

**Public Speaking Center**  
Let's Speak about Public Speaking  
Campaign Plan  
College of Communications & Information  
University of Tennessee Knoxville

VOL VISIONS  
XXX, XXX, XXX, Grace Skowron, XXX

## EXECUTIVE SUMMARY

This campaign is designed to increase awareness and attendance of the Public Speaking Center (PSC) at the University of Tennessee, Knoxville. Through targeted strategies and a clear theme—"Let's Speak on Public Speaking"—the campaign aims to highlight the resources available at the PSC and the long-term benefits it provides to students' communication skills. Target audiences include UTK students, faculty, and alumni, each playing a role in promoting and supporting the center's mission.

The campaign sets specific goals: to boost student attendance at the PSC by 200 students by the end of the 2025 school year, to strengthen campus partnerships that embed PSC services into student life, and to increase overall awareness by 20% by December 2025. Tactics to reach these goals include monthly attendance tracking, collaborative efforts with faculty, and promotional materials. Evaluation will be ongoing, with surveys and data analysis ensuring we meet our targets and adjust as needed.

This campaign seeks not only to enhance PSC visibility, but also to build strong relationships between students and the PSC. Through engaging UTK students, faculty, and alumni, we aim to make the PSC an integral part of UTK's academic and personal development resources, ensuring it remains a go-to support system for public speaking and communication skills.

## INTRODUCTION

The goal of this campaign is to enhance visibility and raise attendance of the PSC through various strategies. Students' understanding of the benefits will not only act as an asset to their collegiate experience, but as well as long-term effects on their public speaking abilities. Through detailed research, this plan will address our campaign goal through specific steps necessary to achieve overall improvement of the PSC and its communication channels.

## TARGET PUBLICS

Vol Vision identified the key target publics for the University of Tennessee, Knoxville of the PSC. These include current students in UT undergraduate and graduate programs, faculty, other teaching staff, and alumni. Below we discuss and prioritize these target publics.

### *Current UT Students*

The primary target audience for this campaign are freshman students at UTK. This target public is a high priority, as they are new to campus and may not yet be familiar with the academic resources available to them. do not know much about any academic centers. Freshman students will benefit greatly from the services offered by the center, including support for class presentations, practice in public speaking, and/or interview preparation. By improving their communication skills, the center can help boost their confidence and get them prepared both academically and professionally.

### *Faculty*

An equally important audience for our campaign is faculty and staff at UTK. This can include professors, teachers assistants, and academic advisors—all who need help preparing a speech. This target public is also considered a high priority as they can help influence and inform students about the center's services. Faculty and staff play a big role in promoting the center to students.

### *Alumni*

A secondary target is alumni. While alumni tend to move off campus after graduation, garnering support from alumni, whether through annual giving or involvement in public speaking opportunities on campus, can be used to leverage the PSC's reliability among students. Alumni can offer financial support and testimonials that can be used in promotional materials, demonstrating the effectiveness of the center.

## CAMPAIGN PLAN

### *Theme*

The theme of this campaign is “Let’s Speak About Public Speaking,” an effort created by our team to address our goal of gaining student insight on the Public Speaking Center through research, tactics, and communication. The main idea of this campaign is to bring light to all the opportunities and resources the PSC has to offer.

## *Key and Supporting Messages*

### **Key Message 1**

The PSC equips UTK students with essential communication skills to succeed academically and professionally.

### **Supporting Messages:**

- The PSC offers personalized coaching and resources to help students build confidence in public speaking.
- Strong public speaking skills gained at the PSC benefit students across all disciplines and in various career paths.
- UTK students who utilize the PSC report increased self-assurance and improved performance in class presentations and interviews.

### **Key Message 2**

The PSC is an accessible, supportive space dedicated to helping UTK students and faculty improve their public speaking.

### **Supporting Messages:**

- The PSC is open to all UTK students and faculty, offering flexible hours and expert guidance for presentations, speeches, and interviews.
- Faculty and staff are encouraged to promote the PSC to students, integrating its services into courses and academic activities.
- Through its services, the PSC fosters a culture of confidence and communication excellence on campus.

