

2019 Bateman Case Study Competition



AMERICAN UNIVERSITY IN IT TOGETHERS

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Executive Summary

The public relations industry is 87 percent white, even though the U.S. population is just slightly over 50 percent white. Even more shocking, the C-Suite is over 90 percent white. These statistics are shocking and something needs to be done. The In It Together, a group of four American University students, teamed up with the PRSA Foundation to bring awareness to the issue of lack of diversity throughout the D.C. Metropolitan Area, targeting current students both enrolled in colleges and in high school interested in pursuing the communications field. We also raised awareness of this issue to public relations and communications professionals and professors. The In It Together launched the Defining Diversity campaign to educate people and discuss the lack of diversity, specifically in the public relations field.

With our primary and secondary research, we concluded that people in the industry do care, and seek diversity. However, people are typically unaware how to start the diversity and inclusion initiative. The In It Together spoke with both current and future public relations and communications professionals in order to tell our future workforce that the diverse voices will be heard and that diversity and inclusion must be met on a basic scale in order to thrive.

To bring awareness to the issue of diversity, we met and communicated with the future workforce in order to instill hope in our future professionals. The In It Together created a sense of unity by discussing the lack of diversity as well as uplifting spirits by discussing the future and hope we have for a changing field. We did this via a Twitter chat that connected professionals of all ages in the D.C. Metropolitan Area together to discuss one issue that affects us all. Hosting a successful chat with 8 participants allowed us to spread our message further than we initially imagined. Utilizing the strong sense of community and appreciation for diversity that American University already has, we created an interactive game to teach about 200 students and faculty about the diversity issues we face. Facts we learned were that there are only 24 women who are CEOs of Fortune 500 workplaces. This was one of the most shocking statistics our student body learned. Each person walked away with new knowledge of an issue America is facing, a link to buy *Diverse Voices*, and tools to help promote diversity.

Inviting four professionals already working to improve the diversity and inclusion to our campus to speak about both their positive and negative experiences. We opened this meeting to students and professionals across the D.C. Metropolitan Area. These four panelists spoke to 27 attendees and one won a copy of *Diverse Voices* to dive in and learn more from other professionals. We shared the stories of the diverse voices profiled in the book, as well as other experts. By sharing these stories, students then told us their stories. Their stories about diversity came to life with a video created by Xana Pena, a freelance videographer.

Our campaign reached and touched many. On a topic that can invoke a feeling of despair, the light shone and we left people feeling empowered to make a change. Thank you to our donors, Xana Pena and The Dough Jar, and our Diversity and Inclusion professionals, Stephen Leach, Chloe Louvouezo, Jackeline Stewart and Alyssa Boule, for helping our campaign reach even more people.

Research

Target Audience

- **Primary Audience:** American University, Howard University, George Mason University, and University of Maryland communications and public relations departments, students, and professors.
- **Secondary Audience:** Students and youth communities at local DMV high schools interested in pursuing careers in the field of public relations or communications.

Secondary Research

Our campaign focused on raising awareness on the lack of diversity and inclusion among college campuses throughout the United States. Our team originally chose to look at studies conducted by different universities in America to get an overall idea of if this was an issue that needed to be addressed nationwide. Through studies from Ithaca College as well as the University of South Florida, it was determined that an increase of diversity among college campuses promotes diversity of thought, and a more positive learning environment. In the college application and admissions process, affirmative action comes into play when deciding which students a university wants to accept. Typically, race and ethnicity are heavily considered. In a study performed by the Institute of Effective Governance, campuses who choose to admit purely based on a minority race or ethnicity are missing out on a larger portion of worthy students. This will lead to an “echo chamber” of ideas, and lack of discussion when it comes to difficult conversations.

In order to prevent a lack of thought among conversations, students on college campuses across the country should be encouraged to interact with those who have different backgrounds and experiences than them. Ithaca College’s study found that students who communicated with others who came from a different socioeconomic background were more likely to understand their point of view. Their conversations were stronger and more productive as a result of this, and they had a better chance of increasing positivity among their discussion.

