WEBSITE REBRAND

CAMPAIGN PROPOSAL

Prepared for :

RIVERSIDE ARTS ACADEMY

A Public Relation Campaign focused on the redesign and relaunching of the Riverside Arts Academy Website to be both visually stunning and bilingual friendly.

2023

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ABOUT US

Nexus Numera is an integrated agency that combines public relations, search engine marketing, and digital marketing into a single unified service. We are a group of independent thinkers and intuitive creatives who are motivated by purpose, outcomes, and a desire to achieve greatness. Nexus Numera, based in Riverside, California, specializes in increasing brand awareness for businesses of all sizes.

THE NEW AGE OF CONNECTION™

MISSION

Our mission is to form meaningful connections that build upon the established reputation of our clients, while also striving to equip them for long-term success. We are dedicated to aiding underserved organizations by supplying them with professional advising handcrafted to strengthen and further their current goals, as well as preparing them to embark on their future endeavors. Connection is at our core; it is what we aim to solidify in our clients and their publics through strategic campaigns designed to maximize external and internal communications. At Nexus Numera, we are committed to bringing our clients into The New Age of Connection™

OUR TEAM

GRACE LOMAX

Account Executive

Public Relations Major with a Minor in Marketing. Planning to study for an MBA following college graduation. Dream job is to work with nonprofits & campaign outreach.

KATRIANA DANAS RIVERA

Account Executive

Public Relations major, Marketing minor.Following graduation, I plan on taking a year off to travel with expected stops to New York, Boston, Puerto Rico, and Spain.

DYLAN PAGE
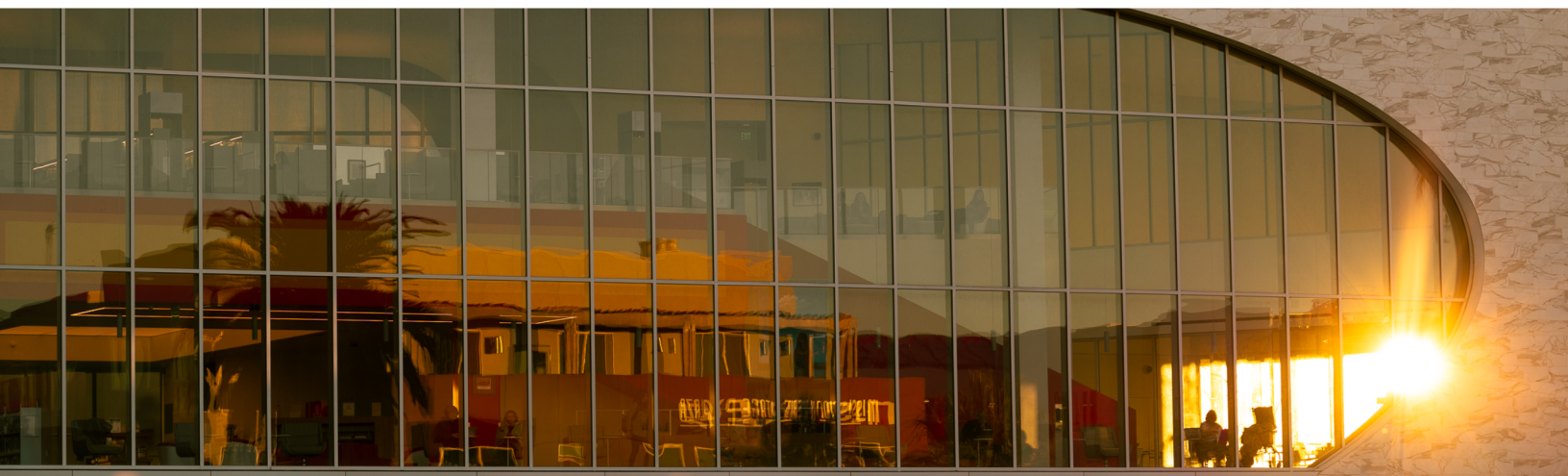
Assistant Account Executive

Public Relations major, Marketing minor. Passion for photography/ videography. I hope to direct movies or commercials one day.

KYLE YETT

Assistant Account Executive

Communication Studies and Public Relations Double Major. Pursuing an MBA following graduation. My overarching career goal is to make it in the videogame industry

ORGANIZATIONAL OVERVIEW

BACKGROUND

Founded in 2014, the Riverside Arts Academy (RAA) is a Riverside-based arts-based youth development program that uses the performing arts as vehicles to help underserved young people build skills and foster positive attitudes and behavior through leadership and self-esteem building programming. RAA programs instill discipline, boost self-esteem, inspire creativity, and assist young people in setting and achieving goals. Kids are encouraged to explore, create, and reach their full potential at the academy. Their mission is to provide "access and connection to the arts with a focus on music, as a way of changing the trajectory of the lives of underserved youth ages 4-17." Their vision centers around the premises of fostering commitment, community, collaboration, respect, responsibility, sustainability, and integrity throughout their various music programs and outreach efforts. Under the innovative leadership of founding president Collette Lee, this award-winning program provides over 50 hours of weekly instruction in art classes such as strings, band, mariachi, orchestra, percussion, and more, serving 2,000students annually.