## *Goals*

1. To have the PSC serve a greater portion of UTK students
  - a. To increase student attendance of the PSC by 200 students by the end of 2025.
    - i. Track attendance on a monthly basis through a sign in sheet.
      1. Create QR codes to track attendance.
      2. Offer SWAG bags to students who consecutively attend the PSC.
    - ii. Create a PSC student peer mentor program.
      1. Create flyers and a sign-up sheet for mentors and students to get involved.
      2. Host training workshops for mentors.
  - b. To build strong partnerships on campus to integrate PSC services into student life by the end of Fall 2025.

- i. Create collaborations with various campus departments.
  - 1. Schedule informal meetings to discuss collaborations.
  - 2. Create collaborative graphics to post on social media.
- ii. Participate in engagement fairs.
  - 1. Set up a table at the beginning of each semester engagement fair and hand out SWAG.
  - 2. Create interactive games, such as spin-the-wheel for prizes, at engagement fairs.

## 2. To boost the visibility of the PSC among UTK students

- a. To increase student awareness of the PSC by 20% by December 2025.
  - i. Reinforce the mission statement of the PSC.
    - 1. Create a compelling slogan that communicates the mission of the PSC.
    - 2. Distribute flyers around campus that promote the PSC's mission.
  - ii. Create multi-channel awareness on multiple platforms.
    - 1. Update PSC info on the Student Success page
    - 2. Create social media graphics that include the PSC services.
- b. Foster closer collaboration between the PSC and the CMST 210 and CMST 240 professors by the end of Fall 2025.
  - i. Develop a presentation that clearly communicates the PSC's mission and goals.
    - 1. Create a powerpoint slide highlighting the PSC's services and their mission statement.
    - 2. Have representatives from the PSC give testimonials on how they have benefited from the center.
  - ii. Develop collaborative projects that emphasize how the PSC is useful for public speaking students.
    - 1. Have a "Speaker of the Week" highlighting different Public Speaking professors at the PSC and social accounts.
    - 2. Create an informational and engaging video that professors play for their public speaking classes.

## *Evaluation*

Objectives will be evaluated using surveys and analytical data. Evaluative measures will also be used throughout the campaign.

- Objective 1: To increase student attendance of the PSC by 200 students by the end of the 2025 school year.
  - Short-term evaluation: Track attendance monthly to assess levels of growth.

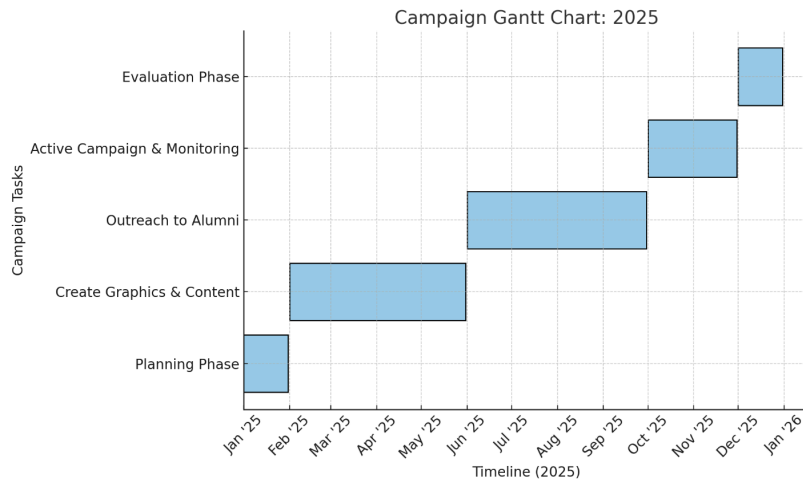
- Long-term evaluation: Use group comparison analysis to compare attendance patterns from previous years.
- Objective 2: To build strong partnerships on UTK campus to integrate the PSC services into student life by the end of Fall 2025.
  - Short-term evaluation: Conduct surveys after campus partnership events.
  - Long-term evaluation: Use metrics to assess if students utilization of the PSC increased after campus initiatives.
- Objective 3: To increase student awareness of the PSC by 20% by December 2025.
  - Short-term evaluation: Track social media metrics to assess student engagement.
  - Long-term evaluation: Conduct a survey to determine if students' awareness of the PSC increased.
- Objective 4: Foster closer collaboration between the PSC and the CMST 210 and CMST 240 professors by the end of Fall 2025.
  - Short-term evaluation: Assess how many CMST 210 and 240 students are attending the PSC.
  - Long-term evaluation: Conduct a survey administered to the CMST 210 and 240 professors to determine if the collaboration was effective.

