



# #WhyWeUnite

## A Student Movement

**KENT STATE**  
UNIVERSITY

Student Multicultural Center Rebranding Campaign  
December 9, 2016

# #WhyWeUnite: A Student Movement

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**Sarah Matthews**  
Team Manager and Editor



**Teahl Rice**  
Account Executive and Co-Research Manager



**Brenna Parker**  
Co-Research Manager and Designer



**Katie Rush**  
Lead Writer and Finance Manager

***Overture:*** By definition it is the approach or proposal made to someone with the aim of opening negotiations or establishing a relationship. In theater, the overture communicates the relationship of sound and mood by releasing the symphony. The symphony begins and informs the actors to take their places and wait for the curtain to rise. This collaborative relationship bonds together two different mediums to form a relationship and tell a story to its audiences.

***Overture Strategies,*** a full-service public relations agency, strives to forge new bonds with its clients and their audiences. Powerful, strategic storytelling is at the core of our work and the standard by which we deliver for our clients. As a result of our team's diverse expertise, we provide thorough research, innovative tactic ideas and strategic plans for our clients.

## Executive Summary

The Student Multicultural Center, located within the Division of Diversity, Equity & Inclusion, affirms and enriches cultural diversity and identity. For more than 25 years, the SMC has been committed to the goal of increasing retention and graduation among students of color, specifically African-Americans, Hispanics/Latinos and Native Americans.

The SMC challenged Overture Strategies to rebrand and re-vision the SMC and increase its awareness among Kent State students and faculty about its mission and vision. The SMC's vision is to be a community where students of color feel empowered to thrive as successful graduates who are proud of their culture and heritage. The mission of the SMC is to cultivate a sense of belonging for its students with the goal of increasing the retention and graduation rate among these students. In order to accomplish this vision and mission, the SMC has established various programs and groups within its organization to enhance the Kent State educational and social experience for underserved and underrepresented students.

To meet this challenge, Overture Strategies conducted primary and secondary research to determine target audiences, gauge public awareness and obtain an understanding of what Kent State students and faculty want to gain from the SMC.



Overture Strategies began research by analyzing the social media engagement of the Student Multicultural Center to help determine the level of presence it has on Kent State Campus. Interviews were conducted with the SMC's staff, students involved with the SMC and other student leaders and influencers on campus to better understand the expectation for the SMC. Additionally, we conducted a focus group, interviewing four student leaders on campus. These students are involved or have previous knowledge of the SMC and its mission.

With this information, our public relations firm has created a one-year strategic communication plan to encourage key publics to become an integrated part of the rebranding of the SMC, and to use this integration to increase the brand's visibility.



# Situation Analysis

## Client Overview

Established more than 25 years ago, SMC's purpose is to serve underserved and underrepresented students on campus. As stated on its website, "The Student Multicultural Center will cultivate a sense of belonging for its students, with a particular focus on students of color." These students of color specifically include African-Americans, Hispanics/Latinos and Native Americans.

In 2009, with the appointment of Kent State's first Vice President of Diversity, Equity & Inclusion, the SMC was moved under the new Division and charged to expand its services and focus. Currently, the SMC operates with a staff of three, including a director, an assistant director and a program coordinator.

The SMC leads three long-standing university programs: Kupita Transiciones, a four-day cultural orientation program for incoming students of color; Academic STARS, a summer academic residential program for incoming students of color; and Karamu Ya Wahitima/ Celebraciones graduation ceremony for students of color. Other efforts include Heritage Month programming, Soup & Substance, Oscar Ritchie Scholars initiatives, Male Empowerment Network, Sister Circle and more.

Amid the growing racial tensions across the country, the work of the SMC is more important now than ever. The impact of the SMC's programs and services are crucial to better representing these underrepresented populations and improving the climate on campus.



# SWOT Analysis

After conducting primary and secondary research, Overture Strategies illustrated the strengths, weaknesses, opportunities and threats for the SMC and its audiences. Through online social media monitoring, interviews with key influencers and students and extensive client research, the agency was able to identify these key areas of analysis.

## Strengths

Through primary research, Overture Strategies found the SMC has developed many successful programs that have improved retention and graduation rates among the underrepresented student populations it serves. According to the DEI's Annual Report for 2015 to 2016, 96 percent of the 2015 Academic STARS cohort were retained to their second year.

Additionally, Kent State met eight of 12 scorecard diversity goals, including: increasing underrepresented freshmen enrollment, classified new hires, first and second year retention of underrepresented minorities, first year retention of tenure track and non-tenure track faculty and increasing the percentage of graduate degrees awarded to master's and doctoral students of color.

The SMC staff is highly dedicated to the success of its students and has also cultivated a sense of belonging among its students through the impactful work and programs it runs. The SMC understands that the sense of community it brings to the students and their professional growth is strengthened by their involvement with the SMC community. Additionally, students the SMC has cultivated a strong relationship with feel passionately about the programs within the SMC. Because the space occupied by the SMC has been newly renovated, the large space allows for more community development and creates a central hub for the SMC and its mission.

According to primary and secondary research, Kent State is at the forefront of diversity and inclusion. Recently, the Kent State men's basketball team received national media attention for making a statement of unity at its first home game of the season. Each player went up into the crowd and invited a fan of a different race down to the court to stand with them during the national anthem. Overture Strategies conducted 25 intercept interviews and 84 percent of students said they care about improving the climate of care and diversity on campus, which shows a willingness from the students to make a change.

## **Weaknesses**

Although the SMC provides numerous benefits to the underrepresented students it serves, it suffers from a lack of brand recognition and general public awareness throughout the Kent State campus. Based on interviews with students who are aware of the SMC, they feel that the SMC's name is misleading due to the fact it primarily serves three specific cultures. Students of the SMC also feel the location and lack of signage indicating the location of the center are weaknesses of the SMC. Also, these same students felt frustrated that the SMC is misconceived as an office, rather than a physical lounge location open for all students to interact.

Due to a lack of funding, the Kupita/Transiciones Program must cap the number of students it can admit to participate. Ultimately, students who do not go through Kupita do not find out about the center and those that do hear about it through word of mouth. Students feel that the center is not inclusive to all multicultural students due to the fact it primarily serves African-American, Hispanic/Latino and Native American students. Students who are aware of the SMC and its programs feel as if there is an emphasis on African-American students, leaving the other two groups feeling unequally represented and underserved. Finally, research showed a lack of overall social media presence and engagement, as well as a lack of brand consistency through social media.

## **Opportunities**

The SMC's main opportunities come through potential collaboration between the SMC and the various reputationally strong student organizations and departments on Kent State's campus. These potential collaborative partners have impactful, established brands on campus. By collaborating with these potential partners, the SMC has the opportunity to also embody a strong, impactful brand and reputation among the Kent State community. Through interviews with leaders of these student organizations, Overture Strategies has determined that there is a willingness among many of these groups to partner with the SMC.

Additionally, Overture Strategies identified students involved with the SMC are open to the idea of the center evolving into a community meeting hub, inclusive of all members of the Kent State community. By utilizing the physical space of the center, the SMC has the opportunity to combat the perceived weakness of the location while simultaneously increasing awareness of the brand and the programs the SMC provides. Students of the SMC place a heavy emphasis on the "open door" policy, indicating SMC's desire to have all students of any culture feel comfortable enough to visit or to become integrated in the efforts of the SMC.

Finally, students on Kent State campus who feel passionately about social justice, but are not directly affiliated with the SMC or identified as an underserved and underrepresented



person, can provide the SMC with the opportunity to utilize their passion as a staffing resource. Also, the SMC can become a voice for the students of Kent State on social issues and conflicts in regards to diversity.

## Threats

Many existing campus departments and organizations have similar missions that overlap with that of the SMC. The Office of Global Education and the Department of Pan-African studies, which serve international students and African and African-American students respectively, have similar missions. There are also many diversity-based student organizations on campus. This overlap of diversity initiatives is a threat to the SMC because students might not think of the SMC when there are several other competitors.

According to primary research, the current messaging of the SMC is misleading to students as well. Students feel as if the name “Student Multicultural Center,” does not clearly indicate the mission and vision of the SMC. This is confusing for students because although the name has the word “multicultural,” the center primarily serves three underrepresented populations. Additionally, since the SMC primarily serves these three groups, other students on campus may not feel welcome to attending SMC events or programs.

While the location of the SMC is a central spot on campus, there are many other competing spaces on and off campus that students might migrate toward. Students are provided many different spaces and areas to convene, including the library, the Nest, the CUE, academic buildings and downtown Kent.

## Problem Statement

The SMC is well positioned to be a highly visible organization campus, but tight resources and an overlap of diversity initiatives have prevented the SMC from broadly communicating to the full complement of communities on campus. This has led to a lack of awareness, underutilization of the space and missed opportunities for students to benefit from the many robust services offered by the SMC.

## Goal Statement

To foster collaboration and communication to rebrand the SMC as a hub inclusive of all students, faculty and members of the Kent State community to better support the current vision and mission.

## Brand Position

At Kent State, diversity and inclusion go hand-in-hand and neither one is successful without the other. Our students are as diverse as the community and workplace they will be entering once they walk across the stage at graduation. It is in the lived experiences of these diverse students that create the story of the SMC.

The SMC's strength lies in its ability to bring students of all backgrounds and experiences together to share across the campus. We can continue to learn from each other and in turn it make our community better by understanding the differences of our students.

Now more than ever, the SMC is a crucial resource on campus to students in need of a central gathering space where they feel welcome and at home. The SMC challenges students to build a world that works better by creating a community where all voices matter.

Based on primary and secondary research, Overture Strategies recommends rebranding the SMC as an inclusive hub for ALL

students, faculty, staff and community members while at the same time supporting and celebrating students of color. We recommend collaboration and communication with student organizations and departments to better support the current vision and mission of the SMC. The agency's research also showed different cultural groups would like to collaborate on programming initiatives in order to encompass the vision of the SMC being a 'multicultural' center.

Overture Strategies proposes the SMC launch a new brand campaign with the theme "Why We Unite: A Student Movement," with the accompanying hashtag #WhyWeUnite. Amid the growing racial tensions across the country, the "Why We Unite" campaign is intended to redefine diversity and inclusion by unifying all students while at the same time, encouraging them to share their differences. Throughout the next year, this campus wide campaign will spread awareness about the SMC and aim to improve the climate of diversity on campus. As universities across the nation grapple with issues related to diversity and inclusion, the collaborative approach being recommended by Overture Strategies serves as the best model for success for this campaign. Our agency believes fostering a relationship between students, faculty and staff will create a unified campus platform for creating meaningful change.



# Primary Audiences

## Existing partners, including SALSA, BUS and NASA

Primary research shows the SMC already has an established relationship with several diversity groups on campus. Students who are members of these groups already have a vested interest in promoting diversity and are more likely to be involved with the SMC.

## Student organizations and/or Departments on Kent State's campus

On-campus organizations, besides those with a specific focus on diversity, reach a wide variety of students. While these organizations or departments might not seem like they have an obvious stake in diversity, primary research discovered these groups are potential partners for the SMC because they care about diversity and are willing to collaborate with the SMC. Recommended potential partners are listed below:

- Kent State University Athletics
- Fashion Student Organization
- Global Fashion Citizens
- Department of Residence Services
- The Women's Center
- Career Exploration and Development
- CHAARG
- Political Science Club



## Students passionate about social justice

Overture Strategies research suggests there are students who are not directly involved in the SMC, but feel passionately about social justice in terms of diversity, equality and inclusion efforts on their college campus. Target majors for these students include political science, journalism, public relations, communication studies, international relations and pan-African studies. By targeting this audience, the awareness of the SMC's brand will organically grow.



# Secondary Audiences

## **SMC and DEI leadership**

The staff and faculty that make up the Student Multicultural Center and the Division of Diversity, Equity and Inclusion are a crucial audience because of the importance to share the new brand and messaging internally. By ensuring the leadership roles within the SMC and DEI have a firm grasp and understanding of the new brand, we can ensure this audience will feel prepared to successfully and effectively share this brand and improve their vision and mission.

## **SMC students**

The Student Multicultural Center is currently comprised of an enthusiastic group of students who embody the vision and the mission of the SMC. These students are involved in the SMC for various reasons, including Kupita Transiciones, MEN and Sister Circle. They will continue to represent the SMC's successes while connecting the new brand position to students who are passionate about social justice.

## **University Stewards**

The University Stewards Program is a newly launched initiative by the Division of Diversity, Equity and Inclusion. The program is comprised of faculty and staff who serve as points of support, resource and referral for students. These faculty and staff offer personalized support to students who experience issues related to climate on campus. These are key influencers who will connect the primary audiences to the Student Multicultural Center by encouraging students to become involved in the SMC.

## **University faculty and staff leadership**

The Kent State University faculty and staff leadership are key influencers and will connect the primary audiences to the Student Multicultural Center by encouraging students to become involved in the SMC.

## **Local and student media**

Overture Strategies recommends reaching out to local and student media because they could serve as a communication partner to help the SMC spread its brand. TV2, The Kent Stater, KentWired, Black Squirrel Radio and all other student media outlets will assist in sharing the key messages of the SMC. If the student media is informed about the happenings of the SMC, the student body's awareness of the SMC will increase.