CURRENT OPERATIONS

RAA today currently offers programs at 5 elementary schools (Foothill, Longfellow, Bryant, Beatty, and Highgrove) alongside César Chávez Community Center. The volunteer team behind RAA is committed to improving their offering. Seen in their recent search of new talent to better the learning experience for those enrolled; additionally old contributors such as associate founder Andy Melendrez, now RAA's 2023-2024 Board President, have been offered new opportunities to cultivate program growth. Through gracious community and corporate sponsors/donors RAA can continually offer scholarships to children from underprivileged families to ensure all have an equal opportunity to benefit from the program. Without need for less precaution as the world continues to transition past COVID-19 RAA is slated to offer more in person performances opportunities for their classes to engage with the surrounding community. The program likewise with the completion of the 2022 year bolsters their first class of alumni, an exciting testament to the program's longevity and impact in the community.

ORGANIZATIONAL OVERVIEW

OUTREACH

Throughout the past several years, Riverside Arts Academy has dedicated itself to serving the local community through various programs, outreach initiatives, and connections with local schools. Each of these programs are advertised through a variety of means including their website, social media accounts, and weekly newsletter. Offered on the organizational website, the RAA newsletter is put together monthly by volunteers and offered to stakeholders and external publics regarding any important information or current company updates. As a nonprofit organization, RAA is based upon donations from generous individuals and platinum sponsors, each of which is necessary to keep classes and programs functioning at their full capacity. By connecting with a handful of community schools, crafting content on social outlets, and hosting "The Art of Giving Gala," Riverside Arts academy aims to both maintain and increase current donations to their creative programs. As RAA continues to grow and flourish their reach within the Riverside community, there is an increasing need for further volunteers to guide resources and continue effective and organized operations. The Riverside Arts Academy utilizes several methods to inform, update, and connect with the surrounding community, always seeking to gain new interest in both volunteer and donation programs.

WEBSITE

The RAA website is adequate. Upon entering the landing page, viewers are greeted with various options of different pages to visit, as well as an extensive bit of information about the company. Each page has very intense colors, reminiscent of childhood and thus the children they help. The high contrast colors lack a tertiary color to neutralize the palette, so the eyes can become incredibly overwhelmed at times. The landing page, along with all other pages on the website, includes an action card at the bottom of the page for users to visit. When the enroll page is selected, however, users are taken to a dead end page, where every action link clicked takes them to the same page. The actual enroll page is located at the bottom of a dropdown list only found at the header of the website. Overall, the website contains quite a bit of information regarding the Riverside Art Academy and their mission, visions, and accomplishments.

SITUATIONAL ANALYSIS

SITUATION FACING THE ORGANIZATION

Currently, the Riverside Arts Academy has not been optimizing its resources to further its overall brand awareness, outreach efforts, and community accessibility. While their efforts have seen some success, it is not nearly as effective or as efficient as the organization would like, thus creating a disconnect between themselves and their audience. This is especially evident through their online presence, specifically the organization's current webpage, as the information and content displayed on it do not adequately represent the organization's endeavors nor does it make itself as accessible as possible for audience members (both Spanish and English speakers alike),thus limiting their potential for more expansive and effective brand awareness. As an arts-driven non-profit based in a cultural community as rich as Riverside, RAA has the potential to position itself as a pillar of the community, supplying the children and young adults in their midst with the benefits and the opportunity to enrich their minds and lives through the power of music and art.

BACKGROUND OF ORGANIZATION

As a volunteer operated non-profit, RAA has and continues to struggle with the implementation of outreach efforts, brand awareness campaigns, and community accessibility tools. While the RAA team has the resources for implementation the issue has always be alack of time to plan such improvements. Which, in turn, has resulted in neglect for important organizational assets such as their website, social media platforms, among other outreach resources. In a post-covid environment RAA now is looking to advance its public image by establishing the organization as admirable through its usage and understanding of current uses of technological assets. Currently assets such as the RAA website have failed to stay relevant; components such as SEO integration, embedded links, live feeds, website flow, and bilingual integration are all much needed improvements to modernize and remodel the current website to be more user-friendly and brand forward.