From this information gathered before the implementation period, our team decided we needed to focus on gauging student opinions on diversity and inclusion efforts on their campus. We released a survey that asked students to rate their school’s awareness. From this survey, we discovered that colleges did an overall good job of providing students with an idea of what diversity and inclusion should look like at school, but then did not go the extra mile and provide them with these resources to be active participants in diversity and inclusion. Additionally, we chose to host a Twitter chat that would ask students to explain what their campuses do and what they should do to promote diversity and inclusion efforts. Students could participate using our hashtag **#definingdiversity**

With this in mind, we decided that the best way to inform our campus about diversity and inclusion was to do so in an interactive way! Having partnered with a local cookie dough shop, students on campus were asked to answer a question about diversity and inclusion and in return would be given a sample of free edible cookie dough. This allowed the students to learn while also feeling like there was something in it for them. Students who participated were also given a handmade graphic statistic flyer to help spread the word of diversity and inclusion and spread the word of the campaign on campus.

Statistics and quotes from the flyers included:

- Minority leadership in the public relations industry is only 6.5%, yet the minority population in the United States is 35%.
- Over 87% of those working in the public relations field identify as white while only 50% of the United States population identifies as white.
- According to the *Knowledge Center*, there is no federal law protecting the rights of employees from discrimination based on sexual orientation or gender identity in the United States.
- According to the *Pew Research Center* analysis of median hourly earnings of both full- and part-time workers in the United States, in 2017, women earned 82% of what men earned. Based on this estimate, it would take an extra 47 days of work for women to earn what men did.
- “We have to work to clarify and evaluate what our profession is and why it matters. Importantly, we have to lean into what it’s becoming, not what it was.” - Jon Iwata, Former Senior VP and Chief Brand Officer of IBM.

Situation Analysis

The PRSA Foundation’s openness to raising conversations surrounding diversity as well as their large scale reputation, provides them with the opportunity to effectuate change in areas regarding diversity and inclusion in the public relations / communications field. Defining Diversity is an initiative with the purpose of promoting and supporting diversity and inclusion on college campuses and youth communities in the DMV area.

Primary Research

Our campaign focused on promoting and raising awareness of diversity on college campuses. In order to achieve our goal, our team first focused on how students at American University and other DMV universities felt about the diversity on their campus and in their workplace (if they were currently employed). To gauge how these students felt about the diversity levels of awareness on campus, our team conducted a survey that was created and shared with members of the student body through email. This email link to the survey was distributed to classes and professors who also shared the link with their students. Around twenty-five students responded to our survey and more responded in person with their answers, allowing us to gauge diversity awareness on our campus and plan out the rest of our implementation for our campaign.

We received a total of 25 responses from AU students and staff, revealing the following:

- 31% of respondents believed they lived in a community that is not diverse while 23% weren't sure if their community was diverse or not. This reveals that almost half of our respondents find that the area they live in (in the DMV area) not diverse or do not have a definite definition of what constitutes a diverse community.
- 87% of respondents faced or witnessed discrimination and/or prejudice in their lives.
- 29% of respondents rate American University's diversity and inclusion as a 6 on a scale between 1-10. It shows a positive response that AU is on its way towards reaching what students believe is full diversity and inclusion, but it not quite there at the current moment.
- 24% of respondents rate their future career path as either a 5 or 8 on a scale between 1-10, showing a wide gap between careers and their diversity inclusion.

Following this, our team focused on promoting and raising diversity awareness on campus and in local schools in the Washington D.C. area. We conducted a tabling event complete with a small game and prize of edible cookie dough in a popular student hotspot on campus. Our team also designed and handed out diversity messages and facts in order to simultaneously promote our campaign message and diversity awareness. Around 200 students participated in our tabling event on campus. Members of our team also went out to Bishop McNamara High School, a local school in the Washington D.C. area to speak about diversity to students. In this discussion, our team relayed our research findings and presented how important diversity awareness and inclusion is in education and future workplaces.

The team also implemented our campaign on social media, conducting a Twitter chat with PRSSA members and team members. Participants were given several discussion questions to answer and begin the discussion; the overall discussion lasted around forty-five minutes with multiple opinions and conversations progressing on our team's campaign twitter page.

