

Client Action Plan:

Bringing Awareness of Associated Students, Inc. Club Funding Opportunities to

Cal Poly Clubs:

Increasing Participation Through Public Relations



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## Executive Summary

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Cal Poly offers various opportunities for clubs to receive funding from Cal Poly Associated Students, Inc. (ASI). However, there is a general lack of awareness of these opportunities among club leaders and members. This campaign seeks to raise awareness of club funding, which will ultimately increase the number of applicants to the program.

### Section 1

#### *Client Background Information*

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Cal Poly ASI, a student-driven organization that provides and maintains programs, services and facilities that enhance and develop the student learning experience, offers club funding to chartered Cal Poly clubs. There are over 380 clubs at Cal Poly, each with diverse and unique missions. Clubs range from the Waterski Club, to Chinese Society Club, to Christian Club, to Accounting Club. However, different these clubs may seem, they all have one thing in common: they bring together like-minded students who are passionate. Clubs may apply for both ASI Club Sponsorship and ASI Event Co-Sponsorship funding with a maximum combined allotment of \$1,650 per club per fiscal year (ASI Club Services, 2018).

Every club is eligible to receive \$500 a year in club sponsorship to support the club's mission, programs, activities, and general operations that take place throughout the year. Clubs can also apply for ASI co-sponsorship funds up to an additional \$1,150 if they are hosting an approved event such as a career fair. None of the funds can go towards directly supporting or

opposing any candidate for public office, charitable donations, alcohol, door prizes, awards, gifts, sole use for transportation or sole use for lodging (ASI Club Services, 2018).

In order to acquire co-funding, clubs must apply and have their event approved. To do this a club leader must first submit an E-Plan to ASI and then submit an ASI Club Event Co-Sponsorship Application to ASI Club Services at least 14 days prior to the Event. Funding must be approved by the ASI Club Funding Liaisons, who are appointed members of student government, and if approved clubs will be informed via email.

### *Client Needs*

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Cal Poly Club Services recognizes over 380 clubs and organizations; however, the problem is most clubs either are unaware of the funds or fail to use them at the end of the academic year says Ruby Ludford, Club Funding Liaison and member of ASI Board of Directors. As of February 6th, 2018, there was \$26,924.30 (31%) available left for clubs to apply for. Only \$44,081.91 (19%) has been used and Cal Poly is more than halfway through its fiscal school year. There is another \$71,502.96 (50%) that has yet to be used by clubs; meaning clubs have the money in their accounts, but have yet to spend it (Ludford, Formal Board Meeting, February 6, 2018).

Each quarter student fees are allocated towards club funding, thus it is administration's hope that the funds are completely spent in the same year that students were charged. This way the students who bear these fees get to utilize every opportunity that their money is going

towards, rather than saving the money for other students to use in subsequent years. There is an obvious lack of awareness of club funding on Cal Poly's campus, so the question arises, how does one use public relations to increase club awareness and participation in university club funding opportunities?

## **Section 2**

### *Situation Analysis*

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The University officially recognizes clubs and organizations. ASI is a partner with the University in administering club services and support. Participation in student clubs fosters personal and intellectual growth, effective communication, career choices and leadership development among many other things. Club involvement promotes healthy behaviors, meaningful interpersonal relationships, collaboration, social responsibility and productive lifestyles (Club Services, 2018).

Cal Poly is eager to support club's activities and general operations, in addition to special events they might put on throughout the year. Supporting clubs is supporting the university's staple phrase, Learn By Doing. However as eager as Club Services is to allocate the money, there is a general lack of awareness of the availability of funds from ASI to help clubs succeed. There is just under \$30-thousand left for clubs to apply for. Seeing as the school term is halfway over, this is a lot of money that will not be used this year. Another part of the problem is funding almost ceases to be allocated during spring quarter because there is simply not enough time left in the fiscal school year for clubs to spend that money.

In order to create awareness of club funding, which will ultimately increase the number of clubs who apply for the funding, public relations and marketing must be used. The goal of this campaign is to increase participation and speed up the spending of club funds by March 2019. The goals of this campaign are to increase the amount of funds used by clubs by 24 percent (from 31% to 55%) percent by March 2019, decrease the amount of money remaining unapplied for in the club funding account by 9 percent (from 19% to 10%) by March 2019 and to decrease the amount of funds unused but allocated to clubs by 15 percent (from 50% to 35%) by March 2019.

