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Bridge to

INDEPENDENCE

campaign report

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EXECUTIVE SUMMARY

The Bridge to Independence (Bridge) program at Nicholls State University (NSU) gives students with intellectual disabilities and Autism Spectrum Disorder (ASD) the opportunity to enjoy the college experience while learning the skills needed to be productive members of society. The Bridge program aims to educate others that these students have the same wants, needs, and goals as those without disabilities. The Bridge program faces shortcomings in meeting their financial needs. By gaining more sponsorships, which would result in scholarships for eligible students, enrollment and staffing issues could be resolved, giving more time to focus on prospective students and growing the program.



SITUATION ANALYSIS

Our group has determined the following as the most problematic issues currently facing the Bridge to Independence program:

- Most people are not familiar with being around individuals with special needs, so fear of the unknown plays a huge role.
- Bridge needs a complete re-branding to attract students and entice donations (partnerships).
- There is an extreme lack of information available online.
- Since your budget is low, Bridge needs to utilize the use of social media platforms as an effective recruiting tool.
- Overcome the lack of awareness about the program.

In order to best solve the problems stated above, we feel that this campaign would be better executed in three different phases. These phases include:

PHASE 1 *What is Bridge?*

PHASE 2 *Why Bridge?*

PHASE 3 *We are Bridge*

PHASE 1 *what is Bridge?*

The purpose of phase one is to educate your audience on what exactly is the Bridge program. Bridge offers a one-of-a-kind opportunity to individuals, that at one time, could never consider receiving a college education. It is crucial that you market the program to the appropriate prospects and market it correctly. Through planning and research, we have come up with the following details that can assist you all in furthering the Bridge to Independence program.



CLIENT BACKGROUND

What is Bridge?

What is the Bridge to Independence program?

Bridge to Independence was created by parents wanting a program for their children once they exited high school. With several parents expressing their concerns to Mrs. Robin Bell, a seasoned educator within the public-school system, and Mrs. Jeanne Murphy, the wife of NSU's current president, they began brainstorming. After many attempts of trying to write the right grant, they found the Comprehensive Transition Program (CTP) application and quickly knew this was the route to take. The application was written and approved! Start-up funds were secured from donations and applications were developed. Mrs. Bell and Dr. Mary Breaud, an educator who worked with Bell in the public-school system since 1993, both shared the same passion of inclusion and worked with a small group of parents to bring the program to Nicholls.

The Bridge program, located at Nicholls State University in Thibodaux, Louisiana, is designed for students who have either intellectual disabilities or Autism Spectrum Disorder. The Bridge program gives these students the opportunity to enjoy the college experience while learning the skills needed to be productive members of society. Per [BackGroundChecks.org](https://www.BackGroundChecks.org), Nicholls is recognized as one of the safest campuses in the UL system, which makes it the ideal inclusive location for the program. The Bridge program at Nicholls is also the only program in Louisiana that is certified by the U.S. Department of Education.

Bridge to Independence provides support services for eligible students to attend regular Nicholls classes, take part in campus events, and join campus organizations. Bridge students are also given peer mentors that are trained through the Nicholls College of Education for assistance with course work and social skills.

CAREER PATHWAY

What is Bridge?

Two- Year Program for Students with intellectual disabilities

The Bridge to Independence Certificate program is geared toward taking students with intellectual disabilities and providing them with the skills needed to become employed using college courses and job training. These students audit two college courses each semester while receiving job training by completing three units of internships on or off campus. Upon completion of the program, the students receive a Nicholls State Certificate of Achievement.

DEGREE PATHWAY

Traditional University Degree Program for Students with Autism Spectrum Disorder

For students who fall on the Autism Spectrum, Bridge is designed to provide the services needed for the student to successfully make the transition to "college life." To qualify for the program, students must be admitted to the university based on admission requirements. This includes ACT score, high school GPA, and high school curriculum.

How much does it cost?

Currently, the Bridge program costs a student roughly \$10,000 per semester if they decide to live on campus and around \$4,000 if they do not live on campus. These figures include a meal plan (required if the student is living on campus) and accompanying fees that are associated with the program. The required meal plan for those students living on campus cost about \$2,000 (subject to change depending on which plan you choose). Most Bridge students wishing to live on campus would be placed in Scholars Hall.

