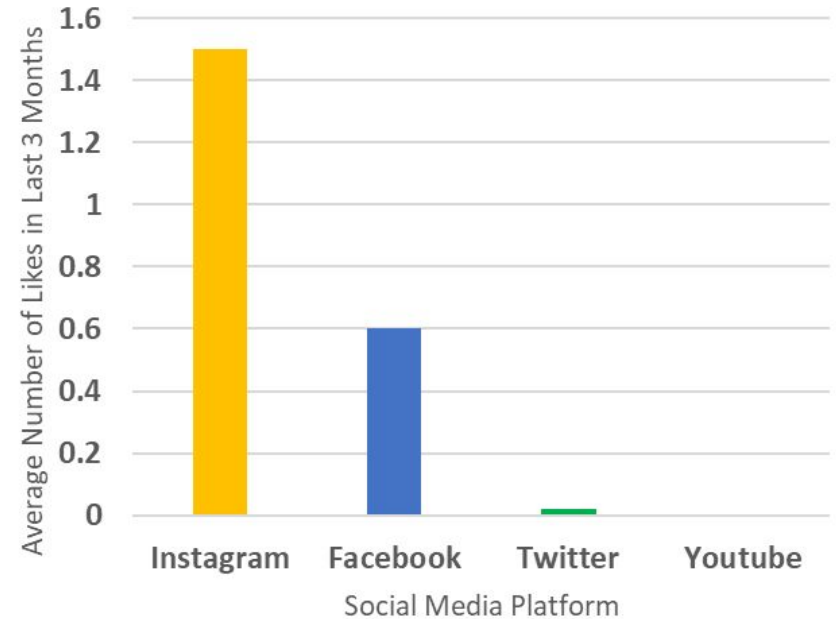
Online Platforms
Platforms Instagram, Facebook, TikTok, Youtube Twitter are utilized to advertise client's products

Marketing

Number of Followers/Subscribers on Social Media Platforms

Average Number of Likes in the Last 3 Months (Sept, Oct, Nov) on Social Media Platforms

Funding

- <u>Online Products:</u> apparel with non-profit brand
- Online fundraiser on Instagram (no current donates)
- Miscellaneous donations on two websites
- <u>Etsy Shop:</u> Flashcards (2 Sales)

TCXPI Apparel - Ladies T-Shirt

$11.38 - $14.38

Add To Cart

TCXPI Apparel - Teardrop Earrings

$11.25

Add To Cart

TCXPI Apparel - Men Long Sleeve Tee

$14.50 - $17.50

Add To Cart

TCXPI Apparel - Men Classic T-Shirt

$11.00 - $14.00
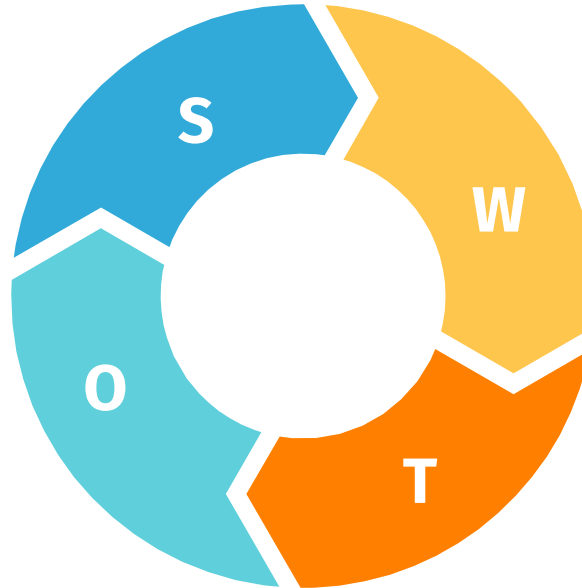
Add To Cart

Areas of Opportunities

SWOT Analysis

Strengths

Mission Based Project
Locally based
Empowering at-risk youth
Year round workshops

Opportunities

Developing brand awareness
Sustainable funding structure
Centralizing Websites

Weaknesses

Consistency
Website layout
Digital presence
Marketing

Threats

Funding

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Oakland Demographics- Ethnic Breakdown

The City
- Total population in **2020** was **440,646**
- It stands as the **8th largest city** in California
- Highly diverse city with a **diversity score** of **9.14***

Insights
- Ethnic background is our first filter to find our core audience
- Target adults and children through effective advertising and marketing.

