



STUDENTS HELPING OTHER PROFS
AT ROWAN UNIVERSITY

SPRING 2018 | PR PLANNING

BACKGROUND

- The SHOP - Students Helping Other Profs
- Established in March 2017
- Housed in Building 5 room 141 in Rowan Boulevard Apartments
- Centrally and discreetly located to ensure student privacy
- Food pantry and resource center for all students



BACKGROUND



Partnerships include:

- Walgreens
- ShopRite
- Philabundance

Food insecurity or the lack of reliable access to sufficient quantities of affordable, nutritious food, is an issue sweeping across America.

SECONDARY RESEARCH

Food insecurity
College campuses with food
pantries/resource centers

In-depth interviews
Survey local businesses
Content Analysis
SHOP Twitter
SHOP Website
Local Media & The SHOP

PRIMARY RESEARCH



SECONDARY RESEARCH FINDINGS

- Colleges themselves have a responsibility to do better, and they can take a cue from their students.
- These findings reinforce that food insecurity presents a serious challenge for today's college students, and highlight the need for additional research to better understand this problem and explore effective solutions.

INTERVIEW TAKEAWAYS

- Word of mouth
- Walgreens Manager, Antonio Mondì
- Mondì offered advice for moving forward, picking up items in a more timely manner



SURVEY NOTABLE FINDINGS:

The survey questions gave local businesses the opportunity to learn about the existence of The SHOP, what it has to offer to both its Rowan/Glassboro community members and how their local business can help Rowan's Resource Center help others.

FIGURE 1

asked if the local businesses have ever heard of The SHOP. Unfortunately only 13% of the local businesses knew about The SHOP

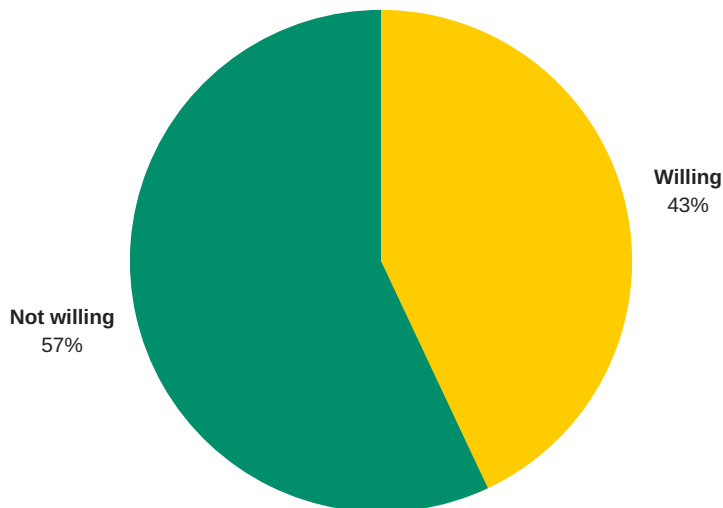
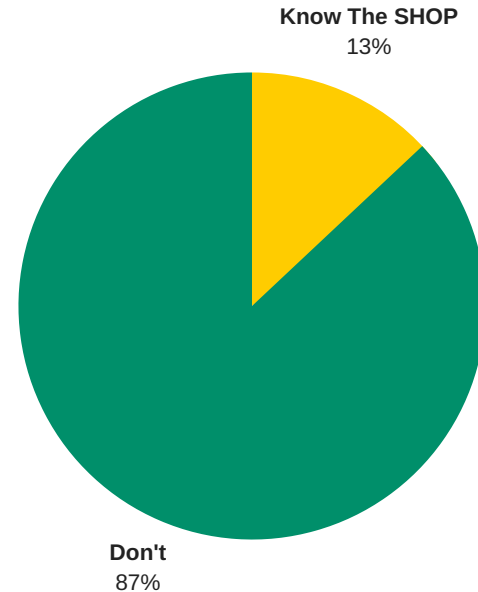


FIGURE 5

asked if your local business would be willing to donate to The SHOP to help others in need. 43% said they would donate.

MAIN CONCERNS

- The SHOP lacks the awareness from the local Glassboro community.
- Rowan's resource center seeks partnerships with local businesses and charities.
- The SHOP lacks volunteers/donors.
- The SHOP lacks quality social media advertising.
- The SHOP lacks quality communication with students and local community members.



