

AUDIT REPORT 2019

NORTH CENTRAL COLLEGE

CENTER FOR SOCIAL IMPACT



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EXECUTIVE SUMMARY

PROJECT OVERVIEW

The ultimate goal is to help the Center for Social Impact build their relationships with current and potential community partners.

TOPIC/PROBLEM DEFINITION

The Center for Social Impact does not have enough traction between them and their community.

TOPIC/PROBLEM SOLUTION

The Center for Social Impact needs to utilize their email messaging and social media (e.g., Facebook and Twitter) to connect with supporters and retain community partnerships.

OVERVIEW OF MAIN POINTS

- Creating content for individual digital platforms
- Detailing an initial outreach email for potential partners
- Creating a digital newsletter to update partners on the Center for Social Impact's work

OVERVIEW OF MAIN TAKEAWAYS

The goal is to strengthen the Center for Social Impact's social media presence and to expand their earned relationships with community partners. The Center for Social Impact should also utilize students and community partners to create testimonial videos. Interviews can also showcase how the Center for Social Impact helps North Central College and the community, as well as how the community and students help the Center for Social Impact.

S.W.O.T. ANALYSIS

STRENGTHS

1. The Center for Social Impact is beneficent to North Central College as it communicates that involved students can explore different areas in which they can grow as individuals and leaders.
2. Effectively explains how the Center for Social Impact will push students into becoming leaders.
3. Their motto "Explore, Experience, and "Impact" is an excellent way of showcasing what the center's mission is.
4. The Center for Social Impact positions North Central College to be a driver of social impact in local, national, and international communities.

WEAKNESSES

1. The Center for Social Impact does not partake in having a constant digital presence.
2. Lacks in having students care about the Center as a whole.
3. The messaging throughout their banners and their website is inconsistent.
4. Reaching community and partners has yet to be a priority.

OPPORTUNITIES

1. Partnering with key local businesses that expands the Center for Social Impact's reach.
2. Strengthening existing partnerships with North Central College alumni who utilized the Center to showcase how it was beneficial to their career.
3. Generating a social media presence that can build the Center for Social Impact and North Central College's reputation.
4. Become the "middleman" for students to reach community partners.
5. Creating positive testimonials which help share the narrative of the Center for Social Impact.

THREATS

1. Not enough funding
2. Students not showing enough interest to participate in the five pathways
3. Ineffective social media exposure that fails to effectively reach the targeted audiences (students, community organizations, etc.)

RECOMMENDATION #1:

DEVELOPING RELATIONSHIPS WITH COMMUNITY PARTNERS

PROBLEM

The Center for Social Impact feels the need to strengthen their existing relationships with community partners as well as successfully create relationships with other organizations.

RECOMMENDATIONS

NEW PARTNERSHIPS

We have included in Appendix A an example of an email that can be sent out to potential partners, which would gain more traction in the community. However, gaining new community partners is not the only way to acquire this traction.

PARTNERSHIP RETENTION

We believe that it is a good idea to identify your key external partners and work to solidify and strengthen those relationships before branching out and attempting to build new relationships with other partners. The difficult part of acquiring those partnerships has already been completed, so retaining them is the next step. Keeping your partners informed, included, and making them feel appreciated is just as, if not more important, than creating new partnerships. You do not want to be so concerned with gaining more partnerships that you lose or alienate your current ones.

The e-newsletter is one way to do this (see Appendix B). This would be a monthly newsletter that is sent out to all of the community partners at the beginning of each month, and would include important news and information that is applicable to the partners and is something that they would be interested to know. While you can address the email to "supporter(s)," it would be more beneficial to include the name of the organization, or better yet, the specific contact name. It would be more time consuming to individualize each email, but it would add a small, personalized touch that would show the organization that you care about them, instead of just caring that they are a number or name that can be included on a list of organizations that support the Center for Social Impact. This places an emphasis on the quality of supporters instead of only the quantity. That being said, if applicable, the final section of each monthly newsletter can feature the new supporters that have become involved with the Center for Social Impact since the previous newsletter. This way, some recognition is shown to those organizations. The better a relationship you have with an organization and the more included and appreciated they feel, the better the chances are that they will go out of their way to help you later on.