### *Stewardship*

The implementation of this campaign goes beyond simply achieving its initial goals. This campaign aims to create longevity and loyalty among students regarding the PSC. We intend to create a culture where current students feel encouraged to utilize the resources of the PSC throughout their academic journey. We equally want alumni to feel a continued connection to the center. To maintain these relationships, we will send personalized thank you notes, as well as provide regular updates on the PSC to alumni, parents, faculty and current students. This ongoing communication will ensure that the PSC remains a valued resource for students long after they graduate, strengthening the center's impact for generations to come.

### *Timeline*

The timeline consists of planning events, creating graphics and reaching out to alumni to create partnerships. The campaign starts from January 2025 to December 2025. January 2025 will be used as planning and December 2025 will be used for evaluation of the campaign.



### January 2025 - Planning Phase

- Set up campaign goals, timeline, and metrics for success.
- Define survey questions and set up analytical tools to track social media metrics, attendance, and partnership engagement.
- All objectives (initial planning and setup).

### February to May 2025 - Content Creation, System Setup, and Graphics Design

- **February:**
  - Design flyers, social media graphics, and PSC materials to reinforce the PSC mission.
  - Establish QR codes and sign-in sheets for tracking attendance.
- **March:**
  - Distribute promotional materials across campus.
  - Launch the PSC attendance tracking system and start tracking attendance.
- **April:**
  - Prepare for the PSC mentor program, design flyers, and sign-up sheets.
  - Start gathering short-term social media metrics to track engagement.
- **May:**
  - Prepare campus partnership materials to present to other departments.
  - **Short-term Evaluation:** Review attendance and engagement metrics to monitor growth.

### June to September 2025 - Outreach and Partnership Building

- **June:**
  - Begin forming campus partnerships and arrange meetings with department leaders.

- **July:**
  - Launch PSC mentor program and hold initial training workshops.
  - Start conducting surveys after each partnership event to assess effectiveness.
- **August:**
  - Attend the engagement fair, distribute SWAG, run interactive games, and track event attendance.
  - **Short-term Evaluation:** Use partnership event surveys to gather data on campus engagement.
- **September:**
  - Continue tracking attendance and monitor mentor program success.

### **October to November 2025 - Active Campaign, Increased Engagement, and Monitoring**

- **October:**
  - Incentivize regular attendance with SWAG bags for frequent PSC visitors.
  - Evaluate how many CMST 210/240 students are utilizing the PSC.
- **November:**
  - Create presentations, videos, and “Speaker of the Week” features for CMST 210/240 classes.
  - **Short-term Evaluation:** Review attendance patterns and social media metrics.

### **December 2025 - Evaluation Phase**

- **Final Long-term Evaluation:**
  - Conduct group comparison analysis of attendance versus previous years for Objective 1.
  - Measure increases in PSC usage following campus partnership events for Objective 2.
  - Conduct surveys to determine any increases in awareness of the PSC for Objective 3.
  - Administer surveys to CMST 210 and 240 professors to evaluate the effectiveness of the collaboration for Objective 4.

### *Budget*

The campaign budget is estimated to be \$1000.

Items	Total Cost
Custom Flyers	\$58
QR Codes	\$5
Peer Mentor Flyers	\$58
Peer Mentor Sign-up Sheet	\$7
SWAG Bags	\$300
Training Workshops	\$250
Social Media Content Calendars	\$45
Rent Table	\$50
Interactive Games	\$25
Social Media Graphics	\$15
PPT Slide	\$50
Video Project	\$100
<b>Total:</b>	<b>\$963</b>

### CONCLUSION

Through this campaign, the Public Speaking Center (PSC) will gain the visibility and engagement needed to become a central resource for UTK students, faculty, and alumni. By prioritizing these target publics and implementing well-researched tactics, the PSC will increase attendance, build awareness, and foster lasting partnerships across campus. This campaign not only sets specific goals for student engagement and attendance but also strives to establish a culture of effective communication that will benefit students throughout their collegiate experience and beyond. As we conclude in December 2025, the PSC will stand as a vital part of the university community, creating a legacy of public speaking support that will extend far beyond this campaign's timeline.



