HungerResource Network

A Public Relations campaign proposal for CSU Stanislaus Sociology Club

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Cause Campaign Description

Hunger is an ongoing issue that continues to plague mankind. This issue continues to haunt many college campuses throughout the United States. One campus haunted by this is the University of Arizona. Gaining attention on the issue is very difficult but University of Arizona students did just that through their local news. The interview video through, KGUN9, further brings out how "the stereotype of college campus hunger is often joked about" (You Can't See Hunger 2013). In an effort to increase awareness of this problem, not only in our county but at CSU Stanislaus; we will be creating a pantry and food drive that would take place through the Hunger Network in hopes to provide crucial aid to needy students. According to Dr Tamara Sneizek, who is the head director of the event, "Our number one problem is to get the food pantry going and address to other students on campus the increasing issue of student hunger." Therefore, this campaign is designed in an effort to increase the low awareness of this growing problem. With the help of fellow students, faculty and possibly outside help such as grocery stores and other businesses, our main goal is to provide aid to the hunger network in order to have the food pantry successfully take place here on campus. A study done recently at the University revealed the dark truth of this issue. Results brought out in personal interview reported how "41% reported feeling worried that they would not have enough food to make it to the end of the month" (Sneiznek 2013).

Situational Analysis

The decision to generate a Public Relations Campaign was for the need to solve the problem of having limited awareness and to generate more participation to our pantry food drive that is held for CSU Stanislaus students. The problem was made aware by the director of the event, Dr. Tamara Sniezek, during an interview that was held on 11/18/13 at CSU

Stanislaus. Dr. Sniezek stated that her dilemma was due to the limited awareness that there are

hungry students on the CSU Stanislaus campus; the referral system is limited in connecting

hunger students to the program, and the limited amount of volunteers available at the end of

the semesters (Sniezek 2013). The increase in awareness that students are hungry on campus

would benefit the Hunger Network, allowing it to receive donations from local businesses,

which are hesitant to donate because they perceive that college students are not hungry. A

recent study of over five hundred students at CSU Stanislaus found that "one third of the

respondents were cutting back on their food intake because of financial strain" (The Signal

2013). The study also found that forty-four percent of students skipped a meal due to lack of

funds (The Signal 2013). Due to the mounting tuition, living, and supply cost students have a

reduced amount to purchase food through the five month semester. The Public Relations

Campaign seeks to aid the Hunger Network in its effort to help CSU Stanislaus students who are

struggling to find their next meal by crafting a canned food drive that students can connect to

and find their next meal on campus. The Public Relations plan will go into effect at the

beginning of the spring semester (January 20, 2004) and will continue until one week after the

semester ends (May 23, 2014).

Audience

The public relations plan will focus on a mixed target audience. The primary audiences

that will be targeted for the Hunger Network will be CSU Stanislaus students and staff, Turlock

area grocery store managers, and residents of the Turlock community. The decision to target

these markets falls within our objectives and tactics. The main idea behind the pantry food

drive is to feed hungry kids that attended CSU Stanislaus and the inclusion of the staff is to aid

in that process. This is the reason behind targeting these two audiences. The next two

audiences pertain to our objective of getting the pantry filled with food. Grocery store

managers in the Turlock area can give donations and allow a location for the residents of

Turlock to donate canned foods to the pantry. Our secondary audiences would be considered

citizens who commute to the Turlock area and shop at the participating grocery chains.

Objective #1: To increase the referral system by two channels by April 4 of the spring 2014
semester.

Strategy: Engage various publics of CSU Stanislaus campus into the referral system.

Rational: The Hunger Network is not allowed to directly advertise to hungry students, they

must use a referral system to contact hungry students strapped for cash. Since there are only

two channels in the referral system, one being the Health Services and another Mental Health

services on campus, it is logical that by increasing the referral systems will enable hungry

students to become in contact with the Hunger Network and get food. There have been

strategically chosen different channels where they are expected to be more effective than the

existing two. The selected channels increase the possibility for awareness for the hungry

students.

Tactics:

1. To engage campus instructors

    a. In the beginning of the semester email all instructors information about the

        referral system.

    b. In the mid-semester write emails to all instructors reminding of the need for

        their participation.

    c. At the end of semester write a thank you letter to all and hope they continue to

       participate.

