



TOGETHER WE THRIVE

***RECOMMENDATIONS AND
COMMUNICATION STRATEGIES***

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OUR TEAM



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CLIENT BACKGROUND



The client is The Barnes Center at The Arch, located on the Syracuse University Campus. The Barnes Center is a wellness center that welcomes all Syracuse University students. The facility includes health and wellness services from mental health resources to recreational activities. The center was created to break the idea that mental health services must be provided in a separate facility. Therefore, The Barnes Center gives students a one-stop shop for wellness services.

DEVELOPMENTAL RESEARCH AND DIAGNOSIS

Secondary Research

Surveys

In 2024, Syracuse University reported over 15,000 undergraduate students and over 22,000 total enrolled students. Approximately 52% of students identify as female and 48% identify as male. In terms of racial and ethnic diversity, Syracuse University's student population is composed of a variety of different backgrounds: 50-55% White, 10-11% Asian, 10-12% Hispanic or Latino, 6-8% Black or African American students. International students are about 10-15% of the student population. In the Spring of 2024, 3,043 students received undergraduate degrees. The overall career outcome rate was 89%, which reflects graduates in full or part-time positions, military service, service programs, or graduate school.

From the survey conducted, correlations emerged that determine student ability to thrive at Syracuse. From the data, it was concluded that students of color were more likely to acknowledge that they were thriving in all areas other than socially, despite the fact that there is not a 95% confidence level. We can similarly apply this to gender, confirming that the likelihood of thriving is not inherently tied to one's race or gender.

Interviews

Catalyst Communications conducted 6 total interviews. Interviewees were selected through convenience sampling, chosen from random students passing by different locations on campus. Interviews were conducted with a trained moderator present. The interviewees were taken to a private space where they were given a waiting room survey. After the survey, the purpose of the study and how the interview would be conducted were explained to the interviewee. The interviewers adapted questions to the provided responses and asked follow-up questions as necessary. Catalyst Communications analyzed and transcribed the responses to understand the student definition of “thrive” and to utilize the results to best determine the direction of the “Together We Thrive” program.

From the student interviews, it was found that there is no single definition of “thrive” and every student seems to have a different perspective on what it means to thrive. When asked about how the initiative should be implemented the students suggested an individual approach. In the past, The Barnes Center has put forth its initiatives toward too large of a demographic. This approach was too broad in its reach causing students to not be interested. Therefore, they suggested that introducing the initiative to smaller groups would allow students to become more comfortable. Students suggested taking a more integrative approach when it comes to communication. The consensus was that email communication is not effective for communicating with students. Using student ambassadors and social media may be more beneficial. Additionally, through the in-depth interviews, it was found that there is a lack of trust between the students and The Barnes Center. Some students feel that Barnes excludes upperclassmen, only focusing on first-year students when it comes to well-being.

Surveying was a key tool used to conduct research and gain insight on the issues of the ‘Together We Thrive’ initiative. Topics of the online survey that was released and completed by Syracuse University students included social, academic, and environmental implications that contribute to how they ‘Thrive’.

PROBLEM STATEMENT

The primary issue with the Thrive Campaign is within the general student and faculty population at Syracuse University. Students are not highly motivated to engage with the program for various reasons. A significant portion of the student body remains unaware of Thrive and its related initiatives. This lack of awareness can largely be attributed to Syracuse faculty not integrating 'Together We Thrive' into their classroom discussions or academic curriculum.



Source of Concern

Ultimately, the problem the Barnes Center is facing stems from the fact that students are unaware of the initiative and do not currently have the resources to understand or implement the “common knowledge” or necessary “toolkit” that the Together We Thrive program promotes. Additionally, the reputation and credibility of the Barnes Center are extremely low, which compounds the issue by making it difficult for students to trust the initiative or feel motivated to participate. On top of this, there is a clear disconnect between students and their understanding of the program itself, fueling the low engagement even more. As such, without addressing these barriers, the program’s effectiveness and potential impact will remain limited. Additionally, faculty who went through the training describe it as being too “abstract” in nature and feel as though they are taking on the role of a counselor when they just signed up to teach.

What?

The main problem with the Thrive Campaign is within the general student and faculty population at Syracuse. Students are not as compelled to get involved with the program for a multitude of reasons, as described above. Much of the student body is unaware of Thrive and its subsequent initiatives. A major cause of this is due to the fact that Syracuse faculty is not introducing ‘Together We Thrive’ in their classrooms and within the academic curriculum.