## Key Messages

- We are a community-driven **hub** that aims to provide a space for students to convene professionally, academically and socially.
- We are the **leading voice** on Kent's campus for diversity issues and inclusion.
- We welcome all students, faculty and members of the entire Kent State **community**.
- Our mission is to create a community where **all voices matter**.
- We strive to **explore and celebrate** the many facets of diversity through dialogue, training and events.
- We believe that we can use our differences to **make a difference**.



## Objectives

- To expand communication and broaden meaningful face-to-face interaction between the SMC and the student body by increasing the number of students to attend SMC events from 2016 to 2017 with at least 500 students engaged with campaign events in the coming year.
- To develop a deeper relationship with the student body on matters of diversity and inclusion by recruiting at least 12 student ambassadors by March 2017 who can serve as an extension of the SMC by listening, advising and championing relevant issues on campus.
- To increase brand visibility and affinity among the full university community through a variety of print, electronic and independent mediums to be measured by at least 30 mentions of the SMC in social and student media between January 17, 2017, and December 10, 2017.

## Strategies

- Recruit students who are interested in positively impacting the climate of diversity on campus by partnering with the SMC to serve as advocates to expand its mission on campus.
- Increase student participation in SMC policy decisions, programming and initiatives through face-to-face and digital methods.
- Capitalize on the physical space of the SMC to encourage more participation from students, faculty and community members on campus.
- Partner with diversity based student organizations on campus to promote collaboration among different cultures.
- Use face-to-face events to educate non-diversity based student groups about diversity consciousness.
- Obtain earned media through direct story pitches to student media for various tactics.
- Share the story of the SMC and its students through digital and multimedia content.
- Form a bond between students and faculty who are a part of the current brand, and the new brand of the SMC.



# Tactics

## Spring 2017

### Internal Meeting to Discuss Launch of New Brand and #WhyWeUnite Campaign

Overture Strategies will hold a meeting with the SMC staff, DEI leadership and student leaders within the SMC to communicate the new brand campaign for the coming year. A brief packet outlining the new brand will be distributed at the meeting, which will be held in January 2017 — the beginning of the campaign. This meeting will serve as a necessary forum for Overture Strategies and the essential leadership of the SMC to discuss the new brand. This will also ensure a firm level of understanding for the new brand for the people who are currently aiding to the success of the SMC. At this meeting, the guests will also receive t-shirts with the #WhyWeUnite brand.

#### The packet will include:

- A primary and secondary research summary
- A list of the key messages of the new brand
- A calendar of the proposed events in 2017

The guests of the internal meeting will also view the #WhyWeUnite campaign video created by Overture Strategies.

#### Rationale:

In order for the new brand to be effective, the SMC must have its staff and internal partners integrated fully. It is essential that the group of people who are currently delivering SMC services, are not only aware of the new brand, but advocates for it.

#### Key Audiences:

- SMC staff and DEI leadership
- SMC students

#### Evaluation:

This tactic will be evaluated based on feedback from the SMC staff, DEI leadership, and the SMC students. Success will be accomplished when these three groups feel comfortable and clear on the strategies and objectives of this new brand.

## **Student Multicultural Center Advisory Board**

The SMC will recruit 12 students for a student advisory board. These students will be fundamental in SMC policy decisions, programming and initiatives and will be selected through an application process. An application for the board will be housed on the SMC website, but will be promoted through social channels across the campus. Additionally, an email will be sent to all students who have gone through Kupita. This will encourage all students on the Kent State campus to inquire and apply for the position while encouraging the students currently affiliated with the SMC to become increasingly involved with the success of the brand. Dana Lawless-Andric will also email information about the board and a link to the application to faculty who are members of the University Stewards Program. These faculty will be encouraged to disseminate this information and promote students to apply.

Once 12 students have been selected, the board will meet each month of the semester to discuss upcoming programming initiatives. Once per semester, the advisory board will encourage members of the student body to attend their monthly meeting to create an open forum for feedback about student experiences on campus in relation to diversity and inclusion.

In addition to these monthly meetings, the students will be tasked with creating a semester conclusion presentation comprised of key learnings about diversity and inclusion on the Kent State campus presented to DEI and SMC leadership. The information gained from the student experiences meeting will be an essential component to provide complete feedback to the SMC and DEI leadership. This presentation should include and any improvements or changes these students have determined need to be addressed in regards to campus culture, diversity and inclusion. Further development of this role could position these students as a fundamental aspect of the voice of the SMC. As a more developed role, these students could be tasked with the creation of press releases, issuing statements, and posting to the SMC's digital platforms on any topics or issues facing the country or university in terms of diversity. Dr. Drummer will be charged with overseeing the monthly meetings for this advisory board, and will provide feedback to the board in regards to their semester conclusion presentation to the DEI. Students will hold this position for one semester beginning in Spring 2017.

All members of the Advisory Board will be given free complimentary #WhyWeUnite t-shirts, which they will be encouraged to wear while volunteering at events and programming.

**Rationale:**

Student programming and diversity initiatives are most effective when students have a seat at the table. By engaging 12 diversity thought leaders this allows for direct, invaluable feedback from the students. It allows the SMC to continue its mission of serving underrepresented populations on campus. In addition, these students will serve as additional resources the SMC can use for events and promotion.

**Key Audiences:**

- Students who are passionate about social justice and diversity, equality and inclusion
- University Stewards

**Evaluation:**

Once 12 students have been selected by Dr. Drummer through the application process, the first aspect of this tactic's success will be accomplished. To further determine the success of this tactic, the involvement and engagement of the selected students at each monthly meeting will need to be determined. Success will be reached in this regard when the Student Ambassadors of the SMC are engaged in thought provoking and stimulating conversations throughout the duration of the meeting. This will be determined by the faculty advisor, Dr. Drummer. Success for this tactic will also be determined by the semester conclusion presentation and the relevant information this presentation provides to SMC and DEI leadership. Finally, this tactic will be deemed successful if the SMC Advisory Board members are a diverse group of students in regards to their race, genders, cultures, as well as their area of study at Kent State and their level of awareness of the SMC's practices when entering the role.

**#WhyWeUnite Video**

Overture Strategies will support SMC in producing a video that will help with the launch of the "Why We Unite" campaign. The video will feature members of the student body calling on members of the campus community to celebrate and catalyze their rich diversity by joining the movement. Overture Strategies believes the SMC's variety of diverse students have unique stories to share.





**This video will include:**

- A voiceover discussing the importance of the #WhyWeUnite movement and encouraging all members of the Kent State community to join
- Personal testimonies from students of the SMC asking peers to join the movement
- B-roll footage of locations and people across campus

**Rationale:**

Creating a video featuring diverse members of the student body calling on campus to “join the movement” is an effective method for outreach. This video will introduce the campaign to the Kent State community, and will be used throughout the entire one-year campaign. By creating a hashtag campaign in conjunction with this video, it allows for the conversation on the need for diversity and inclusiveness to continue after students stop watching the video.

**Key Publics:**

- Students who are passionate about social justice in terms of diversity, equality and inclusion
- Students currently affiliated with the SMC

**Evaluation:**

Two weeks after the publication of this video, we will measure success by determining the number of viewers who watched the video and shared it, as well as the number of times the hashtag #WhyWeUnite was used in creating a discussion about diversity at Kent State. Larger numbers in engagement online would equal a stronger success of communicating the key messages of the SMC. We will also evaluate the content of the posts to determine the tone and response by students who participated. Overture Strategies will evaluate the response to a Twitter poll (link to video included) that asks if students enjoyed the video. The same evaluation will be made for a Facebook poll as well.

**#WhyWeUnite Campaign Launch**

The SMC should launch the “Why We Unite” campaign in collaboration with Kent State University Athletics at a home men’s basketball game. The men’s basketball team made national headlines this year at its first home game when each member of the team, in a display of unity, went into the crowd prior to the national anthem and invited a fan of a different race to join him courtside. According to senior guard Deon Edwin, the plan is to do the same for every home game this year.

During half time, a “Why We Unite” video featuring members of the student body calling on campus to celebrate and catalyze its rich diversity will debut. That same night, the video will be disseminated across all of the SMC social media platforms as well. Along with the video, 250 wristbands and 100 t-shirts with the #WhyWeUnite logo will be distributed to students in attendance at the game.

**Rationale:**

Partnerships are key to the success of this campaign. By joining forces with KSU Athletics, the SMC will foster a culture of embracing and engaging across our differences. Launching the #WhyWeUnite campaign at a home men's basketball game will provide a large platform for the debut of the campaign.

**Key Audiences:**

- Students who are passionate about social justice in terms of diversity, equality and inclusion
- University faculty and staff leadership
- Local and student media

**Evaluation:**

To determine the success of this tactic, Overture Strategies will evaluate the number of mentions on social media of the hashtag #WhyWeUnite. Success will be accomplished if this hashtag is mentioned via Twitter more than 100 times throughout the men's basketball season. Overture Strategies will also determine success by the number of t-shirts and wristbands distributed at the event. As done with the evaluation of developing the video, Overture Strategies will evaluate the response to a Twitter poll (link to video included) that asks if students enjoyed the video or not. The same evaluation will be made for a Facebook poll as well.

**Diversity in Fashion Panel Discussion**

Overture Strategies will assist the SMC in partnering with the Fashion Student Organization (FSO) to host a panel discussion that will educate students on issues of diversity in the fashion industry. To promote the event, printed posters will be hung in Rockwell Hall and in the Kent Student Center. The event will be planned and run by the SMC Student Advisory Board and FSO officers. These students will be tasked with recruiting faculty, student leaders in the Fashion School and alumni to be speakers on the panel. There will be a minimum of four persons on the panel who will lead an hour-long discussion on issues in the fashion industry pertaining to diversity such as: skin



color, respect, weight, discrimination, gender and gender equality, and why it is important to understand diverse audiences in the fashion industry. Professors in the Fashion School will be contacted who will encourage student attendance for class credit. An Advisory Board member will be appointed to execute and carry the conversation throughout the event. In order to create additional value to the discussion, audience members will be encouraged to participate and add critique throughout.

Diversity in Fashion is an event that works with unlikely partners to show recognition of diversity issues affect everyone. It also shows that the SMC welcomes all students. Students will be encouraged to share their experience of the event by using the hashtag #WhyWeUnite. Refer to page 65 for a detailed overview.

This is one event that can be used as a template for future collaborative events. Overture Strategies recommends possible collaboration with other student organizations such as:

- Sister Circle and CHAARG host a yoga night.
- Political Science Club and the SMC host a conversation on race and politics.
- The Women's Center and Sister Circle host a movie screening of Dark Girls, a 2011 documentary that highlights the bias within black culture against women with darker skin.
- Department of Residence Services and SMC host a conversation about microaggressions and the impact of words in communities.
- Global Fashion Citizen's and SMC fashion show collaboration and after show party in the SMC.
- MEN and the Career Exploration and Development department host a resume and cover letter workshop. This department can assist the members involved in MEN with various career issues/concerns ranging from choosing a major to negotiating offers of employment. This partnership has the potential to expand into future workshops surrounding topics such as interviewing, internships and employment search strategies.

**Rationale:**

Through primary research, Overture Strategies discovered a presence of diversity issues in the Kent State Fashion School pertaining to students. Having a panel of professors and student leaders lead a discussion on diversity creates an open discussion and better understanding of issues for other students involved and not involved in the fashion school. The SMC also wanted to collaborate with student organizations that may seem like unlikely partners, but are prone to facing diversity related issues.

**Key Publics:**

- Fashion Student Organization and students in the Fashion School
- Students who are passionate about social justice in terms of diversity, equality and inclusion.

**Evaluation:**

At the conclusion of the event, Overture Strategies will determine the number of students who attended the event. Audience members will be given the opportunity to take a brief three question survey asking guests if they are likely to attend another similar event, suggest potential collaborations ideas, and a general inquiry about the success of the concluded event. Overture Strategies will encourage audience members to tweet a key takeaway from the event while using the hashtag #WhyWeUnite.

## Fall 2017

### #WhyWeUnite Fall Campaign Kickoff at Blastoff

Three to four members of the advisory board will be tasked with staffing an SMC table at Blastoff and facilitating a social media competition. The board members will also be distributing promotional material hotcards asking students to join the #WhyWeUnite movement.



The students will also have a white board with “Diversity is...” and “I care about diversity because...” and ask students to write in their responses for the chance to receive a wristband and enter a competition to win a larger prize. Once students fill in their responses, a member of the advisory board will take a photo of each student. At the conclusion of Blastoff, an advisory board member will upload all of the photos to Facebook in an album titled, “Blastoff 2017.” The SMC will post a status requesting its audience to comment on or like the photos of the statements they like the best. Whichever photo receives the most engagement at the end of a week will receive an iPad Air 2.

#### **Rationale:**

The campaign will need to be relaunched in the fall semester to inform the incoming freshmen, as well as remind current students about the movement. Blastoff provides the perfect setting because it is the first big event of the 2017 to 2018 school year.

#### **Key Audiences:**

- Students in attendance at Blastoff

#### **Evaluation:**

Overture strategies will measure the success of this event by how many people participate in taking a picture of what they view diversity as. An evaluation over the social media response of the Blastoff event while use of the hashtag #WhyWeUnite will allow Overture Strategies to see success or not. If a photo receives 60+ likes or comments on Facebook success will have been achieved.





## Video Relaunch at Homecoming Football Game

Overture Strategies recommends the SMC relaunch the “Why We Unite” campaign in collaboration with Kent State University Athletics at the Homecoming football game. In order to

continue gaining momentum on the new brand of the SMC the “Why We Unite” video will be played during halftime of the game. In addition to playing the video, the first 75 fans in attendance at the game will receive a t-shirt. The first 500 fans will receive a wristband. The concessions staff will also be given t-shirts ahead of time to wear during the game.