Scholars Hall, which is located near Galliano Dining Hall, is a three-story building where both male and female students live while attending Nicholls. The rooms in this residential hall are considered private or semi-private, meaning they have their own bedroom, but share a common area and bathroom. The building also offers a computer lab, TV room, media room, laundry facilities, and a study area.

Students taking the Degree Pathway will be charged about \$1,395 in fees, while students on the Career Pathway will be charged about \$795.00 in fees. On average, per semester, there is \$3,000 of fees that is just allocated to the Bridge of Independence program. These fees help keep the involved faculty and staff that is crucial to the Bridge program.

Internships

For students who are on the Career Pathway, internships are required to further prepare them for life after college. Beginning in the second semester and lasting until they graduate, students are given internships in fields that interest them. These jobs could be located on the Nicholls campus, like the Harold J. Callais Memorial Recreation Center or the post office for example. This gives the students the opportunity to experience real-life work and see what interests them.

Financial Assistance

Bridge to Independence has developed strong relationships with organizations within the Thibodaux area, such as Upside Downs, that provide scholarships to students. According to Beau Brooks, President of Upside Downs, the current allotted scholarship amount from Upside Downs is worth \$5,000 and is awarded to a student with Down syndrome. This amount can change year-to-year, however, so some semesters have the potential to be lower than others.

Students are also eligible to fill out the FAFSA form online and receive loans and grants through the state. This is a major reason why the program pushed for their certification from the Department of Education. Also, due to their certification, students taking the Career Pathway can apply for grants, but do not qualify for loans.

SWOT ANALYSIS

What is Bridge?

<h2>Strengths</h2> <ul style="list-style-type: none">• Louisiana's first and only comprehensive transition program (CTP) by the U.S. Department of Education.• NSU's campus is ranked one of the safest in the state.• NSU's family-like atmosphere.• Bridge provides opportunity for disabled individuals.	<h2>Weaknesses</h2> <ul style="list-style-type: none">• Little to no advertising budget.• The program does not have its own website, only the page that is located on the Nicholls website.
<h2>Opportunities</h2> <ul style="list-style-type: none">• "Normalizing" special needs and show how these individuals can function in society.• Branding the organization could make it more appealing to donors.• New program with no negative reputation.	<h2>Threats</h2> <ul style="list-style-type: none">• Any other transitional programs located within Louisiana and outside the state.• Similar, cheaper programs offered at technical colleges in Louisiana.• Other Programs like Bridge<ul style="list-style-type: none">University of Louisiana at Lafayette's Life Program (Only for students with intellectual disabilities; not certified)Southeastern Louisiana University (Only for students with intellectual disabilities)

AUDIENCE & PUBLICS

What is Bridge?

Audience

Who this campaign will specifically target

- Thibodaux/Houma high school students with either intellectual disabilities or Autism. (More specifically, second semester Juniors or Seniors)
- Parents of Thibodaux & Houma high school seniors who have special needs
- Nicholls students/faculty/staff that are not directly involved with the Bridge program
- Thibodaux businesses that are open to allowing internships for the Bridge students
- Creditable businesses that are willing to enter a partnership with Bridge and provide scholarships
- Local and state organizations that work with special needs individuals (The Arc, Miracle League, Upside Downs, Blessed by Downs, and Touchstone)
 - Associating with these names gives Bridge credibility

Publics

These are groups of individuals that the organization communicates with on a more regular basis.

- Nicholls students/faculty/staff
- Thibodaux/Houma high schools (Could also expand to the greater New Orleans area)
- Members of the Thibodaux/ Houma community
- The Nicholls Worth
- KNSU
- Local Publications (The Daily Comet, Point of View magazine, The Courier, etc.)
- Area Businesses
- Student Organizations (For example, Bridge is the official Delta Zeta Sorority on campus philanthropy.)

RESEARCH OBJECTIVES

What is Bridge?

Before we could properly set campaign goals and objectives, additional research was imperative. Below are the methods we used to assist us in determining these goals and objectives:

- To conduct client interviews to gain more insight into their on-campus life.
- To conduct interviews with Bridge parents to better understand their perspective on the Bridge program.
- To interview Nicholls students, not involved with the program, to gauge what knowledge they have of the Bridge program.
- To observe the current Bridge students and accurately portray their day-to-day life on Nicholls' campus.
- To analyze their social media presence and how Bridge can use these platforms to assist in recruiting efforts.