SITUATIONAL ANALYSIS

SITUATIONAL SIGNIFICANCE AND IMPORTANCE

Once a comprehensive examination has been conducted regarding RAA's current undertakings, social outreach approaches, and possible upcoming opportunities, it is valuable to understand the critical importance of originally gathering this information in the first place. RAA currently maintains a niche sector of the nonprofit market in Riverside, California, placing its entire focus and emphasis on unreached communities of children who have not been able to supplement their desires for further musical or arts training. However, as concluded by the information above, RAA is not utilizing their brand to its fullest potential through their current initiatives. As an organization with a commendable, necessary, and life-changing mission, the Riverside Arts Academy has an overwhelming opportunity to make a critical and noticeable change within the culture of Southern California. With the implementation of several appropriate shifts, changes, and updates to their current website operations, this nonprofit will be even further equipped with every tool it needs to create limitless change within the lives of community members and children alike. Currently, the website presence provided by RAA is not reaching the company's maximum potential key audience that is in desperate need of this service, thus causing countless individuals to go without the help or guidance that they require. Through significant yet manageable alterations to the online resources provided by RAA, the organization will be able to maximize their potential growth as a longstanding and dependable source of impact.

SWOT ANALYSIS

STRENGTHS

Customer Satisfaction: RAA has changed the lives of their students. Anyone familiar with the organization understands this.

Brand Consistency: RAA does an excellent job of remaining consistent in their messaging across all platforms.

WEAKNESSES

Brand Awareness: Currently, little effort is being put into establishing RAA's brand to their publics.

Volunteer Staff: RAA hires volunteers, which means no full time PR team to consistently implement new strategies and tactics.

THREATS

Other Nonprofits: Other nonprofits in the Riverside area are primarily attraction based. The Cheech Museum, for example, gives customers the ability to gain something from donating money, whereas RAA cannot offer this to anyone but students who do not donate.

OPPORTUNITIES

Customer Outreach: Overall, more outreach to new or old stakeholders will prove fruitful for RAA.

New Demographic: A large Hispanic population in Riverside allows for RAA to use bilingual marketing, which could open the door to a new client market.

OPPORTUNITY STATEMENT

Riverside Arts Academy has the opportunity to remodel their website using current website functionality tools and formatting principles to further bolster brand awareness; while also improving the ease of navigation for current and future families looking to enroll their students.

AUDIENCES

PRIMARY

The primary audience for Riverside Academy of Arts, and its website, are parents within the Riverside area. As an education-based arts program, RAA speaks to the interests and needs of parents within the community, who are looking for ways to enrich the current and future lives of their respective children through creative means such as music. Because RAA is a nonprofit, most of the funding to keep its many programs afloat is derived from sponsorships/donors/donations and actual enrollment, which is why appealing to and educating parents about the ins and outs of RAA is a necessity. Knowing this, it is crucial that RAA's current website gets modified and improved to better communicate with and attract Riverside parents to the organization, prompting them to want to enroll their child in one of their many music programs.

SECONDARY

The secondary audience for Riverside Arts Academy goes to both donors and sponsors. Both of these groups involve a financial contribution, but where they differ is where the money comes from and how much money is involved. Donors refer to a donation less than $2,500, which would primarily come from families, small businesses, or good Samaritans. Sponsorships come from much larger corporations such as Amazon or Lamar Advertising Company. RAA also has sponsors for individual events. Together, these groups target an audience that is incredibly important to them: the money to keep the program afloat.

AUDIENCES

MARGINAL

Within public relations, 'marginal audiences' do not have a direct bearing on the organization itself, rather, they are a sector of influenced individuals who are being reached simply due to the nature of the company. With this information in mind, it becomes clear that the Riverside Arts Academy's marginal audience is found within the children themselves. Whether through partnerships with local schools, booths around the community, or online content, children within the local area are often exposed to RAA and their outreach program. As the main mission and overall heart of RAA, children have an incredibly crucial role to play in the messaging system within this company. Their exposure and comprehension of the campaigns initiated and produced by RAA is critical to the growth of the services offered. By grasping and processing the information being produced, each child becomes equipped to communicate their desire to enroll within the program to their parents/legal guardians, allowing further members of the Riverside community to be reached.

TARGET PUBLIC FOR CAMPAIGN

The target public for this campaign is going to be both current and future parents of the children enrolled in RAA programs. The update website design and copy will seek to offer accessibility for English and Spanish speaking families; as well as deliver relevant information about RAA, its programs, news, and upcoming events. A new simplified landing page would also serve to further legitimize RAA as a trustworthy non-profit for parents to engage with or sponsors/donors to support.

GOALS AND OBJECTIVES

WEBSITE GOALS

Modernize Website

- Give 5 specific recommendations
- Create a Spanish landing page as a tab on the main website
- Create a Spanish landing page

WEBSITE OUTREACH

Bring awareness to the updated site

- Increase site traffic by 50%
- 150 unique visitors to the Spanish enrollment page

STRATEGIES AND TACTICS

STRATEGY

Our strategy is to enhance and optimize RAA's website to better speak and appeal to their primary audience (parents residing within the Riverside area). There are 5 specific website recommendations that can be implemented to achieve the goal of modernizing and optimizing the Riverside Arts Academy's website outreach.