When?

Currently, the problem is acted on when students face academic and disciplinary challenges which result in the placement of Academic Probation. However, looking forward to the new goals of the campaign, the problem is found throughout the four years of a students academic career. However, students with 4.0s or high academic standing are also an untapped area of concern due to academic pressure.

Who?

The predominant group of those involved in the Thrive Campaign are those on academic probation and the summer start groups. There is a dedicated group of employees that are involved in the Thrive program and they currently want to expand outward into the entirety of the student population. Those close to the campaign express a desire to tap into students with high academic standing as well. Students are unaware of the initiative and the common language of “thriving” on campus. Faculty at Syracuse University can implement and teach students about the initiative to provide knowledge and create a common language that should be used on campus.

Why?

This is a significant concern to the organization because of the rising and alarming mental health statistics surrounding students. Syracuse University has a responsibility to ensure the health and well-being of its students, and it must take proactive measures to address its current mental health crisis

SWOT ANALYSIS

Strengths

Initial Funding

A large donation was made to start the Together We Thrive campaign, and the monetary resources within it are vast

Resources

The initiative will rely on key resources to achieve goals

Support from Leadership

The Chancellor of Syracuse University and Deans of each school support the campaign, allowing “green lights” and approval within curriculum to be easy to implement

Staff Involvement

The team of Barnes employees are dedicated to the campaign, and want to see its success

Weaknesses

Lack of Trust

Students have a lack of trust and negative perception about the Barnes Center. Through our research, we found that this typically stems from negative experiences in the past

Limited Awareness

There is very little knowledge about the campaign on campus and within the Syracuse community as a whole

Mission Confusion

Students and faculty tend to be unclear about the campaign’s goals and what the ultimate mission is

Website Issues

The website is extremely dated, lacks proper information, and is very hard to follow and find as a user

SWOT ANALYSIS

Opportunities

Social Media & Marketing

Utilizing social media and marketing can increase student engagement and awareness about the campaign as a whole

Website Revamp

Modernize and simplify the Barnes Center site to make it easily accessible and not difficult to navigate

Mental Health Day

'Together We Thrive' Mental Health Day with no classes to introduce students and faculty to the initiative

Engagement Through Surveys

Students can have registration holds removed by participating in a Barnes survey

Threats

Lack of Trust

The Barnes Center has a poor reputation because of student's lack of trust which could impact engagement

