



Kent Cultural Community

## Two-Part Revision Plan

Kent State Student Multicultural Center

February 2017 to February 2018

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# Neapolitan PR



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**Hello!** We are *Neapolitan PR*. The name of our full-service public relations agency was not chosen by mistake. Neapolitan ice cream has three different flavors (*strawberry*, vanilla and *chocolate*). All three flavors are unique and, despite their differences, complement each other.

**Ne·a·pol·i·tan**  
 ice cream made in layers of different colors,  
 typically including chocolate, vanilla, and  
 strawberry.

The five-team members of *Neapolitan PR* bring a different expertise to the team. These specialties have been developed through unique experiences in the public relations field, along with our different skill sets, opinions and goals. We have combined our individual strengths to come together and create the best possible work for our clients.

Gabrielle Woodard, our account executive, brings her knowledge of public policy to determine the best practices for our agency and our client. Lauren Phillips, our finance manager and secondary research head, uses facts and logic to answer our clients' questions. Lauryn Rosinski, our primary research head, discovers the thoughts and opinions of our clients' key audiences. Halie Rogers, our designer, makes our product look presentable and approachable. Finally, Kaitlin Walker, our editor, ensures that the final presentation exceeds the expectations of our client.

*Neapolitan PR* is not a typical agency. The five-team members recognize our clients have needs that are not cut-and-dry, and we are determined to work with them to find all layers that represent the company. Neapolitan will work to recognize and determine the many needs of our clients and will not stop until all expectations are exceeded. *Neapolitan PR* will not only help clients find their brand, but will also help express this brand to target audiences.



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{ It is not our differences  
that divide us. It is our  
inability to recognize,  
accept and celebrate those  
differences. }

-Audre Lorde





## Executive Summary

The late Maya Angelou once said, “I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” People create and impact moments in others’ lives, whether they realize it or not. The Student Multicultural Center (SMC) caters to people with different stories from different backgrounds; however, when brought together, students and staff members create moments they will remember for the rest of their lives.

The SMC challenged Neapolitan to develop a strategic marketing and communications campaign that focuses on revisioning and rebranding the SMC and increasing awareness about the SMC mission. This effort ultimately centers on student voices and input.

The mission of the SMC is to “cultivate a sense of belonging for its students, with a particular focus on students of color, while affirming and enriching cultural identity, empowering students to lead and building strong, connecting communities.” Although Neapolitan will revise the SMC brand, the overall mission of the center will remain the same.

“The SMC moment that had the most profound effect on me was when I met Ashley Williams, Oscar Ramos, and Mike Daniels. Those three administrators have had a very influential impact on my life.”  
-Emanuel Jackson  
Junior, PR Major

The SMC and the Division of Diversity, Equity and Inclusion (DEI) staff primarily reaches students through events, programs and student organizations. Through research, Neapolitan has found that students involved in the SMC feel the staff members and fellow students are like family. Students of color feel comfortable knowing there is a place on campus where they feel welcomed and accepted. The problem is that messages are not reaching uninvolved groups, including transfer and commuter students of color. Many are unaware of the services the SMC provides and the audiences it targets.

Communication problems do not only exist externally. They also exist internally with the SMC staff. After conducting research, Neapolitan found that SMC staff members have different opinions about who the center should cater to and what its purpose on campus really is.

In response to the research findings, Neapolitan has recommended a revisioning plan that consists of two phases. Phase I will include a soft launch of the new brand, while Phase II proposes a name change and major programming additions. This is a big step for the SMC; however, Neapolitan found that students respond better to the updated name and logo and understand it more clearly. Other recommended changes include increased advanced communication, brand ambassadors and improved programming that reaches all members of the target audience.

Through brand revisioning and the help of Neapolitan, the SMC will improve its internal and external communication, host more events, use campus resources and ultimately resonate with more students on the Kent State campus. This campaign will run from Spring 2017 to Spring 2018.



## Situation Analysis

The SMC is a physical space in the Kent State Student Center with three employees: Ashley Williams, Michael Daniels and newly appointed director, Dr. Talea Drummer. These employees work to create a community between African American, Latino and Hispanic American and Native American students. By creating a community at Kent State, retention and graduation rates within these audiences will increase.

The SMC currently has approximately 300 students using its space and services. It also has several strong and continuously growing programs including Male Empowerment Network (M.E.N.), Sister Circle, Karamu Ya Wahitimu/CELEBRACION DE LOS GRADUADOS and Kupita Transiciones. Kupita, the most successful SMC program, creates bonds and friendships between incoming freshmen, which promotes a sense of belonging before the school year begins. Kupita is open to a select group of students, thus leaving out people who may be interested in participating in the program. This causes students who didn't participate in Kupita to feel disconnected from the students who did.

Students involved in the SMC have expressed their desire for the center to stay the same because they feel safe with people like themselves. Neapolitan also recognizes that there are students in the target audience who don't get involved in the SMC because they don't want to be surrounded by people like themselves.

Groups or organizations similar to the SMC include the Spanish and Latino Student Association (SALSA), Native American Student Association and Black United Students (BUS). Typically, one may call these groups' competitors; however, they should be considered partnership opportunities. Some student groups use the SMC space for events or meetings.

Although the SMC provides a comfortable space for African American, Native American and Latino and Hispanic American students, many who are in the target audience don't know about the beneficial services it provides. According to students involved in the SMC, this is largely due to the lack of communication. Many times, students do not know about the SMC events until the day before. After conducting a listening report, it was also discovered that the SMC has a very weak social media presence.

Communication between internal audiences is also a major concern. Staff members at the SMC and DEI expressed different ideas of what they wanted the center to be and who they wanted to target.

The past several years have created a cultural climate of racial tensions, whether it's police brutality, political change or growing economic divides. This has lead people of color to seek safe spaces to discuss these issues and connect with their culture. The SMC has been and will continue to be the comfortable place these students can go to in times of need.



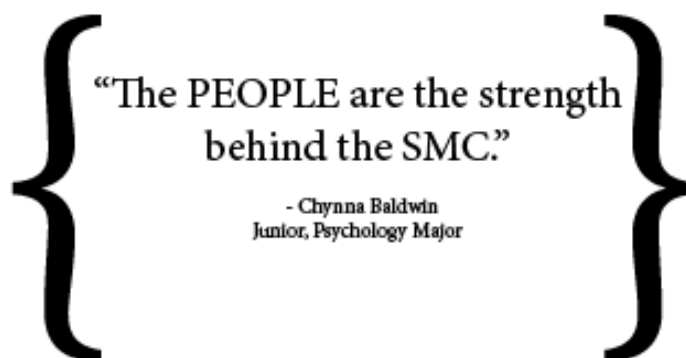
# SWOT Analysis

## Strengths

Some of the SMC's biggest strengths are its Kupita Transiciones and Karamu Ya Wahitimu programs. The Kupita program helps students begin their momentous journey at Kent State by bringing them together. Meanwhile, Karamu (a program that has existed at Kent State for 28 years) celebrates the completion of the journey.

The SMC's ability to connect students together is also strength. Students who are involved love the SMC and its programs. Neapolitan found that many involved students refer to the SMC as "home" and see the students and staff members as "family."

Finally, the SMC succeeds at providing a space during times of tension and creating a comfortable environment for students. During primary research, a student referred to the center as a place "to escape." Several students also mentioned they could disclose academic and personal problems to the SMC staff members.



## Weaknesses

One of the SMC's weaknesses is a lack of awareness from the uninvolved student body. Many students do not know the location, the services it provides or its identity. Through primary research Neapolitan found most uninvolved students knew the SMC is located in the Student Center, but did not know its exact location.

Another weakness of the SMC is its external and internal communications. Involved students said they did not hear about SMC events and programs until the day before the event and could not attend due to scheduling conflicts. Neapolitan also found through primary research that staff members' perspectives on the SMC's most important target audiences differed. This could be problematic in terms of tailoring content and key messages.

Although Kupita has proven to be a successful program, research showed that students who were unable to attend the program found it difficult to get involved in the SMC. These include transfer students, commuter students, students with post-secondary credits and students who did not RSVP in time. The current inability to cater to these groups is another weakness for the SMC.



## Opportunities

There are many opportunities the SMC has not taken advantage of. If the SMC improves external communication, its audience and number of partnerships could grow immensely. The SMC also has the opportunity to expand its audiences and become a place where students can learn more about their own culture or more about another culture. The center has the opportunity to take advantage of the current world climate and serve as a resource when students are targeted because of race or culture (e.g. the SALSA Homecoming incident.)

## Threats

Through research, Neapolitan found that many uninvolved students think the SMC targets international students due to its name. The SMC could potentially lose audiences. Students also think the Department of Pan-African Studies (DPAS) has culture-empowerment programs similar to the SMC. For example, in the First Year Experience (FYE) courses, DPAS is used as an educational resource, while the SMC is not.

# Problem Statement

The SMC suffers from a lack of awareness at Kent State University. Many students don't know where the SMC is located or the audience it serves. This problem stems from a lack of external communication. Students who did not participate in Kupita found it difficult to get involved in the SMC because of the strong bonds already developed between past participants. There is also confusion between staff members over which audience is most important for the SMC to target. Staff members also feel that students who participate in Karamu and other SMC programs could become more involved in the SMC, but do not take the next step.

# Goal Statement

Raise awareness and participation in the SMC activities and events by developing strong internal and external communication strategies.

# Audiences

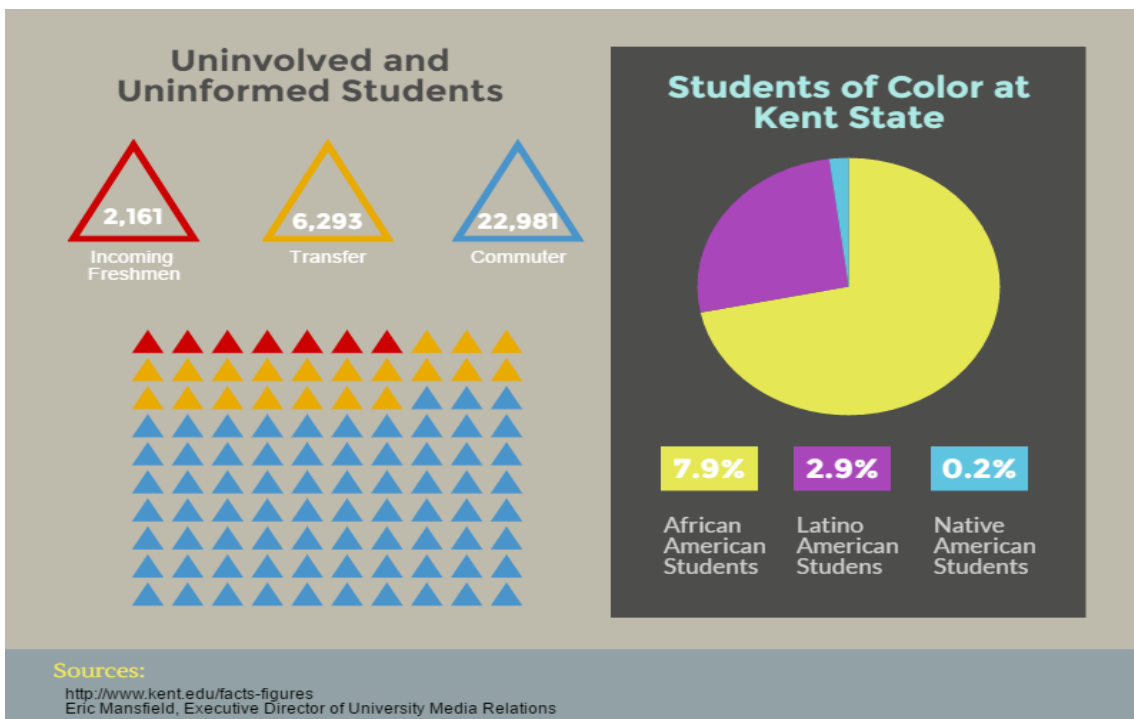
Neapolitan chose audiences based on needs, rather than focusing solely on race. Race is a sensitive subject and all are welcome and encouraged to visit the SMC. However, Neapolitan also chose students of color to narrow certain audiences because the SMC staff wanted to reach these groups.

## Primary Audiences

- ❖ Involved students
  - Involved students have participated in Kupita, M.E.N., Sister Circle, or other SMC programs. Other involved students frequently go to the SMC to study and socialize. If students are already involved in at least one program through the SMC, they are likely to participate in others. Involved students are also key influencers for students who are not involved in the SMC.
- ❖ SMC & the DEI staff
  - Research showed that the SMC and DEI staff members did not agree on the SMC's goals and target audiences. Communicating the brand to this audience will clarify the SMC's goals and the students they are serving. According to students, the SMC staff is also opinion leaders; therefore, staff members will be able to communicate these brand messages to other audiences.



- ❖ Uninvolved & uninformed students
  - Transfer students of color
  - Incoming freshmen of color
  - Commuter students of color
    - One reason students are uninvolved is because they are uninformed about the SMC's events and services. It is easy for uninvolved and uninformed students to evolve into involved students by participating in the SMC's events.