2. To post informational bulletins about the program on the wall of math walk-in room,

   science-walk in room, and to engage with the tutoring center.

    a. Meet with the director of the tutoring center to have him/her become a referral

       channel.

    b. Post on the wall of math walk-in and science walk-in rooms information for

       students about the referral system.

3. Engage the science center, post on wall of "The Commons," area an information bulletin

   about the program; it is located in first floor of Nargai Hall.

    a. Meet with volunteer instructors of "The Commons" and ask them to participate

       in the referral system

    b. Post flyer for science center.

4. Administration: engage administration in referral system.

    a. Write informational email to academic counselors of each department about the

       program.

    b. Set personally meet with academic counselors of each department about the

       program.

Objective #2: To maintain a labor force for the pantry of 8-10 people during the spring
semester of 2014.

Strategy: To engage both students and administration in pantry drive.

Rational: The Hunger Network relies on student volunteers to feed others and work the pantry.

When the semester begins there are many exited volunteers to fill the needs of the labor force.

But by the end of the semester it reaches an all time low below the critical point for the Hunger Network to be effective. In order to keep the labor force of the panty it is appropriate to make not only more students aware, but also to ask administration to volunteer also. From the combined audiences a more sustainable pool of volunteers can have the opportunity to volunteer and keep the labor force from falling below 8 volunteers at the end of the semester.

Tactics:

1. Audience Students: send mass emails to students about the program.

    a. At the beginning of semester, send one email informing students about the need for volunteers for the panty of the Hunger Network.

    b. Create during the middle of semester one email emotional appeal: images of hungry students being fed could be a "your classmate", emotional rewards.

    c. During April and May of semester send four emails to act on (cognitive/ behavioral): convey the ease of volunteering, by giving specifics on how to become engaged.

2. Audience Administrators: Send mass emails to Administration about the program.

    a. Beginning of semester one informative email about the need of volunteers for the pantry.

    b. Create during the middle of semester one email emotional appeal: images of hungry students being fed could be a "your student", and the rewards of volunteering.

    c. After middle and end of semester one email to act on (cognitive/behavioral): convey the ease of volunteering by contacting the Hunger Network.

d. Send email requesting RSVP from interested participants.

Objective #3: To Increase grocery stores' public' participation in the Turlock region by two locations by February 20.

Strategy: To engage two audiences; grocery store managers and their consumers to donate canned foods.

Rational: The Hunger Network has plenty of cooperation from the campus when it comes to food drives. But from the various markets it has was not able to engage but only one store in the last attempt to have them participate. The success of the attempt to engage the various publics of the grocery stores will rely on communicating with managers of stores the statistical findings of surveys given on campus of more than thousand students as evidence of the existence of hunger among CSU Stanislaus students because of financial constrains. Asking for direct contribution in food from the store or permission to collect food from their potential customers outside of store will increase the likely hood of increasing the participating locations by two or more.

Tactics:

1. Audience Grocery Store Manager: Communicate with grocery store managers

   a. Visit grocery stores in Turlock to find managers willing to meet with representatives of hunger.

      i. Meet and present statistics on needs of students of CSU Stanislaus and the Hunger Network.

      ii. Ask per permission to create pantry drive outside of the various stores

       iii. Ask for direct donation from store.

2. Audience Grocery Store Consumers: Communicate with grocery store consumers

    a. Create a Script.

       i. Ask for donations from consumers outside of participating stores

    b. Create flyers.

       i. Hand out flyers outside of participating stores.

    c. Create emotional appeal message for food drive containers

Evaluation

Objective #1: To increase the referral system by two channels by February 28 of the spring 2014 semester.

1. A method to evaluate the success of the referral system we will ask the students participating in Hunger Network after March 30th of 2014 who they were referred by. If their answer reflects two or more referral channels than the existing channels, it will show that the objective was met.

2. Another method to evaluate the success of the referral system is to ask the Instructors, the director of the tutoring center, the volunteer science instructors of, "The Commons" and the academic advisors of each department if they have referred any students by March 30th of 2014. If more than two of the channels will have been used it will show that the objective was met.