Race

34.4%
22.7%
17.3%
15.8%
8.4%

- White
- Black or African American
- American Indian and Alaska Native
- Asian
- Native Hawaiian and Other Pacific Islander
- Some Other Race
- Two or More Races
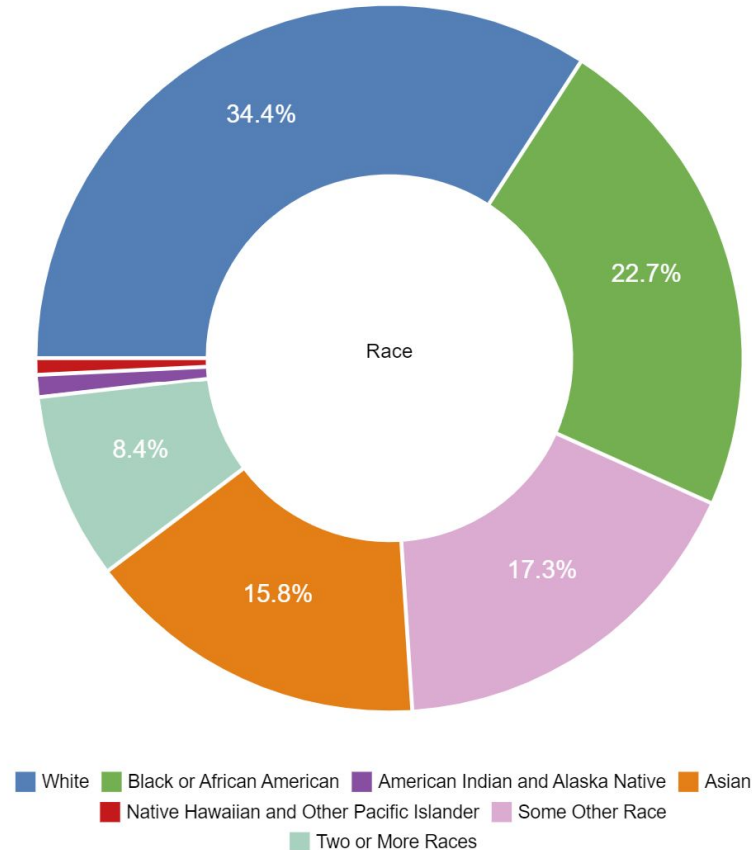
Oakland Demographics- Age and Gender
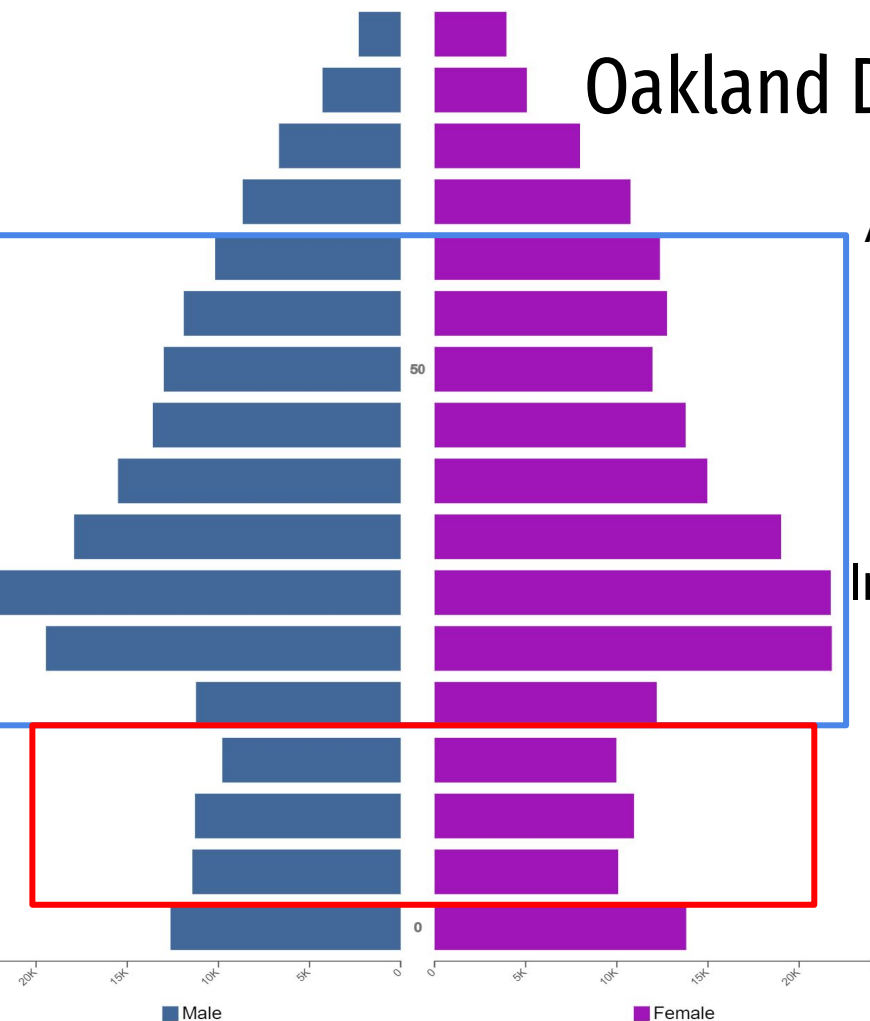
Age and Gender breakdown
- 51.7% female and 48.3% male
- Children between **ages 5-18** make up **13.1%** of the population
- Adults between ages 18-60 make up about **61.9%**