### **Rationale:**

Partnerships are key to the success of this campaign. By joining forces with KSU Athletics again, the SMC will foster a culture of embracing and engaging across our differences. Launching the #WhyWeUnite campaign at a home men’s basketball game will provide a large platform for the debut of the campaign. Also, as a large number of students, faculty, and alumni will attend the homecoming game, it is an essential opportunity to relaunch the brand.

### **Key Audiences:**

- Students, faculty, and alumni in attendance at the Homecoming game who are passionate about social justice in terms of diversity, equality and inclusion.
- Local and student media

### **Evaluation:**

To determine the success of this tactic, Overture Strategies will evaluate the number of mentions on social media of the hashtag #WhyWeUnite. Success will be accomplished if this hashtag is mentioned via Twitter more than 100 times throughout the men’s basketball team. Overture Strategies will also determine success by the number of t-shirts and wristbands distributed at the event. Success will be accomplished when all allocated t-shirts and wristbands have been distributed throughout the evening. As done with the evaluation of developing the video, Overture Strategies will evaluate the response to a Twitter poll (link to video included) that asks if students enjoyed the video or not. The same evaluation will be made for a Facebook poll as well.

## Unity Week

Overture Strategies will assist the SMC in creating a supportive community by hosting a weeklong event aimed at uniting campus. This event will be titled, “Unity Week,” and it will encourage students who are passionate about social injustice for underserved and underrepresented groups to declare themselves as allies to these groups.

This event will share key messages of the SMC and expand its vision to exist as a community where students of color feel empowered and students are encouraged to stand up for each other and create a positive, welcome environment. The SMC will utilize the hashtag #WhyWeUnite on all SMC social media platforms, and encourage all participants of Unity Week to share the hashtag as well. Various events will occur during Unity Week, including a chalkboard conversation, a speed date to educate event and a campus service project.

### ***Chalkboard Conversation***

Three to four members of the advisory board will be tasked with staffing two chalkboard ‘walls’ on Risman Plaza the Monday of Unity Week. One chalkboard ‘wall’ will say, “Diversity is...” and the other will say, “Unity is...”. These open-ended statements will encourage students to share their answers, take photos and mingle with each other to talk about diversity and inclusion. These ‘walls’ will be made up of two 4x10 pieces of plywood, with two 2x6 pieces on each board to stand them up. The plywood will be painted with chalkboard paint.

### ***Speed Date to Educate***

The SMC will host a “speed dating” event held inside the Student Multicultural Center, specifically hosted by the members of MEN and Sister Circle. The purpose of this event will be to give students five minutes to sit and talk to other students about their cultures and what they feel diversity means to them. This will be a fun and innovative way for students from different cultures to feel their experiences are being shared. By creating a “speed dating” event, the pressure to share cultures will melt away. Students will be in a room full of other students who are also sharing their experiences and culture and what diversity means to them, which will improve the comfort level of sharing. Inside the SMC, multiple tables will be set up for “speed dating.” Students will come to the SMC and sign up to participate in the speeding dating event. One student will stay stationed at each table and will be given a list of things to talk about with the student opposite of them. To incentivize this tactic, students who attend this event will be given the opportunity to win two tickets to a Cleveland Cavaliers game. The winner of the tickets will be randomly chosen from the list of people who signed up for the event.

The list will include the following questions:

1. What does diversity mean to you?
2. Why is it important to encourage diversity?
3. Share something about your culture you wish people of other cultures understood.
4. What is your definition of community?



### ***Super Saturday***

The final event during #WhyWeUnite week will be a community service project called Super Saturday and will be hosted by the SMC. The SMC will invite all of the diversity groups across campus to participate, including MEN, Sister Circle, SALSA, BUS, NASA, PRIDE! and Threads. By inviting these diversity groups across campus to participate in a shared campus service project, unity will be achieved naturally through a shared experience.

Overture Strategies suggests potential local charities for Super Saturday including:

- Akron/Canton Regional Foodbank
- Habitat for Humanity of Portage County
- United Way of Portage County
- Salvation Army of Ravenna, Ohio

Students who participate in the community service project will be given a free complimentary #WhyWeUnite t-shirt, wristband, and unity week branded water bottle. Refreshments will also be provided for the participants of this event.

### **Rationale:**

Unity Week encompasses several best practices for diversity outreach on a college campus. Peer to peer interaction, shareable multimedia content and incentivizing students are at the forefront of this tactic. By encouraging non-minority students to be an ally to minority students, the SMC will create its desired culture of inclusivity. Caucasian students make up more than 70 percent of the Kent State student population. Within this population, there are a number of students who feel passionately about social injustice toward minority groups. By orchestrating #WhyWeUnite Week, the SMC will encourage a large number of students to show support for the students it serves, therefore increasing brand visibility and educate the student body about the services the SMC offers. Additionally, hosting a community service project for all of these diverse groups to participate in will help these groups bond and give back to the Kent State community.

### **Key Audiences:**

- Existing partners (MEN, Sister Circle, SALSA, BUS and NASA)
- Students who are passionate about social justice in terms of diversity, equality and inclusion
- Students currently affiliated with the SMC
- Local and student media

### **Evaluation:**

At the end of Unity Week, Overture Strategies will measure success by determining the number of students who attended each discussion session event. We will also evaluate the success of this week by measuring the number of social media mentions of the hash tag, and evaluating the tone of each of these posts. Any negative posts will need to be addressed, but positive posts can be shared by the center both online and offline as a measure of success.

# Media Relations and Social Media Plan

## Media Relations Assistance and Press Kit

Overture Strategies will create and distribute a series of pitch packages throughout the spring and fall 2017 semesters to local and Kent State student media outlets. In addition to every story pitch, a fact sheet with relevant information about the SMC will be included. Producing newsworthy coverage of the Student Multicultural Center and its activities will establish brand awareness and generate buzz around SMC events and accomplishments. The SMC should not only create initial contact between the center and the media, but utilize the ambassadors to develop and maintain strong relationships with the writers, editors and producers. By creating and maintaining strong relationships between the SMC and the media, the message of the SMC will likely be shared more often, therefore increasing the awareness and brand recognition of the center.

### The Spring 2017 pitch package will include:

#### One Feature Story Pitch

- A feature story pitch to the Burr Magazine highlighting member of the SMC Student Advisory Board and their accomplishments.

#### One Event Coverage Story Pitch

- A coverage pitch to TV2, A magazine, and The Kent Stater about the “Diversity in Fashion” collaborative event hosted by the SMC and the Fashion School.

#### Two New Story Pitches

- A newsworthy story pitch to The Kent Stater about how KSU Athletics partnered with #WhyWeUnite campaign to promote diversity and inclusion at a home basketball game
- A newsworthy story pitch to TV2, Akron local news stations, and The Kent Stater’s diversity beat reporter about the campus service project during #WhyWeUnite week.

### The Fall 2017 pitch package will include:

#### One Feature Story Pitch

- A feature story pitch to Uhuru magazine regarding matters concerning minorities and how the SMC addresses those issues. This magazine has an emphasis on the Pan-African experience.

#### Two Event Coverage Story Pitch

- A coverage pitch to TV2, A Magazine, and The Kent Stater about the Chalking Conversation event.
- A coverage pitch to TV2, A Magazine, and the Kent Stater about the Super Saturday event.

#### One New Story Pitch

- Unity Week at a glance. Pitch to local print media and The Kent Stater a list of events and times events will take place throughout unity week, along with a brief description of what it is and how students can get involved.



**Rationale:**

Igniting an interest in the Student Multicultural Center through local and student media will create brand awareness and encourage more students to participate in the events through the SMC, as well increasing the visibility of the SMC and Kent State at a local level.

**Key Publics:**

- Local and student Media

**Evaluation:**

Determining the number of stories published by these media outlets and the tone and key messages reflected in each story will allow evaluation of this tactic. The SMC currently receives between one and three student media news hits per semester. Success will be reached once the SMC student media news coverage increases by two to four stories per semester. The SMC currently receives no coverage from local media, specifically Summit and Portage counties. Success for this aspect of the tactic will include at least two media placements in local media throughout the year 2017.

**Social Media Outreach**

Through extensive research of the SMC's social media channels, Overture Strategies observed a lack of consistency in social media branding initiatives for various SMC events, programs and groups. Overture Strategies recommends that the SMC create a consistent brand for their various social media channels by providing a general hashtag for students to display on their social media channels for any time spent related to the Student Multicultural Center.

This universal hashtag will be #WhyWeUnite. This hashtag will be used when students are attending an event hosted by the SMC, spending their afternoon doing homework in the SMC or participating in an SMC program such as Sister Circle. It is important for the SMC to have one identifying hashtag that can be used for anything relating to its initiatives.

Additionally, research indicates social media posts including a visual graphic or video component perform better across all social media platforms. To best utilize this research, Overture Strategies recommends the SMC post content to social media containing visual graphics or video components once per week on each platform. This will to boost more engagement, leading to an increased awareness of the brand.

**Rationale:**

An essential component to a successful brand is consistency. Audiences will identify with a brand they can easily identify with. If there is a lack of consistency in social media branding, audiences will establish their own words, phrases and key messages, and the SMC will no longer maintain a central role in the conversation.

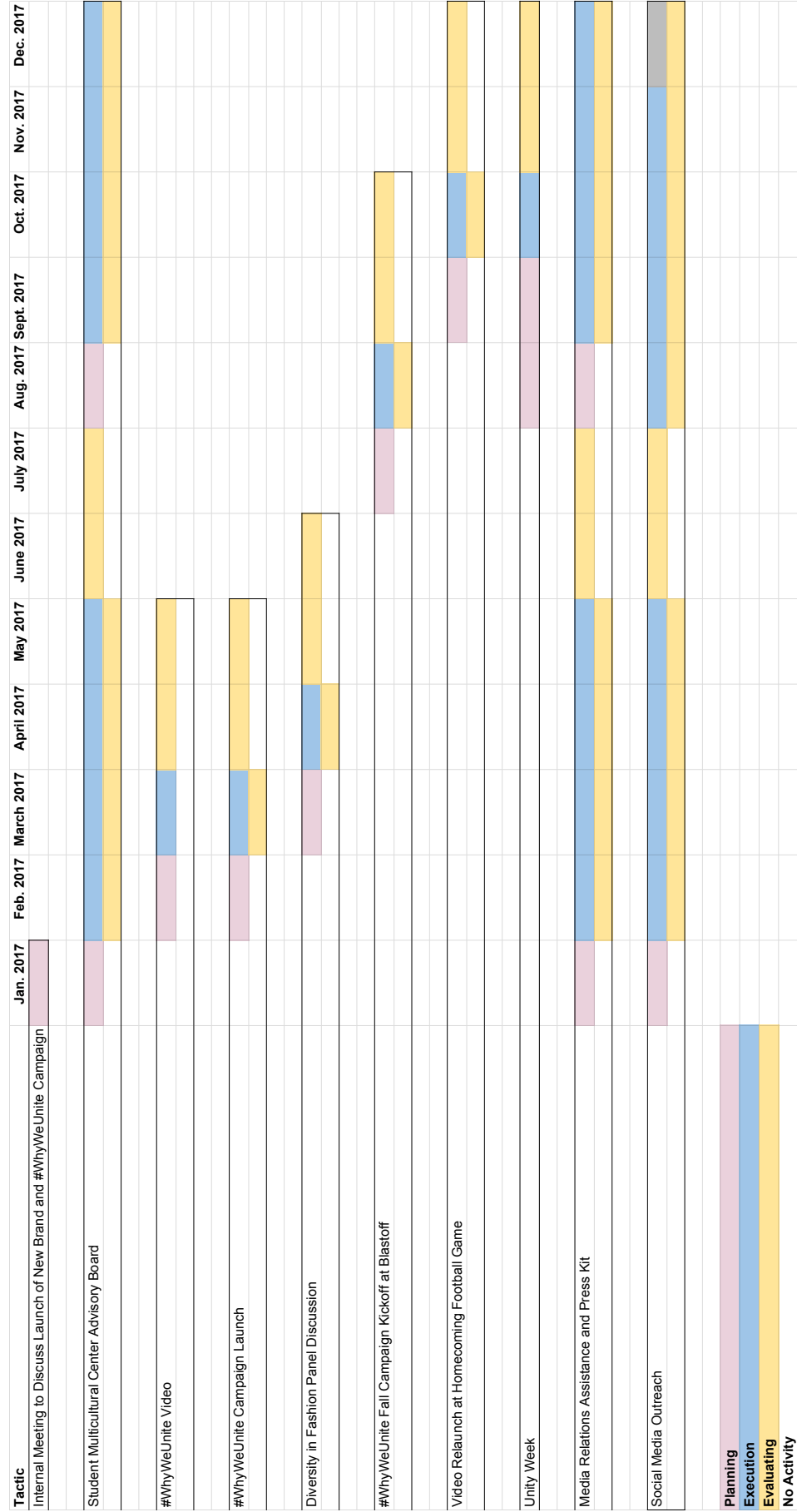
**Key Publics:**

- SMC Students
- SMC and DEI Faculty
- Student media
- University Faculty and Staff Leadership

**Evaluation:**

We will evaluate this tactic by determining the number of people who use the new brand specific hashtags and compare these to the array of hashtags that were used in relation to the SMC in 2016. By comparing these hashtags from 2016 to 2017, we will establish whether consistency was reached. We will also evaluate this tactic through the engagement metrics on Twitter and Facebook to determine if the number of likes, shares, and retweets for each platform has increased.