CAMPAIGN GOALS & OBJECTIVES

What is Bridge?

The overall goals of this campaign are to:

- Increase enrollment
- Bring awareness
- Gain financial partnerships

The following objectives will serve as a road map in achieving these goals:

- To increase community and campus knowledge of the Bridge to Independence program by the completion of this campaign.
- To increase social media followers by 5% by May 31, 2017.
- To increase scholarships and donations by 5% by May 31, 2017.
- To put on at least 1 on or off campus event per semester that strictly benefits the Bridge to Independence program starting in the Spring 2017 semester.
- To distribute Bridge trifolds to high schools within a 200-mile radius of Nicholls State University that offer programs for students with ID and ASD by Fall 2017 to increase enrollment.
- To partner with at least one other student organization per semester for an event every year starting in Spring 2017.

MESSAGES & THEMES

What is Bridge?

Through spending time with the individuals that make up the Bridge to Independence program, the message is simple – embrace the things that make you different. These students have the same wants, needs, and emotions as you and me and deserve the same opportunities.

The overall theme of our campaign is the final phase of this campaign – We are Bridge. This theme embodies the most important part of the program, the people who apart of it. From the student volunteers to the faculty, to the Bridge students themselves, they are ones that make the program a unique success. They are the ones that make this a great story, so why not let them tell it? More details in Phase Three can found starting on page 22.

STRATEGIES, TACTICS & CHANNELS

What is Bridge?

The chart below lays out our strategies, tactics, and channels. This chart will serve as the transition from the planning phase to the implementation phase of the campaign.

Strategy

Tactic

Channels

<p>Increasing program awareness on Nicholls' campus and Thibodaux/Houma areas.</p>	<ul style="list-style-type: none"> • Putting on events on and off campus • Mailing out information regarding donations to local businesses • Increasing social media postings. • Placing ads in local publications • Partnering with well-known organizations that cater to individuals with special needs 	<ul style="list-style-type: none"> • Word of mouth • Flyers • Email marketing sites (Constant Contact) • Daily Comet, Nicholls Worth, What Now, PoV, KNSU, Houma Courier, etc.
<p>Increase social media followers.</p>	<ul style="list-style-type: none"> • Increase posts per day • Creating more than one social media platform • Utilizing "boosting" options on Facebook posts • Clever hashtags • Publishing social media handles on all promotional materials 	<ul style="list-style-type: none"> • Actual social media outlet (Facebook, Instagram, etc.) • Flyers and PowerPoint presentations • Word of Mouth

<p>Increasing scholarships and donations.</p>	<ul style="list-style-type: none"> • Partner with well-known organizations that cater to special needs individuals to build partnerships • Mail (post and emails) out about program information with return envelope for hassle free donation • Online donations • Plan and execute events, on and off campus, that would benefit the program 	<ul style="list-style-type: none"> • New website • Email marketing sites • Post mail • Printed promotional materials that would be distributed prior to event
<p>Increase enrollment to the program.</p>	<ul style="list-style-type: none"> • Increase high school visits • More program information on the website • Video testimonials to highlight the true inclusion Bridge offers. 	<ul style="list-style-type: none"> • Social media platforms • Email marketing sites • YouTube channel • Bridge website

TIMELINE

Spring 2017

- Met with Bridge to Independence students and directors
- Conducted the necessary research to reach our campaign goal
- Planned, promoted, and executed two Give Back events through Chili's Bar and Grill in Thibodaux
- Designed and executed a new trifold brochure
- Created a logo for Bridge
- Conducted video interviews with parents and students for our campaign videos.
- Created suggested social media postings for Bridge to use in the future
- Presented campaign to client
- Created an Instagram and Twitter account for Bridge
- Maintained new social media accounts with appropriate postings.

Summer 2017 (Timeline Moving Forward)

- **Beginning June 1, 2017:** Begin going through your current donor's list and prepare to send out new materials to them showcasing new logo. Also, begin researching potential donors.
- **Mid-June 2017:** Once research is complete, send mailers out to current/potential donors to begin making collections for the upcoming fall semester.

Make sure to stay active on social media, even during the summer months. You can achieve this by posting some of the suggested postings we have provided for you. Moving forward, having a daily posting to your social media channels would be ideal, but if daily becomes too time-consuming, at least post to your channels 3 times a week.