### *SWOT Analysis*

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<p><b>Strengths:</b></p> <ul style="list-style-type: none"> <li>• Funds available for clubs to use</li> <li>• Michelle Crawford, Trisha Sanchez, Ruby Ludford &amp; Adriene Le are committed to increasing the spending of these funds</li> <li>• ASI has the resources to increase student awareness and participation</li> <li>• Utilize ASI Marketing for designs</li> <li>• Ability to print in-house through ASI Marketing</li> <li>• Use ASI Student Government social media platforms for marketing and public relations</li> <li>• Utilize Outreach and Communications Committee to create awareness</li> <li>• Clubs <i>need</i> this money</li> </ul>	<p><b>Weaknesses:</b></p> <ul style="list-style-type: none"> <li>• General lack of awareness of club funding</li> <li>• Cal Poly student lack of awareness of student government happenings</li> <li>• Low following on ASI Student Government social media platforms</li> <li>• Time limit- funds must be allocated before spring quarter in order to ensure enough time for clubs to spend it</li> </ul>
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<p><b>Opportunities:</b></p> <ul style="list-style-type: none"> <li>● Cal Poly Administration is eager to support club funding awareness efforts</li> <li>● Other organizations such as CCPR, PRSSA, The Brock Center and AMA might want to get involved in the future because the funding is relevant to them and their members are aspiring public relations/marketing professionals</li> <li>● Partner with ASI Marketing</li> </ul>	<p><b>Threats:</b></p> <ul style="list-style-type: none"> <li>● Student-paid membership dues are required to be associated with a club</li> <li>● Other priorities in the club services department</li> </ul>
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**Strengths:**

- ASI has the resources to both give more funds to clubs and to bring awareness of that funding. There is opportunity to utilize ASI Marketing for graphics, social media and events. The Club Services team and Club Funding Liaisons are committed to this venture and improving awareness of club funding.

**Weaknesses:**

- There is a general lack of awareness of club funding opportunities and a lack of following on social media platforms which might be used as channel for bringing about that desired awareness.

**Opportunities:**

- Members of administration are willing and eager to create more awareness around club funding opportunities. Because of this we can expect full support.

**Threats:**

- Students already pay membership dues to be part of clubs.



## *Goals and Objectives*

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### **GOAL 1:** Raise awareness of club funding on Cal Poly's campus

Objective 1: Create interest by featuring club funding opportunities in a Mustang News article at the beginning of the 2018-2019 school year

Objective 2: Provide information on club funding through marketing collateral and monthly club newsletters

### **GOAL 2:** Increase participation in club funding in the 2018-2019 school year

Objective 1: Increase the amount of funds used by clubs by 24 percent (from 31% to 55%) percent by March 2019

Objective 2: Decrease the amount of money remaining unapplied for in the club funding account by 9 percent (from 19% to 10%) by March 2019

### **GOAL 2:** Encourage clubs to use funds in their bank accounts throughout the 2018-2019 school year

Objective 1: Decrease the amount of funds unused but allocated to clubs by 15 percent (from 50% to 35%) by March 2019

Objective 2: Encourage club spending through marketing collateral and monthly club newsletters

### *Target Audience/Publics*

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**TARGET AUDIENCE #1:** Cal Poly club leaders

**TARGET AUDIENCE #2:** Cal Poly students involved in clubs

**TARGET AUDIENCE #3:** Cal Poly students who might join a club sometime in their time at the university

### *Key Messages/Themes*

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A key message of the campaign is to highlight the availability of funds that Cal Poly Club Services is ready to allocate to clubs. Club Services knows that clubs provide opportunities that incorporate instruction, scholarship and service in a Learn by Doing environment. The club funding money comes from student fees, so Cal Poly administration is eager to see those funds spent each year rather than sent to a reserve fund. This campaign seeks to bring awareness of ASI club funding opportunities to Cal Poly clubs, which will ultimately increase productivity and enhance club experience on campus.

### *Mission/Vision/Values*

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**MISSION:** Educate Cal Poly club leaders and students on their **club's eligibility** to receive funds from ASI.

**VISION:** Encourage multidisciplinary involvement through club membership and **supporting clubs in their endeavors**.

**VALUES:** Provide club leaders and students with the **knowledge and tools** they need to help other students get involved, foster genuine connections and follow the Learn by Doing mentality.