Finally, our team also took advantage of our PRSSA chapter, planning and implementing a chapter meeting with local PR professionals. Our panelists included:

- Manager of Workforce of Diversity and Inclusion at **Nestle Stephen Leach**
- Communication Officer and Diversity and Inclusion Facilitator at the Bill and Melinda Gates Foundation **Chole Dulce Louvouezo**
- Vice President of Diversity and Inclusion and Multicultural Communication at Edelman **Jackeline Stewart**
- Senior Vice President of Recruitment at Edelman **Alyssa Boule**

Around 27 members from our chapter participated in the panel discussion.

Objectives & Strategies

Objectives

- Raise awareness about diversity and how these diverse voices are important to college aged students by 15%.
- Aide in the decision-making of high school students to start planning future careers in strategic public relations while taking into consideration diversity efforts of the organization.
- Share the stories and obstacles professionals face in the public relations field by promoting the book *Diverse Voices*.

Strategies

- Utilize word of mouth and the tight-knit community college campus' offer to meet objectives.
- Measure the diversity and inclusion levels on college campus' via primary research to be sent and analyzed via email metrics.
- Create a variety of literature to be displayed on and around college campuses with the intent to showcase the diversity challenge we are facing.

Tactics

- Provide facts about diversity and awareness in the public relations industry at tabling events held on our campus.
- Plan and execute an open Chapter meeting and invite other local PRSSA Chapters and intercultural organizations on campus that help to promote diversity and *Diverse Voices*.
- Present a diversity mini-campaign to local D.C. high schools to provide the students with information about diversity that they will soon face.
- Create and share diversity and inclusion survey to gauge the awareness levels and personal experiences college students have on the topics above.

Evaluation

Objective I: Raise awareness about diversity and how these diverse voices are important to college aged students by 15%.

Partially Met: While we did not meet our goal of 15 percent, this objective was not unsuccessful. We raised awareness among college students in the D.C. Metropolitan area by five percent. We determined this awareness rate by comparing responses and response rate found within our primary research survey with the attendance our final event (chapter meeting) of the implementation phase. Based on these numbers, we concluded a five percent increase in awareness of diversity. Five percent was not our initial goal, but having an increase of any kind is important for diversity initiatives. Five percent is successful, but not exceeding expectations, for the In It Together due to a previous challenge of retention rate within our Chapter.

Objective II: Aide in the decision-making of high-school students to start planning future careers in strategic public relations while taking into consideration diversity efforts of the organization.

Met: This objective was successful. Our team went to Bishop McNamera High School to speak with journalism, broadcast journalism, public relations and yearbook students. We had a transparent conversation with them about the field and diversity along with current challenges. Talking about the industry as a whole, PRSSA/PRSA and the PRSA Foundation helped to facilitate the conversation between professors/teachers and high school students/college students. Having a similar career path, the conversation was natural and easy. We stayed at the high school for a much longer time than our initial plan because the students had so many questions about the field in college and the opportunities for their future.

Objective III: Share the stories and obstacles professionals face in the public relations field by promoting the book *Diverse Voices*.

Met: This objective was also successful. Our team decided to promote the book “diverse Voices”, but not sell it. During the research phase of Bateman, we performed a situational analysis of our community. During this period, there were various protests and petitions to fight against tuition increase, meal costs and more. We felt that students in this area were already struggling with finances and would not react well to other students trying to sell a book to them. However, we still wanted to promote the book. We raffled off one copy of the book as well as spoke to professors and classes about the importance of this book. On social media, we highlighted some of the stories from *Diverse Voices*. One of the professionals in the book is Professor Kumar who teaches public relations at our university. We spoke with and interviewed her to promote the book to her classes as well. Our team was successful in promoting the book, and bringing attention to it, without selling copies.

Swot Analysis

Strenghts

- Open to raising conversation surrounding diversity.
- Have the reputation to raise awareness on a large scale.
- Diverse Board of Directors shows that they are true to their mission within their own oranzization.
- Incorporates videos into their website.
- Gave out \$53,100 in scholarships to 39 students.
- Part of PRSA renewal dues goes to the PRSA Foundation.
- About 65% of sponsors are individuals: people relate to their mission
- Promotes scholarships/grants for students even if they are not involved in PRSSA.

Weaknesses

- Lack of available diversity resources (outside of PRSA and PRSSA).
- List of scholarships are not easy to get to, the PRSA foundation does not include links.
- Includes under their alumni tab students who have won awards but doesn't indicate continued relationship with these students.
- Blog tab does not work.
- List of award winners needs to be updated on the website.
- Doesn't have an Instagram; LinkedIn is active but has never been used.
- Website doesn't reflect the *Diverse Voices* campaign, but the Twitter and Facebook pages do.