Remember your followers react best to posts that include photos, so always try to snap a picture that matches your content.

- Get involved with the orientation programs that will be taking place on campus. This is an opportunity to educate incoming students on this unique program their new school offers – you never know who knows someone who might need this program.
- **July 1, 2017:** Start contacting high schools about coming to their campus and presenting an educational seminar for parents and students with special needs that could benefit from this program.
- **Mid-July 2017:** Start going through donors list again and determine if you have any returning donors and gained any new ones. Also, prepare a follow up letter to send to those who did not respond.

Fall 2017

Keeping up with social media postings will be more important during this time since school will be in session. Students are always checking their social media accounts, so you should use time to gain followers.

Be on the lookout for any student organizations that are planning an event that Bridge could partner with.

- **September 2017:** Start planning Bridge's semester fundraising event
- **October 2017:** Finalize event details by the end of this month, if possible
- **November 2017:** (Before Thanksgiving break) Execute Bridge's semester fundraising event.
- **December 2017:** Analyze attendance and money raised to determine what changes should be made for the next event.

PHASE 2 *Why Bridge?*

The purpose of phase two is to communicate to your audience. It is important to note that communicate is being used in the literal sense during this phase. Through implementing new materials, we are hoping for an increase in interest about the program resulting in increasing donor participation and student enrollment. Examples of these materials are the Bridge to Independence trifold brochure, social media postings, and the use of a new logo.



BRIDGE TO INDEPENDENCE TRIFOLD

Why Bridge?

- This trifold will highlight the three phases that were discussed throughout this campaign (What is Bridge?, Why Bridge? & We are Bridge.) Each panel will guide the reader through the necessary information needed for each phase. The back panel of the trifold will offer a detachable donation slip making it easy for donors to mail in their contribution. We feel this new concise trifold will eliminate the current multiple flyers you all currently use. This one trifold will also eliminate the repetitive information that can be found on each of the current flyers.

SOCIAL MEDIA POSTINGS

Quick Facts

Appendix 1 and Located on the Jump Drive

- Did you know that Susan Boyle, the surprisingly amazing contestant on Britain's Got Talent 2009 season, was diagnosed with Asperger Syndrome in 2012? As a child, she was always just told she had "brain damage," but she sought to find a better answer. With five albums and two Grammy nominations under her belt – does it look like her diagnoses is slowing her down? I think NOT!

Facts like these will show people that the opportunities are endless. It will show followers that these students are capable of accomplishing whatever they set their mind to.

Video Clips

Short clips for Bridge's NEW Instagram Account (Located on jump drive)

- Instagram is mainly used by users that are under the age of 30, per social media analysts for koozai.com. This age range includes a large number of college-aged users. Since one of our goals is bring awareness and per phase one, we are attempting to educate – why not start with the people who are among the Bridge students every day? Creating short video clips of student, parent, faculty interviews along with clips of Bridge students just going about their day can provide insight that some NSU students will never get to see first-hand.
- Please see Appendix 2 for all new social media login information.

Appendix 3 & 4 and located on jump drive

- These posts can be shared easily on Facebook and Instagram. Simply posting a picture of a student with 3-5 quick facts about him or her has the potential to gain buzz very quickly. These facts should correspond to whatever action the student is performing in the photo, but a headshot with 3 random facts would also work. These short postings could be weekly, bi-weekly, or monthly. Putting a theme to these postings can also be a fun way to keep your followers engaged.

Social Media Timeline

- **September** is Fetal Alcohol Spectrum Disorders Awareness Month.
(Appendix 5 and located on jump drive)
- **October** is Disability Employment Awareness and Down Syndrome Awareness Month.
(Appendix 6 and located on jump drive)
- **March** is Intellectual Disability Awareness Month.
March 21st: World Down Syndrome Day
- **April** is Autism Spectrum Disorder Awareness Month. **(Appendix 8 and located on jump drive)**
April 2nd: World Autism Awareness Day
- **July** is National Fragile X Awareness Month.
(Appendix 7 and located on jump drive)
July 22nd: Fragile X Awareness Day
July 16th: Disability Awareness Day
- **December 3rd:** International Day of Persons with Disabilities

Social Media Timeline Example

Why Bridge?