Insights
- Estimated **13,000+** Black/African American children in the school system.
  - More outreach to schools
- We have a gap in our intended audience between the **ages of 20-30.**

Oakland Demographics- Target Audience

Household Breakdown -
- Total of 160,095 households surveyed during 2020 census
  - Overall household size average of 2.6
  - Families household size average is 3.40
- 26.8% of households have at least 1 person under the age of 18 and 1 parent and guardian

Insights
- Total of 9700+ Black/African american households with at least 1 child and 1 adult.
  - The main demographic that has the greatest vested interest in our program
  - More family orientated content can bring in more engagement

Households by Type

45.7%

35.4%

13.2%

5.6%

■ Married ■ Male ■ Female ■ NonFamily

U.S. Census Bureau, 2016-2020 American Community Survey 5-Year Estimates
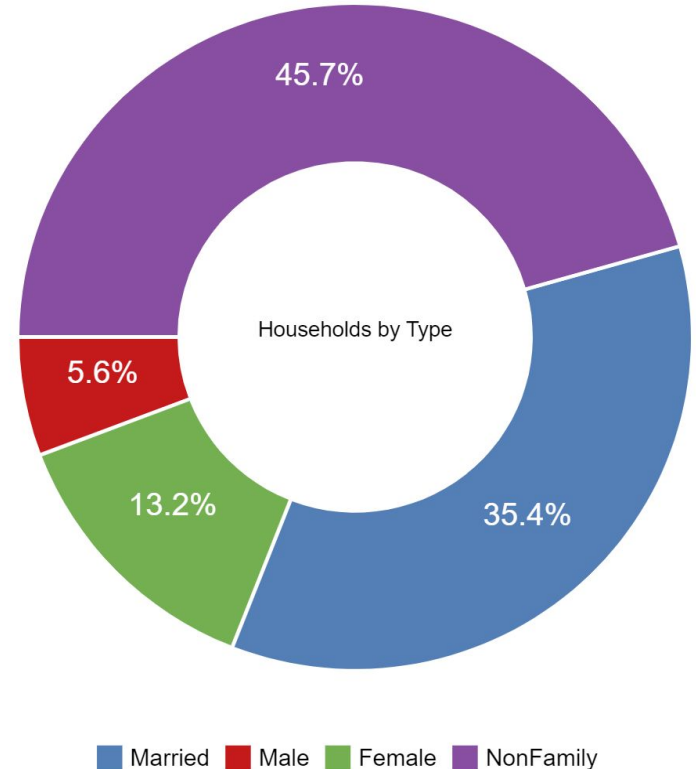
Basics of Website Layout

Design Layout

01   Simple, clear, consistent   **User Friendly**

02   Size, Style, Spacing, Layout, Color,   **Visualization**

03   Buttons on the page that are interactive   **Call to action**

*Laurinavicius, T. (2021, April 13). *Web page design: 3 steps every designer should follow: Webflow blog*. Webflow. Retrieved November 30, 2022, from https://webflow.com/blog/web-page-design
Anderson, T. (2021, September 30). *Website structuring 101: What it is, why it matters, and ... - bluehost*. Blue Host. Retrieved December 1, 2022, from https://www.bluehost.com/resources/website-structuring/
Team, E. Z. M. (2018, August 21). *Why good web design is important, and why you need it*. Lancaster PA. Retrieved November 30, 2022, from
https://blog.ezmarketing.com/why-good-web-design-is-important#:~:text=Good%20web%20design%20helps%20guide,take%20the%20actions%20you%20want*

https://tcxpi.net/

The Chinue X Project, Inc.