### **Section 3**

#### *Strategies/Tactics/Tools*

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- 1. Strategy 1:** Raise awareness of club funding on Cal Poly's campus
  - a. Tactic 1:** Team up with ASI Marketing to create graphics for club funding awareness (See appendix for Graphics Request Form description)
    - i. Tool 1:** Create posters, TV displays, Facebook cover photo, Facebook graphic, Instagram story graphic
    - ii. Tool 2:** Add "Club Services" tab to Cal Poly Now App
    - iii. Tool 3:** Create monthly club newsletter that highlights club accomplishments such as events and career shows, as well as promotes applying and spending club funding money
      1. Work with ASI Marketing to draft a standard newsletter template
    - iv. Tool 4:** Print stickers and place on Julian's coffee sleeves
  - b. Tactic 2:** Publish article on club funding opportunities in Mustang News
    - i. Tool 1:** Write press release
  - c. Tactic 3:** Use student government social media to promote the club funding program
    - i. Tool 1:** Create a Facebook page for all club leaders

- ii. **Tool 2:** Team up with social media liaisons to post graphics on Cal Poly ASI Instagram story and ASI Student Government Facebook
  - d. **Tactic 4:** Continue researching club emails and compile an updated list
    - i. **Tool 1:** Send mass email encouraging clubs to apply for club funding
    - ii. **Tool 2:** Use alias to send out monthly newsletter
  - e. **Tactic 5:** Research club meeting times and compile an ongoing list, then send student government representatives to meetings to inform members of club funding
    - i. **Tool 1:** Work with Outreach and Communication Committee to create a short, standard presentation
- 2. **Strategy 2:** Increase applying/spending for/of club funding in the 2018-19 school year
  - a. **Tactic 1:** Build relationships between Club Services and clubs
    - i. **Tool 1:** Send out monthly newsletters
    - ii. **Tool 2:** Send mass email encouraging clubs to continue applying/spending club funding
  - b. **Tactic 2:** Use student government social media to promote the club funding program
    - i. **Tool 1:** Post content reminding clubs to apply/spend their funds throughout the year

Club Funding Awareness Social Media Graphics-  
Graphics Request Form (GRF)

## ASI GRAPHICS REQUEST FORM

BEFORE SUBMITTING THIS FORM, PLEASE VERIFY THAT ALL  
INFORMATION FIELDS ARE COMPLETE AND ACCURATE

### DEADLINE INFORMATION

Request Date: 11/15/2018  
In-hands Date:                       
Event Date (if applicable): N/A

### CONTACT INFORMATION

Name: 2018-2018 Club Funding Liaisons  
ASI Program: Club Services Phone: TBD  
Email: TBD

### REQUEST INFORMATION

Graphics Request Title: Club Funding Awareness Graphics  
Date Range for digital/web display materials to be posted (if applicable): Fall Quarter 2018  
Design Suggestions: Graphics reminding students to apply for club funding.  
Simple step-by-step instructions on how to apply.

### PROJECT FORMAT

SPECIALTY PRINTS (PLEASE ALLOW 5-7 WEEKS FOR PRINTING)	PRINT MATERIALS	#	DIGITAL DISPLAY MATERIALS	✓
T-Shirts (Allow 7 wks. Provide Qty. Below)	22x28" Poster	<u>4</u>	Horizontal TV Display	✓
S: <input type="checkbox"/> M: <input type="checkbox"/> L: <input type="checkbox"/> XL: <input type="checkbox"/> XXL: <input type="checkbox"/>	11x17" Poster (Min. Qty. 15)	<u>15</u>	Vertical TV Display	✓
Banner (Provide Size Below) *3' x 6' is standard size Size: <u>                    </u>	8.5x11" Poster (Bus Sign Size)	<u>                    </u>	UHTV Advertisement	✓
Coffee Sleeve Labels	8.5x11" Poster — Self Print	<u>50</u>	Cal Poly Student Portal	✓
Other: <u>                    </u>	Mustang News Ad (Select Size Below)	<u>                    </u>	Charging Station (Gtr long, general ads only)	✓
	B&W: <input type="checkbox"/> Color: <input checked="" type="checkbox"/>	<u>                    </u>	WEB MATERIALS	✓
	Full: <input type="checkbox"/> Jr: <input type="checkbox"/> 1/2 Pg: <input checked="" type="checkbox"/> 1/4 Pg: <input type="checkbox"/> 1/8 Pg: <input type="checkbox"/>	<u>                    </u>	ASI Homepage Button	✓
	3" Front Pg: <input checked="" type="checkbox"/> 1.5" Front Pg: <input type="checkbox"/>	<u>                    </u>	Calendar Graphic	✓
	*See <a href="http://www.asiawarenessfundress.net">www.asiawarenessfundress.net</a> for pricing.	<u>                    </u>	Facebook Event Cover Photo	✓
		<u>                    </u>	Instagram Photo	✓
		<u>                    </u>	Snapchat Geofilter	<u>                    </u>