## Secondary Audiences

- ❖ Kent State Faculty
  - According to research, more than **56** percent of classes have fewer than **20** students, and more than **92** percent of classes have fewer than **50** students. At some universities, faculty might not necessarily have an impact on the student body; however, because of these numbers, Kent State faculty has the opportunity to know their students and help them through their college careers. During its first year plan, Neapolitan projects to accomplish better communication with professors in all the departments through digital communication.
- ❖ Current Partners & Collaborators
  - The SMC has established partnerships and collaborations with several organizations. The SMC also houses certain organizations' meetings and events. The SMC will continue to communicate with these partners during the campaign. The groups that currently work with the SMC include:
    - Black United Students (BUS)
    - Kent African Student Association (KASA)
    - Alpha Psi Lambda



- Spanish and Latino Student Association (SALSA)
- Threads
- Late Night Christian Fellowship
- The Center for Student Involvement (CSI) Potential Partners
  - > Potential Partners & Collaborators
- > Neapolitan found through research that organizations are oftentimes more successful when they are partnered with other organizations. Neapolitan plans on working with the Westfield Insurance Campus Tour Center and Hillel, the center for Kent State University's Jewish community, within the first year of implementation. Other potential partnerships that the SMC could pursue include:
  - Wells/Atonkwa Village Living-Learning Community
  - Cultural Diversity Association
  - Women of all Textures
  - League of Conscious Knowledge Seekers
  - Modista (previously a minority fashion group)
  - University College
  - Native American Student Association
- ❖ Academic Advisors
  - > Primary research showed that academic advisors are key influencers of undergraduate students. Neapolitan will target all levels and all programs of advisors.
- ❖ Resident Assistants
  - > The Resident Assistants on Kent State University's campus live in the residence halls with students. They serve as leaders and provide insight to life on campus.
- ❖ Local & Student Media
  - > Student and local media inform students about events and programs.
  - > This includes UHURU, The Kent Stater, the Akron Beacon Journal and TV2.
- ❖ Brand Ambassadors
  - > The brand ambassadors will help spread the messages of the SMC. It is important that these audiences understand these messages and the SMC brand.
- ❖ Parents of students who tour the university
  - > According to the website Eduventures, 60 percent of surveyed college students said that their parents were key influencers in their college decision. Neapolitan recommends that the SMC reach out to these audiences in order to reach incoming freshmen.

{ “Always recognize person first  
 then their diversity”  
 - Amanda Leu  
 Coordinator, Office of Diversity Outreach  
 }



# Brand

## Mission Statement

The SMC cultivates a sense of belonging for African American, Latino American and Native American students with an overall goal of increasing retention and graduation rates among these students. The SMC affirms and enriches cultural diversity and identity, empowers students to lead, and builds strong, connecting communities.

## Brand Position

The Student Multicultural Center is an on-campus community that primarily serves underrepresented students who are African American, Latino and Hispanic American and Native American. The staff and students who are involved in the SMC are considered a “family,” united both by their similarities and differences. The bonds these students create lead to a more enriched college experience, increased retention rates and overall success at Kent State University. Students of color often visit the center when they need to discuss uncomfortable issues in a secure environment. The SMC more importantly cultivates a space for students to call “home.”

## Brand Statement

From students to friends and friends to family, the SMC recreates a place called home.

## Brand Tagline and Brand Logo

Through primary and secondary research, Neapolitan found that the SMC focuses connection to culture, connection to students and connection to success. Neapolitan discovered the ampersand symbol and tested the meaning of the word “and” in a focus group. Therefore, Neapolitan decided to use the ampersand symbol (&) to symbolize the SMC. This ampersand sign will be used in promotional materials. The students in the brand messaging focus group liked the symbol.



## Secondary Research Highlights

- ❖ Facebook, Twitter and Snapchat are the most popular social media sites used by college students.
- ❖ Various universities and worldwide companies have brand ambassadors that help express their brands.
- ❖ When dealing with race and culture, it is very important to be aware of differences and cultural sensitivities.
- ❖ 14.6 percent of the undergraduate population at Kent State University is considered to be an underrepresented or underserved student.
- ❖ The Kent State University freshman enrollment in 2015 was 6,293 students.
- ❖ The Kent State University undergraduate transfer enrollment in 2015 was 2,161 students.
- ❖ Student organizations and universities use similar best practices for social media guidelines.
- ❖ The Youngstown State University Student Diversity Council co-sponsored “conversation hours,” where students could learn more about hot topic issues relating to race, gender and political issues.

## Primary Research Highlights

- ❖ Students involved in the SMC feel it is a place to call home and the other students and staff is similar to family.
- ❖ Involved students feel as if the staff needs to communicate better with its external audiences.
- ❖ Students who were not involved in Kupita Transiciones found it difficult to feel included in the SMC family.
- ❖ Uninvolved students did not know the location of the SMC or the audiences it serves.
- ❖ Staff members felt that students who participated in the Karamu Ya Wahitimu graduation ceremony were not as involved with the SMC as they could have been.
- ❖ There is some confusion between SMC staff members and faculty about the best audiences for the SMC to serve.
- ❖ Hillel, a center that serves Kent State University’s Jewish population, targets both Jewish and non-Jewish students through events and promotional materials. Hillel is extremely successful and reaches half of the Jewish population at Kent. It also has strong partnerships with other Kent State University organizations.

{ “There is a misconception  
 that it (the SMC) isn’t open  
 to everyone.”  
 -Focus Group Participant }





## Objectives

- ❖ Motivate 100 involved students to attend three events in one calendar year.
- ❖ Motivate 200 uninvolved and uninformed students of color to visit the SMC or attend an SMC event within one calendar year of implementation.
- ❖ Build partnerships with three on-campus organizations to create advocates for the center within one year.

## Strategies

- ❖ Use face-to-face and digital communication to encourage students to visit the SMC and use its services.
- ❖ Reposition the brand to better connect with students.
- ❖ Explain and clarify the brand repositioning to internal audiences.
- ❖ Use digital and face-to-face communication to foster relationships with numerous organizations.
- ❖ Use targeted messages to rally involved and uninvolved students to participate in the SMC.
- ❖ Separate the plan into two phases that will help involved students acclimate to the new brand and introduce new uninvolved students to the new brand.
- ❖ Motivate active students and opinion leaders to refer inactive students to the SMC.

## Key Messages

- ❖ The SMC connects students to culture, university to diversity & campus to home.
- ❖ The SMC builds community and family by cultivating an inclusive campus climate.
- ❖ The SMC serves as a resource to promote social justice in times of division on-and off-campus.
- ❖ The SMC is open to students throughout their college careers.

## Explanation of Two Phases

Neapolitan PR is dividing its revisioning campaign into two phases. The first phase, beginning in February, will slowly integrate our new messages and tactics without fully revisioning the brand. This phase will include the ampersand sign; however, the new name will be included in the second phase. The second phase will begin in August at Kupita with a revisioning presentation to the current audience of the SMC. The first phase activities do not stop at the introduction to the second phase; these activities will continue throughout the plan. Through primary research, Neapolitan found that involved students were fearful about the SMC changing. The two phases will give Neapolitan and the SMC staff a chance to dispel this fear.



## PHASE I

# Tactics

### TACTIC: Unified Programming

Neapolitan found through primary research that SMC staff desired more student involvement. The SMC staff also wants students who are uninvolved to visit the SMC. The following implementations will not only encourage uninvolved students to come to the SMC, but will also increase the participation rate of involved students.

A sign-in sheet will be used to track students who attend events, stop in to study or visit the SMC. The sign-in will include the student's name, email, how they learned about the SMC and the date. This will help the center reconnect with these people after their initial visit and help them track consistency among visitors.

The Student Multicultural Center

Please take a minute to fill out our brief survey about how you found out about the SMC.

\* Required

Name \*

Jake Williams

Have you visited the SMC before? \*

☐ Yes

☒ No

How did you find out about the SMC?

☐ a friend

☒ an SMC ambassador

☐ marketing materials

☐ social media

☐ Other : \_\_\_\_\_

Email \*

jwillia9@kent.edu

SUBMIT

Never submit passwords through Google Forms.

Karamu Ya Wahitimu is one of the SMC's most successful events. Students who participate in the ceremony are not required to participate in any other event hosted by the SMC and many do not. This is a missed opportunity and it led Neapolitan to create Karamu Points. Students who earn five Karamu Points can then participate in the graduation ceremony. Students can gain these points at any time in their college careers. (Although the Karamu Points tactic will begin the spring 2017 semester, students who are graduating the upcoming May do not need Karamu Points to participate in the ceremony.)

Steps to earn Karamu Points:

- ❖ Attend a SMC event
- ❖ Get involved with a cultural organization that meets at the center
- ❖ Go to the SMC to study or socialize
- ❖ Bring friends to the SMC
- ❖ Sign in to earn a point

During its brand messaging focus group, Neapolitan found that students would get more involved in an organization if they received some form of recognition. During the Karamu ceremony, the director of the SMC will present the student with the most Karamu points with a statuette. This award will be called the Ampersand Award, which represents the SMC's new brand and logo.



Through primary research, Neapolitan also found that Karamu Ya Wahitimu has been held too far in advance of graduation. This prevented family members and friends of graduates from attending due to traveling conflicts. Neapolitan suggests that Karamu Ya Wahitimu be moved to the Thursday before graduation weekend; therefore, families who do not live in the area could attend both Karamu and the university graduation ceremony. Moving the date of Karamu allows families to celebrate this special time by attending both graduation and Karamu. This also provides an opportunity for students to gain more Karamu points if needed.

### Key Audiences

- ❖ Involved students
- ❖ Uninvolved & uninformed students
- ❖ SMC & DEI staff
- ❖ Resident Assistants
- ❖ Academic Advisors
- ❖ Kent State Faculty
- ❖ Brand Ambassadors

### Rationale

During its initial stages of primary research, Neapolitan learned from Oscar Ramos, the former director of the SMC, that many students who participate in Karamu did not get involved with the SMC or use its resources prior to the ceremony. Ramos saw this as a missed opportunity.



Karamu points are simple ways to get more students involved in the SMC. Neapolitan also found through its first focus group that students are more likely to get involved with an organization if their friend, RA, or advisor told them about it. Therefore, earning Karamu points for referrals to the SMC will increase students' participation.

As previously mentioned, students are more likely to become involved with an organization if they receive recognition. The Ampersand Award would be a way for students to receive recognition in front of their family members.

### Evaluation

A sign-in sheet using Google Forms on an iPad will be used to determine how many students visit the SMC and if they were referred by a friend. Staff members will also talk to the recipient of the first Ampersand Award to determine if this was a successful tactic.



### TACTIC: The “&” Soft Launch

Neapolitan plans on slowly introducing the “&” symbol in the spring semester in order for students to equate the symbol with the SMC and its rebranding. The “&” symbol will be used in promotional materials at booths and in the SMC. Some of these promotional materials include a banner and car decals. Neapolitan also plans on working with Kent State Dining Services to put “&” symbols on cookies and will distribute these cookies and other promotional materials in the Nest. The Nest is a lounge that caters to commuter students; therefore, one of the target audiences will be reached.

#### Key Audiences

- ❖ Uninvolved & uninformed students
- ❖ Involved students
- ❖ SMC & DEI staff
- ❖ Student & Local Media
- ❖ Resident Assistants
- ❖ Kent State Faculty
- ❖ Brand Ambassadors



#### Rationale

Involved students voiced a concern to Neapolitan that they were nervous about the SMC changing and losing its target audiences. Uninvolved and uninformed students were also unaware of the SMC’s current brand. Neapolitan believes that a soft launch of the symbol will help the SMC prepare for the launch and will also inform students about the brand. Introducing the symbol early also provides time for a smooth transition to the next phase.

#### Evaluation

Neapolitan will email students on the Kupita and SMC listservs to see if what they think about the new brand. It will be considered successful if the majority of students say they like the meaning behind symbol

### TACTIC: Media Relations

Neapolitan will create pitches to local and student media to communicate the SMC’s stories to different audiences. Some of these media personnel include:

- ❖ The diversity reporter for the Kent Stater
- ❖ Writers for UHURU
- ❖ Marilyn Miller, the higher education reporter for the Akron Beacon Journal
- ❖ Andrew Bugel, reporter for the Record-Courier
- ❖ TV2 staff

Sierra Allen, the editor-in-chief of UHURU, has already expressed interest with writing stories that focus on the SMC.



Potential story ideas include:

- ❖ Kent State Student Multicultural Center welcomes new director to the staff.
- ❖ Kent State Student Multicultural Center helps students in times of need.
- ❖ Kupita Transiciones welcomes students of color to Kent State University.
- ❖ Kent State Student Multicultural Center partners with organization for a fun event.
- ❖ Kent State Student Multicultural Center changes name to Kent Cultural Community and updates its brand.
- ❖ Karamu Ya Wahitimu recognizes graduating students of color.

### Rationale

Through research, Neapolitan has found that student and local media are strong informational resources for students who live on-and off-campus. By pitching to the different forms of media, the SMC will be able to spread its messages to more audiences.

### Evaluation

On the Google form sign-in sheet, visiting students will indicate how they heard about the SMC. If students write that they learned about the SMC through student and local media, this tactic will be considered successful. This tactic will also be considered a success if the center has three published stories a semester.