RECOMMENDATION #2:

DIGITAL PRESENCE

PROBLEM

The Center for Social Impact social media presence has the following deficiencies.

1. There is not a consistent output of content on owned platforms
2. Event postings are not regularly updated
3. There are not student testimonials or individual narratives told
4. The Center for Social Impact team is not well-represented

RECOMMENDATIONS

VIDEO TESTIMONIALS

Video testimonials and short informational videos featuring the Center for Social Impact staff and team members would give students, community partners, and potential partners a better idea of what the Center for Social Impact actually does. Since there are so many different facets and opportunities that they have available, there is a lot of potential content that can be created.

Similarly, students could provide testimonials about how they have benefitted from the Center for Social Impact. The expertise of the Interactive Media Studies Department and Interactive Media Studies majors/minors can be utilized to create these videos.

SOCIAL MEDIA INTERVIEWS WITH COMMUNITY PARTNERS

A way to create a mutually beneficial relationship with the Center for Social Impact and its partners is to create little features to post on Twitter and Facebook. This can include a photo of the person who is the point of contact, or the logo of that organization, along with a short interview that talks about what the organization does and why they decided to get involved with the Center for Social Impact. This can also be done by using short quotations in tweets or Facebook posts that include a photo and then link back to the main Center for Social Impact website where the entire interview (and relevant links for the organization) can be found. This potentially creates traffic to the Center for Social Impact's website, as well as the partner's website.

RECOMMENDATION #2:

DIGITAL PRESENCE (CONT'D)

RECOMMENDATIONS

FACEBOOK (see Appendix C for the Facebook Style Guide)

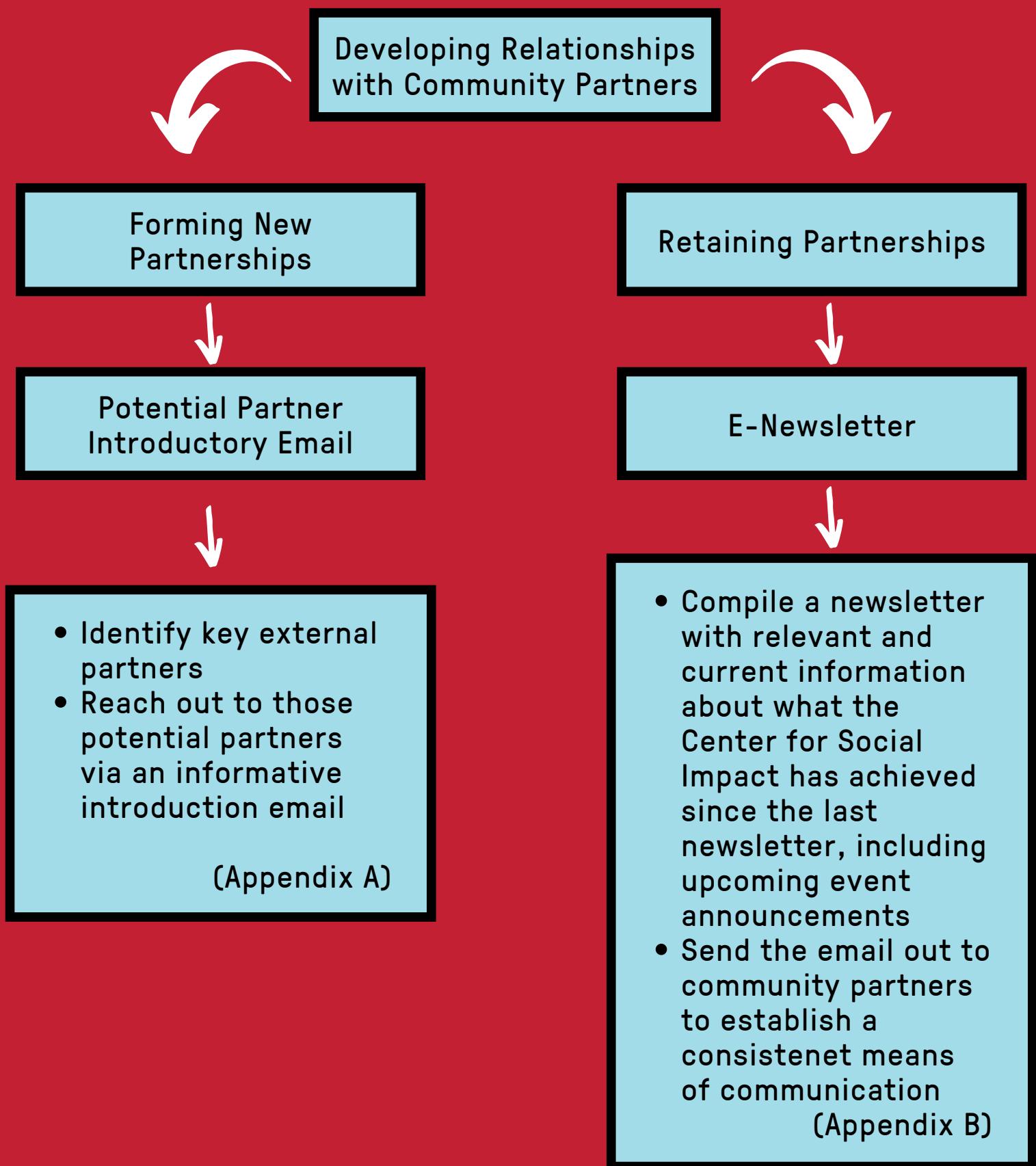
We would recommend that the Center for Social Impact increase the frequency of their posts. Ideally, posts should be made 3-4 times per week. We recommend posting on Tuesdays at 10AM, and Wednesdays and Fridays between 8AM and 9AM. Additionally, since community partners and students also have Facebook accounts, there needs to be timely updates on upcoming events. Your audience members and followers rely on your social media accounts for timely and updated information. Furthermore, the account should feature student testimonials. Using individual experiences will help to drive the narrative of the Center for Social Impact. Finally, the 'About' section on the profile should include every member from the Center for Social Impact (similar to the website). That way current and potential community partners would be able to identify and connect to the organizations representatives.