AUDIENCES

INTERNAL

The SHOP employees
and volunteers
Current SHOP guests
Current SHOP sponsors
Student Government
Association

EXTERNAL

Glassboro residents
Current partners
Potential partners
Current donors
Potential donors
Rowan University
community

INTERMEDIARY

National collegiate news
media e.g. The Journal of
Higher Education
Local news media
Local food pantries
Previous SHOP guests

SPECIAL

Rowan Alumni
Parents of Rowan
students

AUDIENCE RANKING CHART

	Priority Targets	Secondary Targets
	MUST Influence	SHOULD Influence
LIKELY to influence	• Potential partners • Potential donors • Rowan University community • Local news media	• The SHOP employees and volunteers • Current SHOP guests • Current SHOP sponsors • Current partners • Current donors
UNLIKELY to influence	• Glassboro residents • National news media • Previous SHOP guests	• Local food pantries • Rowan alumni • Parents of Rowan students
	Maximum PR efforts	Significant PR effort



AUDIENCE 1 - GLASSBORO RESIDENTS

Achieving a positive outlook on Rowan University and its students will encourage Glassboro community members to donate to The SHOP and help students in need.

Suggested channels include:

- Outdoor marketing
- Billboards
- Flyers
- Signage
- Local News Media
- Emails/calls



Glassboro Residents	
Driving Forces	Restraining Forces
Feeling useful/part of the community 	Currently donate to other local organizations 
Helping local students 	Currently provide for their own student 
Creating a stronger bond between Rowan and the community 	Negative view of Rowan expansion 
Former Rowan student 	Zero personal ties to Rowan 
1 - 2 - 3 - 4 - 5	5 - 4 - 3 - 2 - 1

Message: Rowan University initiates a strong philanthropic bond between the Glassboro community and its students through The SHOP.

Key Message: Growing stronger together

GLASSBORO RESIDENTS

Change Agent Message Chart

Present State	Message	Desired State
Glassboro residents are unaware of The SHOP and donate to other local organizations.	Rowan University initiates a strong philanthropic bond between the Glassboro community and its students through The SHOP. Growing stronger together.	Glassboro residents donate to The SHOP and have a positive outlook on the Rowan community.

MAC Triad

Message	Audience	Channel
Rowan University initiates a strong philanthropic bond between the Glassboro community and its students through The SHOP. Growing stronger together.	Glassboro residents	• Local media kit • Outdoor marketing • Community events



AUDIENCE 2 - MEDIA

Individuals promoting The SHOP
through external media platforms.

Local Media

6ABC, FOX 29 and the Courier-Post each featured The SHOP when it initially opened. Developing positive local media relations will benefit The SHOP overall by potentially increasing partnerships and awareness.

Suggested channels include:

- Media day
- Special events

Local News Media

Driving Forces

Establishing connection to Rowan



Increase media relations



Recognition of food insecurity



Coverage of hot topics



1 - 2 - 3 - 4 - 5

Restraining Forces

Lack of awareness of The SHOP



Lack of interest from particular media



Higher priority stories



Competition for attention



5 - 4 - 3 - 2 - 1

Message: Rowan University SHOP fulfills a vital need and responds to the rising issue of food insecurity on college campuses.

Key Message: Help a Prof in need

LOCAL NEWS MEDIA

Change Agent Message Chart

Present State	Message	Desired State
The SHOP has minimal news media coverage.	Rowan University SHOP fulfills a vital need and responds to the rising issue of food insecurity on college campuses. Help a Prof in need	Media outlets act as an advocate for The SHOP to attract potential partners and donors.

MAC Triad

Message	Audience	Channel
Rowan University SHOP fulfills a vital need and responds to the rising issue of food insecurity on college campuses. Help a Prof in need	Local NJ news media	• Press kit • Cold calls • Press conference • Pseudo-event



AUDIENCE 2 - MEDIA

Individuals promoting The SHOP
through external media platforms.

National Media

Magazines and news outlets specifically interested in
collegiate affairs and what changes colleges are making to
help their students.