### TACTIC: Brand Ambassadors

Neapolitan suggests that the SMC create a brand ambassador position for six students who are regularly involved in SMC events and/or frequently visit the center. The brand ambassadors will serve as liaisons between Kent State students and the SMC. They will preferably comprise of two African American students, two Native American students and two Latino and Hispanic American students (preferably at least one who speaks Spanish). The ambassadors' photo, short bio and email address will be on the SMC website if students wish to contact them.

Students will be able to use this position as a resume builder, and they will have opportunities to network across campus. After ambassadors are interviewed and hired, the ambassadors will receive a \$500 meal plan or scholarship with a T-shirt incentive. After ambassadors serve one full school year, they will receive a \$250 Kent State bookstore gift card. At the end of the year, the SMC staff, the DEI staff and the brand ambassadors will attend a dinner off-campus at Laziza Restaurant to celebrate their accomplishments.

Student brand ambassador guidelines to apply:

- ❖ Minimum cumulative 3.0 GPA
- ❖ Involvement on campus in at least one student organization (can be Sister Circle or M.E.N.)
- ❖ Outgoing personality / positive attitude
- ❖ Team player
- ❖ Good organizational skills
- ❖ Comfortable speaking in front of groups
- ❖ Passionate about the SMC's mission, vision, value and the new brand
- ❖ Exhibit leadership, initiative, organization, responsibility and respect



Student brand ambassador duties:

- ❖ Attend SMC sponsored events
- ❖ Act as a contact between students and the SMC staff
- ❖ Help the SMC staff understand the concerns and interests of students involved
- ❖ Be encouraged to share SMC related social media posts, to promote the SMC to their personal social media followers
- ❖ Invite new students to visit the SMC
- ❖ Hold office hours at least once a week
- ❖ Learn about all cultures the center caters to through training sessions
- ❖ Attend Kent State events to promote the SMC brand (Black Squirrel Festival and Blast-Off)



*Brand Ambassador T-shirts will be one of the incentives for student ambassadors.*

Because these students will be representing the new brand, it is important for them to attend ambassador training sessions. The trainings will focus on preparing the brand ambassadors for their new positions. The trainings should take place during the Spring 2017 semester, prior to the new brand launch in August. SMC and DEI staff will lead them, and sessions will be one-hour in length. Neapolitan suggests five mandatory sessions. The agency will help the SMC build a student ambassador training manual based off research of other ambassador programs around the country.

Sessions should include:

- ❖ The Brand (and updated brand; see phase 2)
  - This session will focus on creating understanding and excitement about the brand among the ambassadors.
- ❖ Goals, Guidelines and Expectations
  - This session will teach the ambassadors what is expected of them during their time as an ambassador for the SMC.
- ❖ Cultures and Sensitivities
  - This session will teach ambassadors how to deal with different cultures and the sensitivities.
- ❖ Other University Services
  - This will inform ambassadors about other services the university offers they can potentially refer students to if needed.
- ❖ Programs
  - This session will focus on teaching ambassadors about the programs and events the SMC offers.



## Key Audiences

- ❖ Involved students
- ❖ SMC & DEI staff
- ❖ Kent State faculty
- ❖ Current partners and collaborators
- ❖ Academic advisors
- ❖ Resident Assistants

## Rationale

Through research, Neapolitan discovered that various universities and worldwide companies around the country, such as Victoria's Secret and Red Bull, use student brand ambassadors. Neapolitan also found through primary research that students are more likely to become involved with an organization if they heard about it from a friend. The brand ambassador program will help students learn more about the SMC brand, and will be able to inform friends and fellow students on how to get involved with the SMC.

The SMC is hiring student workers to help promote the SMC through digital and face-to-face communication. SMC brand ambassadors could help these workers reach more audiences. This will also allow the student workers to focus more on social media and the programs.

Finally, a brand messaging focus group revealed that students would become involved in a brand ambassador program if there were incentives. The most popular answers for strong incentives included "money," "food" and "recognition."

## Evaluation

At the end of the academic year, the SMC will send a brief survey to all students who have signed in on the Google form regarding their experiences with the center. There will be a broad range of questions, but there will be a specific section that focuses on brand ambassadors.

The brand ambassadors will also be evaluated based on the guidelines given at the beginning of the semester. If brand ambassadors did not follow the guidelines, they will not receive their book scholarships.

## TACTIC: Cultural Conversation Hour

Neapolitan recommends the SMC conduct Cultural Conversation Hour every other month or when culturally insensitive topics are trending. Students will be invited to the SMC to discuss cultural trends and current issues. Every conversation hour will have a theme that will rotate around African American, Latino and Hispanic American and Native American topics. The SMC will also bring in guest speakers from Kent State for the Cultural Conversation Hour.

An example of a Cultural Conversation Hour topic could be the Standing Rock Reservation protests. Students could come in and discuss their thoughts and opinions about the protests in an accepting and open environment. The SMC would also invite the president of the Native American Student Association (currently Danielle Martin-Jensen) to further discuss Standing Rock. Refreshments and a light snack would be provided to students through Kent State Dining Services.





Cultural Conversation Hour will also be held when students want to express their thoughts on current cultural and political issues. This semester a Cultural Conversation Hour could have been used after the Spanish and Latino Student Association (SALSA) was faced with discrimination while walking in the Kent State Homecoming Parade.

Students expressed to Neapolitan that the best way to inform them about events is through Facebook. Involved students and brand ambassadors will invite students to Cultural Conversation Hours on Facebook. Involved students can also inform uninvolved and uninformed students about the Cultural Conversation Hours through word-of-mouth advertising and referrals.

### Key Audiences

- ❖ Uninvolved & uninformed students
- ❖ Involved students
- ❖ Resident Assistants
- ❖ Academic Advisors
- ❖ Kent State Faculty
- ❖ Local & Student Media
- ❖ Brand Ambassadors

### Rationale

Through secondary research, Neapolitan found that Youngstown State University's Student Diversity Council co-sponsors a "hot topic" conversation with the Division of Multicultural Affairs. According to William Blake, director of the Office of Student Diversity Programs, topics discussed included current political issues and gender equality. Neapolitan asked current students if they would be interested in conversation hours and many, including students currently involved in the SMC, were interested.

Through primary research, Neapolitan found that some students go to the SMC to "escape" and talk about global and domestic issues. Creating a cultural conversation hour will allow both involved and uninvolved students to discuss similar topics in an accepting environment.

### Evaluation

Students attending Cultural Conversation Hours will sign in on the Google form. They will then receive an email asking if their needs were addressed and if it was beneficial. The SMC can also create an event on Facebook. The SMC can then measure activity and conversations on the Facebook event.

### TACTIC: Partnerships

Neapolitan reached out to students and faculty in order to find potential partnerships. The reason Hillel is successful is due to its partnerships on campus. Although the SMC has developed partnerships and collaborations with certain student groups (see "Audiences"), Neapolitan recommends the SMC establish more partnerships with different organizations. Creating partnerships will result in more advocacies for the SMC. Reaching different organizations will also increase the number of potentially interested audiences.





Aaron Berger, the assistant director of admissions at Kent State University, is interested in partnering with the SMC for cultural touring events. Berger mentioned that he would like to discuss partnering with the SMC on Multicultural Visit Day, a tour day that caters to underrepresented students.

Adam Hirsh, the assistant director of Hillel, conveyed an interest in partnering with the SMC. Neapolitan proposes that Hillel and the SMC discuss an event that would benefit both parties. An idea for an event would be “Challah with Hillel,” where students involved with the SMC and Hillel would make challah bread together. As the challah bakes, a guest speaker would discuss the importance of underrepresented students to society.

### Key Audiences

- ❖ Involved students
- ❖ Uninvolved & uninformed students
- ❖ Student & Local Media
- ❖ Academic Advisors
- ❖ Resident Assistants
- ❖ Kent State faculty
- ❖ Parents of students who tour the university
- ❖ Brand Ambassadors

### Rationale

Adam Hirsh from Hillel explained to Neapolitan that partnerships have made Hillel successful to both Jewish and non-Jewish students. Partnerships can increase participation in the SMC’s programs and events. By targeting different organizations and groups, the SMC will reach out to both involved and uninvolved students. The partnership tactic also creates more awareness of the SMC’s services and audiences.

### Evaluation

Partnership success can be measured by using the sign-in sheet previously mentioned. This will allow measurement of why people were at the center and how they learned about the event.





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**Kent Cultural Community**



## PHASE II

### Tactics

#### TACTIC: Name Change to Kent Cultural Community

Neapolitan proposes that the SMC changes its name to the **Kent Cultural Community (KCC)**. The KCC name will be introduced during Kupita. During this name reveal, staff will be able to explain to students that although the name of the SMC is changing, the mission and the environment of the KCC will not be changing. The staff of the KCC should order merchandise and promotional materials to reflect the name change. These materials will be given to students to promote the new name. Students will also be able to ask questions about the brand. By doing this, the 300 students who completed the Kupita program will know the center as the KCC.

#### Key Audiences

- ❖ Involved students
- ❖ SMC & DEI staff
- ❖ Uninvolved & uninformed students
- ❖ Kent State Faculty
- ❖ Local & Student Media
- ❖ Academic Advisors
- ❖ Resident Assistants
- ❖ Brand Ambassadors
- ❖ Parents of students who tour the university

“There are a great deal of students who do not know what the purpose of the SMC is or that it even exists. What can we do to let people know, especially underrepresented students, the SMC is a resource for them?”

-Nyaruah Chuol  
Kent State Alumna

#### Rationale

Neapolitan found that students who were unaware of the SMC believed the center was for international students. It was also found that there was some confusion amongst internal audiences over who the SMC predominantly served. Through intercept interviews, Kent State students favored the name Kent Cultural Community. The name was tested during a brand messaging focus group. Students liked the name, and felt that it appropriately conveyed the mission of the center.

#### Evaluation

Post-campaign interviews and surveys will evaluate whether the name change better identifies what the center represents and offers. A one-year survey may not accurately convey an improvement in awareness because a name change could take longer to measure. An increase in the number of students that can accurately identify what the KCC is and the services it offers without context will define the success of this tactic.

**\*\*From this point forward, the SMC will be referred to as the KCC.**



## TACTIC: Kupita Transiciones II

The KCC hosts Kupita during the summer and it is a highly successful event. Unfortunately, due to funding and the early move-in costs, only 300 students are able to attend. The KCC will host a similar event called Kupita II during the first week of the Spring 2018 semester. Kupita II will target students of color who have transferred to Kent State, commute to Kent State and who could not participate in Kupita. To invite students to Kupita II the KCC staff will use the list from Kupita. They will remove the 300 students who attended Kupita to determine who to send the postcards to. The postcards will also be sent to transfer and commuter students who identify as students of color.

Kupita II will be a one-day event held in the KCC. The KCC will provide breakfast and lunch for students and staff attending. The SMC brand ambassadors will be present, along with available mentors from the summer Kupita session.

Students will also receive a photo album when they attend Kupita II. This plays into the idea that Kupita creates unforgettable moments for its attendees. Students will be able to take pictures at Kupita II and fill their individual photo albums.

The goal for student attendance will be 100 students. Due to budget restrictions, Neapolitan believes this is a feasible number of students to invite to Kupita II. Students must RSVP to attend.

“Unfortunately, I wasn’t involved in Kupita my Freshman year, so I didn’t get that original warm welcome, but I know I found it shortly after moving on campus.”

-Chynna Baldwin  
Junior, Psychology Major

### Schedule of Events:

- ❖ Breakfast with Dr. Brown
- ❖ Welcome students
- ❖ Student Organization Presentations / University Programs
  - The KCC will invite cultural student organizations to present its organization to students attending Kupita II. Students will be given the opportunity to speak with representatives from the organizations. The KCC will also invite representatives from University College, Commuter and off-campus student organization, Parking Services and Transfer Advisory Council.
- ❖ Unified Activities
- ❖ Lunch with Dr. Drummer
- ❖ Sister Circle / M.E.N. meetings
- ❖ Closing

### Key Audiences

- ❖ Uninvolved & Uninformed students
- ❖ SMC & DEI staff
- ❖ Brand Ambassadors
- ❖ Kent State Faculty
- ❖ Academic Advisors
- ❖ Resident Assistants
- ❖ Student & Local Media
- ❖ Current Partners & Collaborators
- ❖ Potential Partners & Collaborators



## Rationale

Through secondary research, Neapolitan found that many students who have transferred to Kent do not have the opportunity to make connections with other students at the KCC. Because these students feel they don't make connections, they feel they do not belong in the KCC. Neapolitan believes that by scaling this event to 100 students, they will be able to make connections with each other to form friendships.

## Evaluation

Evaluation of this tactic will occur during the closing of Kupita II. There will be time for mentors and brand ambassadors to discuss the impact of the program. A Twitter poll will be posted to the KCC Twitter page. Students who participated in Kupita II will be encouraged to answer the poll. Evaluation of Kupita II will be measures based on interactions.

## TACTIC: Smithsonian Museum Trip

After looking at the success of the bus trip to the Holocaust Museum in Washington D.C hosted by the Jewish Studies Department, Neapolitan recommends the same type of trip hosted by the KCC. Students will board a charter bus from the Kent State campus to Washington D.C to visit the National Museum of the American Indian and the National Museum of African American History and Culture. Students will be charged a small fee that will include transportation and lunch.