PLEASE SEE REVERSE SIDE FOR ADDITIONAL INFORMATION

Requestor: Club Funding Liaisons Approval:                                               
Director/Assistant Director

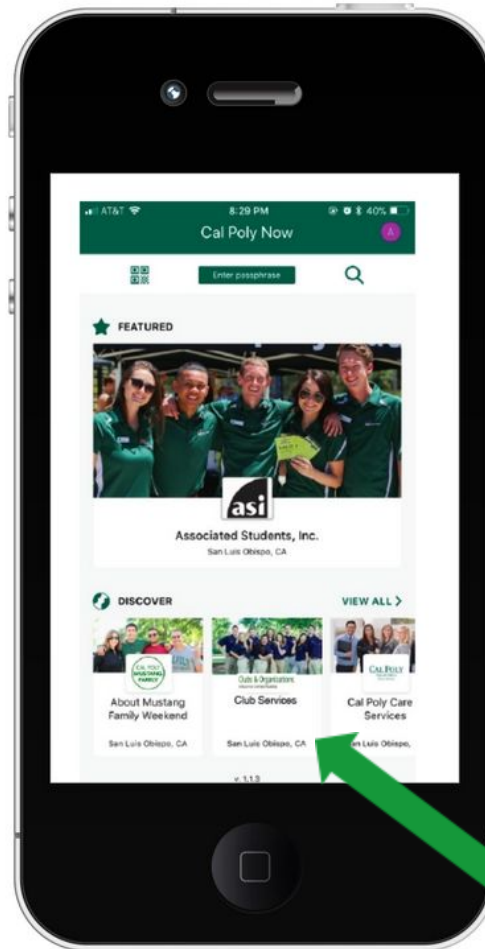
### OFFICE USE: PLEASE LEAVE BLANK

Designer:                                              First Draft Date:                       
Date Assigned:                                              Final Draft Date:

# ASI GRAPHICS REQUEST FORM

TEXT OR VERBAGE TO BE INCLUDED ON MATERIALS	
PROJECTS WITHOUT FINAL INFORMATION AND IMAGERY WILL NOT BE ASSIGNED TO DESIGNERS	
Event Title:	Club Funding Awareness Graphics
Event Date:	N/A
Event Time:	N/A
Location:	N/A
Other Necessary Information (e.g. Free w/ Polycard, RegisterOnline, etc.): Visit ASI Clubs & Organizations tab on the Cal Poly website. Then click on "Running A Club," then "Club Funding."	
Additional Event Sponsors to be represented (e.g. Logos or Mention, etc.): ASI Student Government and Clubs & Organizations	
PLEASE INCLUDE OR ATTACH ADDITIONAL INFORMATION (E.G. INSTRUCTIONS, CLASS LISTS, TRIP SCHEDULES, ETC.)	
<div><p>-These graphics should be awareness graphics that are clean, simple and eye-catching</p><p>-In large print it should say "Has your club applied for club funding yet?"</p><p>-In subtext the graphic should read "if not, here's how!"</p><p>visit <a href="https://clubs.calpoly.edu">https://clubs.calpoly.edu</a></p><p>then, click on "Running a Club"</p><p>then, "Club Funding"</p><p>Scroll down to find the application</p></div>	

## Cal Poly Now App





## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

Nov. 15, 2019

Contact: Trisha  
Sanchez  
Assistant Coordinator of Club Services  
trsanche@calpoly.edu

### **Free money to clubs for just existing**

SAN LUIS OBISPO, CA- Cal Poly Associated Students, Inc. Club Services Department is eager to allocate club funding to all chartered clubs on campus.

There are two forms of fund clubs can apply for: club sponsorship and club co-sponsorship. Club sponsorship is \$500 from ASI for general operations. Co-sponsorship requires an additional application, but clubs can receive up to \$1,150. For example, if a club want to a host a career fair and their budget is \$1,000, ASI will match that with an additional \$1,000.