Suggested channels include:

- Cold calls
- Pseudo-events
- Press conference
- Media kits including
 - Press releases
 - New releases
 - Feature stories



National News Media	
Driving Forces	Restraining Forces
Establishing connection with college students 	Knowledge of Rowan University is limited 
Increase media relations 	Lack of interest from particular media 
Recognition of food insecurity 	Higher priority stories 
Coverage of hot topics 	Competition for attention 
1 - 2 - 3 - 4 - 5	5 - 4 - 3 - 2 - 1

Message: Rowan University leads the way in addressing food insecurity on college campuses.

Key Message: Fighting food insecurity in our own backyard

NATIONAL NEWS MEDIA

Change Agent Message Chart

Present State	Message	Desired State
The SHOP has minimal news media coverage.	Rowan University leads the way in addressing food insecurity on college campuses. Fighting food insecurity in our own backyard	National media outlets act as an advocate for The SHOP to attract potential partners and donors.

MAC Triad

Message	Audience	Channel
Rowan University leads the way in addressing food insecurity on college campuses. Fighting food insecurity in our own backyard	National news media e.g.	• Press kit • Cold calls • Press conference • Pseudo-event



AUDIENCE 3 - POTENTIAL PARTNERS

Organizations/Companies donating to The SHOP play a large role in the sustainability of the food and clothing pantry on Rowan's campus, as well as decreasing the amount of food insecure students on Rowan's campus.

Suggested channels include:

- Personalized thank you notes
- Information packets/ brochures

Potential Partners

Driving Forces

Restraining Forces

Aspire to play a role in the community

Lack awareness of The SHOP



Desire a positive perception from local community

Already participate in other philanthropic efforts



Tax incentives

Unaware of benefits from tax incentives



Share similar values to the SHOP

Do not share the same values



1 - 2 - 3 - 4 - 5

5 - 4 - 3 - 2 - 1

Message: The SHOP offers potential partners an opportunity to play a larger role in the Rowan community.

Key Message: Philanthro(prof)y

POTENTIAL PARTNERS

Change Agent Message Chart

Present State	Message	Desired State
Local organizations are unaware of The SHOP.	The SHOP offers potential partners an opportunity to play a larger role in the Rowan community. Philanthro(prof)y	Using potential partners to make the community aware of The SHOP.

MAC Triad

Message	Audience	Channel
The SHOP offers potential partners an opportunity to play a larger role in the Rowan community. Philanthro(prof)y	Local businesses and charities, Glassboro, NJ	• Email • Press kit • Brochure

ISSUE 1:

The SHOP has few current partners.

OBJECTIVE 1.0

The SHOP aims to gain five partners in the Glassboro community within two years.

Strategy 1.1: Raise awareness of The SHOP's existence

Tactic 1.1.1: Create partner packets.

Tactic 1.1.3: Send postcards/direct mail letters to local businesses.



ISSUE 2:

The SHOP lacks volunteers/donors.

OBJECTIVE 2.0

The SHOP aims to increase the number of donors by 10 percent within one year.