## Key Audiences

- ❖ Involved students
- ❖ Uninvolved & Uninformed students
- ❖ Student & Local Media
- ❖ Academic Advisors
- ❖ Resident Assistants

## Rationale

When researching Hillel, Neapolitan found that the majority of students who have attended the Holocaust Museum trip are not Jewish. Although the primary audience of the KCC is African American, Latino and Hispanic American and Native American students, this is an opportunity to reach out to other audiences and encourage them to get involved with or visit the KCC.

## Evaluation

Participating students will be asked to complete a short survey upon returning to the bus to assess their experience. \*If less than 30 students participate, the trip will be cancelled.



## Spring 2017 - Spring 2018

## Phase I February 2017 to July 2017

Phase II August 2017 to February 2018



# Communication Guidelines

During focus groups and interviews, students felt that the KCC needed to improve on how frequently it communicated with its audiences. Neapolitan suggests the following communications guidelines in order for the KCC to deliver its key messages.

“As a club president, there are times that I received late notice for a meeting or event and there have been events that SALSA has not been able to attend due to the occasional lack of communication.”

-Rachel Mason  
Senior, Psychology Major

## E-newsletter

The KCC will send out an e-newsletter that focuses on events, programs and students of the KCC. The e-newsletter will be sent to opinion leaders throughout campus. Some of these opinion leaders include: presidents of organizations, advisors, Resident Assistants and the beat reporter for the diversity section of the Kent Stater. E-newsletters would be sent once a month. The e-newsletters will provide detailed information about upcoming events, brand ambassadors,

Karamu points and services the KCC provides. Neapolitan will create the KCC's first e-newsletter, and then the KCC staff and student employees will create the following e-newsletters.

## Brochure

The KCC staff and brand ambassadors will distribute brochures during events on campus. Some of these will be events run by the KCC, such as Kupita II and the Multicultural Visit Day. Others will be generic Kent State University events, including Black Squirrel Festival, Blastoff!, Golden Flash Days and Preview! KSU Days. The brochures will include information about the KCC's brand position, its mission and how students have been impacted by the KCC in a positive way.

## Website

Involved students, uninvolved and uninformed students and Kent State faculty can use the website to gather information about specific KCC programs and events. The KCC will update the current website ([www.kent.edu/smc](http://www.kent.edu/smc)) to align with the new brand name and logo. With assistance from Neapolitan PR, the website changes will be launched directly following Kupita. The KCC will add information about Karamu Points, brand ambassadors, Cultural Conversation Hours, Kupita II, the Smithsonian museum trip and the name change to the updated website.

## Hot Card

In addition to the brochures, KCC staff and brand ambassadors will distribute hot cards to students who may not want as much information about what it does and its services. Hot cards get the KCC message across at a glance. Staff and brand ambassadors will also distribute these hot cards at KCC and Kent State events.



## Banners

Neapolitan recommends the KCC invest in a banner and pull-up banner during the “&” soft launch. Through research, Neapolitan learned that most uninvolved students did not know the location of the KCC. The banners will stand outside of the KCC, so students will be able to find it easier.

## Kupita II Invite

The KCC will send a postcard invite to 100 students of color who did not participate in Kupita. The invite will be sent two months before the Kupita II RSVP date.

## Revisioning Outline Poster

The revisioning outline poster will be given to all KCC and DEI staff members and brand ambassadors to hang in their office areas. This will be used as a resource to understanding the name change and an easy to read reference. The revisioning poster should be given to staff early in February 2017, so they are able to learn about the name change before Kupita.

## “Make Your Memories” with the KCC YouTube Video

The multimedia element will be a YouTube video expressing the important moments that students have had and will make within the KCC. The KCC will start promoting the video beginning June of 2016 and will continue throughout the summer. The multimedia element will then further promote the KCC at events such as Kupita, Blastoff, Black Squirrel Fest, Kupita II, and other various events on campus. The will also be promoted at informational booths, social media outlets, the KCC website and all outreach opportunities within the span of the 2017 school year.

## Rationale

Neapolitan found through primary research that students were not happy with how the KCC communicated with them. Some also felt that they were unaware of events and programs until the day they were hosted. Communication guidelines will improve its student relationships and student turnout at events.

## Evaluation

Neapolitan will evaluate the success of the communication guidelines in a number of ways. The team will look at digital analytics to determine if opinion leaders open the email or click on any of the links. Finally, the SMC will ask students at events and programs how they heard about the events and programs. If the students mention one of the communication channels, Neapolitan will be able to determine the success of the communication guidelines.





# Social Media Guidelines

The KCC currently runs a Facebook and Twitter page; however, Neapolitan found through online listening that the KCC is not frequently active on social media. Neapolitan suggests the KCC designate one student worker as the social media coordinator. The social media coordinator should preferably be public relations, communications or marketing upperclassman that understands how to use social media. Neapolitan and the student worker will work together to create a social media content calendar for one semester. Neapolitan will be on-hand if the student needs assistance creating posts. After the initial meeting, Neapolitan will meet with the student worker once a month to discuss how the posts are doing, and if anything needs changed in the content calendar.

Through primary research, Neapolitan found that many students look for information about events on Facebook. Neapolitan suggests the KCC use Facebook to promote events and to promote the name change to the KCC. The KCC should use Twitter to promote its services to students. The brand ambassadors can easily retweet information about the KCC to their personal followers.

The student social media coordinator should post on the KCC social media accounts following the guidelines below:

- ❖ The KCC profile and presence of the KCC represents the brand.
- ❖ All uses of social media must follow Kent State's social media guidelines.
- ❖ Any questions or comments posted to the KCC social media accounts should be answered within 72 hours.
- ❖ Be accurate in postings. Double and triple check answers, sources and facts before posting.
- ❖ Personal information should remain personal. Do not post student emails. Get permission before posting a student's name.
- ❖ No social media activity can contain any copyrighted or trademarked material without permission of the copyright/trademark holder except as permitted by law.
- ❖ Use hashtag **#KCCDiverseandUnified**

Content Ideas:

- ❖ Launch the new brand, KCC
- ❖ Introduce the brand ambassadors and KCC staff
- ❖ Sister Circle and M.E.N. meeting reminders

## Snapchat Geofilter

The KCC will use the created KCC Snapchat Geofilter during events that are sponsored by the KCC. The Snapchat Geofilter should be uploaded to the Snapchat site through the community option. Students who use the Snapchat filter, can screenshot the photos and post them to Twitter and Facebook using the hashtag **#KCCDiverseandUnified**. The KCC should post the Geofilter to Facebook and Twitter during events so students are aware of the Geofilter.

## Key Audiences

- ❖ Uninvolved students
- ❖ Involved students
- ❖ Student media
- ❖ KCC staff members



### Rationale

Neapolitan found through secondary research that 90 percent of young adults are using social media, 82 percent of students online are using Facebook and 32 percent of students online are using Twitter. Since many students use social media, Neapolitan believes the KCC needs to communicate with students through its social media channels. Neapolitan found through primary research that students use Facebook to gain information regarding events held on campus.

### Evaluation

To evaluate the social media guidelines, the KCC should track the amount of views and overall engagement by using different free analytic tools. Neapolitan recommends it use Twitter Analytics and Facebook Insights to gather data of overall engagement. The KCC should track how many likes, comments and shares posts receive to track what content has more meaning to students.



# Budget

PHASE 1							
TACTIC	EXPENSES	COST	AGENCY HOURS (\$100 per hour)	STAFF RESPONSIBILITIES	AGENCY RESPONSIBILITIES		
Unified Programming: Sign-In Sheet	Apple iPad mini	\$270.00		Track sign ins.	Update sign in sheet when needed.		
	Apple iPad mini	\$270.00					
Unified Programming: Ampersand Award	Crystal Award	\$50.00		Look at points to see who will receive the award.	Order award.		
	Subtotal	\$590.00					
& Soft Launch	Cookies with & symbol (10 dozen)	\$160.00		Order through dining services			
	Banner	\$32.00	\$100.00		Design Banner		
	Car Decal Stickers (100)	\$225.00					
	Subtotal	\$517.00					
Media Relations	Pitches to the media		\$1,000.00	Interviews when the media requests	Writing pitches to the media.		
	Subtotal	\$1,000.00					
Brand Ambassadors	T-shirts (15)	\$200.00					
	6 - \$500 Meal Plans	\$3,000.00					
	6 - \$250 Bookstore Gift Cards	\$1,500.00					
				Training the brand ambassadors about the mission of the center, the center's goals and their role in the center.	Helping the staff prepare materials for the brand ambassadors and how the brand ambassadors will play a role in the center.		
	Training Session Manual	\$200.00	\$1,500.00				
	End of year celebration dinner (\$15 per person)	\$700.00		Attend dinner, invite Dr. Brown			
	Subtotal	\$6,900.00					
4 Cultural Conversation Hours	Hour 1 & 2 - Brownies	\$120.00		Order food through dining services			
	Hour 3 & 4 - Tea Cookies	\$90.00		Order through dining services			
200 students total (50 at each hour)	Hours 1-4 - Refreshments (4 gallons ice water)	\$8.00		Order food through dining services			
	Hours 1-4 Refreshments (2 gallons coffee)	\$25.00		Order through dining services			
	Subtotal	\$243.00					
Partnerships	Hillel Partnership (60 students x \$5 each)	\$300.00		Order food through dining services			
	Subtotal	\$300.00					
Preparation for Transition of Phases			\$2,500.00		Preparing staff for transition and preparing materials and presentation for KCC Launch.		
	Subtotal	\$2,500.00					
PHASE 2							
KCC Launch	Give aways:		\$300.00		Order giveaways		
	Pens (500)	\$224.00					
	Stringbags (450)	\$284.00					
	Waterbottles (450)	\$396.00					

# Communication Elements

## Revisioning Outline Poster

- ❖ The revisioning outline poster (shown on next page) will be printed on a 11 x 17 page so KCC staff, DEI staff and brand ambassadors can visually see the steps to take to achieve success during the name change process.
- ❖ The revisioning outline poster lays out the steps to the name change and the reason for the name change.

### Audiences

- ❖ SMC & DEI staff
- ❖ Kent State Faculty connected with the SMC
- ❖ Brand Ambassadors

### Plan Objectives

- ❖ Motivate 100 involved students to attend three events in one calendar year.
- ❖ Motivate 200 uninvolved and uninformed students of color to visit the KCC or attend a KCC event within one calendar year of implementation.

### Key Messages

- ❖ The KCC connects students to culture, university to diversity & campus to home.
- ❖ The KCC builds community and family by cultivating an inclusive campus climate.

### Strategies

- ❖ Reposition the brand to better connect with students.
- ❖ Explain and clarify the brand repositioning to internal audiences.
- ❖ Separate the plan into two phases that will help involved students acclimate to the new brand and introduce new uninvolved students to the new brand.

### Evaluation

- ❖ This communication element will be evaluated by a quick intercept interview of the staff members and brand ambassadors by asking if they found the poster to be helpful in the branding transition.

### Call-to-Action

- ❖ The poster will educate the SMC and DEI staff members and brand ambassadors during the name change process.





Kent Cultural Community

The mission remains the same:  
to help staff & students create moments at Kent State.  
The foundation remains the same; however, the name,  
logo & key messages are changing.

STEP

01

STUDENT  
MULTICULTURAL  
CENTER

The SMC values the growth of the individual student, cultural affirmation, empowerment of students, creating a sense of belonging and connecting communities that affirms appreciation for difference. The SMC is a center that operates as a community, family and a village.

STEP

03

THE NAME  
CHANGE

The KCC name will be introduced in August 2017 during Kupita. During this name reveal, staff will be able to explain to students that although the name of the SMC is changing to the KCC, the mission and the environment of the KCC will not be changing.



STEP

02

DIVERSE & UNIFIED

Diverse: made up of people that are different from each other

Unified: to cause (people or things) to be joined or brought together

Ampersand sign: The word "and" connects sentences and words together.

"Diverse & Unified" will be used as the new tagline for the SMC and the tagline will continue to be used after the name change in step 3.

STEP

04

KENT CULTURAL  
COMMUNITY

The KCC connects students to culture, university to diversity & campus to home. The KCC builds community and family by cultivating an inclusive campus climate.

The KCC serves as a resource to promote social justice in times of division on-and off-campus.

The KCC is open to students throughout their college careers.



## E-Newsletter

- ❖ The e- newsletter will be sent to influencers including, but not limited to: academic advisors, faculty, staff, resident assistants and brand ambassadors. This will provide information for these audiences to pass on to students who may be interested in the center. Neapolitan found in primary research that students who visit the SMC found it through one of these influencers.
- ❖ The e-newsletter does not reflect the new name change to KCC because it begins in Phase 1.

### Audiences

- ❖ Academic Advisors
- ❖ Faculty & Staff
- ❖ Resident Assistants
- ❖ Brand Ambassadors

### Plan Objectives

- ❖ Motivate 100 involved students to attend three events in one calendar year.
- ❖ Motivate 200 uninvolved and uninformed students of color to visit the SMC or attend a SMC event within one calendar year of implementation.

### Key Messages

- ❖ The SMC connects students to culture, university to diversity & campus to home.
- ❖ The SMC builds community and family by cultivating campus climate.
- ❖ The SMC serves as a resource to promote social justice in times of division on- and off-campus.
- ❖ The SMC is open to students throughout their college careers.