# SCAN ME

## SIGN IN SHEET!



Public Speaking Center

# FREE Swag Bags!



## Communication & Information Building 260

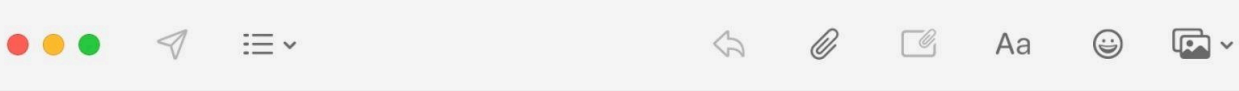
Come get a free SWAG bag when you  
visit the Public Speaking Center!

# PUBLIC SPEAKING CENTER MENTOR **SIGNUP**

NAME	START TIME	END TIME	COURT

**PUBLIC SPEAKING CENTER**

123-456-7890  
CCI BUILDING 260  
[TOPS@TENNESSEE.EDU](mailto:TOPS@TENNESSEE.EDU)



To:

Cc:

Subject: 📬 Get Ready for Peer Mentor Training! Your First Step as a PSC Mentor!

From:

Dear Public Speaking Center Mentors,

Thank you for joining us as a mentor for the Public Speaking Center! We're excited to have you on board, and we can't wait to work together to make public speaking support more accessible and effective for our students.

To kick off your mentorship journey, we're inviting you to a **Peer Mentor Training Workshop**, where you'll gain essential tools and insights to help you guide your peers with confidence. Here are the details:



**Date:** [Insert Date]



**Time:** [Insert Time]



**Location:** [Insert Location] (or specify if it's virtual with a link)

In this workshop, you will:

- Learn effective mentoring strategies.
- Review resources available to help with public speaking support.
- Practice guiding mock sessions and get feedback.
- Meet other mentors and start building our PSC community!

Please RSVP by [RSVP Deadline] to confirm your attendance. If you have any questions or are unable to make it, feel free to reach out to [Your Contact Information].

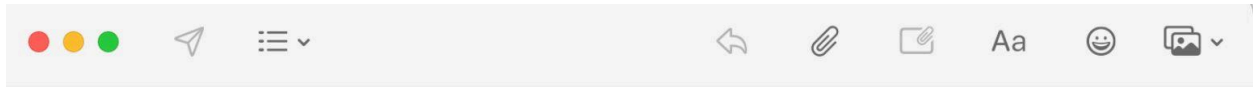
Looking forward to a fantastic workshop together!

**Best,**

Megan Fields

Director of Public Speaking and Distinguished Lecturer  
Public Speaking Center, University of Tennessee, Knoxville





To:

Cc:

Subject: Let's Collaborate! Strengthening Public Speaking Resources for Your Students

From:

**Dear [Professor's Name],**

I hope this email finds you well! I'm reaching out to foster closer connections with CMST 210 and CMST 240 professors to enhance the support we provide to students developing their public speaking skills.

We'd love to schedule an informal meeting to explore potential collaborations that could benefit both your students and the PSC. These could include:

- **Professor Highlights:** Showcasing you and your expertise on our channels.
- **Speaker of the Week:** Encouraging students to share their public speaking achievements.
- **Classroom Presence:** Advertising the PSC as a resource in your classes through presentations or materials.

Your insights are invaluable, and we'd love to hear your thoughts on how we can best work together. Please let us know your availability in the coming weeks, and we'd be happy to find a time that works for you.

Thank you for considering this opportunity. We look forward to hearing from you!

**Best regards,**

Megan Fields  
Director of Public Relations and Distinguished Lecturer

Public Speaking Center, University of Tennessee, Knoxville

Join Us on December 10 , 2024. 2-4 pm

# We've teamed up with...



*with Professor Smith*

Join us to work on crafting your speech,  
and perfecting your delivery! We are so  
grateful to team up with a great campus  
resource! See you all there!