RAA can use a variety of outreach strategies to increase site traffic by 50% and raise awareness of the updated site. To begin, they should optimize their website for search engines (SEO) in order to improve their visibility in search results. Second, they should promote their newly designed website actively on social media platforms such as Facebook and Instagram. To reach the goal of 150 unique visitors to the Spanish enrollment page, targeted advertising campaigns targeting Spanish-speaking communities can be run.

TACTICS

- Create 2 bilingual social media posts a week on Instagram and Facebook
- Plan one large website centric Raffle/Giveaway
- Use Hootsuite to post on Social Media and Monitor Analytics
- Use a new suite of hashtags (Appx. K)
- Apply a new suite of SEO terms (Appx. J)
- Create a QR code for direct access to the RAA website (Appx. M)
- Select a new website theme to be used across the website
- Provide Spanish translations of key information (Appx. N.3)
- Enact website recommendations by using Wix or Wordpress (Appx. N)

CONTENT CALENDAR

WEEK	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 1:	Prep Week	Prep Week	Prep Week	Prep Week	Prep Week	Prep Week	Prep Week
WEEK 2:		IG: New Website Tease Post FB: Linked to IG		IG: Impact of Music Post FB: Linked to IG			Review Analytics
WEEK 3:			IG: Meet the Instructors Post (bilingual) FB: Linked to IG			IG: New Website Tease Post (more details) FB: Linked to IG	Review Analytics
WEEK 4: WEBSITE UBDATES		IG: Website Update Announcement Post (bilingual) + updated hashtags implemented FB: Linked to IG		IG: Live explaining updates FB: Link to IG Live			Review Analytics
WEEK 5: ANNOUNCE GIVEAWAY			IG: Giveaway Announcement Post (bilingual) FB: Linked to IG Post		IG: Event Post FB: Linked to IG post		Review Analytics
WEEK 6: QR CODE		IG: QR code announcement post (bilingual) FB: Linked to IG post		IG: Testimony Reel (w/ QR code) FB: Linked to IG post			Review Analytics

CONTENT CALENDAR

WEEK	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
WEEK 7: EVENT			IG: Instrument Highlight Post (w/QR Code) (bilingual) FB: Linked to IG post		IG: Event Post (w/ QR Code) (bilingual) FB: Linked to IG post		Review Analytics
WEEK 8: INSTRUCTORS		IG: Meet the Instructors Post (bilingual) (w/QR Code) FB: Linked to IG		IG: Testimony Reel (w/QR Code) FB: Link to IG Live			Review Analytics
WEEK 9: ANNOUNCE GIVEAWAY			IG: Event Post (w/QR code) (bilingual) FB: Linked to IG post		IG: Winner Announcement Post FB: Linked to IG post		Review Analytics
WEEK 10: QR CODE		IG: Instrument Highlight Post (bilingual) (w/QRcode) FB: Linked to IG post		IG: Meet the Instructors (cont'd) (w/QR Code) FB: Linked to IG post			Review Analytics
WEEK 11: EVENT			IG: Testimony Video (bilingual) (w/QRcode) FB: Linked to IG post		IG: Instrument Highlight Post(w/QR Code) FB: Linked to IG post		Review Analytics
WEEK 12: EVALUATION							

IMPLEMENTATION TIMELINE

WEEK 1
M: Review and take notes on Website Relaunch Plan
T: Experiment with Site Tools on Wix
W: Review and take notes on Website Relaunch Plan
F: Review and take notes on Website Relaunch Plan
S: Record current site traffic to use for campaign evaluation

WEEK 3
M: Create another website teaser post and instructor post using Canva
T: Integrate the first two recommendations website with Wix; Post Meet the Instructors (Appx. B)
W: Integrate the third website recommendation with Wix
R: Integrate the final two website recommendation with Wix
F: Post a teaser on newly added site recommendations (Appx C.)

WEEK 5
M: Post first official updated website announcement (Appx. C)
T: Take notes and create talking points for an Instagram live walking through website changes
W: Host Instagram live detailing website changes
F: Create first announcement post for upcoming giveaway using Canva
S: Review social media analytics on Hootsuite

WEEK 7
M: Post website announcement with functional QR code using Hootsuite (Appx. F)
T: Create a reel on Canva to highlight an instructor
W: Post reel to highlight an instructor with the website QR Code for more information (Appx. E)
F: Create a post on Canva highlighting a specific instrument
S: Review social media analytics on Hootsuite

WEEK 9
M: Introduce half the instructors in a post using Hootsuite that incorporates a QR code to a corresponding page (Appx. B)
T: Create a reel on Canva to highlight an instructor
W: Post reel to highlight an instructor with the website QR Code for more information (Appx. E)
R: Select and contact winners of the ongoing website giveaway
S: Review social media analytics on Hootsuite