# Campaign Map



# Budget

Spring 2017 Tactics		
<b>Internal Meeting with DEI and SMC Staff</b>		
Agency Hours	Outside Costs	Other Resources
18 hours creating informational fact sheet and comprehensive new brand introduction and training agency staff to educate DEI and SMC staff on material 5 hours presenting new brand to staff and answering questions 4 hours implementing feedback from internal meeting	N/A	
27 hours x \$100 per hour \$2,700		
	Total Cost:	\$2,700
<b>Student Multicultural Center Advisory Board</b>		
Agency Hours	Outside Costs	Other Resources
5 hours spent preparing talking points and reaching out to students	50 t-shirts= \$276 2 Subway Platters and one case of water per meeting for 7 (total) meetings = \$308 Marketing material budget for end of semester presentation = \$200 (\$100 per semester)	SMC Lounge, chairs, meeting space Dr. Drummer will be charged with overseeing this advisory board
5 hours x \$100 per hour \$500	\$784	
	Total Cost:	\$1,284
<b>#WhyWeUnite Video</b>		
Agency Hours	Outside Costs	Resources
2 hours of B-Roll filming 3 hours of interview filming 7 hours of editing 12 hours x \$100 per hour \$1,200	N/A	N/A
	Total Cost:	\$1,200
<b>#WhyWeUnite Launch</b>		
Agency Hours	Outside Costs	Resources
4 hours creating promotional Outside Costs 4 hours of media monitoring 3 hours of evaluation 11 hours x \$100 per hour \$1,100	100 t-shirts = \$552 250 wristbands = \$105 Promotional Materials= \$300	SMC faculty and students will need to be a part of the brand launch at the basketball game
	\$957	
	Total Cost:	\$2,057
<b>Diversity in Fashion Panel Discussion</b>		
Agency Hours	Outside Costs	Other Resources
3 hours creating outline for event 4 hours creating promotional materials 5 hours media monitoring 12 hours x \$100 per hour \$1,200	Case of water for panel guests = \$6 Four Kent State branded coffee mugs for panelists = \$50 Promotional Materials = \$300	Table and chairs for panel, chairs for guests An SMC staff member will have to be in attendance to oversee this event
	\$356	
	Total Cost:	\$1,556



<b>#WhyWeUnite Fall Campaign Kickoff at Blastoff</b>		
Agency Hours	Outside Costs	Other Resources
6 hours creating promotional materials 7 hours media monitoring	Whiteboard = \$30 Dry erase markers and eraser = \$6 500 wristbands = \$210 iPad Air 2 = \$399 Promotional Materials= \$300	SMC faculty and students will need to be a part of the campaign kickoff at Blastoff
13 hours x \$100 per hour		
\$1,300	\$945	
	Total Cost:	\$2,245
<b>Video Relaunch at Homecoming Football Game</b>		
Agency Hours	Outside Costs	Other Resources
4 hours creating promotional materials 4 hours of media monitoring 3 hours of evaluation	100 t-shirts = \$552 500 wristbands = \$210 Promotional Materials = \$500	SMC faculty and students will need to be a part of the brand launch at the football game
11 hours x \$100 per hour		
\$1,100	\$1,262	
	Total Cost:	\$2,362
<b>Unity Week</b>		
<i>Chalkboard Conversation</i>		
Agency Hours	Outside Costs	Other Resources
5 hours creating promotional materials 6 hours of media monitoring 5 hours of evaluation	Two 4x10 pieces of plywood and four 2x6 pieces of plywood = \$180 One gallon chalkboard paint = \$10 Chalk = \$20 200 Laptop stickers = \$62 200 Wristbands = \$84 Promotional Materials=\$400	An SMC staff member will need to be in attendance to oversee this event
16 hours x \$100 per hour		
\$1,600	\$756	
	Total Cost:	\$2,356
<i>Speed Date to Educate</i>		
Agency Hours	Outside Costs	Other Resources
2 hours creating promotional materials 2 hours of media monitoring 2 hours of evaluation	7 Subways platters and 2 cases of water for participants = \$278 50 Wristbands = \$21 Promotional Materials = \$200	Tables and chairs for participants  An SMC staff member will need to be in attendance to oversee this event
6 hours x \$100 per hour		
\$600	\$499	
	Total Cost:	\$1,099
<i>Super Saturday</i>		
Agency Hours	Outside Costs	Other Resources
6.5 hours creating promotional materials 8 hours of media monitoring 6 hours of evaluation	150 t shirts = \$828 200 Wristbands = \$84 200 SMC branded water bottles = \$250 4 cases of water = \$21 Promotion Materials= \$700	Transportation to and from community service project site  More than one SMC staff member will need to be in attendance to oversee this event
20.5 hours x \$100 per hour		
\$2,050	\$1,883	
	Total Cost:	\$3,933

Traditional Media Relations and Press Kit		
Agency Hours	Outside Costs	Other Resources
10 hours per pitch package (Hours per pitch package will include time spent researching, writing news release, sending pitches to media, following up with media, and answering follow up questions)	N/A	SMC staff members and ambassadors will be charged with creating and maintaining these media relationships
10 x 8 pitch packages = 80 hours 56 hours x 100 per hour \$8,000		
	Total Cost of Tactic:	\$8,000
Social Media Recommendations		
Agency Hours	Outside Costs	Other Resources
4 hours creating content calendar 5 hours spent completeing audit and listening report 3 hours spend creating recommendations for social media consistency	N/A	N/A
12 hours x \$100 per hour \$1,200		
\$22,550	Total Cost of Tactic: \$7,442	1,200 Total: \$29,992



## Primary Research

### Executive Summary

Overture Strategies used primary research to better understand the position of the Student Multicultural Center among internal and external audiences in the context of campus services in the diversity, inclusion and social justice space. Through first-person interviews, particular emphasis was placed on analyzing the SMC's communication and brand messaging, perceptions from students and staff as well as the center's potential to broaden its reach and impact.

Interviews were conducted with five Division of Diversity, Equity & Inclusion and SMC staff members, five faculty and staff members, seven members of the Student Diversity Action Council, three students currently involved in the SMC and four leaders of student organizations. Overture Strategies also facilitated a focus group with four Kent State students who have knowledge or have been involved with the Student Multicultural Center to determine the climate of diversity on Kent State's campus and how SMC could strengthen its brand on campus.

Interviews with students affiliated with the SMC revealed if it were not for participating in Kupita/Transiciones, they most likely would not have found out about the SMC. These students also identified areas within the SMC that it can improve upon to increase its brand and reputation on campus.

Additionally, intercept interviews conducted with 25 students revealed a majority of students want to see the SMC serve all Kent State Students, including all races, genders and religious beliefs. Most students were unaware of the location and services provided by the SMC. Eighty percent of respondents felt there are rising tensions in the United States and 64 percent felt that there are rising racial tensions on Kent State's campus. Overall, 84 percent cared about improving the climate of diversity and inclusion on campus.

## Client Interviews

### Methodology:

Overture Strategies conducted interviews with the Division of Diversity, Equity & Inclusion and SMC staff members to better understand the client's communication efforts and programming.

- Oscar Ramos, former Director of the Student Multicultural Center
- Michael Daniels, Program Coordinator for the Student Multicultural Center
- Ashley Williams, Assistant Director of the Student Multicultural Center
- Dr. Alfreda Brown, Vice President for the Division of Diversity, Equity and Inclusion (DEI)
- Dana Lawless-Andric, Associate Vice President for DEI

### Key Findings:

- Typical students who visit the SMC identify themselves with intersecting identities, meaning they identify themselves in multiple ways.
- The staff is aware there is a lack of awareness of the SMC and confusion about the purpose of the center among the student population. Most commonly, the SMC is mistaken for the Office of Global Education, which serves international students.
- Due to lack of funding and resources, successful programs like the Kupita/Transiciones Program cannot admit more students to participate. This past year, the program was capped at 300 students of color participating.
- The center primarily serves students of color, however, the staff would like to see the center morph into an educational resource for all students and faculty on campus about diversity issues.
- The DEI strongly believes the SMC has succeeded in creating a sense of belonging for students at Kent State. They believe this stronger sense of belonging leads to more success in the classroom, specifically higher retention and graduation, which is a main goal of the SMC.
- A long-term goal that the DEI has for the SMC is to develop programs that instill leadership qualities and improve the climate of diversity on campus by encouraging people to work across differences.
- Black males are an audience the client would like to target due to the 10 percent decrease in enrollment of black male students from 2015 to 2016.

### Key Quotes:

- “If students don’t participate in Kupita/Transiciones, they’re missing out on finding out about the center and only hear about it through word of mouth.”  
-*Oscar Ramos*
- “We have so much going on right now nationally and our target population is mostly African-Americans. Offering sessions that teach students about African-American culture could help the student community come together as a whole.” -*Ashley Williams*
- “When students feel relaxed and that they belong their course work will succeed.” -*Dr. Alfreda Brown*



**Implications:**

- Along with secondary research Overture Strategies has conducted regarding racial tension on college campuses these key findings suggest the SMC could offer opportunities and education sessions that allow students and faculty to come and learn about cultures together as a collective community.
- The work of the SMC does not only affect the students that it serves, but the Kent community as a whole, as well as populations that are not directly associated with the center.
- To avoid duplicating diversity initiatives and efforts on Kent State campus, it is necessary to reach out and collaborate with other diversity driven programs on campus.

**Students Affiliated with the Student Multicultural Center Interviews****Methodology:**

Three interviews were conducted with students who are affiliated with the SMC or have worked within a group or organization run by the SMC. These interviews were conducted to better understand their relationship with the center and identify areas of new opportunity and growth for the center.

- Natalia Roman, Director of Academic Affairs for Undergraduate Student Government and former intern with the Student Multicultural Center
- Micah Clay, Community Chair for Sister Circle
- Arkayla Tenney, Community Chair for Sister Circle, Student Voice Team President and writer for Fusion Magazine

**Key Findings:**

- If not for participating in Kupita/Transiciones, these students believe that student involvement in the SMC likely would not have occurred.
- The genuine interest the Sister Circle students had in the new and incoming freshmen made a significant impact on freshman and sophomore involvement.
- The future vision for the Sister Circle is to collaborate and share their message, a message of inclusivity and cultural education, with other diversity groups on campus, especially outside of the SMC.
- Many of these students believe the SMC needs more physical signage across campus, especially in the Student Center, to indicate the location of the SMC.
- A lack of awareness exists among the groups within the SMC about the mission of the SMC.
- Students of the SMC place a heavy emphasis on the “open door” policy, a policy two of them claimed to be one of the best things about the SMC. This “open door” policy is indicative of the SMC’s desire to have all students of any culture feel comfortable enough to visit or to become a part of the SMC.
- Students of the SMC want the Center to be considered a community meeting place.
- Sister Circle and SALSA collaborated in the first ever afro-latino night in October. The goal of the event was to share the messages of the women who are a part of each of the cultures. Sister Circle Community Co-Chair, Micah Clay,

led this collaboration with the idea to integrate and celebrate the women of Sister Circle and the women of SALSA.

- The students felt as if the SMC represents the three diversity groups in a matter of importance, which is African-American, Latino American and Native American.
- More SMC programming is geared toward the underserved students who have the largest population at Kent State, which is African-American, Hispanics/ Latinos and Native American.
- Latino students feel as if there is a lack of interest in Latino organizations from faculty members across Kent campus.
- The name of the SMC is considered misleading because its resources are primarily devoted to African-American students, leaving the other two groups unequally represented and underserved.
- Students have noted the community the SMC provides has been the deciding factor in them continuing their education at the university.

#### **Key Quotes:**

- “The open door policy is definitely what the SMC is doing right, we know we want to include everyone, we just aren’t communicating that clearly”  
-*Arkayla Tenney*
- “We want the SMC to be a community meeting place, it’s meant for any student or any student organization.” -*Arkayla Tenney*
- “If it weren’t for my involvement in Kupita, I probably never would have heard about Sister Circle, and if it weren’t for the students involved in Sister Circle’s genuine interest in me as a freshman, I never would have gone to a meeting. I knew I wanted to transfer before I even began at Kent State, I already had that in my head, and [my involvement] here is what made me decide to stay”  
-*Micah Clay*
- “We had a girl who came to a couple of [Sister Circle] meetings, and she was Latino. She felt uncomfortable, like she didn’t fit in.” -*Micah Clay*
- “The staff at the SMC is just not enough. You need more faculty and more diversity to better help the three diversity groups they represent.” -*Natalia Roman*

#### **Implications:**

- Students feel comfortable with the open door policy the SMC provides, but need directional signage to where the SMC and programming is located.
- Students feel that being a part of the SMC has improved their experience at Kent State, but that the overall vision and brand of the SMC needs to be more inclusive of all students.
- SMC’s Sister Circle and Kupita program allow students to develop strong and sustaining communities that foster academic and personal growth for students.
- Collaboration exists across groups within the SMC, but collaboration with other campus diversity groups outside the SMC is a new initiative, and the SMC should continue to expand this collaboration.

## Student Organization Leaders Interviews

### Methodology:

Two interviews were conducted with student leaders who are involved in student organizations and groups that contain or encompass a diversity initiative. These students have worked with the SMC in some capacity within their student organization and elaborated on the relationship the group has with SMC. This information provided a better understanding of the relationship student groups have with the SMC, their successes in student organization programming and diversity goals.

### Interviews:

- Liza Henriquez, Vice President of the Spanish and Latino Student Association (SALSA)
- Chelsea Ford, Immediate former president of NASA (Native American Student Association)
- Bernard Branner Jr., member of Black United Students (BUS)
- Hana Barkowitz, President of the Kent State College Democrats

### Key Findings:

- BUS, SALSA and NASA are involved with SMC as partners in student programming collaborations, but they operate as a student organizations and not an entity of the center.
- NASA membership currently has only two students involved in the organization. In previous years, the student group has a higher membership with eight students, but in general Native American students are not actively involved in student organizations on campus. NASA is not actively involved with SMC. The SMC faces an obstacle by not actively engaging with this demographic population because it conflicts with SMC's mission statement and hinders any future relationship with these students by not building a strong relationship.
- According to Ford, she feels as though Native American students do not know about the NASA organization or the resources SMC provides to Native American students.
- Kent State is at the forefront of diversity and inclusion among college campuses by constantly making improvements to make campus a comfortable and diverse one.
- Kupita mentors hand pick five students to meet with six times throughout the semester.
- BUS already uses the SMC as a hub after classes, space to work on homework and build community. Although BUS members are present in the space, they do not directly work with the SMC, but they do collaborate with M.E.N. and Sister Circle.
- BUS plans on continuing to work with the University Diversity Action Council to continue a new five year plan.
- In the past BUS and NASA have worked together to secure funding from Undergraduate Student Government. BUS hand delivered a letter to President Warren at the Homecoming Game asking for more funding. BUS wants \$100,000 set aside from the university designated for black cultural and social programming. The university created the funds, but only under the agreement the funds were to be used to benefit all underrepresented students. BUS is still negotiating with the university.
- Diversity is one of the most important issues in the Democratic party right now. The Kent

State College Democrats are committed to making campus a diverse and comfortable one for everybody, no matter their race, religion, sexual orientation, gender or ability.

**Key Quotes:**

- “I would say that it would be great to try and make people more aware of [the SMC] and to see more cultures work together.” -*Liza Henriquez*
- “I would like to see a stronger involvement with SMC and Native American students. I have a fear that the NASA organization will die off.” -*Chelsea Ford*
- “There are rising racial tensions in our country right now, but there have always been racial tensions in our country.” -*Hana Barkowitz*

**Implications:**

- There is a willingness among diversity groups to work together and make more students aware of the SMC.
- The presence of NASA has almost diminished on campus and the SMC should strive to actively engage this group of underrepresented students more.
- Student organization leaders agree it is important to have diversity and inclusivity on a college campus, so the SMC should partner with these leaders.

## **Kent State Faculty and Staff Interviews**

**Methodology:**

Four interviews were conducted with Kent State faculty and staff members to gain an understanding of the university’s diversity goals.

- Amanda Leu, Coordinator for the Office of Academic Diversity Outreach in the College of Communication and Information
- Dr. Cheryl Lambert, Assistant Professor for JMC
- Dr. Eboni Pringle, Dean of University College
- Shana Lee, Director for Special Projects and Initiatives for DEI
- Eric Mansfield, Executive Director of University Media Relations

**Key Findings:**

- Microaggression exists on all college campuses, including Kent State.
- Based on an experience the College of Communication and Information had with the Oscar Ritchie Scholarship Program, there is a lack of communication between these students and the program. Specifically, most scholarship recipients are unaware of the program or the SMC because there is no effort by the students receive this scholarship.
- Establishing the difference between underrepresented and underserved students is an important piece of communication in terms of diversity initiatives.
- There are a lot of diversity initiatives on campus, which causes some overlap and confusion among students.

- The STARS program was originally an eight week program focused on the retention of African-American students in the Akron and Cleveland area. DEI received feedback from students and made changes to the STARS program to better enhance learning for students. The STARS program was changed to be more afrocentric with changes made to students taking college writing one and a black experience course. The program was cut down to six weeks and opened up to the entire country and Latino and Native American students.
- Kent State used to have a university mentoring program within Undergraduate Studies and was granted funding to mimic the mentorship program originated at the University of Michigan. Students were involved in the planning of the program and partnered with other divisions and organizations.
- First Year Experience courses are used as a space for dialogue. Common reading books are focused on diversity, community and self-identity and challenge students to question how they view themselves and their community.
- Effectiveness of student programming is partially based on where students feel comfortable.
- Kent State University has two separate promotional brochures in targeting prospective students. One brochure is designed to specifically target students of color in predominantly black communities. These brochures were at one point taken out of circulation after students felt confused with the messaging of specifically targeting one demographic.
- The University Stewards Program is comprised of faculty and staff from across the university. The stewards serve as a resource for students who are having difficulties, feel discriminated against or need someone to talk with about their experiences. Dana Lawless-Andric and Dr. Jennifer Kulics are in charge of the program.
- To gain more media coverage, it is vital to share the stories of success.
- Developing and fostering relationships with media will help increase the brand recognition and visibility of an organization.

### **Key Quotes:**

- “Ask people how they want to be referred to! Do they want to be called African-American? Or do they want to be called black? The best thing you can do is ask.”  
-*Dr. Cheryl Lambert*
- “We have to look at the people before we look at how they identify. I am a woman who is a lesbian, not a lesbian woman. Cheryl is a woman who is black, not a black woman.” -*Amanda Leu*
- “What is our duty as a higher education institution? If you came in and said, ‘I want to be in a space where people looked like me,’ and again when you leave here four years later, we have not done our job as a higher education institution.” -*Dr. Eboni Pringle*



- “I hope five years down the road as a community we are more tolerant of differences and celebrate our differences. I would hope that the initiatives surrounding diversity and inclusion will come from the students. Students need to be put into positions where they will be successful and given the backing from the university. We have the talent, the manpower and the will, but we need students to step up to the plate.”  
-*Shana Lee*
- “The people who make up the SMC are it’s story.” -*Eric Mansfield*

### **Implications:**

- The Kent State community needs to understand and recognize the traditions of each of its culturally based student organizations and celebrate their work.
- Diversity should not be an “add-on” in its approach to university curriculum and education.
- The programs and initiatives run through the SMC need to be driven by the students. When programming ideas are student run it allows for the students to define the voice of the center and function for the space.
- Utilize the good the SMC does for underrepresented and underserved students by leveraging these inspirational stories for media coverage. This media coverage will increase brand recognition and visibility.

### **Focus Group**

#### **Methodology:**

A focus group with four Kent State students who have knowledge or have been involved with the Student Multicultural Center was conducted to better understand how the SMC could improve its brand on campus.

#### **Key Findings:**

- When asked what diversity means to them, all participants did not mention race as their answer. Instead, participants noted how lived experiences create diversity.
- All participants agreed that the overall climate of Kent State’s campus is diverse, but questioned the authenticity of the administration’s promotions of diversity efforts. For example, students feel there is more emphasis on Black History month than Hispanic Heritage month.
- All participants have heard of the SMC due to their involvement in diversity initiatives on campus, but felt it does not have a strong identity and the name of the center does not accurately reflect whom the center serves.
- Participants all agreed that majority of the SMC’s efforts are geared toward African-Americans with not as much emphasis on Hispanics/Latinos or Native Americans.

#### **Key Quotes: (Requested to be anonymous)**

- “[Diversity is] any kind of experience that forms the person—not just the color of your skin.”

- “[The SMC] only serves three specific populations, but then has a name that says ‘multicultural.’”
- “When I worked at the SMC, Asian students would come in asking for resources and I had to send them to Office of Global Education, which was frustrating.”
- “Kent State tries to be inclusive, but sometimes it’s not authentic.”
- “There needs to be equal funding and representation for all cultures—you can’t prioritize them.”

### **Implications:**

- Students do not define diversity based on solely race and the color of one’s skin. Diversity encompasses the differences in people’s lived experiences and the way we communicate those differences.
- Higher education institutions need to evaluate their relationships and programming with each of the different demographics on the campus. Universities should aim to equally represent each student group, but meet the needs of students that are lacking in inclusiveness.

## **Student Diversity Action Council Interview/Observation**

### **Methodology:**

Overture Strategies observed a Student Diversity Action Council (SDAC) meeting. The meeting was comprised of seven members. The SDAC is a student-led committee that focuses on engaging students and multicultural groups about diversity matters. The purpose of observing this meeting was to gain knowledge on the student’s views of the SMC and how it could improve its brand.

### **Key Findings:**

- Student organizations and small groups do not have sufficient funding, so the council is focusing on creating fundraisers in order to help these groups.
- The council would like to start a scholarship for underrepresented students who need financial assistance.
- Statements were made during the meeting that those who put on cultural events at Eastway were very stereotypical in that they did not do adequate research to host a true cultural event.
- Many members of the council were unaware of the SMC and what it offered.
- After gaining knowledge of the center, the council recommended the SMC be a hub for different groups and organizations.
- When these students thought of the SMC they associated it with faculty members and as an office, not the programs and resources offered. The SMC wants to be known as a center that develops leaders, not as simply another office on campus.
- Council members believe the SMC focuses on the three diversity groups because of retention rather than being inclusive of all cultural groups. Members think that the SMC should focus on all diversity groups rather than the three they focus on now.

**Key Quotes: (Requested to be anonymous)**

- “I don’t even know what the SMC is or what it does, and I’m apart of the Student Diversity Action Council.”
- “When I think of the SMC I think of the faculty and the programs I’ve been apart. I don’t think of it as an organization, I think of the faculty.”
- “The SMC needs to be a hub from what I can tell. If it wants to expand then let it expand by hosting events for other groups. It’s too difficult to rebrand completely.”
- “Eastway theme nights are “too touchy” and stereotypical because little research is done before the event is held.”

**Implications:**

- Several students who are heavily involved in diversity initiatives were unaware of the SMC’s purpose on campus.
- The SMC should collaborate with other diversity driven organizations throughout Kent State because of the space it has.
- There should be more help with other organizations that deal with culture, diversity and events so cultures are represented correctly.

**Intercept Interviews**

**Methodology:**

Overture Strategies conducted intercept interviews with 25 students on campus. An intercept interview is a short survey whereby respondents are intercepted in public spaces. The purpose of this survey was to gauge student’s general awareness of the SMC’s presence on campus, to learn opinions about race relations in the United States and on campus and to gain an understanding of their willingness to improve the climate of diversity on campus.

**INTERCEPT**  
Interview Findings



**LOCATION**

68% of intercept interview participants have heard of the Student Multicultural Center (SMC). 9 of those 17 persons know where the SMC is located.

**KNOWLEDGE**

80% felt knowledgeable about different forms of diversity that will prepare them for life post-graduation. 65% of those participants felt they could benefit from more education about diversity.



**US RACIAL TENSION**

80% of participants felt that there are rising racial tensions in the United States.

**RACIAL TENSION ON CAMPUS**

64% feel that there are rising racial tensions on Kent State’s campus.



**CLIMATE DIVERSITY**

84% cared about improving the climate of diversity and inclusion on campus.

25 participants were interviewed

**Intercept interview questions:**

- Who would you like to see a multicultural center serve? Please explain.
- Have you heard of the Kent State University Student Multicultural? (Y/N)
  - If yes, please indicate below where it is located on campus.
- Do you feel knowledgeable about different forms of diversity (i.e. race, ethnicity, gender expression and identity, disability, nationality, spirituality and sexual identity) that will prepare you for life post-graduation?
- Do you feel as though there are rising racial tensions in this country?
  - If yes, do you think there are rising racial tensions on this campus?
- Do you care about improving the climate of diversity and inclusion on campus?

**Key Findings:**

- Majority of students want to see the SMC serve all Kent State Students, including all races, genders and religious beliefs.
- Students associated the SMC with only serving international students.
- 80 percent felt they had an understanding of diversity that will prepare them for life post-graduation. However, 65 percent felt they could benefit from learning more about diversity.
- 68 percent have heard of the SMC, while only 9 of those 17 persons know where it is located.
- 80 percent of participants felt there are rising tensions in the United States and 64 percent felt that there are rising racial tensions on Kent State's campus.
- 84 percent cared about improving the climate of diversity and inclusion on campus.

**Key Quotes: (Requested to be anonymous)**

- "I think a multicultural center should serve all minorities. I feel like a center is a place to inform students about different cultures and promote understanding especially in the white population, which is the majority."
- "All cultures. Everyone should be able to come together and understand each other's cultures and find things in common."
- "Everyone – understanding cannot be reached through division of groups, so it should be inclusive to all."

**Implications:**

- Students have heard of the SMC, but are unaware of what its mission, who they serve and its location.
- There is a willingness among students to connect and understand one another's culture and contribute to improving the climate of diversity and inclusion on campus.
- Students believe there is rising racial tension among the United States and across Kent State's campus.