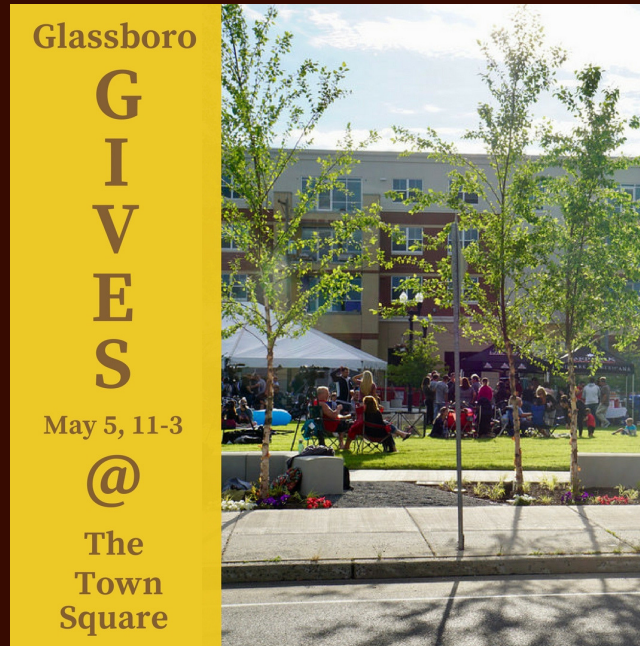
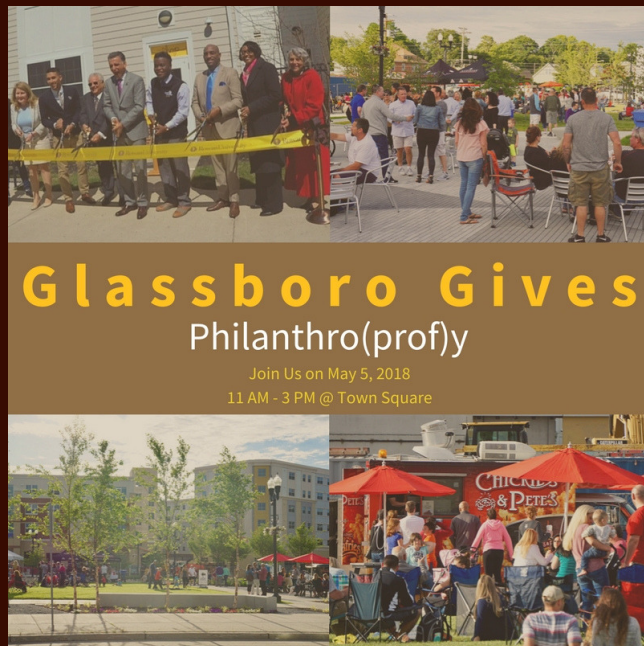
Strategy 2.1: Engage the community in a philanthropic opportunity to gain support from Glassboro residents.

Tactic 2.1.1: Set up a donation box with local churches

Strategy 2.3: Motivate external organizations to create their own event about The SHOP to drive customer awareness of The SHOP

Tactic 2.3.1: Distribute flyers about the event

Tactic 2.3.2: Create Glassboro Gives



ISSUE 3:

The SHOP lacks awareness from the Glassboro community and residents.

OBJECTIVE 3.0

The SHOP aims to increase awareness by 5 percent within one year.

Strategy 3.1: Increase Social Media involvement

Tactic 3.1.1: Create a Facebook page

Strategy 3.3: Expand awareness of The SHOP to current/potential guests and donors

Tactic 3.3.1: Create a media kit to increase promotion of The SHOP and its purpose



BUDGET

Partnership/Welcoming Packets/Brochures -
\$1,000

Advertising/Marketing - \$4,500

- Media kit
- Outdoor signage
- Flyers
- Handbills
- Website update
- Social Media

Host an Event - \$1,000

Unforeseen Expenses - \$500

TOTAL = \$7,000



POTTER MODEL

Is it ethical for The SHOP to gain more attention and potentially expose the identity of students who attend?

1. Definition

Yes: In order to receive more donations, The SHOP must gain more attention.

No: The identity of students should be protected from media attention.

4. Loyalties

Yes: The SHOP gains attention for the sake of getting more donations to help more students.

No: The needs and privacy of the students should never be exposed.

2. Values

Yes: Helping the students is the highest priority.

No: Keeping interactions with The SHOP anonymous is the highest priority.