TWITTER (see Appendix D for the Twitter Style Guide)

Since the Center for Social Impact does not have an official Twitter account, they lack in giving a cohesive message to different targeted groups (including students and organizations). We advise the Center for Social Impact to create a Twitter account because Twitter users (primarily young adults) are more likely to be aware of current events and would be more willing to take action than users on other social media platforms. Furthermore, the Center for Social Impact needs to utilize retweets and likes towards like-minded accounts that share similar values with the center. In addition to that, encourage community partners, students, and faculty to interact with the Center for Social Impact tweets and click on links to upcoming events.

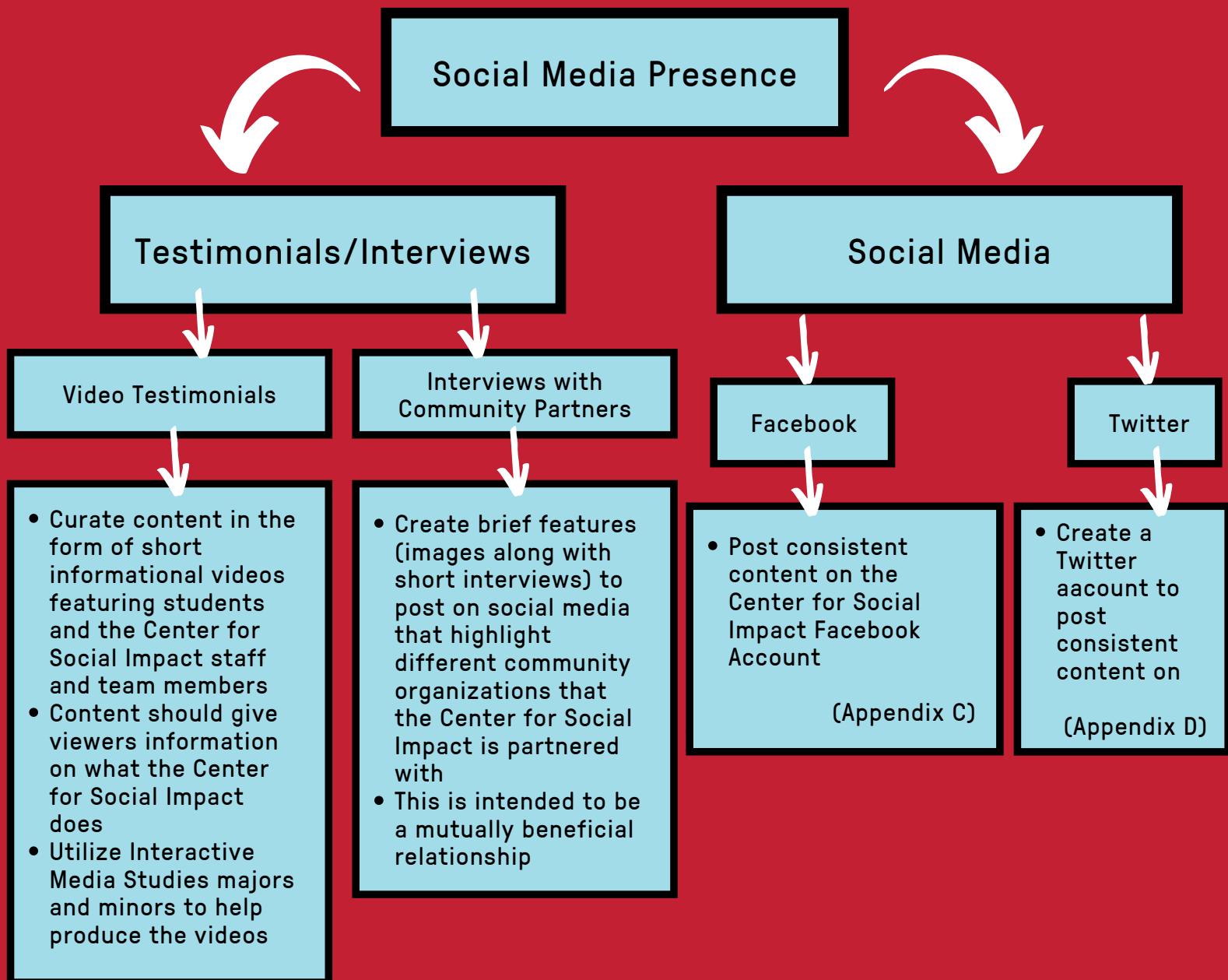
IMPLEMENTATION CHEAT SHEET

RECOMMENDATION #1



IMPLEMENTATION CHEAT SHEET

RECOMMENDATION #2



APPENDIX A

SAMPLE EMAIL

Subject Line: Partnership Opportunity with the Center for Social Impact

Mr. Jeremy Gudauskas
Assistant Vice President and Co-Director
Center for Social Impact, North Central College

Dear [insert community partner here],

My name is Jeremy Gudauskas and I am the Assistant Vice President and Co-Director of the Center for Social Impact at North Central College. We are writing to you because we believe that you share our belief that North Central College can positively impact our community and society.

The mission of the Center for Social Impact and North Central College is to develop strong citizens and leaders. We are a changemaker campus and are apart of Ashoka U, which is the university initiative of the world's largest network of social entrepreneurs. North Central College is one of less than 50 schools who have this designation. Students are learning how to use a sector of society for social good and to learn other valuable skills.

Our reason for approaching you is that we are seeking partnerships with like-minded businesses in the area that also have a goal of inspiring and helping more young people make a positive impact on the society and world in which they live. [Insert sentence that is more specific towards that specific business or organization here]

If you are interested, I will contact you to discuss details. We are seeking to establish a [sponsorship/partnership, varies on who the email is sent to]. The benefits for your business of signing up as a partner with the Center for Social impact would be:

Your name and business name being listed on our website and monthly newsletter
A certificate of appreciation to hang in your store
[add more that is applicable to that potential partner]

Please find further information about us, including a brochure and press clippings enclosed. You can also sign up for our monthly newsletter [here].

I am available by phone at 1 (630) 637-5147 and by email at jkgudauskas@noctrl.edu, while the Director of Civic Engagement and Social Innovation, Whitney Roberts, can be contacted by phone at 1 (630) 637-5251 and by email at wmroberts@noctrl.edu. I hope to discuss this opportunity with you further.

Thank you for you time.

Sincerely,

Jeremy Gudauskas

APPENDIX B

SAMPLE E-NEWSLETTER

Subject Line: How You've Helped

Dear Supporter, [if possible, personalize this opening with the organization or contact's name]

Thank you so much for your support of North Central College's Center for Social Impact. We appreciate the effort you are putting in to help us better your community.