Objective #2: To maintain a labor force for the pantry of 8-10 people during the spring

semester of 2014. The labor force tends to fall below 8 people by the end of the semester

which creates a problem for serving food.

1. A method to evaluate the success of maintaining a labor force of 8-10 people for the

   pantry, a count the amount of people volunteering during April and May will be made. If

   the count does not fall under 8 people volunteering it will show that the objective was

   met.

2. Another method to evaluate the success of maintaining an 8-10 people labor force for

   the pantry is to count the volunteers that signed up to volunteer during April and May

   will be made. If the number to sign up to volunteer is more than 8-10 during April and

   May is more than 10 people it will show the objective was met.

Objective #3: To Increase grocery store's public' participation in donations to the canned food

drive in the Turlock region by two locations by March 31. To count as participants they only

have to participate once at any two locations. Even if one participates more than once it will

not meet the objective of increasing the store and public participation by more than two

locations.

1. A method to evaluate the success in increase of participation by two locations, a count

   of the total number of Turlock markets donating will be two or more. The count is of

   two or more by March 31st, will show that the objective was met.

2. Another method to evaluate the success in the increase of participation by two locations

   a count of the total locations letting the Hunger Network collect donations outside of

any Markets from the consumers by two or more. If the count is two or more by March 31st, it will show that the objective was met.

3. A final method to evaluate the success of meeting the objective is combined store itself or its customers is more than two locations combined, it will show that the objective is met.

Conclusion

The campaign is to aid the Hunger Network on campus succeed. One of the original problems is that there are only two channels to get referrals to get food; they are Health Services and Mental Health Services. The solution to this is to increase the amount of channels hungry students can get referral from to get food. The method used to create new referral channels are, campus instructors, tutoring center, science center's volunteer instructors, and administration counselors. The next problem is that there are not enough volunteer participants towards the end of the semester. The solution to this is to engage more students and administration combined. The last problem is that there are not enough grocery store locations, in the Turlock area, participating in the food drive. The solution to this is to increase the participation through communicating, the evidence of hungry students at CSU Stanislaus campus, to managers of 80% of Turlock grocery stores and their consumers, according to studies conducted on CSU Stan campus. Our campaign is to be run by all Sociology club's members while creating a budget that includes out of pocket cost, and enough to pay staff in case Sociology club's members cannot bear the work load. In order to decrease the work load most of the activities of engaging the different audiences are concentrated in the beginning of the spring semester when there is less academic load on volunteer staff.

WORK CITED

KGUN9. ""You can't really see hunger": Student on hidden hunger on UA campus." Online video clip. *YouTube.* YouTube, 23 Feb. 2013. Web. 24 Nov. 2013

Sniezek, Tamara Dr. Personal Interview. 11 Nov. 2013

Sniezek, Tamara. "Warriors Are Running On Empty." *Signal* 1 January 2013: 2. Print.

APPENDIX

Hunger Resource Network

January 20, 2014 7:00 Am Pacific Standard Time

Hunger Resource Network Announced For 2014 At CSU Stanislaus

TURLOCK- The California State University Stanislaus Sociology department will hold its first Hunger Network Pantry and will be available at CSU Stanislaus in Turlock, CA. Throughout the 2014 spring semester from 8 AM to 4 PM Monday through Friday, students will be able to receive a meal through the referral system on campus.

Students can receive referrals at the Health Service Center and the Mental Health Center located at CSU Stanislaus campus and will be directed to the pantry location. To obtain volunteer information about volunteering for the Hunger Network please email Dr. Tamara Sniezek tsniezek@csustan.edu.

> "A recent study of over five hundred students at CSU Stanislaus found that one third of the respondents were cutting back on their food intake because of financial strain"

"A recent study of over five hundred students at CSU Stanislaus found that one third of the respondents were cutting back on their food intake because of financial strain" says Dr. Tamara Sniezek.

California State University Stanislaus Sociology department has been helping feed the community of Turlock for more than thirty years. This year will be the first time that CSU Stanislaus Sociology department tackles hunger on campus due to the mounting cost of tuition, living, and supply students are now struggling to buy meals throughout the semester.

Contacts

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HungerResource Network

Task Name	Start Date	End Date	Duration Days	Predecessors	Assigned To	Comments	People Needed Per Activity	Hours Needed
Objective 1 Referral System	01/20/14	05/23/14	90					
Engage Campus Instructors	01/20/14	05/23/14	90		Sociology Club	Volunteer		
Informative Email to Instructors	01/20/14	02/08/14	14		Sociology Club	Volunteer	1	5
Reminder Email to Instructors	03/17/14	04/04/14	15	4	Sociology Club	Volunteer	1	5
Thank You Email to Instructors	05/15/14	05/23/14	7	5	Sociology Club	Volunteer	1	2.5
Engage Tutoring Center	01/31/14	03/21/14	2					
Meet with Director of Tutoring Center	01/20/14	01/20/14	1		Sociology Club	Volunteer	2	0.5
Post Information in Math and Science Drop-Center	02/21/14	02/20/14	1	8	Sociology Club	Volunteer	1	0.5
Engage Science Center	01/27/14	02/14/14	15					
Meet with Volunteer Science Instructors "The Commons"	01/27/14	02/14/14	15		Sociology Club	Volunteer	2	7.5
Post Referral Information For Students in "The Commons"	01/28/14	01/28/14	1	11	Sociology Club	Volunteer	1	0.5
Engage Administration	01/20/14	02/14/14	20					
Write Information Email to Academic Counselors	01/20/14	02/10/14	16		Sociology Club	Volunteer	1	2
Meet with Academic Counselors	01/12/14	02/14/14	25	14	Sociology Club	Volunteer	2	12.5
Objective 2 Maintain Labor Force For Pantry	01/20/14	05/23/14	90					
Student Audience	01/20/14	01/24/14	90					
Send Informative Email to Students About Need for Volunteers	01/20/14	05/23/14	5		Sociology Club	Volunteer	1	2
Send Email With Emotional Appeal	02/21/14	03/21/14	21	10	Sociology Club	Volunteer	1	2
Send Email for Students to Act	04/18/14	05/23/14	28	20	Sociology Club	Volunteer	1	2
Administrative Audience	01/27/14	05/23/14	85					
Send Informative Email About Need for Volunteers	01/27/14	02/07/14	10		Sociology Club	Volunteer	1	5
Send Email With Emotional Appeal	02/10/14	02/11/14	2	23	Sociology Club	Volunteer	1	1.5
Send Email Urging Administration to Act	02/12/14	02/18/14	5	24	Sociology Club	Volunteer	1	2.5
Send Email Requesting RSVP from Interested Participants	02/19/14	02/28/14	6	25	Sociology Club	Volunteer	1	2.5
Objective 3 Increase Grocery Store's "Public" Participation	01/20/14	08/23/14	90					
Audience Store Managers	01/20/14	05/23/14	90					
Visit 80% of Groceries Stores to Talk to Managers	01/20/14	02/20/14	24		Sociology Club	Volunteer	2	48
Meet and Present Statistical Findings to Managers	01/20/14	02/20/14	24		Sociology Club	Volunteer	2	24
Ask for Permission for Food Drive	01/20/14	02/20/14	24	31	Sociology Club	Volunteer	2	24
Ask for Direct Donations from Store	01/20/14	02/20/14	24	31	Sociology Club	Volunteer	2	24
Audience Grocery Consumers	01/20/14	05/23/14	90					
Create Script For Consumers	01/20/14	01/24/14	5		Sociology Club	Volunteer	1	1
Ask for Donations From Consumers	01/24/14	05/23/14	80	31	Sociology Club	Volunteer	2	24
Create Flyers	01/20/14	01/24/14	5		Sociology Club	Volunteer	1	2
Hand out Flyers	01/24/14	05/23/14	80	31	Sociology Club	Volunteer	2	24
Create Emotional Appeal Message For Food Drive Containers	01/20/14	01/20/14	1		Sociology Club	Volunteer	1	2

Duration Days	Task Name	Assigned To	Comments	Staff Needed Per Activity	Hours Needed	Volunteer Staff Value at $8	Out of Pocket	Comments
90	Objective 1 Referral System					Objective 1 Referral System		
90	Engage Campus Instructors					Engage Campus Instructors		
14	Informative Email to Instructors	Sociology Club		Volunteer Staff	1	5	40	0	Email is Free
15	Reminder Email to Instructors	Sociology Club		Volunteer Staff	1	5	40	0	Email is Free
7	Thank You Email to Instructors	Sociology Club		Volunteer Staff	1	2.5	20	0	Email is Free
2	Engage Tutoring Center					Engage Tutoring Center		
1	Meet with Director of Tutoring Center	Sociology Club		Volunteer Staff	2	0.5	4	0	Free On Campus
1	Post Information in Math and Science Drop-Center	Sociology Club		Volunteer Staff	1	0.5	4	0	Get Free Printing ASI
15	Engage Science Center					Engage Science Center		
15	Meet with Volunteer Science Instructors "The Commons"	Sociology Club		Volunteer Staff	2	.75	60	0	On Campus
1	Post Referral Information For Students in "The Commons"	Sociology Club		Volunteer Staff	1	0.5	4	0	Get Free Printing ASI
20	Engage Administration					Engage Administration		
16	Write Information Email In Academic Counselors	Sociology Club		Volunteer Staff	1	2	16	0	Email is Free
25	Meet with Academic Counselors	Sociology Club		Volunteer Staff	2	12.5	100	0	On Campus
90	Objective 2 Maintain Labor Force For Pantry					Objective 2 Maintain Labor Force For Pantry		
90	Student Audience					Student Audience		
5	Send Informative Email to Students About Need for Volunteers	Sociology Club		Volunteer Staff	1	2	16	0	Email is Free
21	Send Email With Emotional Appeal	Sociology Club		Volunteer Staff	1	2	16	0	Email is Free
26	Send Email for Students to Act	Sociology Club		Volunteer Staff	1	2	16	0	Email is Free
85	Administrative Audience					Administrative Audience		
10	Send Informative Email About Need for Volunteers	Sociology Club		Volunteer Staff	1	5	40	0	Email is Free
2	Send Email With Emotional Appeal	Sociology Club		Volunteer Staff	1	1.5	12	0	Email is Free
2	Send Email Urging Administration to Act	Sociology Club		Volunteer Staff	1	2.5	20	0	Email is Free
6	Send Email Requesting RSVP from Interested Participants	Sociology Club		Volunteer Staff	1	2.5	20	0	Email is Free
90	Objective 3 Increase Grocery Store's 'Public' Participation					Objective 3 Increase Grocery Store's 'Public' Participation		
90	Audience Store Managers					Audience Store Managers		
24	Visit 80% of Groceries Stores to Talk to Managers	Sociology Club		Volunteer Staff	2	48	384	300	Gas Money
24	Meet and Present Statistical Findings to Managers	Sociology Club		Volunteer Staff	2	24	192	100	Gas Money, Follow Up
24	Ask for Permission for Food Drive	Sociology Club		Volunteer Staff	2	24	192	0	Phone or Email
90	Ask for Direct Donations from Store	Sociology Club		Volunteer Staff	2	24	192	0	Phone or Email
90	Audience Grocery Consumers					Audience Grocery Consumers		
5	Create Script For Consumers	Sociology Club		Volunteer Staff	1	1	8	0	Free Print At ASI
90	Ask for Donations From Consumers	Sociology Club		Volunteer Staff	2	24	192	0	Volunteer time
5	Create Flyers	Sociology Club		Volunteer Staff	1	2	16	0	Free Print At ASI
90	Hand out Flyers	Sociology Club		Volunteer Staff	2	24	192	200	Cost of Paper & Printing
1	Create Emotional Appeal Message For Food Drive Containers	Sociology Club		Volunteer Staff	1	2	16	50	Sign on containers (3x

Budget	
Budget	$2,800.0
Contigenice 10%	$280.0
Total Budget minus contingency	$2,520.0
Out of pocket	$650.0
Staff Cost if volunteers don't show	$1,812.0
Volunteer work	$1,812.0
Remaining balance if volunteers show up	$0.0
Remaining balance if no volunteers show	$58.0