Opportunities

- The chance to reach out to a younger group of students who are seeking an education in public relations.
- Teach younger group of students the importance of diversity in the PR industry
- Only has two videos, could create more and publish more to draw attention with the younger audience.
- Make video more engaging and less epileptic
- Only about 35% of their sponsors are corporations- potential to reach out and gain more.
- Expand/revamp the blog
- Expand/Promote the programs
- Expand PRSA Foundation to interact more with PRSSA chapters
- Provide more diversity and inclusion trainings for PRSA and PRSSA members, as stated on the PRSA Diversity and Inclusion tool kit.

Threats

- PRSA Foundation is an organization that normally receives a substantial part of its support from a governmental unit or from the general public. With every administration change, the funds could increase or decrease. With the fluctuating economy, the general public cannot commit to donating the same amount each year.
- The PRSA Foundation subleases some of their office space. Although there is a security deposit, there is no guarantee year after year a subletter will come back.

Budget

In-Kind Donations

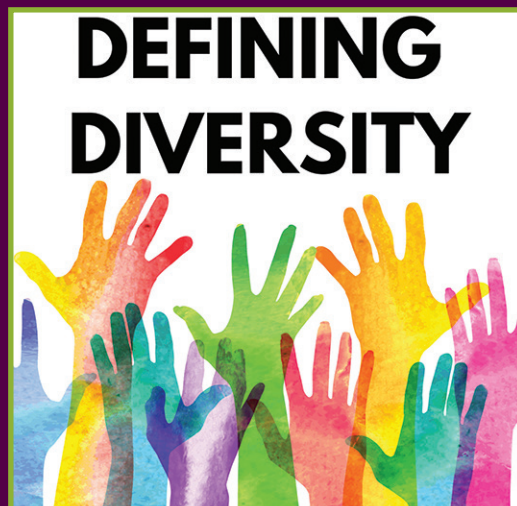
Item	Supplier	Purpose	Quantity	Total Cost
Cookie Dough	The Dough Jar	Tabling Event	200 Units/Tubs	\$200 total
Freelance Editor	Xana Pena	Video Promotion	2 Videos	\$59.62 \$29.81/ hour

Paid Promotions

Item	Supplier	Purpose	Quantity	Total Cost
Shuttle Posters	UPS Store	Campaign on AU shuttle buses	9 Posters	\$43.11 \$4.79/ unit
Plexiglass Stand	Amazon	Tabling Event	1 Unit (3 stands for one price)	\$13.99 for unit
Foam Dice	Amazon	Tabling Event	1 Pair of Dice	\$4.49 Total

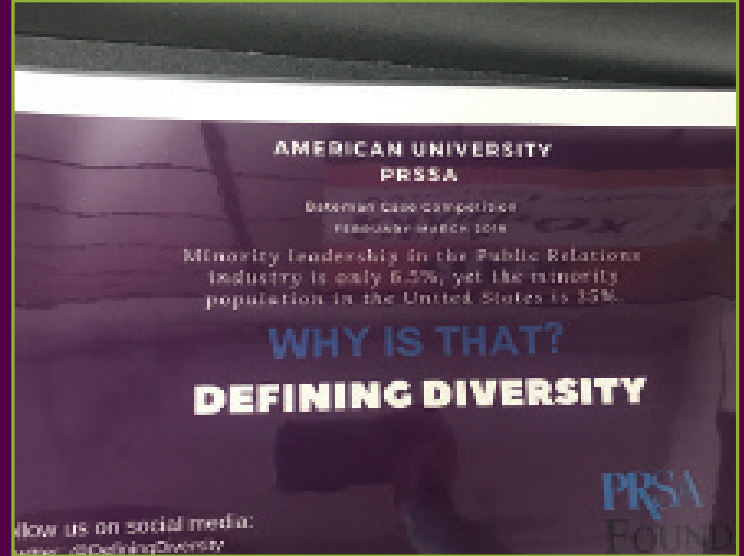
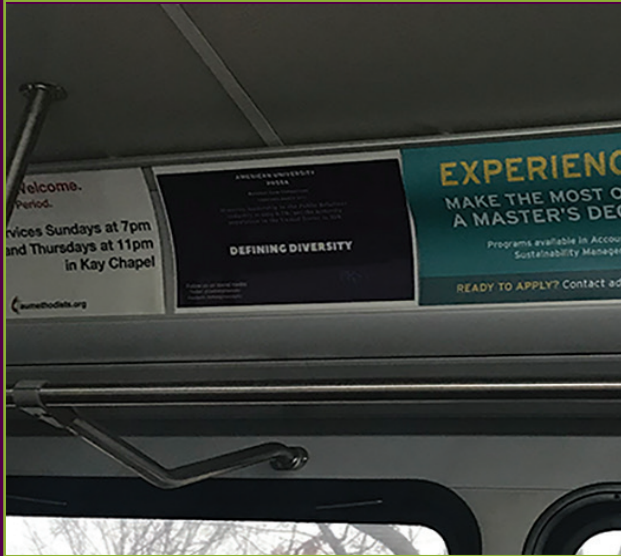
Conclusion