Please make 2021 a Great Year for TCXPI!

Support TCXPI!

PurchaseTCXPI Apparel and Accessories!

The Chinue X Project, Inc. TCXPI, is an Afrocentric Educational Resource that was initially established ub 2011, as a social platform to address the Miseducation Of The Negro globally. We seek to combat mainstream education. Education that has historically been distorted or intentionally been omitted in the education of the African American child.

If a race has no history," Dr. Carter G. Woodson once wrote, "if it has no worthwhile tradition, it becomes a negligible factor in the thought of the world, and it stands in danger of being exterminated."

Through TCXPI educational resources, projects, and products, we seek to shift the paradigm of history and the many contributions of people of African descent to world and human civilization. We seek to foster self pride, self respect, self value and worth of children and youth, and others .

Cynthia Chinue X Cornelius, CEO and Founder, Author, Educational Facilitator and Consultant, has created TCXPI Apparel and Accessories as a way to support our educational programs and resources.

By donating to TCXPI, you will become an active agent in assuring TCXPI is SUCCESSFUL!

WE DEPEND ON YOU!
Please support our SUCCESS!
Thank you
Cynthia Chunue X Cornelius
TCXPI has great educational community projects for young scholars and educators

Please Support TCXPI Afrocentric Educational Resource Service by ordering today!
Thank you

Recommendations

Why Use Google Analytics ?

	Track Online Traffic	**Conversion Tracking**	**Custom Reports and Dashboards**	**Find Your Target Audience**
13 Google Analytics Benefits	**Understand User Behavior**	**Improve Online Advertising**	**Getting Started Is Easy**	**Improves Your Website**
COST	**Offline To Online Tracking**	**Improve SEO and Content**	**eCommerce Performance**	**New Ideas For Business**

*https://engaiodigital.com/google-analytics/

Reliable and **accessible** way to start collecting data

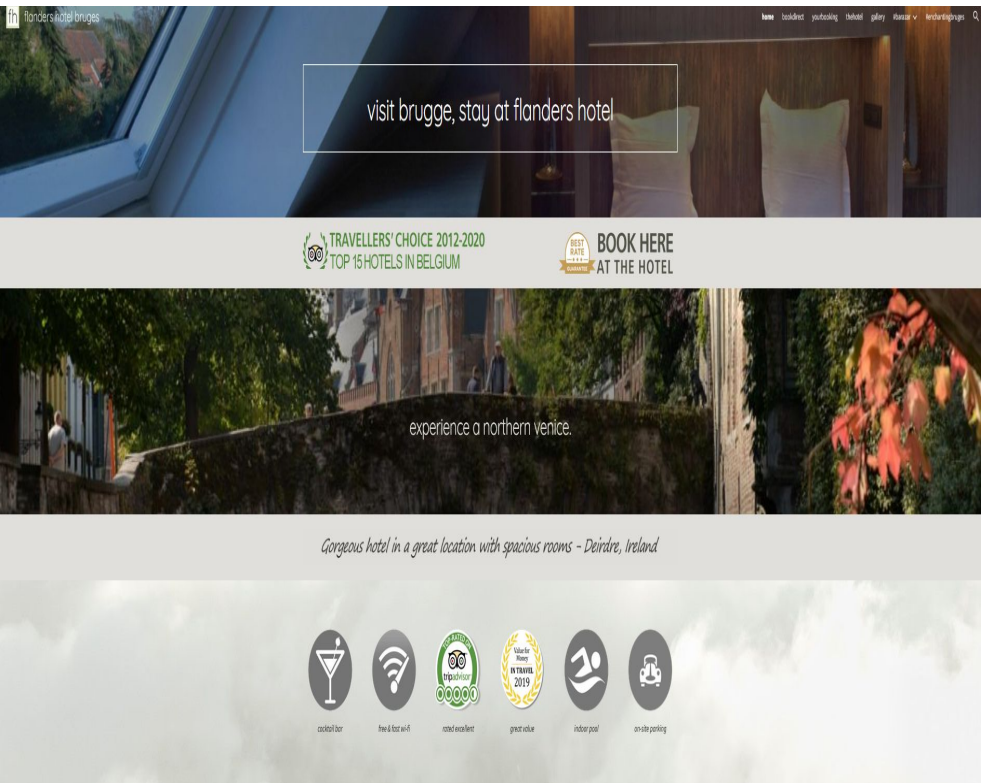Gives **real-time** customer centric **measurements** across all sites and platforms