WEEK 11
M: Post instrument highlight using Hootsuite with a QR code to a corresponded section on the site (Appx. G)
T: Create a post using Canva to introduce the RAA instructors
W: Introduce second half the instructors in a post using Hootsuite that incorporates a QR code to corresponding page (Appx. B)
S: Review social media analytics on Hootsuite

WEEK 2
M: Create and Post first new website teaser on social media using canva (Appx. C)
T: Implement the new website theming to build a foundation for new site on Wix (Appx. N)
W: Translate current site content to Spanish; Post Impact of Music Infographic (Appx.A)
R: Create new Spanish landing page for updated site on Wix
F: Update Wix tab selection to include new Spanish options

WEEK 4
M: Update and transfer existing site pages onto Wix to align with new site features and theme
T: Purchase rights to the new site and make public using Wix
W: Generate a QR Code for the new site using a free digital tool
R: Implement new SEO tags on the backend of the new website
F: Prepare new Hashtags to coincide with upcoming social media posts (Appx. E), Create Website Update Announcement post using Canva

WEEK 6
T: Post announcement for upcoming website related giveaway using Hootsuite (Appx. I)
W: Create a special event post on Canva to promote website
R: Post about a special event with a partner to promote website traffic using Hootsuite (Appx. D)
F: Create a website announcement post on Canva using the previously generated QR Code
S: Review social media analytics on Hootsuite

WEEK 8
T: Post instrument highlight using Hootsuite with a QR code to a corresponded section on the site (Appx. G)
W: Create a second special event post on Canva to promote website
R: Post about a second special event with a partner to promote website traffic using Hootsuite (Appx. D)
F: Create a post using Canva to introduce the RAA instructors
S: Review social media analytics on Hootsuite

WEEK 10
M: Create a special event post on Canva to promote website
T: Post about a special event with a partner to promote website traffic using Hootsuite (Appx. D)
W: Create an announcement post to highlight the winners of the website giveaway using Canva
R: Post the winners of the website giveaway using Hootsuite
F: Create a post on Canva highlighting a specific instrument
S: Review social media analytics on Hootsuite

WEEK 12
M: Review Campaign Evaluation Measures
T: Review and record website traffic from past 12 weeks
W: Review and record social media analytics from past 12 weeks
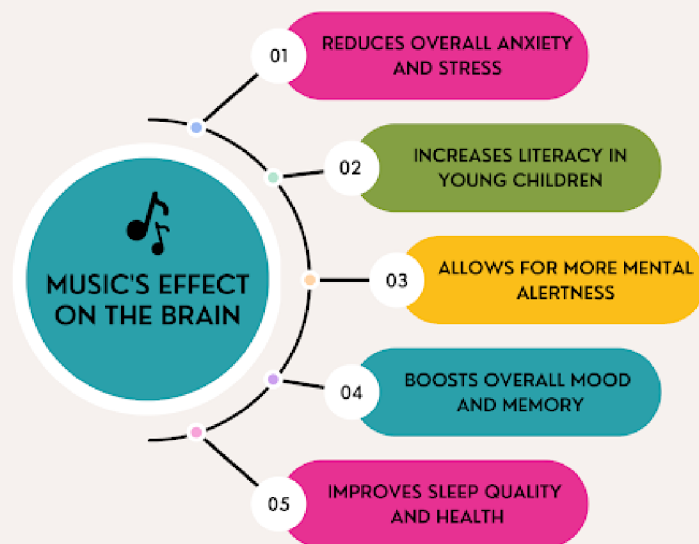F: Evaluate campaigns overall performance

EVALUATION

EVALUATION MEASURES

- To properly modernize the RAA website the implementation of all 5 specific recommendations should be deployed by using website tools such as Wordpress or Wix before the social media relaunch campaign begins.

- The success of the relaunch campaign will be measured by an increase of 50% site traffic over the course of the campaign.

- To reach the Spanish speaking audience, a comprehensive spanish landing page must be published on the site with relevant and accurate information.

- The success of the new spanish landing page will be measured by an expected 150 total click throughs to the new page

The Five Impacts of Music on Developing Minds

MUSIC'S EFFECT ON THE BRAIN

01 REDUCES OVERALL ANXIETY AND STRESS

02 INCREASES LITERACY IN YOUNG CHILDREN

03 ALLOWS FOR MORE MENTAL ALERTNESS

04 BOOSTS OVERALL MOOD AND MEMORY

05 IMPROVES SLEEP QUALITY AND HEALTH

Meet Our

Music Teachers

Meet Anna Claude, Riverside Arts Academy's Strings Instructor. After five years of volunteer work with RAA, Anna is here to tell her story.