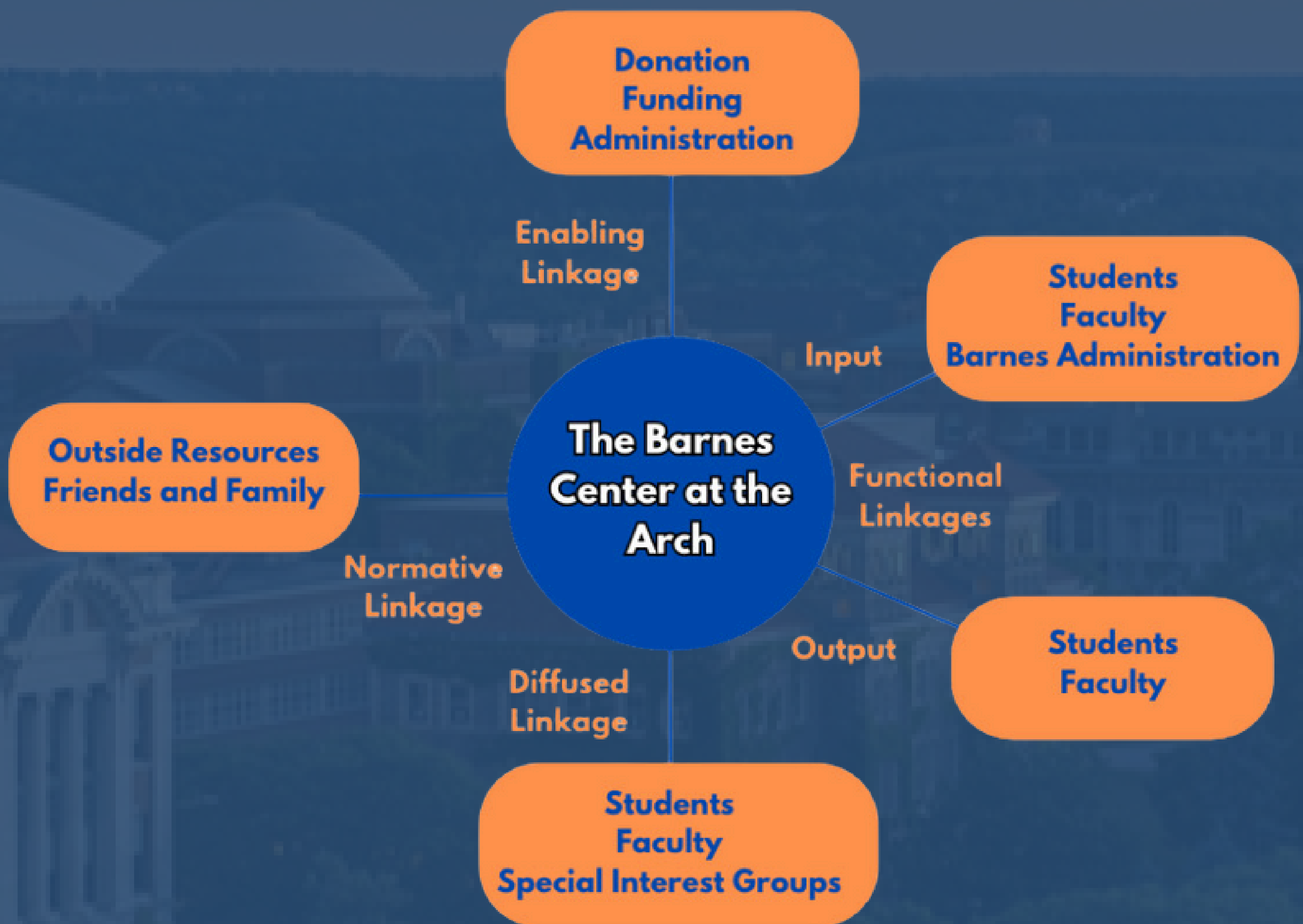
Low Student Engagement

The negative perception of Barnes results in low student participation in its programs

Outdated Website

The Barnes Center's outdated and misleading website may keep students and faculty from engaging and rebuilding trust

ORGANIZATIONAL LINKAGE CHART



TARGET AUDIENCES

Students

Syracuse University students are primarily between the ages of 18-24 years old, and the university has approximately 15,000 undergraduate students. Syracuse's student body is diverse, with 52% identifying as female and 48% as male (College Factual). Syracuse Students are in Generation Z, which is defined by birth years after 1996, and is the most diverse generation in American History. Regardless, ethnic backgrounds at SU include 51.3% White, 9.72% Hispanic/Latino, 6.37% Asian, and 7.13% Black or African American. International students make up about 10-15% of the student population (Data USA).

This generation prioritizes mental health over a stressful and demanding work culture (Niche). Many students use their social media to express themselves and their values, meaning the initiative needs to engage with students in a way that they are comfortable with and on platforms that resonate with them most. Social justice, community, and inclusivity are critical motivators for this audience, as Gen Z collectively values authenticity and advocacy for mental health and well-being. Traditional media sources such as campus newsletters and official emails are considered less effective because students do not engage with them as frequently or as in-depth as they do with social platforms.

Faculty

The age range for faculty at Syracuse varies from early-career professors in their 30s to more senior faculty members in their 60s and beyond. Generally, faculty members can range from their late 20s to 70s or older, primarily Generation X (Syracuse University's Office of Institutional Research). 55% of the faculty is male and 44% female (Syracuse), however, racial identity is less diverse. 79% of Syracuse University staff identify as White, a little under 3% identify as Asian American/Asian, roughly 2% as Hispanic/Latinx, approximately 13% as African American/Black, roughly 2% as choosing two or more racial identities, and less than 1% each as Native American/Alaskan Native.

Syracuse University faculty is highly diverse, making it challenging to pinpoint specific attitudes and beliefs that apply to all. However, it is certain this generation often has deep roots in their fields, having spent years developing expertise. This generation is skeptical of social media, but still utilizes it in their life. Their preferred methods of communication are through traditional outlets. They also prioritize achieving a healthy work-life balance and strive to have meaningful careers but also have time for family, friends, and hobbies. (OKR Institute).



Juliana Smith

Student at Syracuse University

Age 20

Single

Gen Z

BIO

Juliana Smith is junior at Syracuse University who is majoring in Civil Engineering. She is a member of Women in STEM club and Delta Zeta sorority. Smith loves engaging with her favorite brands and influencers on social media.