“If your organization requests \$500 through ASI Club Sponsorship, your club is still eligible to apply for up to \$1,150 in ASI Club Event Co-Sponsorship for a maximum allotment of \$1,650” according to Ruby Ludford, ASI Club Funding Liaison 2018.

Last year around February there was \$26-thousand dollars left in the club funding account for clubs to apply for. Funds leftover from the 2017-2018 school year go back into a pool to use for this year.

Cal Poly clubs are an integral part of campus life. Club Services recognizes all different types of chartered clubs from Waterski Club, to Chinese Students Society, to STATS Club. Funding clubs fosters a Learn by Doing environment that promotes collaboration and a productive lifestyle.



###

## Monthly Newsletter (Template)

ASSOCIATED STUDENTS, INC.

### Clubs & Organizations

*Embrace Your Unlimited Possibilities*



#### Club Accomplishment Monthly Newsletter

APPLY FOR CLUB FUNDING  
There is still \$45-thousand left to be allocated!  
SPEND YOUR CLUB FUNDING

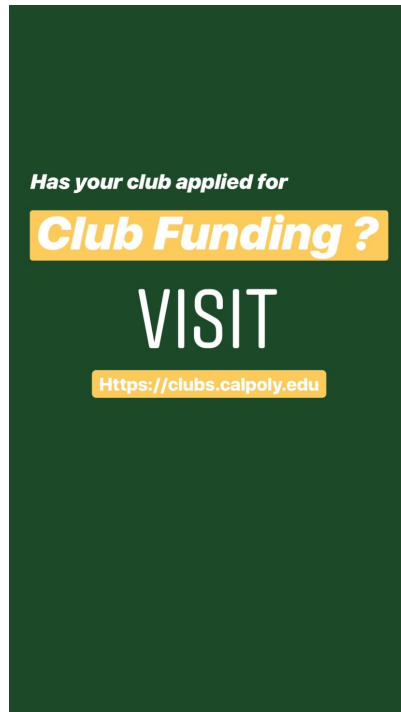
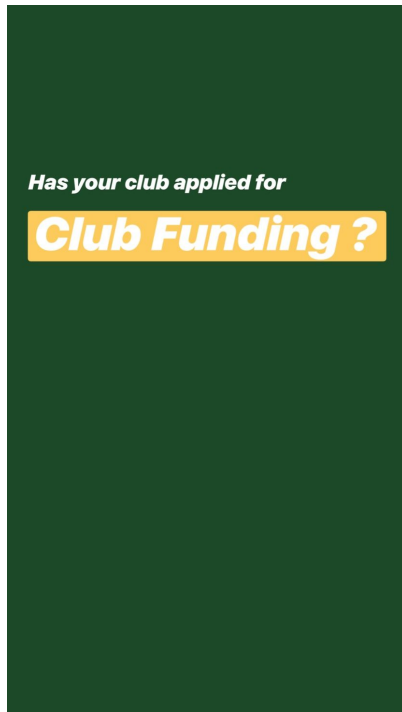
#### Club Updates

#### American Marketing Association

##### What Happened

Hosted marketing career fair!

## Instagram Story



### Sample Facebook Post

\*Post graphic created by ASI Marketing

Caption: “Want free money? Your chartered Cal Poly club is eligible for \$500. So apply today at <https://clubs.calpoly.edu/asi/asi-club-funding>.”

### Second sample Facebook Post

\*Post graphic created by ASI Marketing

Caption: “Is your club looking to do something big? Well ASI can help! Apply for up to \$1,650 in Club Co-Sponsorship. We can help you make that career fair, event or project happen. Apply today at <https://clubs.calpoly.edu/asi/asi-club-funding>.”

### *Methods for Evaluation*

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In order to evaluate the success of this campaign various questions must be asked and answered:

1. Did Club Services achieve its objectives?
  - a. Did we see an increase in the amount of funds used by clubs by 15 percent by March 2019?
  - b. Did we see a decrease in the amount of money remaining in the account by 9 percent by March 2019?

2. Did the program reach it intended audiences?
  - a. Did it reach Cal Poly club leaders, club members and general students?
3. How many media impressions did the Mustang New article create?
4. How large was the reach of email marketing?
5. How many impressions did the digital and social media messages leave?