University of Tennessee

Public Speaking Center





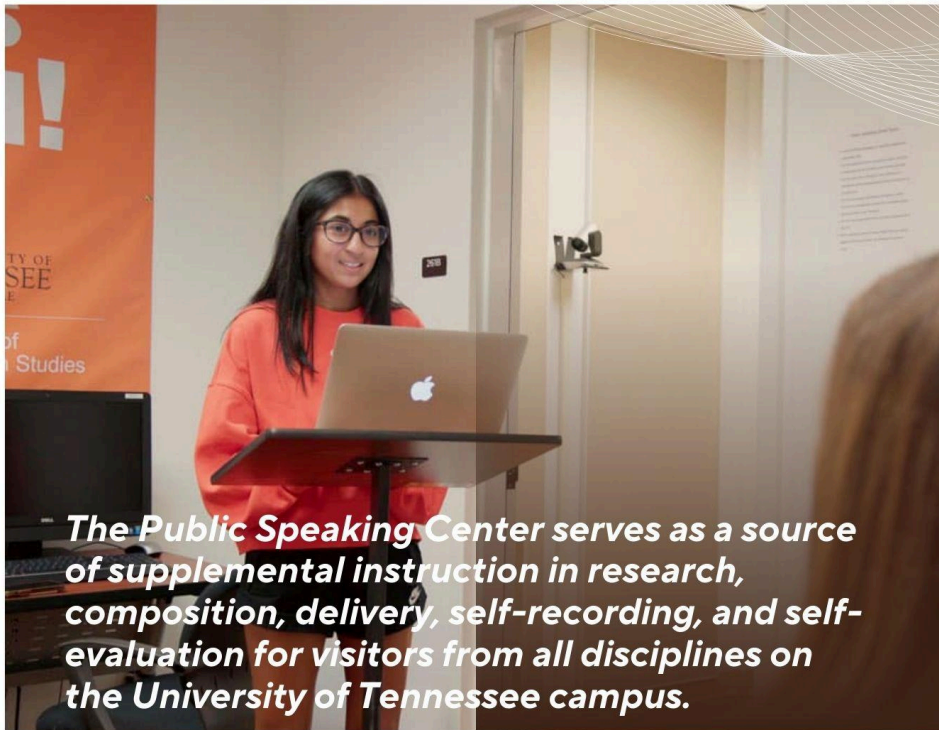




**LETS SPEAK...**



**ABOUT PUBLIC  
SPEAKING**



*The Public Speaking Center serves as a source of supplemental instruction in research, composition, delivery, self-recording, and self-evaluation for visitors from all disciplines on the University of Tennessee campus.*

### **Commitment**

dedicated to your total success, we're here to help you grow your skills through in person coaching

### **Building Confidence**

Our center provides personalized coaching and resources to help you overcome anxiety and deliver impactful presentations with confidence.

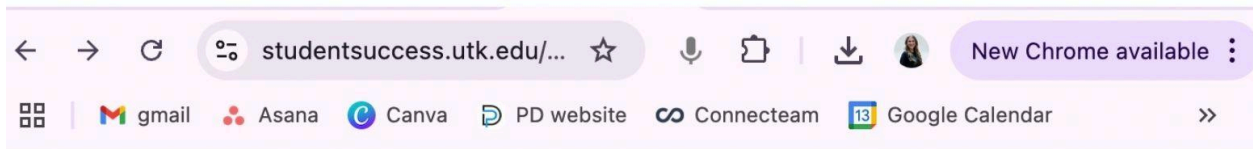
### **Solutions**

Our team offers practical solutions tailored to your unique needs, ensuring you're prepared for any speaking situation.

[TOPS@TENNESSEE.EDU](mailto:TOPS@TENNESSEE.EDU)

COMMUNICATION & INFORMATION  
BUILDING 260

**UPDATE: The information on this page with better information and description.  
Add links to social media**



## Learning Assistance

The University of Tennessee provides multiple learning assistance resources to assist you with learning and your success. The resources below are all free for undergraduate students, and some of the resources also serve graduate students.

➤ **Academic Success Center Vol Study Center**

➤ **Ask Us Now: Research Assistance at the UT Libraries**

➤ **The Judith Anderson Herbert Writing Center**

➤ **The Math Place**

▼ **Public Speaking Center and Tennessee Online Public Speaking Center (TOPS)**

We work with CMST 210 and 240 students.

See [website](#) for schedule.





# THE PUBLIC SPEAKING CENTER



I was really nervous about my first speech for my CMST 210 class. I went to the PSC for the first time because it is really important that I do well in this class, and I wanted to get over my fear of public speaking. The helpers at the PSC were so awesome and I was able to give my speech with less anxiety than I ever thought I could!

-Sara Smith

The Public Speaking Center



# SPEAKER OF THE WEEK

DR. JOHN MILLER



**January 1-5**