### Strategies

- ❖ Motivate active students to refer inactive students to the SMC.
- ❖ Use targeted messages to rally involved and uninvolved students to participate in the SMC.
- ❖ Reposition the brand to better connect with students.
- ❖ Use face-to-face and digital communication to encourage students to visit the SMC and use its services.

### Evaluation

- ❖ Success will be measured by the open rate, as well as the sign-in sheet at the center..

### Call-to-Action

- ❖ The e-newsletter will educate influencers. They can then refer students to the SMC.



## February 2017 Newsletter

### The Student Multicultural Center



**Dates to Note:**  
Karamu Ya Wahitimu: May 11  
Commencement: May 13

**Message from the new director of the Student Multicultural Center, Dr. Talea Drummer:**

Welcome back everyone! I hope you had a great winter break. The Student Multicultural Center has lots of great things planned for the semester. We hope this newsletter serves as a tool and resource for you to spread the center's message on to students.



This semester the center is implementing a new logo, the & (ampersand). The symbol represents the inclusive elements of our center.

#### **Student Brand Ambassadors Wanted:**

The SMC is looking for students that are interested in serving as brand ambassadors for the Student Multicultural Center. The student will receive a \$500 meal plan and a \$250 book scholarship upon completion of their one year ambassadorship. Student brand ambassadors guidelines to apply:

- Minimum cumulative 3.0
- Involvement on campus in at least one student organization (can be Sister Circle or M.E.N.)
- Outgoing personality / positive attitude
- Team player-Good organizational skills
- Comfortable speaking in front of groups
- Passionate about the SMC's mission, vision, value and the new brand
- Exhibit leadership, initiative, organization, responsibility and respect

**Please see Ashley or Michael at the center if you are interested.**

We will also be starting **Cultural Conversation Hour** this semester. Every other month, beginning in February, we will host an intelligent conversation hour about a trending cultural topic. We invite all students, faculty and staff to participate, regardless of your views. We will also host an event if students are in need of a place to openly speak their opinions, without judgement. Refreshments and a light snack will be served.

STAY CONNECTED:



## Brochure

- ❖ Neapolitan will create a brochure that provides a brief overview of services the KCC provides and the audiences that it serves.
- ❖ Brand ambassadors and KCC staff members will distribute materials at KCC events. During Multicultural Tour Day, parents of touring students will receive brochures. Events that are not put on by the KCC, such as Blastoff! and Black Squirrel Fest will have the brochures as well. Finally, brochures will be available in the KCC office.

### Audiences

- ❖ Uninvolved & Uninformed students
- ❖ Academic Advisors
- ❖ Resident Assistants
- ❖ Parents of students who tour the university

### Plan Objectives

- ❖ Motivate 200 uninvolved and uninformed students of color to visit the KCC or attend a KCC event within one calendar year of implementation.

### Key Messages

- ❖ The KCC connects students to culture, university to diversity & campus to home.
- ❖ The KCC builds community and family by cultivating campus climate.
- ❖ The KCC serves as a resource to promote social justice in times of division on- and off-campus.
- ❖ The KCC is open to students throughout their college careers.

### Strategies

- ❖ Reposition the brand to better connect with students.
- ❖ Use targeted messages to encourage involved and uninvolved students to participate in the KCC.

### Evaluation

- ❖ On the Google form sign-in sheet, students will be able to indicate if they heard about the KCC through marketing materials. KCC staff can also count the amount of brochures that are in the KCC office and see if any were taken.

### Call-to-Action

- ❖ Neapolitan wants to motivate students to visit and learn more about the KCC. The brochure will also be given to parents of students who tour the university in order for them to learn more about the KCC and its programs.





## Front:





T: 330-672-3560  
E: Student\_Multicultural\_CentersKent.edu  
W: www.kent.edu/smc

Kent Student Center  
**Kent Cultural Community**  
1075 Risman Dr.  
Kent, OH 44242



Kent Cultural Community



Hours:  
Monday - Thursday 8 a.m. - 7 p.m.  
Friday 8 a.m. - 5 p.m.  
2nd Floor, Student Center

## Back:

### OUR MISSION

The Kent Cultural Community (The KCC) values the growth of the individual student, cultural affirmation, empowerment of students, creating a sense of belonging and connecting communities that affirms appreciation for difference.

There is power within education and the KCC offers the opportunity for everyone to have experiences outside of the classroom that will enhance their awareness of social and cultural differences.

The KCC is a center that operates as a community, family and a village. We look forward to supporting each student on their journey here at Kent State!

### OUR STUDENTS

"The SMC is a safe space where you can culturally express yourself and be surrounded by people who share similar cultural aspects."  
-Emanuel Jackson



"(The SMC) is a place to call home. I know it sounds corny, but it's like coming home after school & seeing your siblings & friends."  
-Nyaruah Chuol

### OUR PROGRAMS

- Oscar Ritchie Scholarships
- Academic STARS
- Heritage Months
- Kupita Transiciones (K/T)
- Karamu Ya Wahitmu/CELEBRACION DE LOS GRADUADO
- M.E.N. - Men Empowerment Network
- Sister Circle

### OUR SOCIAL MEDIA

 @SMCKentState 



## Hot Card

- ❖ Neapolitan will create a hot card for the KCC, briefly highlighting its strengths, hours of operation and a short description of what the KCC actually does.
- ❖ The hot cards will be dispersed at university functions in which students may not want much information.
- ❖ They will be available at the KCC at all times.

### Audiences

- ❖ Uninvolved & Uninformed students
- ❖ Academic Advisors
- ❖ Parents of students who tour the university

### Plan Objectives

- ❖ Motivate 200 uninvolved and uninformed students of color to visit the KCC or attend an KCC event within one calendar year of implementation.

### Key Messages

- ❖ The KCC connects students to culture, university to diversity & campus to home.
- ❖ The KCC builds community and family by cultivating an inclusive campus climate.
- ❖ The KCC serves as a resource to promote social justice in times of division on-and off-campus.
- ❖ The KCC is open to students throughout their college careers.

### Strategies

- ❖ Use face-to-face and digital communication to encourage students to visit the KCC and use its services.
- ❖ Reposition the brand to better connect with students.
- ❖ Use targeted messages to encourage involved and uninvolved students to participate in the KCC.

### Evaluation

- ❖ There is no direct way to track the success of this specific element. However, there will be a sign-in sheet in which students will be asked to say how they found out about the KCC.
  - Promotional materials will be one of the options.

### Call-to-Action

- ❖ Neapolitan's goal with the hot card is to build top-of-mind awareness among students who may be interested in the center, but don't want to look through a lengthy brochure. This student wants to seek out information on his/her own terms.





From students to friends and friends to family, the KCC recreates a place called home. We strive to enrich cultural diversity and identity, empower students to lead, and build strong relationships. Our staff is extremely helpful and willing to help guide students in an inclusive environment. Our programs, such as Kupita Transiciones and Karamu Ya Wahitimu, celebrate students' accomplishments while connecting students to their heritage.

"The SMC is a place where you can culturally express yourself and be surrounded by people who share similar cultural aspects." - Emanuel Jackson, Junior

Hours:  
Monday - Thursday 8 a.m. - 7 p.m.  
Friday 8 a.m. - 5p.m.  
2nd Floor, Student Center



## Snapchat Filter

- ❖ The KCC Snapchat Geofilter will be used during events that the KCC holds.
- ❖ Through research, Neapolitan found that 60 percent of Snapchat users are young adults under the age of 25. Neapolitan believes that Kent State students will use a KCC Snapchat Geofilter during events that the KCC hosts.

### Audiences

- ❖ Involved students
- ❖ Uninvolved & Uninformed students
- ❖ SMC & DEI staff
- ❖ Brand Ambassadors

### Plan Objectives

- ❖ Motivate 100 students to attend three events in one calendar year.
- ❖ Motivate 200 uninvolved and uninformed students to visit the KCC or attend a KCC event within one calendar year of implementation.

### Key Messages

- ❖ The KCC connects students to culture, university to diversity & campus to home.
- ❖ The KCC is open to students throughout their college careers.

### Strategies

- ❖ Use targeted messages to rally involved and uninvolved students to participate in the KCC.
- ❖ Use face-to-face and digital communication to encourage students to visit the KCC and use its services.
- ❖ Reposition the brand to better connect with students.

### Evaluation

- ❖ After the Snapchat filter runs, an organization is able to log-on to Snapchat and view how many times it was used. The KCC should use the Snapchat metrics to determine the success of the filter.

### Call-to-Action

- ❖ The Snapchat Geofilter will be used to promote the new brand and tagline during KCC events. Students will be encouraged to use the filter.





## Invitation to Kupita II

- ❖ The postcard invitation to Kupita II serves the purpose to send to commuter, transfer and freshmen who didn't have the opportunity to attend the summer Kupita.

### Audiences

- ❖ Uninvolved and uninformed students

### Plan Objectives

- ❖ Reposition the brand to better connect with students.

### Key Messages

- ❖ Connecting students to culture, university to diversity and campus to home.

### Strategies

- ❖ Use targeted messages to rally involved and uninvolved students to participate in the SMC.
- ❖ Reposition the brand to better connect with students.

### Evaluation

- ❖ Neapolitan will measure this communication element by how many students attend Kupita II and asking the student how they heard about the Kupita II.

### Call-to-Action

- ❖ Students who participate in Kupita II will be more likely to attend KCC events in the future.



Front:



Kent Cultural Community  
1075 Risman Dr.  
Kent, OH 44242



# YOU'RE INVITED!

WHEN: SATURDAY,  
JAN. 20, 2018

9 A.M. - 4 P.M.

LOCATION: KENT  
CULTURAL COMMUNITY

Student Name

Address

City, State, Zip

Back:

Join the Kent Cultural Community for Kupita Transiciones II  
on Saturday, Jan. 20, 2016.



Kent Cultural Community

Enjoy breakfast & lunch with the SMC staff, a student  
organization fair & more!



Kupita  
Transiciones  
II

Limited number of seats available, please RSVP  
to [Student\\_Multicultral\\_Center@kent.edu](mailto:Student_Multicultral_Center@kent.edu) by  
Jan. 1, 2018

Connecting students to culture, university to diversity & campus to home.



## “Make Your Moment” With the KCC

- ❖ The multimedia element will be a YouTube video expressing the important moments that students have had and will make within the KCC.
- ❖ The video will visually and emotionally exemplify the campaign’s meaning of moments.
- ❖ Students that are involved in the KCC will share “their moment” stories.
- ❖ Certain moments have a powerful impact on an individual and these Kent State students want to share how the KCC was an impactful moment for them.

### Audiences

- ❖ Involved students
- ❖ Uninvolved and uninformed students

### Plan Objectives

- ❖ Motivate 100 involved students to attend three events in one calendar year.  
Motivate 200 new uninvolved students of color to visit the KCC or attend a KCC event within one calendar year of implementation

### Key Messages

- ❖ Connecting students to culture, university to diversity & campus to home.
- ❖ The KCC builds community and family by cultivating an inclusive campus climate.
- ❖ The KCC is open to students throughout their college careers.

### Strategies

- ❖ Use face-to-face and digital communication to encourage students to visit the KCC and use its service.
- ❖ Use targeted messages to rally involved and uninvolved students to participate in the KCC.

### Evaluation

- ❖ Measuring this multimedia element would be best executed by using an analytical tracking tool such as Hootsuite.
- ❖ Using this tool will allow Neapolitan PR to analyze all the data needed to see the measurement of success such as tracking how many views, shares, likes, etc.

### Call-To-Action

- ❖ With the video Neapolitan wants to motivate students to visit and learn more about the KCC.



# Appendix

## Secondary Research

### Secondary Research Summary

Through secondary research, Neapolitan learned more about the client, the client's potential competitors, best practices of other universities' organizations and multicultural centers.

Neapolitan found that many competitors, who include state universities, private universities and on-campus organizations, work with their diverse audiences in a variety of different ways. Some of these programs include discussion hours, peer mentorships and training sessions. This information assisted Neapolitan in learning more about potential future practices.

Neapolitan gained further insight into Kent State University's underrepresented groups and diversity in general. For example, Kent State's minority groups make up 14.6% of the undergraduate student body. Neapolitan plans to incorporate overall diversity on campus with the re-branding and revisioning of the SMC. By comparing Kent State to other universities, Neapolitan can look at best practices and see if they are applicable at the university.

### 1. Division of Diversity, Equity and Inclusion

As part of the University's Strategic Plan, it calls for a more welcoming, inclusive atmosphere for its students. The Division of Diversity, Equity and Inclusion created the inclusive actions movement to bring inclusive excellence to Kent State.

### 2. Student Multicultural Center

#### **About the SMC**

The SMC values the growth of each student and helping create a sense of belonging and connecting communities that affirms appreciation for difference. The SMC is a center that operates as a community, family and a village. The SMC has several programs for students of color at Kent State; Oscar Ritch Scholarships, faculty-student connection, Academic STARS, KUPITA/TRANSICIONES (K/T), Karamu Ya Wahitimu, heritage months and two student groups; M.E.N. and Sister Circle.