Appendix 8 and located on jump drive

April: Autism Spectrum Disorder Awareness Month.

 **"When you've met one person with Autism you've met one person with Autism."**

Also, posting quotes from the students with Autism Spectrum Disorder on twitter daily will generate buzz. These posts can range from their hopes, dreams, future careers, Bridge, or their feels about ASD. During this month we suggest using the hashtags: #wearebridge #asd #autismspectrumdisorder #lightupblue #bti #bridge

 **"When you've met one person with Autism you've met one person with Autism."**

For this post use a group photo of the students with Autism.

More Facebook Content: We suggest talking about the Autism Awareness Ribbon – "The puzzle pattern reflects the complexity of the autism spectrum. The different colors and shapes represent the diversity of the people and families living with the condition. The brightness of the ribbon signals hope — hope that through increased awareness of autism, and through early intervention and access to appropriate services/ supports, people with autism will lead full lives able to interact with the world on the own terms." Include a photo of the ribbon. Also, have features of individual students with ASD. These features should be on their career paths, campus jobs, internships, and accomplishments.

 **"When you've met one person with Autism you've met one person with Autism."**

During this month use the hashtags: #wearebridge #asd #autismspectrumdisordermonth #lightitupblue #bti #bridge

 **Let a student with Autism Spectrum Disorder host the Snapchat for a day and post content.**

We want each social media platform to have synergy and to generate buzz for one another. Using the same quote on each platform, but on different days shows that you have central theme you are trying to portray.

Student Birthdays

 **"We want to wish a Happy Birthday to William, one of our Bridge Students!"**

For this post include a photo of the student. We suggest using the hashtags: #BTI #Bridge #asd #autism #wearebridge

 **"Wishing an extremely Happy Birthday to William! He's one of our students and is (CLASSIFICATION, MAJOR.) He plans to (list job aspirations and a hope the student has.)"**

We suggest listing the clubs, organizations, campus involvement, accomplishments and/or awards. For this post include a photo of the student.

 **Happy Birthday to (CLASSIFICATION, MAJOR) William! (Put a quote from the birthday student or a quote from another student about them.)**

We suggest tag the student's Instagram if possible. For this post include a photo of the student. Example hashtags: #happybirthday #(themonth)birthdays #ASD/ID #autism #autismspectrumdisorder #wearebridge

 **Post a picture of the student with the caption HAPPY BIRTHDAY WILLIAM! #wearebridge**

Student / Student Worker of the Month

Each month should have a student worker, an example would be an intern, tutor, or volunteer and student of the month. The posts will be similar to student birthday examples.

 **Place a quote from the student/worker of the month about "Why Bridge?" For this post include a photo of the student. We suggest using the hashtag: #whybridge**

Also, posting quotes from the students with Autism Spectrum Disorder on twitter daily will generate buzz. These posts can range from their hopes, dreams, future careers, Bridge, or their feels about ASD. During this month we suggest using the hashtags: #wearebridge #asd #autismspectrumdisorder #lightupblue #bti #bridge

 **Tell why this person is worthy to be the student/worker of the month. Give a quick background of the person (Classification, Major, Hometown, awards, clubs, campus involvement.) Give a short synopsis of the program “WHAT IS BRIDGE?”**

For this post include a photo of the student.

 **Include a photo: Student’s name, classification, major. Tell why this person is an important part of bridge. For this post include a photo of the student.**

We suggest using the hashtag: #Wearebridge

 **Post a picture of the student/worker and a video from other students talking about them.**

NEW LOGO

Appendix 9 and Located on the Jump Drive

- Since Bridge did not have a logo, per your request, we have created one for you. You will find 4 different samples of this logo showing the different color combinations available. This makes it easy for printing onto flyers, t-shirts, and other materials that would need your logo. It is very important that every piece of Bridge material contains this logo, so that we can start to build brand (program) recognition. The goal is for someone to see this logo and know exactly what it stands for.

PHASE 3 *We are Bridge*

The purpose of phase three is to get your audience to relate. We have educated them and communicated our message through various channels and now it's time for everything to come together. Our audience is now ready to put a face to the Bridge name. Using a video, that will be shared on all social media channels, we are adding an emotional visual element. This video will follow the same What is Bridge? Why Bridge? & We are Bridge concept as the other components of the campaign. This 3-piece video will be versatile to make sharing more convenient – meaning the video will be comprised of three stand-alone pieces that can also be combined to make one main video. This video is the final piece to telling the Bridge story. Both the main video, along with the 3 stand-alone versions are located on the jump drive we have provided for you.