See More Testimonials
riversideartsacademy.com

APPENDIX

APPENDIX C

APPENDIX D

APPENDIX

Let's Meet our Teacher

MARCELINE ANDERSON
STRINGS SPECIALIST
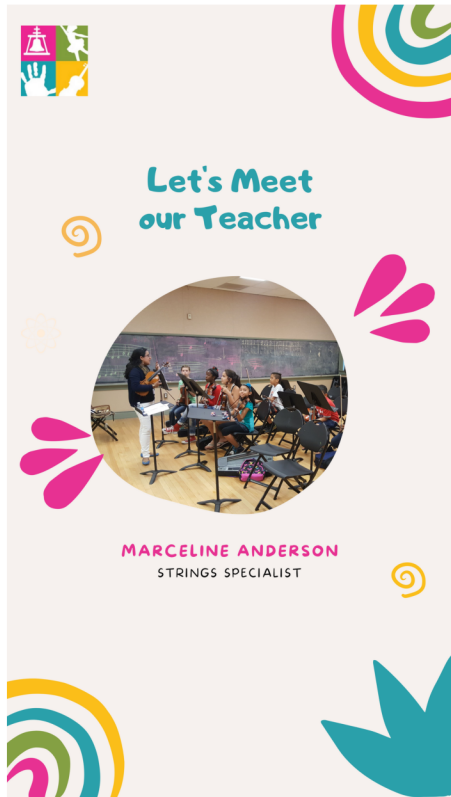
What prompted you to begin working at RAA?

@riversideartsacademy

What is your favorite memory from your time teaching?

@riversideartsacademy

Why is musical training crucial for younger minds?

@riversideartsacademy
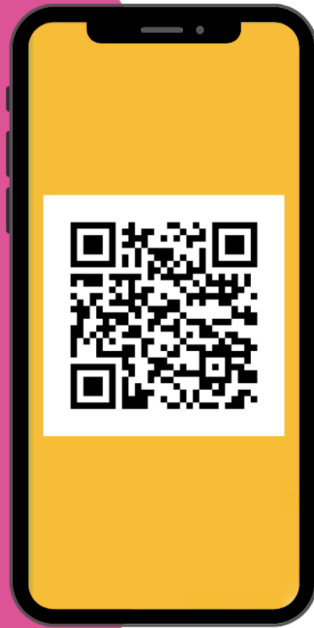
#RAAWEB 'S QR CODE!

The perfect way to learn more about us and what we're up to, just a scan away!

Scan Me!

https://riversideartsacademy.com/   @riversideartsacademy

Instrument Highlight:

VIOLIN

- **Part of the string family**
- **Almost 500 years old**
- **Made up of 81 pieces**
- **Mozart played it**
- **Bows have 150-200 hairs**

Scan to learn about our instrument programs!

APPENDIX

APPENDIX H
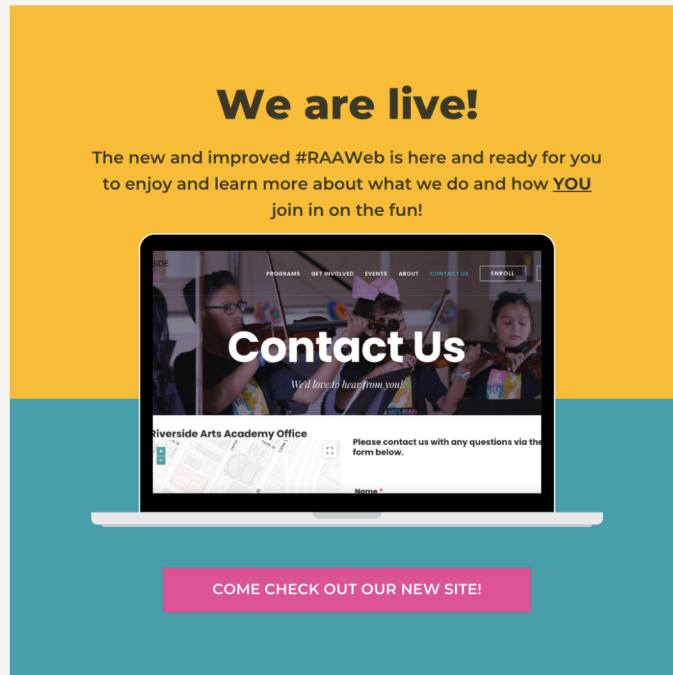
APPENDIX I
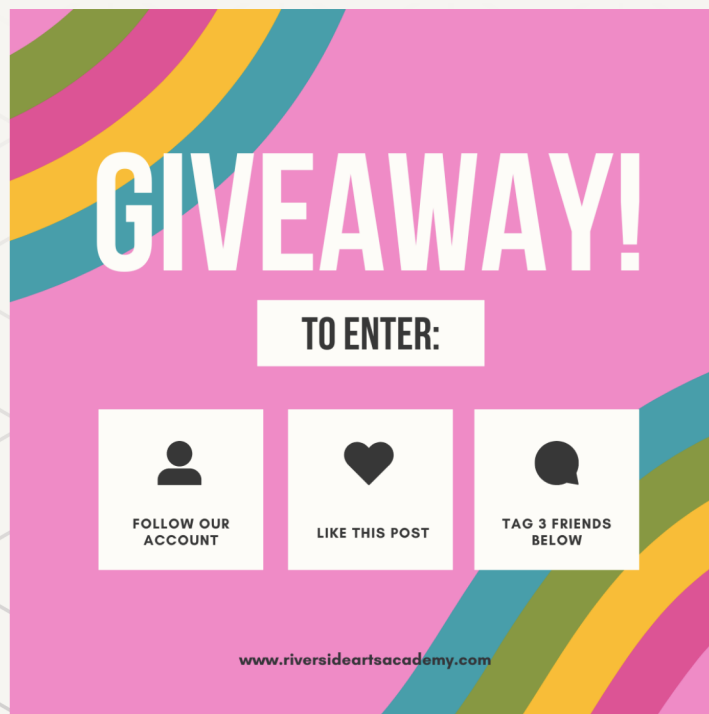
APPENDIX
APPENDIX J