MEDIA HABITS

LIKES

- likely to engage with podcasts and influencers who discuss mental health and well-being
- resonates with influencers who promote authenticity and transparency

DISLIKES

- distrusts overly “corporate” or generic messaging
- less receptive to traditional media sources such as campus newsletters and official emails

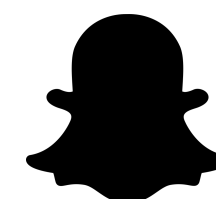
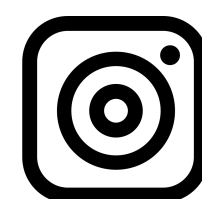
PSYCHOGRAPHICS

- excited about campus activities and community engagement
- strong awareness of social issues
- passionate about sustainability, diversity, and mental health
- prioritizes mental health over work
- technology is an integral part of connection, communication, and sharing with her peers
- use social media to express herself and her values

INFLUENTIALS

- motivated by academic success and personal well-being
- influenced by peer networks, social media influencers, and campus leaders
- social justice, community, and inclusivity are critical motivators
- values authenticity and advocacy for mental health and well-being
- follows high-profile influences such as Alix Earle, Jake Shane, and more

SOCIAL MEDIA



TRUSTED BRANDS



NEWS SOURCES



The Washington Post



John Gold

Faculty At Syracuse University

Age 50

Married

2 kids

BIO

John Gold is a tenured faculty member at Syracuse University's S.I. Newhouse School of Public Communications. He previously worked in the PR field and seeks to spread his industry knowledge with his students.

MEDIA HABITS

LIKES

- Prefers reading physical books
- Engages with articles, videos, or podcasts
- Likely enjoys time for personal reflection, gardening, cooking, etc

DISLIKES

- Dislikes media that prioritizes sensationalism over accuracy
- Avoids sources that lack credibility, prefer established news outlets

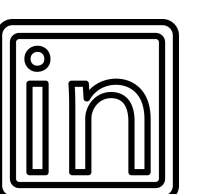
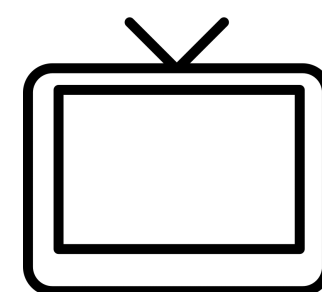
PSYCHOGRAPHICS

- Strong emphasis on knowledge and education
- Skeptic of social media, but still enhances the benefits, including brand visibility
- Able to critically engage with information and promotional efforts via social media
- values freedom of expression
- Strong spirit of independence
- To be financially secure, and provide for his family
- Prioritizes a work-life balance
- Strives to create meaningful work

INFLUENTIALS

- Independence shaped by lived economic recessions
- Helping the community
- Groups that preach shared values
- Need for opportunities that promote professional growth
- Believes in lifelong learning
- Fears job insecurity

MEDIA



TRUSTED BRANDS



amazon



NEWS SOURCES



GOALS AND OBJECTIVES

Goal 1

Increase positive awareness about the Together We Thrive initiative across the general student population at Syracuse University.

Objective 1

We wish to increase positive awareness of the initiative by 10% amongst students at the end of 2025.

Goal 2

Increase retention and normalize the language the Together We Thrive campaign highlights.

Objective 2

Educate our students on the importance of using the language, including practicing self-gratitude. We wish to have 25% of the student body aware of the common language introduced in the Thrive initiative.

STRATEGIES AND TACTICS

Strategy 1

Launch a Together We Thrive day to reinforce the concept and share the key messages of the Thrive initiative. This event will act as a mental health day on the add/drop deadline, September 18th, for the entire Syracuse University community and it will be sponsored by the Together We Thrive Campaign.



Tactic 1

Invite current Barnes Center programs to the Thrive Day to participate such as the Health Hub and Pet Therapy.

These programs have been successful in both participation and outcome. Health Hub invites students to part take in quiz games to win prizes. The questions the Health Hub asks will be prepared by the Together We Thrive Team to implement shared language about thriving and resilience. Pet therapy continues to draw in a large crowd which will make the quad event more inviting. This will reinforce and share the key messages of the initiative.



STRATEGIES AND TACTICS

Strategy 2

Collaborate with student-run organizations and independent influencers to increase the visibility of the Together We Thrive Initiative and Mental Health Day to share the key messages

Tactic 2

Partner with student-run news media

Working with student-run media is free and easily accessible. Connecting with Citrus, Z.89, etc will allow students to become more aware of the initiative and Mental Health Day.