The Defining Diversity campaign successfully brought attention to the lack of diversity in the public relations and communications fields as well as the PRSA Foundation and all that they do. By crafting various messages, explicitly and implicitly, we interacted and engaged with the current students, future workers of the public relations and communications industries. In speaking with the future workers, we were all excited and had passion to diversify the industry. Our campaign opened the eyes of the DMV university students and provided insights into their current field by events and first-hand storytelling. Despite our expectations falling short on the amount of reach we could get, the students and professors we did reach were overly engaged. With each story or statistic there was no eyes looking away, and everyone was shocked, yet inspired. We believe we truly made a difference and a light spark within our community. In developing and implementing the Defining Diversity campaign, we wanted to make sure we could leave our mark. Students, with whom were not involved in PRSSA, joined in on the conversation and not only showed interest in “Diverse Voices” but also PRSSA as a whole. The stories highlighted within “Diverse Voices” as well as the primary and secondary research conducted have left, and will continue to leave a lasting impression on The In It Together and the communities we reached.



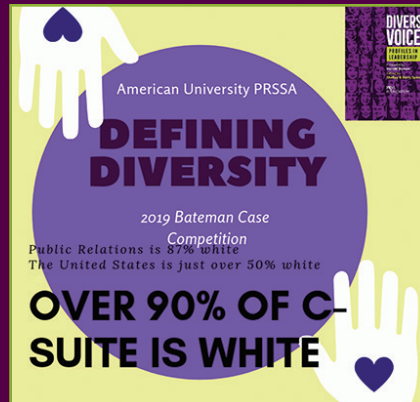
Appendix

AU Shuttle Posters



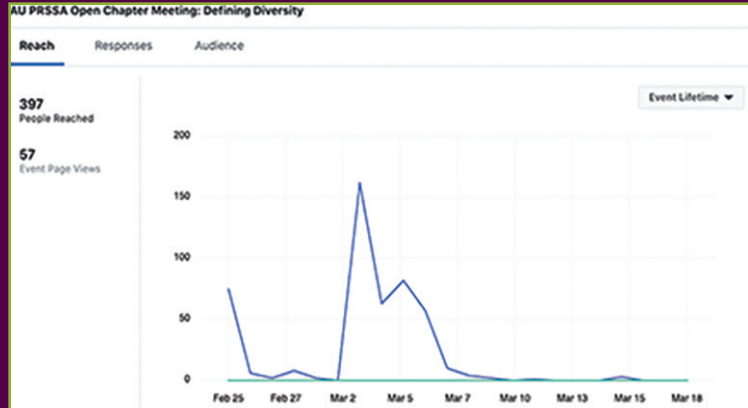
The American University Shuttle Buses featured nine of our graphics. Hundreds of students, faculty, and members of the community ride the shuttle buses each day, allowing our message to be spread across a wide demographic of Washingtonians and visiting students from around the country.

Tabling Event



Our tabling event was held in a popular student hangout. Around 200 students and faculty participated in our game to learn more about diversity and the message of our campaign. They all received some delicious cookie dough as well!