The following table presents an evaluation method for this campaign through inputs, activities, outputs, outcomes and relationships. These inputs were determined through internal and external data collection, as well as through qualitative analysis. See table 1.

*Table 1. Evaluation Approach Table*

Inputs	Activities	Outputs	Outcomes & Relationships
Staff and ASI Club Funding Liason time	PR, marketing and advertising related functions <ul style="list-style-type: none"> <li>• Social Media</li> <li>• Email Alias/ Newsletter</li> <li>• Press Release</li> <li>• Standard Presentation</li> <li>• Cal Poly Now App</li> </ul>	Collateral is created and disseminated	Audiences see, read and hear promotions  Audiences learn more about campaign  Audience applies for/spends club funding

### *Timeline*

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The following table presents an estimated timeline for effective implementation of this campaign. These dates are recommended for success in the 2018-2019 school year and these tools should be implemented by next year's ASI Club Funding Liaisons. See table 2.

*Table 2. Implementation Timeline*

Date	Marketing Tool	Social Media?
Summer 2018	Request club funding awareness graphics from ASI Marketing (Fill out GRF)	N/A
Fall Kick Off 2018	Request resource fair graphics from ASI Marketing (Fill out GRF)	
Fall Kick Off 2018	Strategically reach out to all chartered clubs for their email addresses	Create updated email alias
Fall Kick Off 2018	Request club newsletter template from ASI Marketing (Fill out GRF)	
September 23, 2018	Use alias to create Facebook page with club presidents and treasurers	Update Facebook cover photo to club funding awareness graphic
Early November 2018	Resource Fair	Use Instagram story and Facebook post; post in club president and treasurer Facebook group
Early November 2018	Club President's Banquet	Send out email via alias; post in club president and treasurer Facebook group

Early November 2018	Start having a conversation about adding a “Club Funding” tab to Cal Poly Now App	
November 15, 2018	Send press release to Mustang News Media Group	If picked up, post social content around the article
November 15, 2018	Social post encouraging clubs to apply for club funding	Instagram story, Facebook post
November 30, 2018	Send out first club newsletter	Use Facebook group to make sure everyone is included on the email alias
December 10, 2018	Social post encouraging clubs to apply for club funding	Instagram story, Facebook post
January 15, 2019	Social post encouraging clubs to apply for club funding	Instagram story, Facebook post (Encourage student government members to share with their organizations and clubs)
January 30, 2019	Second club newsletter (December was Christmas break)	
February 3, 2019	Social post encouraging clubs to continue spending their club funding money	Instagram story, Facebook post
February 15, 2019	Social post encouraging clubs to apply for club funding	Instagram story, Facebook post, Instagram post (Organic content, not graphic)
February 30, 2019	Send out third club newsletter	
March 3, 2019	Social post encouraging clubs to continue spending their club funding money	Instagram story, Facebook post, Instagram post (Organic content, not graphic)
March, 2019	Attend Club Showcase	
March 15, 2019	Social post encouraging clubs	Instagram story, Facebook

	to apply for club funding	post, Instagram post (Organic content, not graphic)
March 30, 2019	Send out third club newsletter	

Social Media Handles:

Facebook- Cal Poly ASI Student Government

Instagram- calpolyasi

LinkedIn- Cal Poly Associated Student, Inc

Snapchat- CalPolyASI

### *Budget*

*Table 3. Budget*

Item	Quantity	Amount
Julian's Coffee Sleeves	400	Free
22x28" Poster	4	Free through ASI Marketing
8.5x11" Poster	15	Free through ASI Marketing
Horizontal TV Display	1	Free through ASI Marketing
Vertical TV Display	1	Free through ASI Marketing
UHTV Ad	1	Free through ASI Marketing
Cal Poly Student Portal	1	Free through ASI Marketing
Charging Station	3	Free through ASI Marketing
Facebook Event Cover	1	Free through ASI

Photo		Marketing
Instagram Photo	1	Free through ASI Marketing
	<b>Total</b>	<b>\$0</b>

### *References*

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Rubdu Ludford | rludford@calpoly.edu  
 Adriene Le | ale49@calpoly.edu  
 Trisha Sanchez | trsanche@calpoly.edu

### *Sources*

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ASI Club Services, Learn by Doing. (n.d.). Retrieved February 12, 2018, from  
<https://www.calpoly.edu/>

Smith, R.D. (2013). Strategic planning for public relations (4 ed.). New York, Routledge.