EVALUATIONS

Below is an evaluation of our campaign objectives.

Objective: To increase community and campus knowledge of the Bridge to Independence program.

This is going to be an ongoing task for the Bridge to Independence program. This objective can be achieved by implementing the following:

- Putting on campus events
- Informational seminars
- Getting involved with other organizations on campus
- Staying active on social media
- Actively keeping contact with existing and potential donors

Objective: To increase social media followers by 5% by May 31, 2018

- Followers were increased 100% on Bridge's new Instagram account since the organization did not have an account prior to this campaign
- The following videos were posted to social media as of May 6, 2017:

"We are Bridge, but I am..." Posted on May 3:

Over 3,800 views and **64** shares on Facebook **209** views on Instagram

"What do you want to do when you leave Nicholls?" Posted on May 5:

755 views and **16** shares on Facebook **32** views on Instagram

- This will be a long-term evaluation for Bridge administrators as they will have to adjust postings according to analytics that can be obtain for free on various sites and apps. More tips on social media can be found on the Suggestions page.

Objective: To increase scholarships and donations by 5% by May 31, 2017.

Chili's Give Back Nights

We planned, promoted and executed two Give Back nights through our local Chili's Bar & Grill. On the given dates, 10% of the sales from the day from customers who present the "Bridge Give Back Night" flyer will be donated to the program.

Results from Thursday, April 27, 2017 Give Back Night are as follows:

Total donation given to Bridge to Independence = \$150.00

According to Chili's Bar and Grill Assistant Manager, Kent Anderson, this is the highest Give Back amount he has seen in the two years he has been at the Thibodaux location. When asked what an average Give Back event results in, donations wise, he responded by saying a normal Give Back event will usually only result in the organization getting half of what Bridge made – around \$75. Based on this information, we are considering the Chili's Give Back event to be a success. (We will use this information as a base line to determine the success rate of the second Give Back event.)

We are hopeful that with more community, or campus, events like the Chili's Give Back days, your target audience will see that Bridge is active in their community, proactive in their fundraising efforts, and possesses a positive image.

Results from Monday, May 8, 2017 Give Back Night are as follows:

Total donation given to Bridge to Independence = ____

Promotion of Chili's Give Back events

- Examples of these promotional materials can be found in **Appendix 10 and 11**, and on the jump drive provided to you.
- Flyers were created and distributed through printed copies and social media postings.

Promotion for the April 27 Give Back event are as follows:

Our group provided a total of 140 printed flyers that were split between Bridge directors and Chili's.

Members of our group posted and shared social media posts promoting the event through their personal accounts and the new Bridge Instagram and Twitter accounts. Combined results of all postings are as follows:

- **Personal Facebook Accounts: 36** post shares, **56** post likes, and **6** post comments.
- Personal Instagram Accounts: **51** post likes
- **New Bridge to Independence Instagram Account: 44** post likes
- **New Bridge to Independence Twitter Account: 5** retweets, **5** favorites

Promotion for the May 8 Give Back event are as follows:

Our group provided a total of 50 printed flyers to Bridge directors.

- Printed flyers were not given to Chilis after discovering printed versions were not needed. A picture of the event flyer on your cell phone is sufficient.

Members of our group posted and shared social media posts promoting the event through their personal accounts and the new Bridge Instagram and Twitter accounts.

- Results were not available in time for this report, but can be provided for you if you would like.

We Sent an email blast out to all Mass Communication students with the assistance of Ms. Marnya Forbes, the Administrative Assistant for the Department of Mass Communication at Nicholls State University.

The event was featured on This Week At Nicholls, which is student produced web series that airs every Monday to let NSU students and faculty know what events are happening that week. The video is shared on all official Nicholls social media.

Objective: To put on at least 1 on or off campus event per semester that solely benefits the Bridge to Independence program starting in the Spring 2017 semester.

- This was implemented through the execution of the Chili's Give Back events (see results above).
- Ideas for other events can be found on the Suggestions page.