Chapter Meeting Panel Discussion

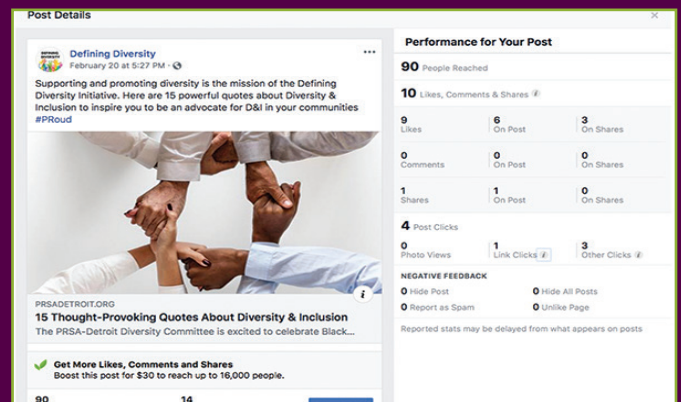


Our PRSSA Chapter was proud to host a discussion panel featuring some professionals in the local D.C. P.R. field. All panelists had indepth knowledge they were happy to share on diversity and inclusion, and students were able to question and propose solutions towards improv- ing diversity and inclusion in the workplace.

Self Promotions/ Social Media

All Posts Published

Published	Post	Type	Targeting	Reach	Engagement	Promote
03/11/2019 1:52 PM	Check out "Diverse Voices: Profiles in Leadership" to learn more about	Shared with Public	Public	17	0 2	Boost
02/26/2019 7:34 PM	#DefiningDiversity	Public	Public	166	23 11	Boost
02/25/2019 4:43 PM	Join us for a fundraiser featuring cookie dough from the Dough Jar!			7	0 2	
02/20/2019 5:27 PM	Supporting and promoting diversity is the mission of the Defining			90	4 10	Boost
02/18/2019 5:26 PM	Defining Diversity			0	0 2	Boost
02/12/2019 7:28 AM	American University communications professor, Pallavi			21	2 4	Boost



Our campaign was featured across many different social media platforms in order to spread our message of diversity and inclusion. These plat- forms, including Twitter, Facebook, and Instagram were vital towards spread the word and starting conversation about diversity and promot- ing our campaign message.

Featured Promotions/ Videos

Search University Master Calendar

Wednesday, March 6
PRSSA Chapter Meeting
8:30 PM - 9:30 PM, The Gianni Lounge (Mary Graydon)
Updated 2/14

AU PRSSA weekly chapter meetings hosting different speakers from the various sectors and opportunities in Public Relations as well as with local professionals in the D.C. area!

Type: Meetings, Workshops, Trainings, Info Sessions
Host: Public Relations Student Society of American University
Co-host: School of Communication
Contact: Elizabeth Frenaye
service@auprssa.org

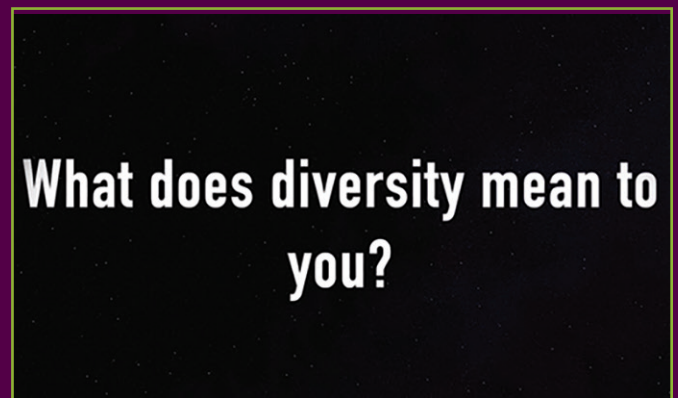
Career Center

SOC Spot

Missed a previous issue? <https://issuu.com/ausoccareeradvisors/docs>

Felicia Parks Julia Beyer Alyssa Best

Virtually meet your SOC advisors - Felicia Parks, Julia Beyer, and Alyssa Best



Our campaign was featured on a variety of different promotional platforms on campus, including the American University school website, the School of Communications spotlight, and the PRSSA weekly newsletter. Hundred of students and faculty receive and view these platforms, allow- ing our message to spread across campus.

To view our video, please go to: <https://bit.ly/2Wqf0ZR>