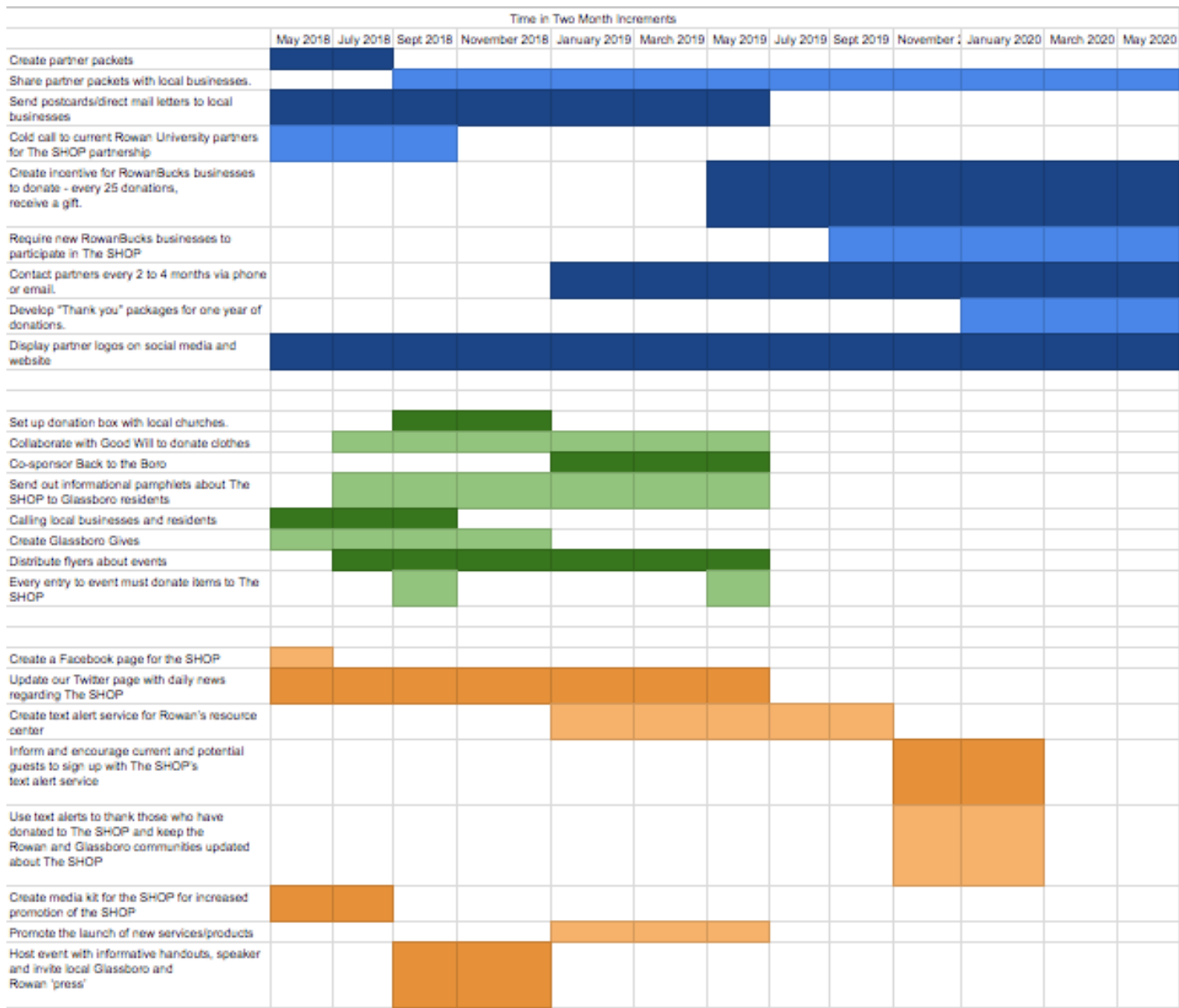
3. Principles

Yes: Mill's Utilitarianism - "What is useful is right"

No: Judeo/Christian Principle - "Treat others as you would be treated yourself"

Yes, it is ethical to have The SHOP gain more attention and potentially expose the identity of the students who attend because of the philanthropic nature of the resource center.

GANTT CHART



EVALUATION

Objective 1.0: The SHOP aims to gain five partners in the Glassboro community within two years.

- Survey Glassboro businesses after the release of the partner packet and mailings to gauge awareness.
- We will survey current partners and participate in interviews with current donors.
- Send short online survey post-interaction to gauge the interaction with The SHOP.

Objective 2.0: The SHOP aims to increase the number of donors by 10 percent within one year.

- Monitor the number of donations before and after each tactic takes place to detect an increase.
- Track to see the number of community members donate as opposed to students.
- Send out surveys to residents to get feedback on the information.
- Track the number of attendees at the event in relation to how many donations we receive.

Objective 3.0: The SHOP aims to increase awareness by 5 percent within one year.

- Monitor the text alert system to determine the value of the service.
- Focus group students to better service them later.
- Measure the number of regular donors increased after implementing the tactics.

CONCLUSION

- The SHOP at Rowan University strives to provide resources to all students demonstrating a vital need by increasing partnerships and local community awareness.
- We want to spark the interest of the local community, both Glassboro, and the Rowan community, and develop more events to engage with them.
- We hope to gain more media attention from media outlets expressing the growing food insecurity across the nation on college campuses and how the SHOP provides those materials to students in need.