Objective - To distribute Bridge trifold to high schools within a 200-mile radius of Nicholls State University that offer programs for students with ID and ASD by Fall 2017 to increase enrollment.

- This could not be implemented due to our group designing and creating the trifold brochure during the Spring 2017 semester and the lack of budget available for printing and distribution.

Objective – To partner with at least one other student organization per semester for an event every year starting in Fall 2017 in order to raise money for the Bridge to Independence program.

- While it was not a partnership, Bridge students did participate, and win, in the NAACP lip-sync event. This was a good segway into making the Bridge name more familiar on campus and allowing other students a chance to get to know the Bridge students.

BUDGET

Since Bridge is working with little, to no advertising budget, we approached this campaign as if we had none. The only costs accumulated were printing costs. We have provided prices for larger printing orders below.

Luckily for Bridge, being located on a college campus, there are plenty of Mass Communication, Marketing, Art and other departments on campus that could assist you with future projects.

Prices

Since we only had a very minimal amount of prints done, we have provided you with some bulk pricing for printed items, such as the trifold (two-sided, colored, and a bleed) and an event flyer (one-sided, colored, and a bleed.)

If you wish to print more copies of anything we have created for you, here are some estimates:

<i>Item</i>	<i>Bruno Ruggiero</i> (University Printing)	<i>Copy Connection</i>
Trifolds	100 @ 45.00	If ordered together 100 event flyers and 100 event flyers would cost \$110.00. If you would require the Copy Connection fold the trifold, an additional fee would be added.
Event Flyers	100 @ 22.50 // Two flyers per page. It would require you to cut them before distribution	

SUGGESTIONS

Social Media

The main tool Bridge to Independence can use to their advantage is social media. According to fanpagekarma.com, a site used for measuring social media analytics, Bridge to Independence likes to post to Facebook on Thursdays and followers tend to react better to posts including photos. Bridge has an average posting rate of 0.11 per day, which is in the “green,” but is very low. The average number of posts per day can range between 2 and 4 but, as previously stated, Bridge should experiment with this to see how their followers react to an increased number of postings.

Facebook also allows for reviews, which can be very beneficial to the program. Encourage seminar attendees, campus visitors and even current Bridge parents to go onto the Facebook page and write something about their experience. Even if someone were post something negative, this can be used as a learning tool and improvements should be made.

Reminder: Never delete negative comments, unless it contains inappropriate content. Deleting negative reviews or content prevents you from addressing the problem(s) and setting the facts straight.

Trifold Brochure

To determine if the new trifold was a success, records should be kept. If a donor should send in the detachable panel from the trifold, keep it and see how many you collected by the end of the school year and if the dollar amount of donations increased.

Events

When we met with the Bridge students for the first time, we asked about how they felt about putting on an event that would be completely managed by them and all the proceeds would benefit the program. Needless to say, they were extremely excited and open to the idea. Given your lack of budget, we are not sure which of the following events you could implement, but these are ideas directly from the students:

- **Bridge Bingo Night**
- **Bridge Build-A-Taco**
- **Bridge Breakfast**
- **Themed Dance**
- **Bridge Bake Sale**
- **Bridge Bowling**
- **Bridge Got Talent**

These events could be put on at Nicholls, so you all could utilize the larger event spaces and services the university has to offer. An event would also be a good way to increase donations and build a more permanent donor list. By having the event completely managed by the students, the donors can see first-hand how hard working these students are and who their money is benefitting.

Educational Powerpoint

Since you are now equipped with all the necessary vectors, colors, and fonts that make up Bridge's new brand, we would recommend incorporating these elements into your presentation. It will provide synergy by matching all your other promotional materials and reinforce brand recognition.

Public Relations Student Interns

We believe that you should partner with the Mass Communications Department to find interns. The Mass Communications Department offers college credit for internships that coincide with the student's concentration. The department has concentrations in Journalism and Public Relations. We suggest getting two interns per year in each concentration.

The interns will be able to continue the work we've implemented for this campaign and generate new ideas. These students are qualified in event planning, writing press releases, graphic designing and creating social media content. An example of what these interns can help Bridge can be found in **Appendix 12 (also located on jump drive.)**

A large, solid red triangle is positioned in the top right corner of the page, pointing towards the bottom left. The rest of the page is white.