# Secondary Research

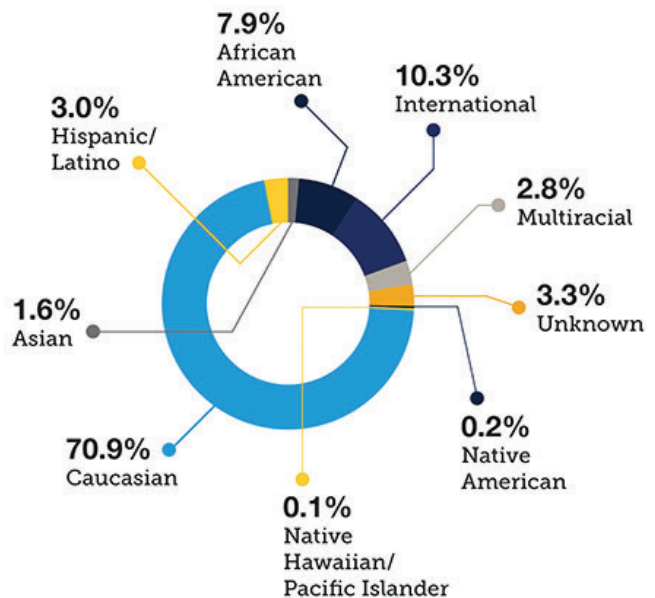
## Executive Summary

Overture Strategies collected secondary research to understand the demographics of the student population, an analysis of President Beverly Warren’s five-year equity plan and relevant media coverage from sources outside of the SMC. Using this information, Overture Strategies has gained a better understanding of why pockets of low awareness or lack of clear understanding exist among students or staff and opportunities for the SMC to leverage current strengths and new partnerships to take its mission to the next level.

According to secondary research, the SMC must address and overcome the recent growing racial tensions on college campuses. Overture Strategies identified best practices for diversity outreach and how to talk about diversity on college campuses. Research has also indicated that college aged students are catalysts for social change and use their campuses to express their strong beliefs about social justice.

## Demographics of Kent State Student Population

Based on demographic research of the Kent State Kent Campus, Overture Strategies learned the undergraduate and graduate student population consists of 70.9 percent Caucasian students, 7.9 percent African-American students, 3 percent Latino/Hispanic Students and 0.2 percent Native American Students.



## Local and Student Media Coverage of the SMC

Within the past year, Kent State’s student run newspaper, the Kent Stater and its online counterpart KentWired, have written articles directly related to the Student Multicultural Center three times. These articles have ranged from information about a program offered through the SMC to projects the SMC has contributed to on campus.



The SMC is mentioned in an article written on Oct. 11, 2015. It states the SMC worked with the Women's Center to host a film screening and panel discussion devoted to kickstarting a masculinity project on campus.

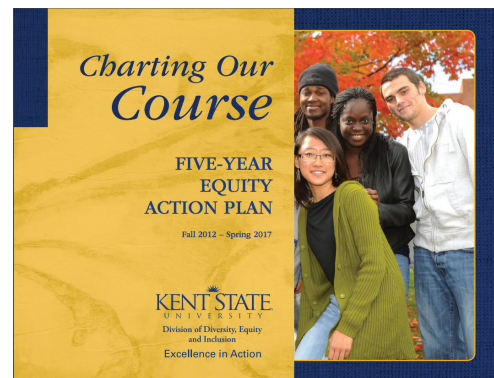
On Sept.13, 2016, there was an article about what was discussed at Sister Circle's second meeting of the year. The meeting focused on focused on positive ways to deal with stress, what students consider to be stressors, coping mechanisms and self-care practices. The article does not mention that Sister Circle is a group run by the SMC. This seems to be a common occurrence in coverage of the SMC's initiatives. In an article on April 16, 2014, Kupita Transiciones and the STARS program are mentioned, but fail to acknowledge that these are run by the SMC.

There have also been no mentions of the SMC in local media within the last year.

There is a gap in communication about the SMC's initiatives and the integral part it hopes to play in spreading the message of diversity on campus. Overture Strategies recommends clearer communication dispersed throughout student media about the SMC's groups and initiatives. If the SMC hopes to create a voice for itself about diversity issues then it should reach out to student media and University Communications and Marketing to better promote the center.

### **Analysis of Five-Year Equity Action Plan**

The Division of Diversity, Equity and Inclusion created Kent State University's first ever Equity Action Plan. The Equity Action Plan is the culmination of goals and measurable outcomes designed to promote fairness and inclusivity on the Kent State campus. Specifically, the plan is designed to increase and improve opportunities for underserved and underrepresented student groups. Included in the initiatives for the action plan is the Student Multicultural Center.



According to the Five-Year Equity Action Plan, the Student Multicultural Center serves as an advocate to ensure the successful enrollment, retention and graduation of underrepresented students from varied cultures. The framework for the action plan highlights institutional climate, culture and community relationships as the first dimension

to consider for planning. The culture and community relationships are fostered by students, who must be familiar with the SMC to feel a connection to its goals. Another dimension included in the framework is the student access. Student access can only be reached if there is a level of awareness among students.

The action plan also calls for collaboration between the DEI and the Office of Global Education. This initiative proves collaboration is a necessary initiative to increase and improve the opportunities for underserved and underrepresented students. Lastly, an assessment metric highlighted by the Equity Action Plan's objectives calls to measure the participation rate and social gatherings of programs within the DEI. This metric displays a need for social gathering and events, an opportunity the SMC is not taking full advantage of yet.

The SMC can assist the DEI in advocating to ensure successful enrollment, retention and graduation of the targeted students by increasing the awareness of the SMC, and improving its brand recognition on campus. Collaboration is a key initiative in promoting the SMC's message, and it is a proven strategy to expand communication of organizations.

## **Growing Racial Tensions on College Campuses**

Last year, a wave of anti-racism protests broke out on campuses across the country in accordance with the Black Lives Matter movement. This sentiment has changed since the election of Donald J. Trump though, with reports of hostility toward minorities spiking on college campuses. While racist episodes occur regularly at college campuses throughout the United States, Mr. Trump's election seems to have worked as an accelerant.

Students feel as if Mr. Trump is "the champion of anti-political correctness and embodies the opposition to 'safe spaces.'" After the election, even colleges that are unaccustomed to clashes over race or religion are struggling to address student safety concerns while still fostering free speech.

**"Our aim should be to better understand that which causes divisions among us and to work toward strengthening our bond as a university community. Constructive dialogue is the best way to achieve this goal."**

**Denise M. Trauth**  
President of Texas State University

<http://www.nytimes.com/2016/11/11/us/police-investigate-attacks-on-muslim-students-at-universities.html>



Students organized by Black Lives Matter listen to speeches during the 46th annual commemoration of the May 4, 1970 shootings at Kent State University, held on May 4, 2016. (Thomas Ondrey/The Plain Dealer)

## Millennials Are Open to Change and More Tolerant

To better understand the generation of students Overture Strategies is targeting to recruit and engage, we looked at research exploring the millennial generation, and how they look to tolerance and change. The millennial generation is categorized as being naturally more ethnically and racially diverse. This generation is also on track to becoming the most educated generation in American history.

Based on the research conducted by the Pew Institute, millennials are more racially tolerant than their elders. More than two decades of Pew Research surveys confirm that assessment. Likewise, Millennials are more receptive to immigrants than are their elders.

This research indicates the target audience of students at Kent State are a demographic of people who are not only inclined to accept diversity, but ready to embrace it. This research supports the claim that the generation of students, specifically on Kent State campus, want to adopt a more tolerant rhetoric in terms of diversity. We can also conclude this means these students want to be a part of university that embraces and celebrates diversity as well.

<http://www.pewsocialtrends.org/2010/02/24/millennials-confident-connected-open-to-change/>

## College Students are Catalysts for Social Change

The robust protests which occurred in 2014 to 2015 on the University of Missouri's campus can be argued as a long-awaited build up to what eventually led to the University's President, Tim Wolfe's resignation. Although discriminatory tendencies experienced by minority students on college campuses were far from a new phenomenon, the act of sharing protesting efforts through social media platforms is relatively new. This exposure not only increased support among these student protesters, but it also increased the motivation to enact a real change through these demonstrations.

By demanding change and disseminating this information through relevant social channels, these student protestors participated in a variety of demonstrations, eventually forcing the University President to resign.

This article from the LA Times investigates the effect these protests and this ability to disseminate social media has on students as catalysts for change in regards to more inclusive, diverse and tolerant college campuses. Writers Thomas Curwen, Jason Song and Larry

Gordon interview numerous sources to evaluate what these protests mean for racial tension on college campuses, and how this wave of activism from college students is historically different.

From this information, Overture Strategies can conclude that students can act as strong catalysts for change on college campuses, and although activism in the college realm is not new, the ability to widely disseminate information via social media is creating more pressure on university leadership to take action. Protests erupt on college campuses when universities are not enacting policies which promote tolerant, inclusive, and diverse campuses. Students who feel their voices are being heard, and students who feel they are a part of the change that is leading to more diverse and inclusive campuses will advocate on behalf of their universities, rather than against them.

<http://www.latimes.com/local/education/la-me-campus-unrest-20151118-story.html>

## How to Talk About Diversity on College Campuses

In this article, authors Brooke Barnett and Randy Williams explore leading conversations about racism on predominantly white campuses. Through research, Overture Strategies has determined Kent State University's undergraduate and graduate combined is comprised of 70.9% caucasian students, indicating it is a predominantly white campus. The exploration of the topic in this article exposes important information about the way college students on these predominantly white campuses feel about discussing racism, sexism, homophobia, anti-Semitism, and other forms of oppression. The article argues that people of majority identities (white students) don't spend enough time discussing these controversial topics, because they feel it is naturally difficult to see racism as prevalent as the people who experience it daily.



Overall, the article uncovers why white students, who are from white families and were raised in predominantly white areas, are less inclined and feel less comfortable talking about racism. It also encourages and explains why it is essential for these same students to speak up about racism. This article explains how a specific university sought to replace the silence of the white students on campus, with an approach that will focus efforts of people of any race to band together and fight against the racist rhetoric that has plagued our society.

This is relevant to the #WhyWeUnite campaign and the rebranding of the SMC because it demonstrates an opportunity the SMC must unify the students who are oppressed and the students who want to aid in fighting the oppression. As a predominantly white campus, Kent State cannot statistically deny that the majority of its students cannot identify with the racism our society sees, however, these students can be utilized as unifiers to fight the oppression alongside their classmates.

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<http://www.insightintodiversity.com/leading-conversations-about-racism-on-predominantly-white-campuses/>

### **Best Practices for Diversity Outreach on College Campuses**

The University of Mississippi launched a “Diversity Rocks!” campaign aimed at creating awareness among journalism and public relations majors about the importance of tolerance of diverse publics, with a special emphasis on anti-bullying.

The campaign’s slogan was created to use the double meaning of the word “rock” as in rock music and the phrase “You rock!” Throughout the campaign, the element of rock music was intertwined in various tactics. For example, students were encouraged to wear purple while faculty were encouraged to dress like rock stars on a specific day to show support for diversity, and at a tactic involving a tent festival rock music was played. If students attended the tent festival wearing purple, they were given a free Chick-fil-A sandwich.



In a follow-up survey a month after implementation of the campaign, 100 percent of respondents said the campaign helped increase awareness of diversity issues among these students. One respondent noted that “Diversity Rocks!” was “very exciting and fun, yet eye-opening.”

It is essential for the SMC to use creative strategies that engage college students in order to increase awareness about the SMC and its mission. Students are more likely to be engaged when they are having fun and being incentivized.

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[https://learn.kent.edu/bbcswebdav/pid-6097649-dt-content-rid-54771525\\_1/courses/15174.201680/University%20of%20Mississippi%20Diversity%20Rocks%21.pdf](https://learn.kent.edu/bbcswebdav/pid-6097649-dt-content-rid-54771525_1/courses/15174.201680/University%20of%20Mississippi%20Diversity%20Rocks%21.pdf)





## Kent State Men's Basketball Team Receives National Media Attention

On November 16, 2016, the Kent State men's basketball team made a statement at its first home game of the season. Each player went up into the crowd and invited a fan of a different race down to the court to stand with them during the national anthem. The decision to use the national anthem as a time to show solidarity in our diverse campus community was made by the team's seniors and captains, not athletic department officials. The student-athletes brought their idea to the athletic department's coaches and staff, who unanimously supported them in their decision.

This story gathered attention from across the country and was picked up by various news outlets, including The Washington Post, ESPN, the Akron Beacon Journal and more. According to Kent State Director of Athletic Communications Eugene Canal, the gesture was so effective because it was organic and the fans were very receptive of it. This statement of unity shows that Kent State student-athletes are an untapped resource by the SMC and want to step up as leaders in our diverse community.

<https://www.washingtonpost.com/news/early-lead/wp/2016/11/17/hoping-for-unity-kent-state-basketball-puts-a-new-spin-on-the-national-anthem>

*"We understand all of the issues going on in our world. In these times, we felt it was important to show a sign of unity in our community. Our meaning behind it was to let everybody aware of all the things that are going on in our country know that we wanted to make a stand for unity. That was basically our symbol, and we wanted to treat everybody as one."*

**Jalen Avery, point guard for the Kent State men's basketball team**

## Visual Content Marketing Best Practices

This article highlights 37 useful statistics about visual content marketing. These practices can be applied to the SMC's social media accounts to increase engagement, and increase brand awareness. While the content of the messages the SMC delivers through these channels is extremely important, the amount of visibility this content receives is what will truly increase awareness.