Provides more **in-depth data** for your target audience : Language, Country, City, Age, Gender
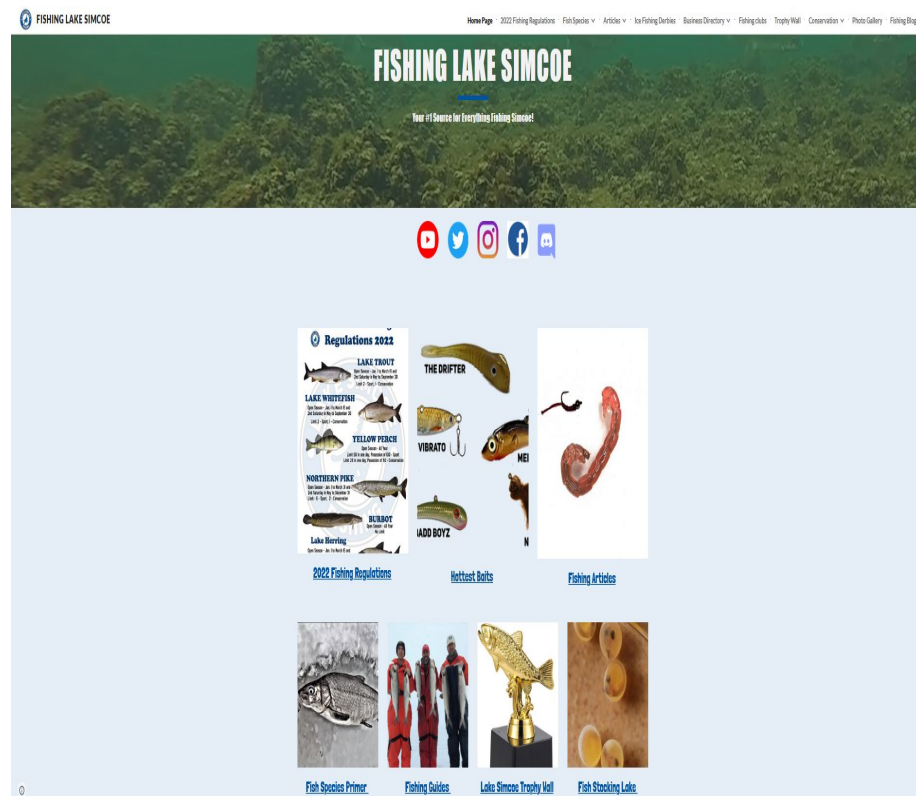
Most importantly , **it is FREE!**

Website

Google Sites

01 Easy way to create a nice simple website is using Google Sites

02 Resources to help build your site or have any questions

03 Nice, easy to use, don't need to have technical knowledge, also it is **free**

04 Part of Google's workspace, integrates with Google's other services such as Google docs and Google Analytics

Help

📄 How to use Google Sites

📄 Create, name, delete, or copy a site

📄 Change how your site looks

📄 Delete or restore your site

📄 Find what's changed in a site

📄 Compare new Sites & classic Sites

📄 What you need to use Google Sites

📄 Learn what's new in Google Sites

Business Website :

Blog Website:

Establishing Credibility

Optimizing Social Media Presence

Increasing brand awareness

↓

Draws in more funding

↓

Improves reputation

↓

Creates strong social media presence
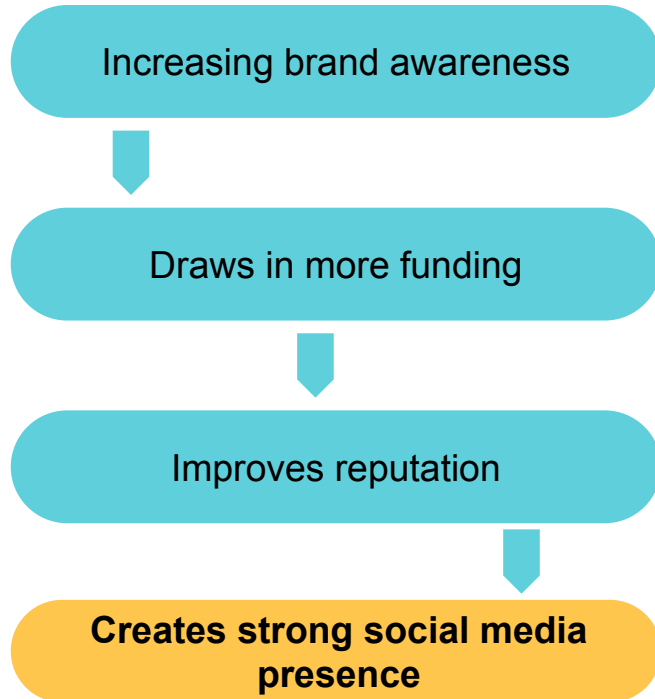
Maintain professionalism
- demonstrates industry expertise within digital media content

Showcase customer testimonials
- demonstrates positive impact and value of workshops

Gather and share social proof
- boosts community engagement and workshop attendance

Collect and apply feedback
- builds intentional connections with audience

*The impact of social media marketing and brand credibility
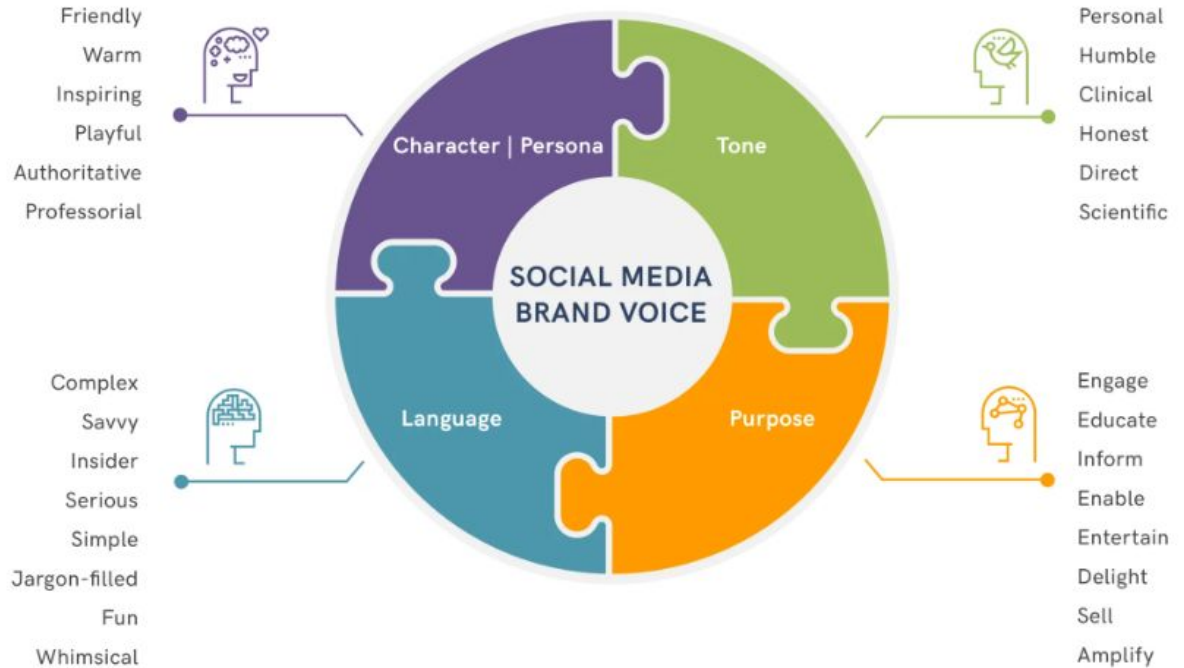*Learning social media content optimization

Establishing Brand Voice

Target your audience

Stand out

Create a brand style guide

Apply Brand Voice

Friendly
Warm
Inspiring
Playful
Authoritative
Professorial

Character | Persona

Tone

Personal
Humble
Clinical
Honest
Direct
Scientific

SOCIAL MEDIA
BRAND VOICE

Complex
Savvy
Insider
Serious
Simple
Jargon-filled
Fun
Whimsical

Language

Purpose

Engage
Educate
Inform
Enable
Entertain
Delight
Sell
Amplify

Sustainable Funding Sources

Non-Profit Funds — There are multiple grants available for non-profits — 1

Sponsorships — Corporate Funding Black Giving Circles — 2

Merchandise — T-shirts, flashcards, key chains, coffee cups, etc. — 3

Donations — From families or local community organizations — 4

Thank you