APPENDIX

APPENDIX 1 *Quick Facts*

Susan Boyle



DIAGNOSED WITH ASPERGERS SYNDROME IN 2012

APPENDIX 2 *Social Media Logins*

Email

We suggest using this email account for professional uses such as talking to businesses for sponsorships, and donations. This email is also connected to all social media accounts.

Email: nsubridgetoindependence@gmail.com

Password: nichollsstatebridge

Social Media Logins



Username: BridgetoIndependence

Password: nichollsstatebridge1



Username: nsu_bridge

Password: nichollsstate2

APPENDIX 3 *Student Bio Example*

EZRA ROBICHAUX, 19



Raceland, La

Favorite thing about Nicholls:

The Student Union

Campus Job: Grounds Keeper
for the Maintenance Department

Favorite Class: Speech 101

Fonts: Tahoma (Bold)
Jenna Sue
Bebes Neue

APPENDIX 4 *Student Information*

SEAN ADAMS, 24

Larose, La

Favorite thing about Nicholls:

Fried Fish Fridays, BCM, and SGA

Organizations:

SGA and Special Olympics

Dream Job: to be a Public Speaker

CAROLINE OWENS, 20

Morgan City, La

Favorite thing about Nicholls:

Cafe and Rec Center

Favorite Class: Culinary

Favorite Movie: Magic Mike

PAIGE FAUCHEAUX, 20

Lutcher, La

Favorite thing about Nicholls:

Hanging out with my friends

Organizations: Delta Zeta, Colonel

Catholics, Special Olympics

Job on Campus: GTG 4-year-old
program Assistant

COOPER CROSBY, 24

Thibodaux, La

Favorite thing about Nicholls:

The Bridge to Independence program

Job on Campus: KNSU radio Co-Host

JOHN ROGERS, 19

New Iberia, La

Favorite thing about Nicholls:

The help that the Bridge to
Independence Program gives me

Favorite Class: Art

Favorite Show: Dr. Strange

MARY SZUSH, 23

Thibodaux, La

Favorite thing about Nicholls:

My job at the Rec Center

Favorite Class: Speech

Favorite Show: Dr. Strange

Job on Campus: Clean and dry
towels at the Rec Center

QUENTIN MOUTON, 21

Mandeville, La

Favorite thing about Nicholls:

My friends

Favorite Class:

Mass Communications

Favorite Movie: The Help

APPENDIX 5 *Social Media Timeline*

September



APPENDIX 6 *Social Media Timeline*

October



APPENDIX 7 *Social Media Timeline*

March



Did you know?

1 IN 4000 MALES ARE BORN WITH FRAGILE X SYNDROME

1 IN 8000 FEMALES ARE BORN WITH FRAGILE X SYNDROME

The graphic features four grey silhouettes of people in various poses, some with arms raised. The background is white with a large red triangle on the right side.

APPENDIX 8 *Social Media Timeline*

April



APPENDIX 9 *Logo Details*



Fonts Used: Jenna Sue & Bebes Neue

Colors Used: Red: #c42131
Black: #000000
Gray: #9d9fa1

APPENDIX 10 *Chili's Flyer // April 27*

CHILI'S IS PROUD TO SUPPORT

Bridge to

INDEPENDENCE



Let Chili's do the cooking while we support Nicholls' Bridge to Independence program at the same time!

With each flyer presented on April 27th, Chili's will donate 10 percent of the event's day sales.

The Bridge to Independence give back event will be held April 27 from 11 AM-11 PM.

Only in Thibodaux!
620 N. Canal Blvd. Thibodaux, LA 70301-8070

Contact Information:

(985) 447-8144

www.chilis.com



More giving back happens here!

APPENDIX 11 *Chili's Flyer // May 8*

CHILI'S IS PROUD TO SUPPORT

Bridge to
INDEPENDENCE



Let Chili's do the cooking while we support Nicholls' Bridge to Independence program at the same time!

With each flyer presented on May 8th, Chili's will donate 10 percent of the event's day sales.

The Bridge to Independence give back event will be held May 8th from 11 AM-11 PM.

Only in Thibodaux!
620 N. Canal Blvd. Thibodaux, LA 70301-8070

Contact Information:
(985) 447-8144
www.chilis.com



#ChiliforBridge

APPENDIX 12 *Graphics*

Examples of what a Public Relations intern can assist you with:

