

# Timeline

Student Supplemental Instruction Timeline		November									
		4	5	6	7	8	9	10	11	12	13
<b>Key Public</b>	<b>Students, Faculty, Administration</b>										
<b>Strategy 1</b>	<b>Invite all UVU students, faculty and Admin to partner with Supplement Instruction</b>										
<b>Tactics</b>	Create Facebook page for SI, along with Instagram and Twitter tags, such as "#UVUSI"	<----->									
	Create student promotional messages on each SI social media site	<----->									
	Have a small team e.g. 1-2 student staff members to monitor and update social media content.		<----->								
	Implement simple slogans										
	Cultivate YouTube clips										<----->
<b>Key Public</b>	<b>Potential and Current Student Tutors, Faculty</b>										
<b>Strategy 1</b>	<b>Organize and train student volunteers how to message the SI program</b>										
<b>Tactics</b>	Students and faculty begin to mention the SI program before each semester and before each exam.										
	Have annual trainings that will implement the latest and most effective messaging.										
	Recruit student volunteers to pass out flyers with all the needed information.										
	Student tutors should invite other students to become tutors.										
<b>Key Public</b>	<b>Students, Student Clubs and UVU Administration</b>										
<b>Strategy 1</b>	<b>Reach out and educate partners and students to increase better relations</b>										
<b>Tactics</b>	Hold a special event, e.g. luncheon, for unveiling the SI program.	<----->									
	Connect with UVU student body government to get involved to promote SI.	<----->									
	Promote SI through various events, e.g. orientation night, athletic events, etc.										
	Give some type of promotional for students who sign up, e.g. "first 15 students get a \$10 gift card to Cafe Rio."										
	Submit an article to the UVU Review, highlighting the SI program.	<----->									

Student Supplemental Instruction Timeline		November									
		14	15	16	17	18	19	20	21	22	23
<b>Key Public</b>	<b>Students, Faculty, Administration</b>										
<b>Strategy 1</b>	<b>Invite all UVU students, faculty and Admin to partner with Supplement Instruction</b>										
<b>Tactics</b>	Create Facebook page for SI, along with Instagram and Twitter tags, such as "#UVUSI"										
	Create student promotional messages on each SI social media site										
	Have a small team e.g. 1-2 student staff members to monitor and update social media content.	<----->									<----->
	Implement simple slogans										
	Cultivate YouTube clips										
<b>Key Public</b>	<b>Potential and Current Student Tutors, Faculty</b>										
<b>Strategy 1</b>	<b>Organize and train student volunteers how to message the SI program</b>										
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	Recruit student volunteers to pass out flyers with all the needed information.										
	Student tutors should invite other students to become tutors.										<----->
<b>Key Public</b>	<b>Students, Student Clubs and UVU Administration</b>										
<b>Strategy 1</b>	<b>Reach out and educate partners and students to increase better relations</b>										
<b>Tactics</b>	Hold a special event, e.g. luncheon, for unveiling the SI program.										
	Connect with UVU student body government to get involved to promote SI.										
	Promote SI through various events, e.g. orientation night, athletic events, etc.										
	Give some type of promotional for students who sign up, e.g. "first 15 students get a \$10 gift card to Cafe Rio."										
	Submit an article to the UVU Review, highlighting the SI program.										

Student Supplemental Instruction Timeline		November										December				
		24	25	26	27	28	29	30	1	2	3	4	5			
<b>Key Public</b>	<b>Students, Faculty, Administration</b>															
<b>Strategy 1</b>	<b>Invite all UVU students, faculty and Admin to partner with Supplement Instruction</b>															
<b>Tactics</b>	Create Facebook page for SI, along with Instagram and Twitter tags, such as "#UVUSI"															
	Create student promotional messages on each SI social media site															
	Have a small team e.g. 1-2 student staff members to monitor and update social media content.															
	Implement simple slogans															
	Cultivate YouTube clips															
<b>Key Public</b>	<b>Potential and Current Student Tutors, Faculty</b>															
<b>Strategy 1</b>	<b>Organize and train student volunteers how to message the SI program</b>															
<b>Tactics</b>	Students and faculty begin to mention the SI program before each semester and before each exam.															
	Have annual trainings that will implement the latest and most effective messaging.															
	Recruit student volunteers to pass out flyers with all the needed information.															
	Student tutors should invite other students to become tutors.															
<b>Key Public</b>	<b>Students, Student Clubs and UVU Administration</b>															
<b>Strategy 1</b>	<b>Reach out and educate partners and students to increase better relations</b>															
<b>Tactics</b>	Hold a special event, e.g. luncheon, for unveiling the SI program.															
	Connect with UVU student body government to get involved to promote SI.															
	Promote SI through various events, e.g. orientation night, athletic events, etc.															
	Give some type of promotional for students who sign up, e.g. "first 15 students get a \$10 gift card to Cafe Rio."															
	Submit an article to the UVU Review, highlighting the SI program.															

Regarding each of our objectives, we would start implementing the three objective phases beginning November 4, 2014. It is important to keep in mind that some of these objectives and tactics will overlap during certain dates of the SI PR campaign. We would first begin to expand

the SI footprint by creating three social media sites, e.g. Facebook, Twitter and Instagram. This will take a minimum of at least an hour. Once they are up and running, we would send messages once a day that reasonably would take ten to fifteen minutes at most.

Secondly, we also would begin to make reservations with UVU's catering to host an event in one of the private luncheon rooms in the SI building's second floor. This would be held on November 15, 2014. This will take some time to event plan, and planning would officially start November 4, 2014.