#### **SMC Program: Academic STARS**

Academic STARS (Students Reaching and Achieving for Success) is a retention and transition program for students of color who are new to Kent State. The program takes place during the summer months and is to prepare students to achieve academic success and enrich their college experience. Students who participate in the Academic STARS program will develop a academic, personal, professional and social skills, a sense of community with peers and staff at Kent State and a sense of cultural identity and self-awareness.

#### **SMC Program: Upward Bound**

According to the US Department of Education, Upward Bound is a program that "provides fundamental support to participants in their preparation for college entrance." The program serves high school students from low-income families and high school students from families in which neither parent holds a bachelor's degree.





**SMC Program:****Kupita/Transiciones (K/T)**

Kupita is a free four-day cultural orientation program for newly admitted students for different ethnic, racial and cultural backgrounds. The 2016 Kupita was the 28th year for this program. Kupita offers leadership opportunities for students who want to become a Kupita mentor or guide. Students will engage in culturally enriching activities, build bonds with mentors and staff, and learn about cultural resources on campus.

**Kent State University**  
**Ethnicity/Race Enrollment**

Preponderant Headcount					Fall 2016				
Ethnicity	Fall 2015	Fall 2016	Change	% Change	UG	GR	PR	Male	Female
Asian (A)	602	657	55	9.14	493	89	75	254	403
African American (B) *	3,059	3,022	-37	-1.21	2,696	300	26	973	2,049
Foreign (F)	3,002	2,913	-89	-2.96	1,372	1,525	16	1,689	1,224
Hispanic (H) *	1,158	1,194	36	3.11	1,034	138	22	446	748
Multi-Racial (M)	1,130	1,215	85	7.52	1,129	83	3	462	753
Native American/Alaskan Native (N) *	96	75	-21	-21.88	65	8	2	32	43
Native Hawaiian/Pacific Island (P)	26	27	1	3.85	24	3		10	17
Caucasian (W)	30,619	30,391	-228	-0.74	26,453	3,683	255	11,368	19,023
Not Reported (X)	1,313	1,288	-25	-1.90	994	260	34	520	768
<b>Overall - Total</b>	<b>41,005</b>	<b>40,782</b>	<b>-223</b>	<b>-0.54</b>	<b>34,260</b>	<b>6,089</b>	<b>433</b>	<b>15,754</b>	<b>25,028</b>

\*These race/ethnicity codes are defined as URM.

Institutional Research

**SMC Program: Karamu Ya Wahitimu**

Karamu is a pre-commencement celebration and a rite of passage graduation ceremony to celebrate the accomplishments of all African American, Native American and Latino and Hispanic American students. Karamu takes place one-week before Kent State commencement ceremony both for fall and spring graduations.

**3. Kent State University****Demographics fall 2016**

- 40,782 students total
- 28,981 Kent Campus students
- 14.6% of students are undergraduate minority
  - 3,022 African American students
  - 1,194 Latino American students
  - 75 Native American students

**Demographics Fall 2015 (most current)**

- 6,293 new freshmen
- 2,161 undergraduate transfer students
- 22,981 undergraduate commuter students

**Kent State Faculty**

- 2,851 total staff members in eight-campus system
  - 2,586 full-time unclassified and classified staff
  - 265 part-time unclassified and classified staff
- 56% of Kent State classes have fewer than 20 students
- 92% of Kent State classes have fewer than 50 students



### **Student Multicultural Day**

The Student Multicultural Visit Day is a program available to “students from all ethnic, cultural and racial backgrounds” interested in learning more about Kent State University’s opportunities. Potential students must register for the tour day. The 2016 Multicultural Visit Day was September 24 2016.

## **4. Off-Campus Competitors**

### **University of Akron**

- 23,152 total students
  - 2,359 African American students
  - 566 Latino American students
  - 37 Native American students

### **Ohio University**

- 40,025 students total
  - 1,229 African American students
  - 700 Latino American students
  - 34 Native American students

## **5. On-Campus Competitors**

### **Department of Pan-African Studies**

The Pan African Studies Department’s Mission is: “To offer a comprehensively radical African centered approach to learning. Educate and inform Kent State University and the larger community about African & African derived cultural expressions.” The Center for Pan-African Culture (CAPC) is an integral partner in the mission of the Department. The CAPC provides student cultural and social activities that make the Kent State experience more fulfilling. The Center was founded in 1970 by the Black United Students to promote the cultural traditions of African people. The CAPC is open to all students and staff who are looking for culturally diverse activities.

## **6. Relevant Articles**

### **The Art of Inclusion**

The Warc article, entitled “The Art of Inclusion,” discusses the importance of inclusion in regards to marketing and promotion. According to the article, “more than a third of the U.S. population is multicultural, and in nearly one in 10 counties, the ethnic population is the majority.” Although these ethnic groups make up a large population, the article also stated that “only 25% of all African-American and Hispanic consumers find marketing and advertising personally and culturally relevant.” Therefore, it is important for marketers to specifically reach out to these consumers in an identifiable, relevant way.

### **SALSA Incident during Homecoming**

The Spanish and Latino Student Association at Kent State were subject to discrimination during the Homecoming Parade. During the homecoming parade, a group of alleged students yelled “Build that Wall” at a group of students who are apart of SALSA. After, the incident SALSA held a meeting so the members could speak about the incident. Students and members of SALSA also painted the rock with the hashtag #SALSAunido.

### **New York Times College Diversity Article**

This NYT piece discusses how “there are themed living arrangements that allow students with similar backgrounds and overlapping hobbies to huddle together.” It also stresses the importance of students assimilating with people with cultures different than their own. It places the duty of a diverse college to the admissions department.



### **US Census Bureau Diversity Stats**

The US Census Bureau is a reliable resource for comparing Kent State's diversity numbers to the country at large.

### **National Graduation Rates**

The Student Multicultural Center focuses on increasing the retention and graduation rates of its audiences, therefore it is important to know the national averages.

### **Social Media in Student Organizations**

This study examines students today and how university organizations should communicate with its students. The study researched an incoming group of freshmen in 2015, the class of 2019. This group of freshmen has always had Google, they have grown up using email as a formal communication channel, have grown up with Wi-Fi. The researchers sent a survey about social media to a Midwestern university. There was total of 845 participants, 769 participants said they used social media. The researchers recommended that social media sites be treated as important sources of information. Another survey was sent to presidents of student organizations about the organization's social media use. The survey was sent to 608 participants, 90 participants responded to the survey. 78 of the participant's responded that their organization does use social media to connect with members. "Social media was used primarily to communicate with current members, 77 respondents (99%). However, as illustrated in Figure 3, social media was commonly used to reach out to potential members, 61 respondents (78%); and alumni, 43 respondents (55%), as well. Social media was also used to communicate with faculty, 23 respondents (29%); and university administrators, 10 respondents (13%)."

### **Student Life Social Media Guidelines**

These are guideline suggestions for student organizations to follow when adding information to an organization's social media account.

### **Social Media and Young Adults**

This article focuses on young adults, their social media use, what social media platforms young adults use more. Data for Facebook, Instagram and Twitter is included in this study.

- 90% of young adults (18-29 year olds) are on social media
  - 78% increase from a 2005 Pew Research survey
- 82% of young adults online are on Facebook
- 55% of young adults online are on Instagram
- 32% of young adults online are on Twitter

### **Snapchat Data**

- 10 million people spend at least 30 minutes on Snapchat a day
- 60% of users are under the age of 25
- 18 to 24 year olds are the largest demographic

### **Cultural Sensitivities**

This was a blog post created by a student who graduated from Kent. The writer participated in the Karamu graduation celebration. He provides a personal perspective of Kent State University's diversity.



### **Cultural Sensitivities Video**

When dealing with people's races and cultures, it is very important to be aware of differences and cultural sensitivities. The Huffington Post published a video (link under sources) to explain the differences between Hispanics and Latinos.

### **Student Enrollment Decisions**

Parents are a key influencer when a student is deciding where to attend college.

### **Brand Ambassadors**

How to start a brand ambassador program, a sample ambassador contract, how to train ambassadors and suggestions for how to evaluate a brand ambassador program. Viewed the top ten questions when building a successful brand ambassador program. Took into consideration; who the brand ambassadors should be, what should brand ambassadors do and what are key success factors with a brand ambassador program?

### **Successful brand ambassadors programs:**

- Google for Education
- Spotify Student Brand Manager
- Red Bull Student Brand Manager
- Victoria's Secret Pink Campus Reps

### **Snapchat Geofilter**

After adding a Geofilter to Snapchat, customers are able to view their Geofilter metrics through the Snapchat website. Anyone is able to add an Geofilter to Snapchat for free.

## **6. Other Universities Multicultural Centers**

### **North Carolina A&T State University Multicultural Student Center**

The Multicultural Student Center has an open-door policy for all individuals and organizations to seek support. The Multicultural Student Center offers diversity presentations and training sessions that are facilitated around campus to support the interest of student organizations. Various presentations and sessions include topics on SAFE zone training, racism, privilege and oppression, and many more.

### **Ohio State University Student Life Multicultural Center**

According to The Ohio State University's website, the Student Life Multicultural Center (MCC) offers various programs focusing on cultural and intercultural celebrations, heritage and awareness, dialogues, workshops, prejudice-reduction trainings, and social justice engagement. All courses focus on teaching students personal and interpersonal skills to be effective in a diverse world. The MCC welcomes all students, faculty, staff and community members to its event. The MCC provides various educational and training opportunities for all students, faculty, staff and community members. The educational and training opportunities offered by the MCC can be used to further understanding of diversity and social justice.



### **UC Berkeley Diversity Toolkit**

According to the UC Berkeley website: The University's mission is to: "Create a campus where all Berkeley students, faculty, and staff feel respected, supported, and valued". Berkeley provides several resources that contain data, reports, and strategic tools available on its website for all students, professors, staff and community to use. A well-known program Berkeley implements is the Haas Institute. This is a "Fair and Inclusive Society at UC that Berkeley brings together researchers, organizers, stakeholders, communicators, and policymakers to identify and eliminate the barriers to equity & inclusion." The University also provides a Diversity Toolkit for students, teachers and staff to use that gives insight to Berkeley's Strategic Planning for Equity, Inclusion and Diversity.

### **Yale University Cultural Centers**

There are several cultural centers including the Afro-American Cultural Center, Asian-American Cultural Center, Joseph Slikfa Center for Jewish Life, La Casa Cultural Center and the Native American Cultural Center at Yale University. The cultural centers create a sense of shared identity and are intended to educate the campus community about diversity. Each center offers its own programs. The Afro-American Cultural Center hosts the yearly Black Solidarity Conference each spring semester, which seeks to bring participants of all colors together to discuss issues related to African Diaspora. Yale University's La Casa Cultural Center has a group of student peer liaisons as well.

### **Youngstown State University Office of Diversity**

According to the Youngstown State University website: "The mission of the Youngstown State University Office of Student Diversity Programs is to serve as an advocate in ensuring the successful enrollment, retention and graduation of African American, Latino, Native American, Gay, Lesbian, Transgender and any underrepresented undergraduate students. Student academic success is the primary goal that underscores the important role that the Office of Student Diversity and Programs plays in student development. This goal is achieved by developing and implementing holistic retention programs, sharing information and ideas that assist individuals in embracing diversity and encouraging mutual respect through education, cultural and social programming." Youngstown University's upcoming diversity programs include: conversation hour on hot topics, international coffee hour and Hispanic heritage month celebration.



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# Primary Research

## Primary Research Summary

Through primary research, Neapolitan PR discovered the current perception of the SMC. Neapolitan concluded that students think the SMC is for international students and is not open to all students at Kent State University. Neapolitan also discovered that the goals amongst those who worked within the SMC were not the same across the board, whether that is because of their position or student interaction. When diving into interviews with the current audiences of the SMC, Neapolitan learned that students from culturally rich backgrounds might not want to be surrounded by those from the same culture. Some groups would rather assimilate with those who have different heritages. This creates a challenge for the SMC, since it focuses on surrounding students with others culturally similar to themselves.

## Interviews

### Client Interviews

#### Oscar Ramos Interview

Neapolitan interviewed the director of the Student Multicultural Center, Oscar Ramos. Ramos expressed his desire for the SMC to focus on student success rates and retention rates. He said the same students frequent the SMC and attend its events. Ramos added that he would like the SMC to create community and collaboration across campus. He wants the SMC to act as a physical space for underrepresented students, but also as a resource that is well known statewide and nationwide.

#### Ashley Williams and Michael Daniels

Neapolitan interviewed Ashley Williams, the assistant director of the SMC, and Michael Daniels, the program coordinator of the SMC. Daniels feels that the biggest strength of the SMC is its ability to connect with students. Williams felt that the programs were the biggest strengths of the SMC. She also expressed interest in reaching out to more Latin American and Native American students, whereas Daniels wants the SMC to reach out to the underrepresented students who are not involved with SMC. Finally, Williams provided information on the groups and organizations the SMC has worked and partnered with in the past.

#### Dr. Alfreda Brown

Neapolitan interviewed Dr. Alfreda Brown, the vice president of DEI. Brown wants the SMC to be a place of comfort for all students at Kent State University. She also wants international students and represented students to interact with the underrepresented students without discrediting them. Finally, Brown feels African American faculty on campus can be a key influencer of increasing participation at the SMC because the student population of African American males decreased by ten percent in the past year.