Of the 37 statistics, Overture Strategies points out the most relevant pieces of information for the SMC to utilize in its social media outreach:

- Content with relevant images gets 94 percent more views than content without relevant images.
- 65 percent of senior marketing executives believe that visual assets (photos, video, illustrations and infographics) are core to how their brand story is communicated.
- Visual content is more than 40 times more likely to get shared on social media than other types of content.
- Facebook posts with images see 2.3 times more engagement than those without images.
- Buffer reported that for its user base, tweets with images received 150 percent more retweets than tweets without images.
- On Instagram, photos showing faces get 38 percent more Likes than photos not showing faces.

<http://blog.hubspot.com/marketing/visual-content-marketing-strategy#sm.0000u3bpss1bgfct7zknfwheuaq8u>



# Online Listening Report

The SMC is active on multiple social media platforms, including Facebook, Instagram and Twitter. Overture Strategies thoroughly monitored the SMC's online and social media presence via Hootsuite and TweetDeck between the beginning of April to the end of November 2016. Key words were strategically researched throughout the monitoring period, including Student Multicultural Center; SMC; Division of Diversity, Equity & Inclusion; DEI; diversity; SALSA; BUS; Kupita and #SMCKentState. These keywords were chosen based on their level of relevance to the SMC.

During this monitoring period, Overture Strategies concluded that there is low engagement on the SMC's posts across all platforms. The most engagement occurred during the SMC's Kupita/Transiciones Program at the beginning of the school year. Kent State faculty, Kupita/Transiciones mentors and new first year students are some of the main influencers that were engaged throughout the program. These influencers created social media posts about the event with the use of various hashtags. However, the agency determined there was a confusion among these influencers about what hashtag to use. Some of the hashtags used during Kupita/Transiciones by influencers included, #Kupita, #KT2KSU2016, #KT2KSU16, #KentState20, #kentstate2020, #KupitaTransiciones, #KT2Karamu and #KT2016. The SMC would benefit by establishing one specific hashtag for its events in order for participants to follow the conversation.



Happy Friendsgiving! We will be celebrating today at our mass meeting in the SMC. Come with an empty stomach and things you're thankful for!



I have great parents ❤️ From #Kupita to #Karamu #AALANA @SMCKentState @KentState



One more week #Kupita #KentState2020

# Communication Elements

<b>Communication Element</b>	#WhyWeUnite Promotional Video
<b>Audience</b>	<p>Primary:</p> <ul style="list-style-type: none"> <li>· Students passionate about social justice</li> <li>· Existing partners, including SALSA, BUS and NASA</li> </ul> <p>Secondary:</p> <ul style="list-style-type: none"> <li>· University faculty and staff leadership</li> <li>· Local and student media</li> </ul>
<b>Objective</b>	To increase brand visibility and affinity among the full university community through a variety of print, electronic and independent mediums to be measured by at least 30 mentions of the SMC in social and student media between January 17, 2017, and December 10, 2017.
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We believe that we can use our differences to make a difference.</li> <li>· We welcome all students, faculty and members of the entire Kent State community.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Share the story of the SMC and its students through digital and multimedia content.</li> <li>· Increase student participation in SMC policy decisions, programming and initiatives through face-to-face and digital methods.</li> </ul>
<b>Measurements</b>	Two weeks after the publication of this video, we will measure success by determining the number of viewers who watched the video and shared it, as well as the number of times the hashtag was used in creating a discussion about diversity at Kent State. We will also evaluate the content of the posts to determine the tone and response by students who participated.

<b>Communication Element</b>	Press kit: Fact sheet, biography of Student Multicultural Center staff, contact information and two press releases
<b>Audience</b>	Secondary: <ul style="list-style-type: none"> <li>· Local and student media</li> </ul>
<b>Objective</b>	To increase brand visibility and affinity among the full university community through a variety of print, electronic and independent mediums to be measured by at least 30 mentions of the SMC in social and student media between January 17, 2017, and December 10, 2017.
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We are the leading voice on Kent's campus for diversity issues and inclusion.</li> <li>· We welcome all students, faculty and members of the entire Kent State community.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Obtain earned media through direct story pitches to student media for various tactics.</li> <li>· Share the story of the SMC and its students through digital and multimedia content.</li> </ul>
<b>Measurements</b>	Determining the number of stories published by these media outlets and the tone and key messages reflected in each story will allow evaluation of this tactic.





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## STUDENT MULTICULTURAL CENTER UNVEILS NEW BRAND

THE SMC UNVEILS NEW BRAND THROUGH COLLABORATION WITH  
THE KENT STATE ATHLETIC DEPARTMENT

**KENT** (February 24, 2017) – At tomorrow night's Men's basketball game, the Student Multicultural Center will unveil a new brand video highlighting Kent State's diverse cultures. The video seeks to demonstrate Kent State's desire to embody an inclusive and unified student body and campus climate. This video will also create a call to action for the Kent State community to join a movement rooted in inclusion and celebration of cultures and diversity on campus.

**(Quote from Dr. Drummer about the new brand here)**

This campaign also marks the beginning of a strong collaborative relationship between the SMC and the Kent State University Athletic Department. While the video itself represents a landmark collaboration, KSU Athletics and the new SMC campaign will continue to work together to create spaces and initiatives for student-athletes and students to connect and collaborate across different identities and perspectives.

**(Quote from student athlete about the future of collaboration with the SMC here)**

This collaborative effort by the KSU Athletics and the SMC reveals the benefit of fostering relationships between students, faculty and staff while creating a unified campus platform for creating meaningful change. Across the country, universities struggle to get in the forefront of diversity and inclusion concerns among their students. This united approach between KSU Athletics and the SMC provides an example for other universities to embody.

###

The mission of the Student Multicultural Center is to serve as an advocate to assure successful matriculation, retention and graduation of African American, Latino and Native American students. The SMC provides educational, social and cultural enrichment opportunities to help cultivate an inclusive community that permeates a sense of belonging for students.



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## KENT STATE STUDENTS JOIN THE MOVEMENT

THE KENT STATE UNIVERSITY STUDENT MULTICULTURAL CENTER  
ENCOURAGES STUDENTS TO PARTICIPATE IN UNITY WEEK

**KENT** (October 13, 2017) – As the fall semester is underway, Kent State University’s Student Multicultural Center (SMC) invites students to participate in the first annual campus-wide Unity Week. Throughout the second week of October, the SMC will host a variety of events encouraging students to celebrate their differences, while unifying against adversity and oppression for underserved and underrepresented students.

Unity week will kick off on Monday, October 16, with Chalkboard Conversations on Risman Plaza. Using a makeshift chalkboard “wall”, students will be able to express their feelings about diversity and unity by writing on each of the walls. One will read, ‘diversity is...’ while the other reads, ‘unity is...’ These prompts will urge students to express themselves while observing what these profound terms mean to the other students on campus.

On Wednesday, October 18, the SMC will host the Speed Date to Educate event. Students will sign up to participate in a mock speed-dating event where half the students stay stationed at a table while the other half move from table to table, briefly sharing their own experiences with diversity and unity and how unifying has impacted their lives.

The week will conclude on Saturday, October 21, with the Super Saturday community service project event. (The SMC student advisory board will determine by this time and more information about the specific project will be provided here.)

For sign up information about Speed Date to Educate and Super Saturday, visit [www.kent.edu/smc](http://www.kent.edu/smc). Follow the SMC on social for updates and photos of Unity Week and other SMC happenings on [Twitter](#) and [Facebook](#).

###

The mission of the Student Multicultural Center is to serve as an advocate to assure successful matriculation, retention and graduation of African American, Latino and Native American students. The SMC provides educational, social and cultural enrichment opportunities to help cultivate an inclusive community that permeates a sense of belonging for students.



Dr. Talea Drummer serves as the Director of the Student Multicultural Center. In this role, she provides strategic leadership, vision and direction for the Student Multicultural Center and its staff in coordination with the Division of Diversity, Equity & Inclusion priorities and goals. In addition, she builds and increases success and the quality of underrepresented students' college experiences with specific attention to student retention, persistence, graduation, and the promotion of cultural awareness, sensitivity, and understanding.

Before entering her role as Director of the Student Multicultural Center, Dr. Drummer served as the Associate Athletic Director of Student-Athlete Support Services at Eastern Michigan University. Prior to working at Eastern Michigan University, Dr. Drummer held multiple positions at Kent State University, including Residence Hall Director, Athletic Academic Counselor for Football & Men's Basketball, and most recently, as the Assistant Athletic Director for Student-Athlete Success.

Dr. Drummer holds a bachelor's of science in Family Studies from Miami University, a M.Ed. focused in College Student Personnel from the University of Louisville, and a Doctor of Philosophy in Higher Education Administration & Student Personnel from Kent State University.

Ashley Williams currently serves as assistant director at the Student Multicultural Center. In this role, she supports the Director in developing and facilitating university-wide diversity programming and training efforts; supporting administrative and communication functions within the Division. In addition, she oversees the Upward Bound Alumni and CMSD (Cleveland Metropolitan School District) Compact Student Programs.

Prior to her role as a Diversity Research Specialist Ashley Williams served as a graduate research assistant for the Human Development and Family Studies program for 2 years, 2011-2013. In addition, she served as a graduate student advisor for the DKS program within the Office of Academic Advising Services, for two summers: 2011 and 2012.

Ashley holds a bachelor's degree in Human Development and Family Studies from Kent State University in 2011. She recently graduated in August 2013, with a M.A. in Human Development and Family Studies with a focus in Evaluation and Measurement.



Mike Daniels serves as the program coordinator with the Student Multicultural Center. In this role, he supports the Director in developing and facilitating university-wide diversity programming which help students feel more connected to their cultural heritage while fostering a sense of belonging at Kent State University. In addition, he oversees Karamu Ya Wahitimu and the Male Empowerment Network (M.E.N.).



Mike is a graduate of John Carroll University and holds a bachelor's degree in Psychology. Prior to moving to Michigan for graduate school he worked as a Job Development Specialist for Goodwill Industries in Cleveland, Ohio. Due to his passion for serving students, diversity, and being an advocate for social justice issues and underrepresented groups, Mike decided to enter the field of Higher Education. To this end, he earned a master's degree in Student Affairs Administration from Michigan State University in May of 2015. He loves working with students and he enjoys helping them develop holistically. Mike is excited to embrace the opportunity to join Kent State University's Student Multicultural Center for a rich cultural experience and a professional role in the lives of students and families.

## Contact Information for the SMC and Associate Staff

### Student Multicultural Center Faculty

Dr. Talea Drummer  
Director of the Student Multicultural Center  
tdrumme1@kent.edu  
Kent State Student Center, Office 206  
330.672.8584

Ashley Williams  
Assistant Director of the Student Multicultural Center  
awilli43@kent.edu  
Kent State Student Center, Office 206  
330.672.8143

Michael Daniels  
Student Multicultural Center Program Coordinator  
mdanie10@kent.edu  
Kent State Student Center, Office 206  
330.672.7865

### Division of Diversity, Equity and Inclusion Leadership

Dr. Alfreda Brown  
Vice President of the DEI  
abbrown@kent.edu  
University Library, Suite 251  
330.672.2442

Dana Lawless-Andric  
Associate Vice President of the DEI  
dlawless@kent.edu  
University Library, Suite 251  
330.672.1980

Heather Adams  
Executive Director of the DEI  
hadams@kent.edu  
Williamson House  
330.672.9230

Dr. Ruth Washington  
Executive Director of the DEI  
rwashin6@kent.edu  
Shwartz Center, Office 229  
330.672.8581

<b>Communication Element</b>	Billboard and social media graphic for Unity Week
<b>Audience</b>	<p>Primary:</p> <ul style="list-style-type: none"> <li>• Students passionate about social justice</li> <li>• Existing partners, including SALSA, BUS and NASA</li> </ul>
<b>Objective</b>	To expand communication and broaden meaningful face-to-face interaction between the SMC and the student body by increasing the number of students to attend SMC events from 2016 to 2017 with at least 500 students engaged with campaign events in the coming year.
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We strive to explore and celebrate the many facets of diversity through dialogue, training and events.</li> <li>· We are a community-driven hub that aims to provide a space for students to convene professionally, academically and socially.</li> <li>· We welcome all students, faculty and members of the entire Kent State community.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Use face-to-face events to educate non-diversity based student groups about diversity consciousness.</li> <li>· Capitalize on the physical space of the SMC to encourage more participation from students, faculty and community members on campus.</li> </ul>
<b>Measurements</b>	The social media graphic will be measured by the social engagement of the graphic on SMC social media platforms.



THE STUDENT MULTICULTURAL CENTER PRESENTS:

# WILL YOU JOIN THE MOVEMENT?

WE BELIEVE THAT WE CAN USE  
OUR DIFFERENCES TO MAKE A DIFFERENCE.

**UNITY WEEK**  
**OCT. 9-13**  
**#WhyWeUnite**

I JOINED THE  
MOVEMENT

UNITY WEEK  
OCT. 9-13

<b>Communication Element</b>	Social media content calendar
<b>Audience</b>	<p>Primary:</p> <ul style="list-style-type: none"> <li>· Existing partners, including SALSA, BUS and NASA</li> <li>· Students passionate about social justice</li> </ul> <p>Secondary:</p> <ul style="list-style-type: none"> <li>· SMC students</li> </ul>
<b>Objective</b>	To increase brand visibility and affinity among the full university community through a variety of print, electronic and independent mediums to be measured by at least 30 mentions of the SMC in social and student media between January 17, 2017, and December 10, 2017.
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We strive to explore and celebrate the many facets of diversity through dialogue, training and events.</li> <li>· We believe that we can use our differences to make a difference.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Share the story of the SMC and its students through digital and multimedia content.</li> <li>· Increase student participation in SMC policy decisions, programming and initiatives through face-to-face and digital methods.</li> </ul>
<b>Measurements</b>	This will be measured by the social engagement performance on each of the proposed post from the calendar.