SEO TAGS
- Riverside, Riverside County, City of Riverside, Riverside City, Riverside California

- Music Nonprofit, Art Nonprofit, Bilingual Nonprofit, Underserved Community

- Orchestra, Mariachi, Strings, Percussion, Choir

- Riverside Schools, Students, Local Students, RUSD

- Social Change, Transformative Education, Learning Music, Educational Music, WeAreRAA

APPENDIX K

SOCIAL MEDIA HASHTAGS
#WeAreRAA
#MusicForEducation
#RiversideStudents
#RiversideNonProfit
#RAARaffle
#RAAGiveaway
#RAAWebsite
#RAABilingualAccessibility

APPENDIX

APPENDIX L

<u>WEBSITE RECOMMENDATIONS</u>

1.) Consolidation of Information
2.) Spanish pages
3.) Live Feeds
4.) Revised Site Map
5.) Mobile Optimization

APPENDIX M

<u>EXAMPLE WEBSITE DESIGN</u>
https://kyleyett.wixsite.com/riverside-arts-acade
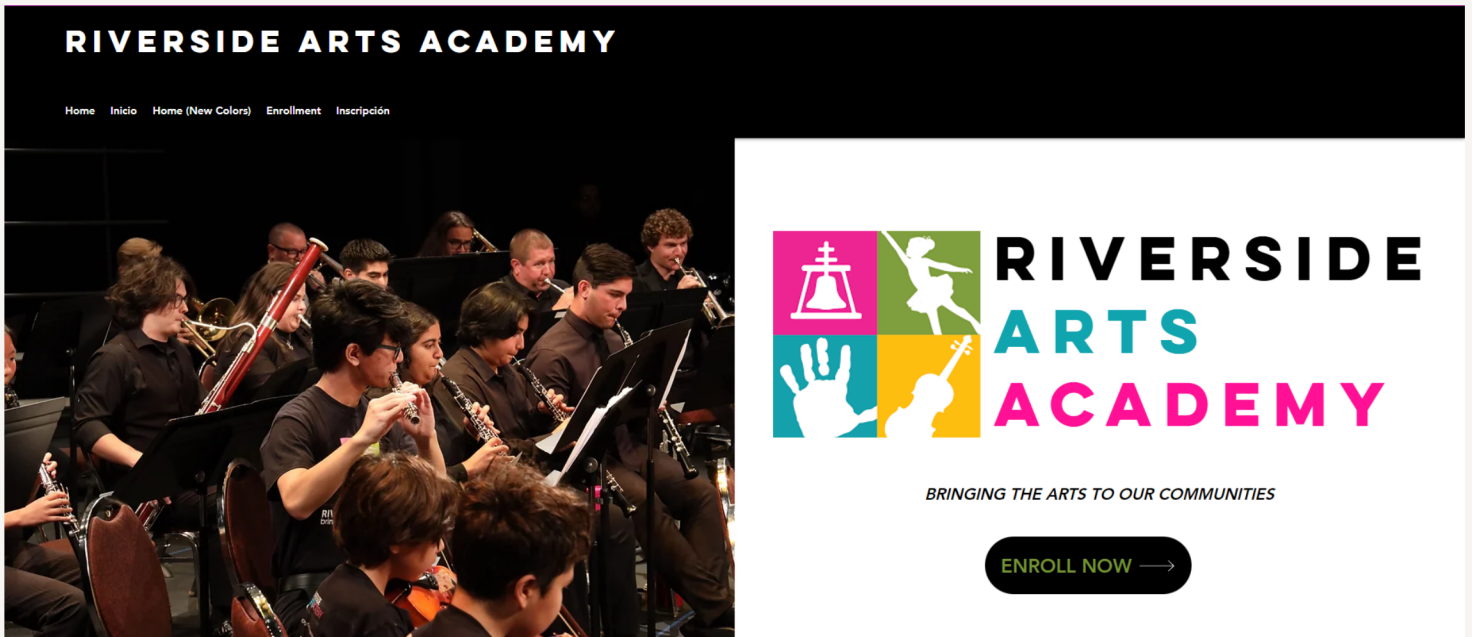
SCAN ME

APPENDIX

APPENDIX N.1

APPENDIX N.2

APPENDIX

APPENDIX N.3

SOBRE NOSOTROS

¡Nuestro objetivo es cambiar vidas a través de las artes!