#### Dana Lawless-Andric Interview

Neapolitan interviewed Dana Lawless-Andric, the associate vice president of DEI. Lawless-Andric said DEI is the smallest division on campus and a top priority of DEI is to put Kent State students first. According to Lawless-Andric, Kupita is one of the longest standing pre-orientation programs in the country and she would like to see the Kent State SMC recognized state and country-wide for its programming. She would like the SMC to help all students on campus and would like it to be a place where students learn about different cultures.





### Shana Lee Interview

Neapolitan interviewed Shana Lee, director of special projects and initiatives for the Division of Diversity, Equity and Inclusion (DEI). Lee previously worked for the SMC with the S.T.A.R.S. program and discussed programs and events it held. For example, the SMC used to host barbecues and mentoring and advocacy programs. Many of these programs have been cut due to budgetary reasons. Overall, Lee sees a lot of promise with the SMC and hopes the practices extend to regional campuses. She also believes that students involved in the SMC are open to non-minority students attending its events.

### Client Interview Key Findings

Overall, those who directly work with the SMC hope to see the SMC create community and collaboration across campus. The hope is for the SMC to be a place of comfort for all students at Kent State. They would like to see the SMC as a place on campus where all students can learn about different cultures. Those who work directly with the SMC want to see the SMC as resource that is well-known statewide and nationwide. After interviewing SMC program coordinators they believe the biggest strength of the SMC is its ability to connect with students. Everyone who have direct involvement with SMC believes it has promise within the Kent State community and its practices could potentially be extended to regional campuses.

### Expert Interviews

#### Amanda Leu Interview

Neapolitan interviewed Amanda Leu, coordinator at the Office of Academic Diversity Outreach in the College of Communication and Information. Leu gave background information about the Oscar Ritchie Scholarship and informed us that students who have been awarded the scholarship in the past did not even know they received the scholarship. She explained that Kent State is working to appoint a head of diversity at each college and suggested this is how the SMC could connect to students across campus.

#### Dr. Cheryl Lambert Interview

Neapolitan interviewed Dr. Cheryl Lambert. Dr. Lambert is an associate professor at the School of Journalism and Mass Communication. Dr. Lambert is not involved with the SMC, but gave insight about diversity. She has a strong background in diversity; while working at Sears, she worked on behalf of minority employees. Dr. Lambert said that Kent State is doing a better job than other Universities. She came from Boston University and she has seen more work with diversity at Kent State in her short time at Kent, than she ever saw at Boston.

#### Dr. Eboni Pringle Interview

Neapolitan interviewed Dr. Eboni Pringle, dean of University College. Pringle is not involved with the SMC, but she gave some insight on diversity in the First Year Experience (FYE) classes. Although she said diversity is addressed in FYE classes, it is surface-level and the depth often depends on the instructor. She also stressed the importance of building a flexible space where students get to decide how it is used.





### Adam Hirsh Interview

Neapolitan interviewed Adam Hirsh, the assistant director of Hillel. Hillel is home to the Jewish community for Kent State University students. Hirsh reflected on some of the best practices of Hillel. Hirsh feels that Hillel succeeds at connecting with students from all different religions and backgrounds. According to Hirsh, half the Jewish population on Kent State University's campus uses Hillel's services and programs. Non-Jewish students have also become a part of Hillel's publics. Several non-Jewish students have attended the feasts and Jewish holidays hosted at Hillel, and more non-Jewish than Jewish students have attended Hillel's trip to the Holocaust museum in the past year. Hillel won the Collaborative Ally Award last year. Hirsh said that Hillel does not partner with the SMC; however, he said that he would be interested in a partnership in the future.

### Expert Diversity Interview Key Findings

Understanding diversity is an important part of our primary research phase. After speaking to diversity experts, Neapolitan found that Kent State FYE classes address diversity but the lesson is surface-level. The depth of an FYE diversity class depends on the instructor. Neapolitan also found that Kent State is working to appoint a head of diversity at each college, this could be how the SMC could connect to students across campus. Students who have been awarded the Oscar Ritchie scholarship in the past did not know they received the scholarship.

### Student Interviews

#### Involved Student Interviews

##### Interviewees

- ❖ Rachel Mason, president of the Spanish and Latino Student Association (SALSA)
- ❖ Chynna Baldwin, president of Black United Students (BUS) and Kupita Transiciones participant
- ❖ Nyaruach Choul, intern at the SMC, Kupita Transiciones participant and Sister Circle member
- ❖ Sameera Bowles, social media chair for Sister Circle and Kupita Transiciones mentor
- ❖ Emanuel Jackson, marketing chair for Male Empowerment Network (M.E.N), social media chair for BUS, advisory chair for Pan-African Culture

### Key Findings

Overall, the students who are involved with the SMC are pleased with the atmosphere and programs the SMC provides. Most of the students found out about the SMC through word-of-mouth advertising from friends or by participating in Kupita Transiciones.

Students involved felt that the SMC succeeded in advocating and working for its students. The students also feel welcomed in the SMC environment, but said it could improve on both its internal and external communications. They felt that the key reason why students are not involved in the SMC is because they don't know about the services it provides.

### Key Quotes

- ❖ "(The SMC) is a place to call home. I know it sounds corny, but it's like coming home after school and seeing your siblings and friends. (The strength of the SMC) is that it uses student feedback to determine how they can best serve students."- Chuol
- ❖ "I think I found the SMC because a friend brought me. Unfortunately, I wasn't involved in Kupita my freshman year so I didn't get that original warm welcome but I know I found it shortly after moving on campus." -Baldwin



- ❖ “The SMC is essential for our club because it gives us a place to physically meet, but also provides a space for many different cultural groups on campus to interact with one another.” - Mason
- ❖ “The SMC moment that had the most profound effect on me was when I met Ashley Williams, Oscar Ramos, and Mike Daniels. Those three administrators have had a very influential impact on my life.” -Jackson
- ❖ “The SMC is a safe space where you can culturally express yourself and be surrounded by people who share similar cultural aspects.” - Jackson
- ❖ “There are a great deal of students who do not know what the purpose of the SMC is or that it even exist. What can we do to let people know especially our underrepresented students know that the SMC is a resource for them?” -Chuol
- ❖ “As a club president, there are times that I received notice for a meeting or event late notice, and there have been events that SALSA has not been able to attend due to the occasional lack of communication.”- Mason

### Uninvolved Student Interviews

Neapolitan conducted an email interview with senior psychology major Jordyn Lally. Lally self-identifies as biracial. She said that before her senior year, she was not involved in the SMC. She admits that part of the reason was because she did not feel comfortable with her own identity. Lally said that she plans on getting involved with the SMC this year and that she will be welcomed “with open arms” by her friends in the SMC.

“It has been a journey in itself to embrace my ethnic identity,” Lally said. “Going to the center comes hand-in-hand with having confidence in my own identity, which is why I have been hesitant in the past.”

Neapolitan conducted email interviews with Benja Gladden and Anhelica Rodriguez. Gladden and Rodriguez are both seniors at Kent State University and uninvolved with the Student Multicultural Center. Both students chose not to be involved within SMC due to their own personal opinions.

“I chose not to be involved in the Student Multicultural Center because I feel it only furthers the divide between different backgrounds and races. I choose to live a life in which pigment and family lineage does not decide whom I surround myself with. In my opinion organizations like this only further silly stereotypes that we are all any different. I think the student multicultural center is simply an excuse for people to live in fear of branching out,” Gladden stated.

“Being a senior and taking a step back I’ve realized I never was able to acclimate myself with other hispanics on Kent State’s campus. I wanted to, I tried to but it became more of a chance to be a part of only one friend group. The multicultural students here see it as an opportunity to only be friends with their race and then segregate themselves from others, almost staying in a comfort zone within themselves,” stated by Rodriguez.

### Key Findings

Overall, the students who are uninvolved and uninterested because they do not want to create a further divide among cultures. One student believes the SMC doesn’t allow cultures to branch out and meet other cultures. One student believes the SMC allows students to segregate themselves and stay in one comfort zone.



## On-The-Street Student Interviews

Neapolitan randomly selected 47 students around the Kent campus to interview. The team conducted these interviews in order to understand the student awareness level of the SMC. These students were a mix of race and gender. They indicated that nine of the 19 people interviewed knew where the SMC was located. Numerous students interviewed were unaware of the services offered by the Student Multicultural Center. We found that students associated the word multicultural with international students, creating a misconception for those students that may be interested in participating in SMC events.

## Focus Group Summary 1

### Recruitment Strategy

Participants were recruited due to their connections to organizations or programs on the Kent State main campus. Neapolitan looked for participants of all different races and backgrounds. Our focus group comprised of eight upperclassmen students, which included seven females and one male. The focus group was comprised of two black participants, one Latina, one multiple race participant and four Caucasian participants.

### Key Findings

Only two students in the focus group participated in programs at the SMC. Numerous students initially did not feel at home at Kent State; however, they eventually “grew to belong here.” Many members were involved in organizations because of the people involved and not necessarily because of the organization itself. The participants were more involved in organizations pertaining to their education and major, rather than social growth. Participants had mixed reactions when told the percentage of minorities at Kent State was 14.6%. Some felt the number was accurate based on their classes, while others felt as though the university was more diverse when walking on campus. It also became apparent that their perception of the number of minority students was heightened because of the amount of international students.

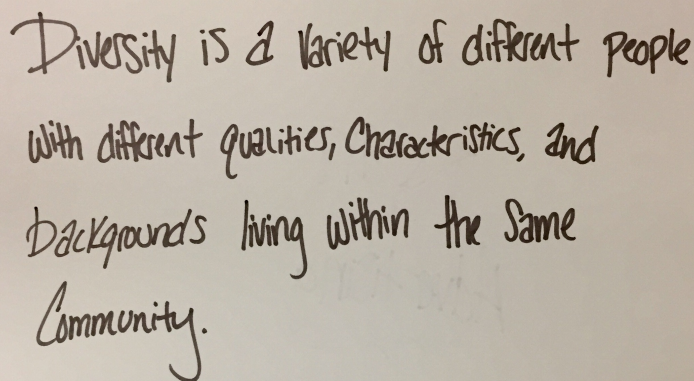
Participants in the focus group who were active in the SMC had strong beliefs about its contribution to their college experience. The active students also said that they have been emotionally invested in the SMC because they got involved early in their college careers. This showed Neapolitan that Kupita succeeds because it recruits students at an earlier time.

The students in the focus group felt that the political climate affected their lives. Some changes that occurred due to the political climate included an increase in stereotyping and negative opinions towards people of different cultures. More than one student in the focus group experienced adversities, such as microaggressions and verbal altercations.

### Visual Representation of Key Insights

Focus group participants were asked to write down their definition of diversity. Participants turned in in-depth responses. An example of a student’s idea of diversity is shown below:





Diversity is a variety of different people  
with different qualities, characteristics, and  
backgrounds living within the same  
community.

### Quotes of Focus Group Participants

- ❖ “Multicultural should involve everyone.”
- ❖ “It is easier to get involved as a freshman.”
- ❖ “There is a misconception that it (the SMC) isn’t open to everyone.”
- ❖ “People make an organization.”
- ❖ “It is easier to go with someone you know.”
- ❖ “It’s about your attitude (when) picking and finding what you like.”
- ❖ “I didn’t notice people’s comments about my race until Donald Trump started running for office.”

### Conclusions Drawn

The confusion over the word multicultural initiated the discussion over a possible name change for the SMC. Some participants felt as though “multicultural should include everyone” of all cultures, whereas others associated the word “multicultural” with international students. Although each student was somehow involved on-campus at some point in their college careers, many joined an organization or a group because a friend or opinion leader told them about the organization.

## Focus Group Summary 2: Brand Messaging

### Recruitment Strategy

Participants were recruited because of their connections to organizations or programs on the Kent State campus. Neapolitan looked for participants of all different races and backgrounds. Our focus group comprised of six students, which included five females and one male. The focus group was comprised of one African American participant and five white participants. The focus group heard a summary of the SMC’s services and mission; however, the participants were not told the name of the client.

### Key Findings

Participants were presented with several potential new names for the SMC based on research and student intercept interviews. The participants liked Kent Cultural Community the most out of the names presented. Participants liked the word “community” in the name because “community” meant, “coming together” to the participants. One participant liked the name Kent Cultural Community because it reminded them of family.

When participants were asked about a tagline for the SMC, they suggested it be short and easy to remember. One participant suggested using diverse and unified as the tagline. The fellow participants liked this tagline and felt it worked well with the mission of the client. The participants also liked the ampersand logo and felt that this logo would generate interest amongst the student body.

Participants were also asked about their social media usage. Participants said they use Twitter; however, they do not use Twitter to gather information about events. Participants said they use Facebook to get details about an upcoming event on campus.



Participants were also asked about what perks they would like as a company brand ambassador. Participants said money, a gift card, and an award ceremony. Participants said a student's GPA should be factored into the criteria for becoming a brand ambassador. They also suggested a brand ambassador should be someone who represents those who use the center.

When asked about potential colors for a new logo, participants said they like when bright colors are used. Participants also felt that vibrant colors played more into the mission and setting of the client.