Thirdly, we would also begin printing off SI fliers starting November 11, 2014. Designing the fliers should take place about a week before starting November 6, 2014. This will allow time to implement the flier design and message, and also allow for edits. Finally, we would begin announcing the SI gift card giveaway at one of UVU's sporting events later in early December.

## Budget

<b>Student Supplemental Instruction Budget</b>		<b>Detail</b>	<b>Total Projected</b>
<b>Key Public</b>	<b>Students, Faculty, Administration</b>		
<b>Strategy 1</b>	<b>Invite all UVU students, faculty, and administration to partner with Supplemental Instruction, making</b>		
<b>Tactics</b>	Create student promotional messages on each SI social media site, e.g. "Want to bolster your resume? Come team with SI or invest in the vest."	Volunteer hours	\$ -
	Create Facebook page for SI, along with Instagram and Twitter tags, such as "#UVUSI"	Volunteer hours	\$ -
	Designate a small team of 1-2 staff members to monitor and update social media content about 15 minutes per day	Academic Tutoring department	\$ -
	Implement simple slogans like "Get paid for tutoring."	Volunteer hours	\$ -
	Create and post Youtube clips on the SI social media sites including Academic Tutoring home webpage.	Student volunteer man hours	\$ -
		<b>Public Subtotal</b>	<b>\$ -</b>
<b>Key Public</b>	<b>Potential and Current Student Tutors, Faculty</b>		
<b>Strategy 1</b>	<b>Organize and train student volunteers on how to message the SI program starting November 2014</b>		
<b>Tactics</b>	Students and faculty begin to mention the SI program before each semester and before each exam.	Volunteer hours	\$ -
	Have annual trainings that will implement the latest and most effective messaging.	Academic Tutoring department	\$ -
	Recruit student volunteers to pass out flyers with all the needed information.	5,000 @ \$0.05 each	\$ 250.00
	Student tutors should invite other students to become tutors.	Volunteer hours	\$ -
		<b>Public Subtotal</b>	<b>\$ 250.00</b>
<b>Key Public</b>	<b>Students, Student Clubs and UVU Administration</b>		
<b>Strategy 1</b>	<b>Reach out and educate partners and students to improve relations</b>		
<b>Tactics</b>	Hold a special event, e.g. luncheon, for unveiling the SI program.	UVU Catering, Held at UVU	\$ 500.00
	Connect with UVU student body government to get involved to promote SI.	Volunteer hours	\$ -
	Promote SI through various events, e.g. orientation night, athletic events, etc.	Volunteer hours	\$ -
	Give some type of promotional for students who sign up, e.g. "first 15 students get a \$10 gift card to Cafe Rio."	15 - \$10 gift cards	\$ 150.00
	Submit an article to the UVU Review, highlighting the SI program.	Volunteer hours	\$ -
		<b>Public Subtotal</b>	<b>\$ 650.00</b>
		<b>CAMPAIGN TOTAL</b>	<b>\$ 900.00</b>

The allotted dollar amount that was given from Academic Tutoring was in the range of five hundred to one thousand dollars. We, as a group, went on ahead and planned on the thousand dollar range. Namely, there are three areas we have identified that we believe will be well worth the extra five hundred dollars.

First, we have confidence that hosting a luncheon at the university will prove in benefiting our second objective for Supplemental Instruction. Particularly, this will help us develop and grow the number of SI classes up to 65 by the end of the 2015 school year.

Even more, we think it will be a good way to draw in our particular target audiences, which will give them the opportunity to learn about the SI program in great detail. We desire to use UVU's catering services to provide the luncheon on November 15, 2014. We have assessed the cost to be around five hundred dollars. We believe we rounded up on the high end to compensate for any unexpected costs.

Furthermore, we also came up with the idea to create fliers that can be passed out or picked up in certain locations around the university. We would like to print as many as five thousand copies and have priced each copy at around five cents each. We would like to get printing those copies starting at the beginning of the month of November.

Lastly, we have considered and feel that it would be worthwhile to hold a special orientation regarding SI. In doing so, we would offer the first fifteen students who sign up to become SI tutors some kind of gift card at a restaurant worth up to ten dollars. Given that most orientations have already taken place, another way of getting the SI message out along with the free gift card would be at one of UVU's sporting events. This could take place at either a basketball game or volleyball game in early December. The fifteen gift cards are estimated to be

one hundred and fifty dollars. In total, the cost would be nine hundred dollars, leaving us with a ten percent cushion.

### **Evaluation Criteria and Tools**

#### **Luncheon/Kickoff:**

For our luncheon/kickoff special event we will evaluate the success of this specific event by measuring the attendance we have at the Luncheon/ Kickoff. We would also evaluate through how many individuals used our hashtag on Instagram and twitter #uvusiluncheon2014. The means to evaluate this would be helpful as many people are now using hashtags so it would be easy to measure how many people were talking about it on social media sites.

#### **Orientation:**

For UVU orientation/ we would evaluate the success of our event through similar means as the SI Luncheon and kickoff. We would use social media sites and the hashtag #uvusiorientation. We would also evaluate the success through attendance. Another means to measure the productivity and the effectiveness of our campaigns would be through surveying. Surveying would provide the feedback we need of what individuals at the orientation thought went well ,as well as what could be changed for future orientations.

#### **Conclusion :**

By following the strategies and objectives of the plan, and implementing are tactics we were able successfully complete our main goal: To enhance student, faculty and administrative awareness concerning Student Supplemental Instruction program. Whereby, bolstering student participation and increased program funding.

#### **The objectives completed:**

- We were able to increase awareness of SI program on campus by 65%.

- We reached 15% growth of students enrolled in SI courses.
- We increased the number of SI classes from 10 to 68.