In this issue:

- News [this will include any pertinent information that you want the supporters to be familiar with]
- Month in Review [this will include any photos/videos and recaps of events or things that have happened since the last newsletter]
- Upcoming Events [dates, information, etc.]
- How You Can Help [explanation of what you'd like for the supporters to do, a sort of call to action, for example between now and a certain date]

News

[insert relevant text and photos here]

Month in Review

[insert relevant text and photos here]

Upcoming Events

[insert relevant text and photos here]

How You Can Help

[insert relevant text and photos here]

New Supporters [if applicable that month]

Again, thank you for your continued support! If you have any question or want to get more involved, please contact Jeremy Gudauskas via phone at 1 (630) 637-5147 or via email at jkgudauskas@noctrl.edu.

Sincerely,

Center for Social Impact

APPENDIX C

FACEBOOK STYLE GUIDE

Active Account: @ncsocialimpact

Profile Dimensions

- NOTE: Desktop and Mobile layout visibility differ slightly in terms of dimensions. “Safe zones/areas” are areas on the image that are visible on mobile and desktop screens without being cut off. These areas may change with any updates that occur on the website as it varies based on where the profile image is displayed. Additionally, social media platforms tend to switch between square shapes and circular shapes, so that should be accounted for as well.
 - Profile Photo: 170px by 170px
 - Cover Photo: 820px by 360 px
 - Safe Zone: 640px by 312px
- Example Cover Photo:



Social Media Voice

- Maintain an energetic, upbeat tone throughout each post.
- Use a friendly and personable tone when responding to comments and questions.

Grammar/Punctuation

- Abide by common grammar rules, avoid typos, and use exclamation points and all-caps for emphasis, but do not overuse them. One or two sentences ending with an exclamation point are fine, as are one or two words per post in all-caps for emphasis. Do not write entire posts using all caps or respond to other users in all caps.

Posting Schedule

- Recommended initial posting times are Tuesdays at 10AM, and Wednesday and Friday between 8AM and 9AM.
 - ‘Facebook Insights’ will allow you to see when your followers are most active online so the above posting times can be adjusted to better reach your audience and account for the changing habits of your followers.

APPENDIX C

FACEBOOK STYLE GUIDE (CONT'D)

Post Formatting

- Use proper capitalization and punctuation. Provide short, to-the-point captions (one to two sentences) on posts with an announcement image attached, and medium-to-long captions (three to five sentences) on posts that require more explanation of the image attached.
- Alternate text posts with image-attached posts by necessity: do not oversaturate your timeline with too many images or too many text posts in a row (three or four, maximum). However, posts with images attached are easier to interact with and are more personal. Make an effort through the use of photo tagging to provide names and faces to the people pictured in order to create a personal connection.
 - Encourage students/faculty/community organizations to tag themselves if they are in the photos so that the posts can potentially reach more viewers. This will also show existing and potential community partners that there are real people involved that are making a difference.
- Acceptable Hashtags: #NCC #CenterForSocialImpact #BeCentral #Changemaker
 - Avoid using the hashtag #CFSI as it is already widely used in reference to other unrelated organizations
- Repost/Share/Like Guidelines:
 - Limit interactions to NCC organizations, community partners, and other relevant associates.
 - Interact with community partner organizations through likes/comments as a way to show support for them, even if their post is not directly related to the Center for Social Impact.

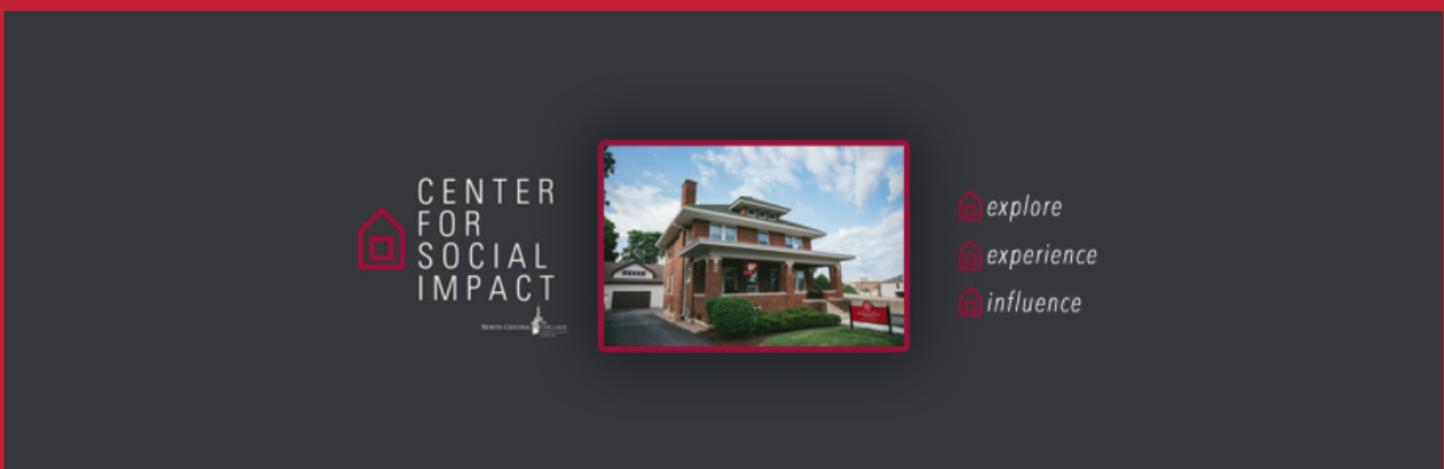
APPENDIX D

TWITTER STYLE GUIDE

Active Account: @ncsocialimpact (not active yet but the username is available)

Profile Dimensions

- PROFILE PHOTO
 - Square Image recommended 400 x 400 pixels.
 - Maximum file size 2 MB.
 - Image types include: JPG, GIF or PNG.
- HEADER PHOTO
 - Recommended 1,500 x 500 pixels.
 - Maximum file size of 5 MB.
 - Image types include: JPG, GIF or PNG.
- IN-STREAM PHOTO
 - Minimum to appear expanded 440 x 220 pixels (a 2:1 ratio).
 - Can tweet up to 4 images at one time.
 - Can edit images if tweeting from Twitter iOS or Android app.
 - Maximum to appear expanded 1024 x 512 pixels.
 - Appears in stream collapsed at 506 x 253 pixels on desktop.
 - Maximum file size of 5 MB for photos, and 5 MB for animated GIFs on mobile and 15 MB on web.
- Example Header Photo:



Social Media Voice

- Maintain an energetic, upbeat tone throughout each post.
- Use a friendly and personable tone when responding to comments and questions.
- Retweet and like accounts that represent the same values as @ncsocialimpact.
- Keep content relevant and meaningful.

APPENDIX D

TWITTER STYLE GUIDE (CONT'D)

Grammar/Punctuation

- Keep all tweets typo free.
- Use exclamation points and all-caps for emphasis (avoid overuse).

Posting Schedule

- Recommended initial posting times are Wednesday at 7AM.
- A high engagement time is Wednesday from 6AM - 4PM.
- The safest times to post is Tuesday - Friday from 8AM - 3PM
- Avoid tweeting during NCC class hours (refer to semester schedule class hours and tweet a few minutes before students leave their classes).

Exemplary Twitter Models

- Maryland University - The Office of Community Engagement (@UMD_OCE).

Post Formatting

- Use proper capitalization and punctuation.
- Text should correspond with image shown.
- Mix text, image, and video tweets (avoid getting fixated on one type of post).
 - Tweets with GIFs and memes gain 55% more engagement.
 - Keep GIFs and memes appropriate to the organization's brand and voice (avoid using offensive or controversial images and references)
 - Tweets with video gain 10X more engagement.
- Acceptable Hashtags: #NCC #CenterForSocialImpact #BeCentral #Changemaker
 - Avoid using the hashtag #CFSI as it is already widely used in reference to other unrelated organizations.
 - Tag involved students, faculty, and community partners.
 - Encourage students, faculty/staff, and community partners to tag themselves and @ncsocialimpact.
- Retweet/Share/Like Guidelines:
 - Limit interactions to NCC organizations, community partners, and other relevant associates.
 - Interact with community partner organizations through likes/comments as a way to show support for them, even if their post is not directly related to the Center for Social Impact.