Nuestra Misión

Riverside Arts Academy brinda acceso y conexión con las artes con un enfoque en la música, como una forma de cambiar la trayectoria de la vida de los niños y jóvenes desatendidos de 4 a 17 años.

Nuestra Visión

Nuestra visión es fomentar 7 filosofías fundamentales dentro de la comunidad RAA, que incluyen: estudiantes, padres, maestros, mentores, personal, socios comunitarios, etc...

COMPROMISO
COMUNIDAD
COLABORACIÓN

RESPETO
RESPONSABILIDAD
SOSTENIBILIDAD

INTEGRIDAD

LEER MÁS➊

APPENDIX N.4

RAA @ CESAR CHAVEZ CHOIR (SATURDAYS)

Saturdays 9:00 am to 12:00 pm

This class offers group music instruction for students who want to sing in an ensemble setting. Students learn the basics of music theory, performance, and vocal technique. All RAA@Cesar Chavez Choir students will have unique opportunities to perform during a Winter & Spring Concert, the Annual Holiday Military Salute in front of the Mission Inn, and many other Riverside events!

Grades: 3-8

No audition required

REGISTER
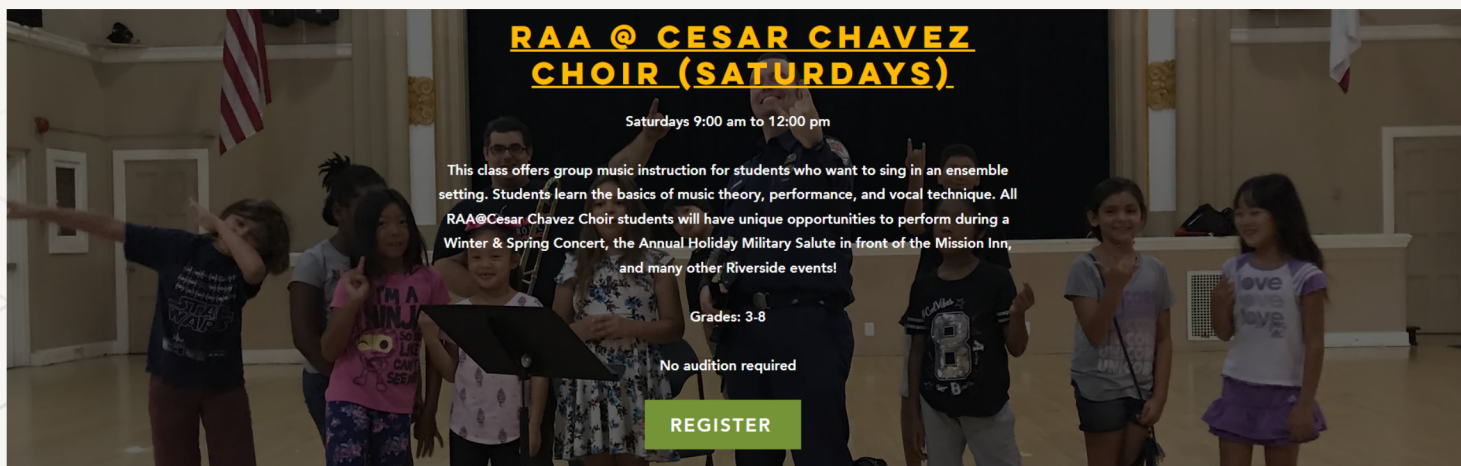
RIVERSIDE CHILDREN'S CHOIR

Tuesday 4:00 pm to 6:00 pm

This class offers group music instruction for students who want to sing in an ensemble setting. Students learn the basics of music theory, performance, and vocal technique. All Riverside Children's Choir students will have unique opportunities to perform during a Winter & Spring Concert, the Annual Military Salute in front of the Mission Inn, and many

RIVERSIDE YOUTH ORCHESTRA

Saturdays 9:00 am to 12:00 pm

The Riverside Youth Orchestra is a classical music ensemble for advanced student musicians in the Riverside area. The orchestra performs classical and contemporary orchestral repertoire selected by the Music Director. Members of RYO learn to perform at an advanced level and serve as peer mentors to other RAA students. All RYO students

APPENDIX

APPENDIX N.5

APPENDIX N.6

APPENDIX

APPENDIX N.6

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