SMC October Content Calendar				
Publish Date	Topic	Post Title	Images	Publishing Channels
10/13/2017	#WhyWeUnite Campaign Video Relaunch	Are you ready to Join the Movement? Check out #WhyWeUnite tomorrow at the Homecoming game!	Pictures of football players	Facebook
10/14/2017	#WhyWeUnite Campaign Video Relaunch	Join the Movement at the Homecoming game today! Be apart of #WhyWeUnite	Homecoming picture and #WhyWeUnite picture	Facebook
10/14/2017	#WhyWeUnite Campaign Video Relaunch	Join the Movement at the Homecoming game today! Be apart of #WhyWeUnite	Homecoming picture and #WhyWeUnite picture	Twitter
10/15/2017	#WhyWeUnite Campaign Video Relaunch	Did you Join the Movement? Visit us at the SMC to find find out #WhyWeUnite	#WhyWeUnite Picture or SMC picture	Facebook
10/16/2017	Unity Week - General	Look out for the SMC this week and #WhyWeUnite	#WhyWeUnite Picture or SMC picture	Facebook
10/16/2017	Unity Week - Chalkboard Conversation	Come see us at the Risman Plaza and describe what diversity is to you! #WhyWeUnite	Picture of Chalkboard	Facebook
10/16/2017	Unity Week - Chalkboard Conversation	Come see us at the Risman Plaza and describe what diversity is to you! #WhyWeUnite	Picture of Chalkboard	Twitter
10/17/2018	Unity Week - Chalkboard Conversation	Tweet us a pic of how yesterdays event showed what diversity is to you! #WhyWeUnite	Picture of Advisory Board member and what they said diversity is	Twitter
10/17/2018	Unity Week - General	Become an allie for diversity! Take a stand and support #WhyWeUnite	Picture of a diverse group of people	Facebook
10/18/2017	Unity Week - Speed Date Educate	Who said speed dating wouldn't be fun? Come talk about different cultures and get the chance to win an iPad air! #WhyWeUnite	Speed Date To Educate Flyer	Facebook
10/18/2017	Unity Week - Speed Date Educate	Who said speed dating wouldn't be fun? Come talk about different cultures and get the chance to win an iPad air! #WhyWeUnite	Speed Date To Educate Flyer	Twitter
10/19/2017	Unity Week - General	Help create a united and positive environment across campus! Come visit us at the SMC to Join the Movement! #WhyWeUnite	Picture of SMC	Facebook
10/21/2017	Unity Week- Super Saturday	It's Super Saturday! Are you ready to make a difference in your community? #WhyWeUnite	Picture of organizaiton we will be volunteering for	Facebook
10/21/2017	Unity Week - Super Saturday	It's Super Saturday! Are you ready to make a difference in your community? #WhyWeUnite	Picture of organizaiton we will be volunteering for	Twitter
10/22/2017	Unity Week - General	If you didn't get the chance to Join the Movement there's still time. Come visit us at the SMC! #WhyWeUnite	#WhyWeUnite pic	Facebook

<b>Communication Element</b>	Hot card for #WhyWeUnite Campaign
<b>Audience</b>	Primary: <ul style="list-style-type: none"> <li>• Students passionate about social justice</li> </ul>
<b>Objectives</b>	<p>To expand communication and broaden meaningful face-to-face interaction between the SMC and the student body by increasing the number of students to attend SMC events from 2016 to 2017 with at least 500 students engaged with campaign events in the coming year.</p> <p>To develop a deeper relationship with the student body on matters of diversity and inclusion by recruiting at least 12 student ambassadors by March 2017 who can serve as an extension of the SMC by listening, advising and championing relevant issues on campus.</p>
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We are the leading voice on Kent's campus for diversity issues and inclusion.</li> <li>· We welcome all students, faculty and members of the entire Kent State community.</li> <li>· Our mission is to create a community where all voices matter.</li> <li>· We strive to explore and celebrate the many facets of diversity through dialogue, training and events.</li> <li>· We believe that we can use our differences to make a difference.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Recruit students who are interested in positively impacting the climate of diversity on campus by partnering with the SMC to serve as advocates to expand its mission on campus.</li> <li>· Share the story of the SMC and its students through digital and multimedia content.</li> </ul>
<b>Measurements</b>	This will be measured by how many hot cards are taken by the students.



WE WANT YOU TO JOIN THE  
**MOVEMENT**

We believe that we can use  
our differences to make a difference.

**#WhyWeUnite**

**WHAT  
PROBLEM  
ARE WE  
SOLVING?**

**#WhyWeUnite:  
A Student Movement**

Amid the growing racial tensions across the country, the #WhyWeUnite campaign is intended to redefine diversity and inclusion by uniting all students while encouraging them to share their differences. The Student Multicultural Center believes fostering a relationship between students, faculty and staff will create a unified campus platform for creating meaningful change.



Division of Diversity,  
Equity & Inclusion  
Student Multicultural Center

kent.edu/smc  
330-672-3560  
@SMCKentState



<b>Communication Element</b>	Diversity in Fashion Print Poster
<b>Audience</b>	<p>Primary:</p> <ul style="list-style-type: none"> <li>● Students passionate about social justice</li> <li>● Student organizations and/or Departments on Kent State's campus</li> </ul> <p>Secondary:</p> <ul style="list-style-type: none"> <li>● University faculty and staff leadership</li> </ul>
<b>Objective</b>	To expand communication and broaden meaningful face-to-face interaction between the SMC and the student body by increasing the number of students to attend SMC events from 2016 to 2017 with at least 500 students engaged with campaign events in the coming year.
<b>Key Messages</b>	<ul style="list-style-type: none"> <li>· We strive to explore and celebrate the many facets of diversity through dialogue, training and events.</li> <li>· We are a community-driven hub that aims to provide a space for students to convene professionally, academically and socially.</li> <li>· We welcome all students, faculty and members of the entire Kent State community.</li> </ul>
<b>Strategies</b>	<ul style="list-style-type: none"> <li>· Use face-to-face events to educate non-diversity based student groups about diversity consciousness.</li> <li>· Capitalize on the physical space of the SMC to encourage more participation from students, faculty and community members on campus.</li> </ul>
<b>Measurements</b>	This will be measured by the number of attendees to the fashion panel event, as well as the social media engagement in regards to the event.

The Student Multicultural Center and  
the Fashion School invite you to

A PANEL DISCUSSION ON

# DIVERSITY IN FASHION

Join the conversation on issues in the fashion  
industry pertaining to diversity, skin color, weight,  
discrimination, gender and equality.

March 9, 2017

6:30 PM to 7:30 PM

Student Multicultural Center

Second floor of the Kent Student Center

The Student Multicultural Center and  
the Fashion School invite you to

# DIVERSITY IN FASHION

March 9, 2017

6:30 PM to 7:30 PM

Student Multicultural Center

Second floor of the Kent Student Center

# Appendix

## Outline of Diversity in Fashion Panel Discussion:

The SMC Advisory Board and the FSO officers will collaborate in finding a panel of at least four judges who are student leaders, faculty in the Fashion School and alumni one to two months prior to the event.

Advertising and marketing of the event two weeks out

- Digital poster in HUB
- Posters to be hung
- Post on social media 3 times two weeks out
- Post on social media Monday-Thursday week of

Day before event:

- Contact panel to confirm
- Confirm space and setup of event
- Get water for panel

Day of event:

- Make sure space is set up
- Contact panel

The outline for the discussion is listed below:

A member of the SMC Advisory Board will welcome students to Diversity in Fashion event held by the FSO and SMC.

- “Thank you and welcome...”
- Introduce panel
- Transition to first topic of discussion

Topics of discussion:

- Skin color in fashion
- Respect in the fashion industry
- Weight issues in the fashion industry
- Discrimination in the fashion industry
- Gender and gender equality issues in the fashion industry
- Any issues the panel finds important that were not yet discussed

The board and FSO will thank everyone and remind audience to tweet their experience using #WhyWeUnite.

## KENT STATE UNIVERSITY - STUDENT MULTICULTURAL CENTER

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### DISCUSSION GUIDE - OVERTURE STRATEGIES

#### DISCUSSION OBJECTIVES

To gain insight into student perceptions of diversity, specifically:

- Attitudes toward diversity
- Perceptions of diversity on Kent State University's campus
- Knowledge and awareness of the Student Multicultural Center (SMC)
- Strategies to better promote the SMC and aim to meet the client's business objectives

#### INTRODUCTION

Good evening everyone. I understand that you are all busy so I want to thank you for taking time to meet with us. Your participation in this focus group will help us greatly in our research efforts. Feel free to grab pizza and refreshments if you haven't already (*Wait a few moments for people to grab items*). We'll start the discussion in a moment, but I would like to start by introducing my team and myself. My name is Teahl Rice and I'm a senior public relations student at Kent State (*Introductions continue around the room*). I will be moderating the discussion today, but before we begin, I would like to go

over a couple of things to ensure you're aware of your rights as a participant in this focus group.

- Our conversation today will be recorded. Please note that the audio is intended for our general research. Also, behind that glass is where my team members for this project will be listening to our conversation and taking notes.
- Your identity will remain private. Any materials produced using information collected during this focus group will attribute only general demographic information to the source, including but not limited to gender, age, major ethnicity, etc.
- Participants may choose to withdraw themselves from the research study at any time without fear of consequence.

#### **ICEBREAKER (5 minutes)**

So now we're going to go around the room and introduce ourselves. If you could, please state your name, year in school, major, where you're from and the last cool thing you bought or the next cool thing you plan to buy.

#### **OBJECTIVE: INTERACTIVE EXERCISE - SHOW US DIVERSITY (15 minutes)**

Now that we're all well acquainted, I would like to begin with a fun exercise. We brought some magazines and would like for you to flip through the pages and cut out pictures that you think exemplify diversity.



*After five minutes, the moderator will have each person present his or her findings. After everyone presents, the group will discuss several of the strong ideas for five minutes. Following this, the next topic will be introduced.*

**OBJECTIVE: ATTITUDES TOWARD DIVERSITY (10 minutes)**

- When I say the word “diversity” what comes to your mind?
- If you had to define diversity how would you describe it?
- Can you think of any places, organizations, companies, etc. that are not diverse at all? How does this affect these places/organizations/companies?
- What motivated you to get involved with the diversity initiatives you’re involved in?

**OBJECTIVE: PERCEPTION OF DIVERSITY AT KENT STATE (10 minutes)**

- Do you consider Kent State to be a diverse university?
- In your opinion how could Kent State be more diverse?

**OBJECTIVE: KNOWLEDGE AND AWARENESS OF THE SMC (15 minutes)**

- Have you heard of the Student Multicultural Center?
- What perceptions do you have of the SMC? Do you know what the purpose of the SMC is?
- Do you know where the SMC is located?

**OBJECTIVE: STRATEGIES TO BETTER PROMOTE SMC (10 minutes)**

- What would you suggest for the SMC?
- What messages would resonate with you?
- How can the SMC should make a commitment to advance under represented groups going into the future?

**CONCLUSION**

I'm glad to see that we were able to have such a lively discussion. Your responses have been terrific thus far, and we're almost done now. But before we go, I want to give everyone the opportunity to make any final comments or statements that you weren't able to share before.



School of Journalism and Mass Communication  
201 Franklin Hall, Kent, OH 44240

### Informed Consent to Participate in a Research Study

**Principal Investigators:**

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You are being invited to participate in a research study. This consent form will provide you with information on the research project, what you will need to do, and the associated risks and benefits of the research. Your participation is voluntary. Please read this form carefully. It is important that you ask questions and fully understand the research in order to make an informed decision. You will receive a copy of this document to take with you.

**Purpose:** The Campaigns team is working with the Student Multicultural Center to develop a public relations plan to increase awareness about the center and participation in the community among KSU students and the Kent community. The research is designed to gain insight students’ knowledge of and perceptions about the SMC.

**Procedures:** You will participate in a discussion about the Student Multicultural Center. The length of the focus group will be about 75 minutes. Participants may choose to no longer participate in the research at any time without penalty or retaliation of any kind.

**Audio Recording:** The discussion will be audio-recorded. The recording will be used to compile a report. Would you like to hear audio recording? **YES** **NO**

**Benefits:** This research will not benefit you directly. However, your participation in this study will help us to better understand the Student Multicultural Center, which will indirectly benefit the Kent State community and surrounding communities.

**Risks:** This project presents no risks greater than those encountered in everyday life.

**Confidentiality:** The participants’ names and identities shall remain confidential. Limited demographic information may be used in reports to attach certain ideas to certain majors, genders, etc. Your signed consent form will be kept separate from your study data, and responses will not be linked to you.

**Voluntary Participation:** Taking part in this research study is entirely up to you. You may choose not to participate or you may discontinue your participation at any time without penalty or loss of benefits to which you are otherwise entitled. You will be informed of any new, relevant information that may affect your health, welfare, or willingness to continue your study participation.

**Consent Statement and Signature:** I have read this consent form and have had the opportunity to have my questions answered to my satisfaction. I voluntarily agree to participate in this study. I understand that a copy of this consent will be provided to me for future reference.

\_\_\_\_\_  
**Print Name**

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Date**