### Quotes of Focus Group Participants

- ❖ “Home is where you’re accepted.”
- ❖ “(This place is) where all diverse groups come together.”
- ❖ “The Kent Cultural Community, it’s a strong title. Because it’s a concept of community and if that’s what they are going for creating community and family on a multicultural level, I think it rings well. The KCC to shorten it.”
- ❖ “If I see something on Twitter, I will go to Facebook to look for the event details.”
- ❖ “It will work well with the concept if you used diverse and unified... incorporate those two. The ‘and’ is very powerful, saying we are this but we are also this at the same time”

### Conclusions Drawn

Participants like the name change from SMC to KCC. They felt “community” was a strong word to put in the title. Participants also liked the ampersand logo. However, the participants recommended changes to the logo colors and client tagline. Finally, the participants stated that they used Facebook to learn about events more than any other social media tool.

## Interview Questions

### Involved Student Interview Questions

1. What is your age, major, ethnicity, gender if you are okay with providing?
2. What makes you diverse?
3. Have you ever heard of the Student Multicultural Center?
4. What activities were you apart of?
5. What did the SMC mean to you?
6. Did you bring friends to the SMC?
7. Do you remember how you found out about the SMC?
8. What SMC moment had the most profound moment on you?
9. What are the SMC’s strengths?
10. What are the SMC’s weaknesses?
11. What is your definition of diversity?
12. Using one phrase, how would you describe the SMC?
13. Is it okay if we connect your name and information with your answers?

### Additional Student Leader Interview Questions

1. What got you involved in your club or organization?
2. Have you ever partnered with the SMC?
3. If you have partnered with the SMC, what do you value in that partnership? Where do you think the partnership could improve?
4. If you do not partner with SMC, would you like to?

### Uninvolved Student Interview Questions

1. How would you describe the diversity climate here at KSU?
2. What is your age, major, ethnicity if you are okay with providing?
3. What makes you diverse?
4. Why did you decide to not be involved with the student multicultural center?
5. Do you have friends involved with the SMC?
6. What is your definition of diversity?
7. Is it okay if we connect your name and information with your answers?



### On-the-Street Interviews

1. Do you know where the Student Multicultural Center is?
2. If not, where do you think the SMC is?
3. What services does the SMC provide?

## Focus Group Guides

### Student Focus Group

I. Introduction and Welcome

II. Background

III. Best Practices

IV. Opinion Leaders

TAKE A BREAK!

V. Diversity

VI. Kent State Diversity

VII. Cultural Trends

VIII. Student Multicultural Center

#### I. Introduction and Welcome

Hi, thank you for helping us out today

Introduce self and the rest of the group:

- o Researchers for PR Campaigns course
- o Want to get your opinions
- o Ethical Disclosures
  - ❖ Notes being taken
  - ❖ Being recorded
  - ❖ Used for research purposes only
  - ❖ Group members in the back room

Hear from everyone, speak your mind

Respondents introduce themselves:

- o Name, year in school, how long they have attended Kent State, major, and if they are involved with any organizations on campus

#### II. Background

- 1) How would you describe the town you grew up in? Would you say it was a city, farm-town, rural, was it small or big?
- 2) Describe your family's background, their heritage, culture etc.
- 3) What was a big deciding factor for you to come to Kent State?
- 4) Are any of you transfer students or came from a regional campus?
- 5) Was anyone involved with post-secondary classes?
- 6) Are any of you out-of-state or international students? If so, where are you from?
- 7) How do you feel about the array of organizations and programs that Kent State offers?
- 8) Are any of your needs not met within the programs and services provided here at Kent State?
- 9) The Kent State slogan once stated, "You Belong Here", now referencing this message, do you feel that you belong at Kent State? Why or Why not

#### III. Best Practices

- ❖ We now want to pick your minds on the idea of how a student organization or program may or may not create a sense of belonging on campus for students.
- 1) Do you currently feel that sense of belonging in the organizations that you are involved with? Why or why not?
- 2) Have you ever been involved with an organization or program on campus in which you did not feel a sense of belonging? Why or why not? Which organizations?
- 3) Please explain how you got involved in these organizations?
- 4) Did you know someone within the organization? If so, would you have still participated if you didn't know anybody?





- 5) Being involved within these specific clubs and student involvement groups, what would you say are the strengths within these groups? What would you say are the weaknesses within these groups? Explain in detail as much as possible.

#### IV. Opinion Leaders

- ❖ By being a part of these organizations, you may have encountered mentors, presidents, or other people who influence and inspire you.
  - 1) Do you know anyone like this in the organization you are involved in? Please explain!
  - 2) How has this person or how have these people inspired you?
  - 3) Has this person or these people inspired you to attend a club or an organization meeting? Would you if they asked you to attend one?
  - 4) What do you think makes an influential opinion leader?

#### V. Diversity

- ❖ As we have discussed, you are all a part of different clubs and organizations.
- ❖ Every single person in this focus group is different from one another.
- ❖ We would like to take this time to truly explore what makes you unique.

#### Activity:

- ❖ Everyone please write down your definition of diversity
- ❖ Administrators in the Division of Diversity, Equity and Inclusion define diversity as, “the presence of difference”
- ❖ Everyone here is different.
  - 1) What would you say makes you different?
  - 2) How do you think people stereotype you? Ex: People think I am dumb because I am Blonde.
  - 3) Have you ever dealt with adversity because of what makes you different? If you have, is there someone you feel you can talk about this adversity with? Is there a place you go to get away from this adversity?

#### V. Kent State Diversity

- ❖ Here at Kent State University, 14.6% of the undergraduate student body, self-identify themselves as minorities.
  - 1) Explain how diversity has played a role in your education.
  - 2) Are you surprised by the percentage of students who self-identify as minorities? Did you think it was more or less? How would you personally describe Kent State’s diversity ratio?
  - 3) Do you feel accepted on this campus? And within the city of Kent? Why or why not?
  - 4) How do you think Kent State compares to other State schools in terms of diversity?
    - a) Have you heard of any programs, clubs, or organizations that other schools are practicing to help with diversity? If so, what are they?
  - 5) Do you know of any organizations or clubs that support diversity?
    - a) If so, are you involved within these organizations?
  - 6) How do you think current trends in the media today affect what’s going on on Kent State’s campus, such as protests, public speakers, etc. ?

#### VI. Student Multicultural Center

- ❖ To continue with the subject of diversity, how many of you have heard of the Student Multicultural Center prior to this semester?
  - 1) How would you define the term “multicultural?”
  - 2) What do you think the Student Multicultural Center on campus does? Specifically, WHOM do you think they cater to?
  - 3) Going along with that question, what do you think a student multicultural SHOULD do, what SHOULD they provide, what types of services and programs? **Expand on this!**
  - 4) Where do you think the Student Multicultural Center is located?
  - 5) According to the SMC, they cultivate a sense of belonging for its students, towards the goal of increasing retention and graduation, with a particular focus on students of color. They affirm and enrich cultural diversity and identity and empower students to lead and build strong connecting communities.
  - 6) Would you be interested in getting involved with the SMC?
  - 7) If you are involved in the SMC, what would you say are its strengths? Standing on that, what would you say are its weaknesses?
  - 8) If you aren’t interested, why not?



- 9) If not, what type of programs would make you want to get involved?
- 10) According to the name Student Multicultural Center would you feel welcome to this organization?

## VII. Conclusion

After this exercise, this concludes our focus group. Thank you so much for attending! Your answers will greatly help us in our research. Have a wonderful day!

## Brand Messaging Focus Group

- I. Introduction and Welcome
- II. Name
- III. Brand Ambassador and Involvement
- IV. Social Media
- V. Ampersand
- VI. Brand Ambassadors

### I. Introduction and Welcome

Hi, thank you for helping us out today

Introduce self and the rest of the group:

- o Researchers for PR Campaigns course
- o Want to get your opinions
- o Ethical Disclosures
  - ❖ Notes being taken
  - ❖ Being recorded
  - ❖ Used for research purposes only
  - ❖ Group members in the back room

Hear from everyone, speak your mind

Respondents introduce themselves: Name, year in school, how long they have attended Kent State, major, and if they are involved with any organizations on campus

The purpose of this focus group is to learn about brand messaging for our client. Let me briefly explain our client and its mission. This is very important, so if you have any questions, please feel free to ask. If you need me to repeat anything, please feel free to ask!

Imagine a physical location that is easily accessible to Kent State students. This place has colorful walls and furniture. You can oftentimes find students socializing and studying here. These students have mentors who they can seek educational and personal advice from. Clubs and organizations have used this room to host events and meetings. This room is affiliated with an organization that also hosts events and meetings. This organization's target audiences are African American, Latino American and Native American students; however, any student can come use this organization's resources. These events and meetings focus on bonding and building a community. The overall goal of this organization is to encourage students to get involved and graduate.

Do we have any questions so far?

### I. Name Exercise and Tagline

We are trying to come up with a name for our client. We conducted intercept interviews and found the students like the title Kent Cultural Community.

1. Do you like this name? Why or why not?
2. Does the name properly convey the mission of our client?
3. Can you think of another name that you like more? Explain why you picked this title.

We also came up with the following tagline for this client:

"Connecting students to culture, university to diversity & campus to home"

1. Do you like this tagline? Why or why not?
2. Does this tagline convey the mission of our client?
3. We use the word "home." Our client is concerned about the word "home" because they feel that their mission is not to be a place for students who are homesick. Do you feel that the tagline conveys this? Why or why not? Would there be a better replacement word?





## II. Brand Ambassador and Involvement

1. Would you get involved with our client just based off of the description? Why or why not?
2. Does the client sound interesting to you?
3. What is something you would change about the client?
4. With our client, we are looking to have student leaders help the team with recruiting and promotions. We want to call them brand ambassadors. What qualities do you think a brand ambassador should have?
5. What incentive would make you interested in being a brand ambassador? Recognition? Money? Gift card?

## III. Social Media

We are going to ask you some questions relating to communication and social media on-campus.

1. What type of social media do you use the most? Why?
2. Do you think funny posts are more memorable, or do you think emotional posts are more memorable?
3. Name a memorable social media campaign/social media posting that you can remember. Why did it stick out to you?
4. Which would you prefer; YouTube or podcasts?

## IV. Ampersand Question and Tagline Question

We believe that our client's mission is about connection and building community. One of our Campaigns researchers came up with the idea to use an ampersand sign for promotional materials for our client. For those of you who do not know, the ampersand is the "and" symbol.

We now have several questions relating to this symbol.

1. Do you like the image of the ampersand? Why or why not?
2. What are your initial reactions when you see this symbol?
3. Do you think the ampersand symbol could stand out? Why or why not?
4. If you saw the ampersand sign for a student organization, would you want to learn more about that organization?
5. We have described our organization to you. Can you think of any other logos or designs that you feel work better with our client? If you do, please draw it on the dry erase board behind me.



ALLOW TIME FOR DESIGNING LOGO

IF PEOPLE DESIGN LOGOS:

1. Why do you feel this logo fits our client?
2. Does anyone else like this logo idea? Why or why not?

## V. Color Exercise

With our rebranding, we are looking to not only change the logo of our client, but also the colors of the logos and promotional materials. We want your insight on this.

In front of you is a blank piece of paper. We also have magazines and glue sticks. Please design a collage of what colors you think our client should use for their promotional materials. We will give you five-ten minutes to work on the collages.

GIVES FOCUS GROUP ALLOTTED TIME

Excellent! Now we will ask you some questions about each of your collages:

1. Why did you use the colors that you used?
2. How do you think the colors represent the client?
3. How do you feel when you look at these colors?
4. Are there any colors that you feel do not represent our client? Why not?

Thank you so much for attending our focus group. Have a wonderful day!



# Resources to Develop Budget

## Unified Programing:

[www.bestbuy.com/site/apple-ipad-mini-2-with-wi-fi-32gb-silver](http://www.bestbuy.com/site/apple-ipad-mini-2-with-wi-fi-32gb-silver)

[www.trophydepot.com/Crystal-and-Glass-Awards/C137\\_1/#award\\_type=137](http://www.trophydepot.com/Crystal-and-Glass-Awards/C137_1/#award_type=137)

## & Soft Launch:

[www.kent.edu/banquetsales](http://www.kent.edu/banquetsales)

[www.vistaprint.com](http://www.vistaprint.com)

[www.uprinting.com/retractable-banner-stands.html](http://www.uprinting.com/retractable-banner-stands.html)

[www.discountmugs.com](http://www.discountmugs.com)

## Brand Ambassadors:

Universitees Representative, Liv Mullen

<http://www.yourlaziza.com/home.html><http://www.yourlaziza.com/home.html>

## Cultural Conversation Hours:

[www.kent.edu/banquetsales](http://www.kent.edu/banquetsales)

## KCC Launch:

<https://www.pfile.com/product>

## Kupita II:

[www.kent.edu/banquetsales](http://www.kent.edu/banquetsales)

<https://www.overstock.com/Electronics/HP-Photosmart-Digital-Camera-Printer-Bundle>

<http://www.target.com/p/60ct-premium-glossy-photo-paper-up>

## Museum Trip:

[www.uscoachways.com](http://www.uscoachways.com)

## Communication Elements:

[www.Snapchat.com](http://www.Snapchat.com)