Tactic 3

Partner with at least three student-run organizations on campus to actively post, engage with, and run events. These include various Greek Life chapters and If You're Reading This.

Partnering with student-run organizations to participate in Mental Health Day will raise awareness of The Together We Thrive Initiative. These partnerships will be displayed on social media, which has proven to be an innovative and effective communication tool with Gen Z.

Tactic 4

Reach out to campus Influencers who have a large following to post about Thrive day

This will help promote Thrive Day and Thrive Booths throughout the semester

STRATEGIES AND TACTICS

Strategy 3

Use and create resources to share key messages from the Together We Thrive campaign.

Tactic 5

Implement engaging activities and offer unique prizes and raffles to incentivize students to participate

By engaging in spin the wheel and trivia. Students will become more familiar with the shared language and feel excited to participate.



Tactic 6

Implement Together We Thrive Booths to be placed around campus three times a semester. To maintain student engagement and increase repetition of the Together We Thrive shared language.

One on the day of the involvement fair, another throughout midterm week, and lastly during a reading day near finals week. The booths will be placed outside of Bird Library, The Quad, and The Barnes Center. These booths will be sponsored by Barnes and seek to engage students and inform them about the shared language of Together We Thrive.

KEY MESSAGES



Together We Thrive empowers struggling students to achieve success through proven, supportive strategies.



Investing in Together We Thrive delivers meaningful results, making it a valuable program for student growth and success.



Together We Thrive fosters a shared, inclusive language that strengthens community and enhances communication across campus.

A “DIVERSITY FIRST,” APPROACH

With an audience as vast as Together We Thrive’s, it is important to consider multiple aspects of diversity, equity, and inclusion. Our tactics are designed to include students and staff from many different backgrounds.

For example, tactic 3 includes a variety of organizations that appeal to different demographics by including campus resource centers. However, we will also be sure that the staff running the Together We Thrive Day (tactic 1) event as well as the booths (tactic 4) represent the diverse student and staff population of SU to appeal to the needs of everyone.

DIVERSITY & INCLUSION WHEEL FOR PR PRACTITIONERS

With a target audience of most of the students and staff of Syracuse, it is important we cater to the diversity within SU. Therefore, we tried to craft our campaign to touch upon all the core slices in the D&I Wheel for PR Practitioners. We want our campaign to especially be accessible to all genders and races/ethnicities. Mental health is something that is not always talked about among certain genders or in certain cultures, therefore we want to create a safe space where those who are less familiar with the language of Together We Thrive can be a part of the conversation.



Everyone deserves to thrive and be heard.

IMPLEMENTATION

Summer 2025: Start preparing for the Thrive Day. Begin by posting weekly reminders of the day on various social media accounts. These include The Barnes Center, student-run news media, and student organizations. Put out a volunteer form to enlist people to help at the Booths and the Together We Thrive Day.

**September 18,
2025: Thrive Day**

Post-event: student news coverage, social media posts

**October 1st: Booth 1
Collaborate with
student organizations
to maximize the reach
of the campaign**

Post-event: student news coverage, social media post

**November 1st: Booth 2
Collaborate with
student organizations
to maximize the reach
of the campaign**

Post-event: student news coverage, social media posts

**December 1st: Booth 3
Collaborate with
student organizations
to maximize the reach
of the campaign**

Post-event: student news coverage, social media post

BUDGET

Budget Category	Tactics	Expenses	Cost
Thrive Day	Our scheduled Thrive Day is set for September 18, 2025. This day coincides with the add/drop deadline for the fall semester, a crucial time when students finalize their class schedules and often experience heightened stress.	<ul style="list-style-type: none">• Games and Activities• Prizes• Staffing• Food	\$5,000
Student-Run Media	Partnering with student-run news media organizations like CitrusTV and The Daily Orange can amplify the mission of together we thrive by leveraging platforms that resonate with the student community.	N/A	N/A
Student-Run Organizations	We plan to collaborate with at least three student-run organizations on campus to actively post, engage with, and run events.	N/A	N/A
Booths	We suggest implementing Together We Thrive booths to be placed around campus three times every semester.	<ul style="list-style-type: none">• Games• Staffing• Activities	\$2,250
Activities	We recommend implementing interactive activities and raffles at each booth to increase engagement and draw students in.	<ul style="list-style-type: none">• Raffle incentives• Prizes	\$1,530
Website Renovation	We find it important to renovate the Together We Thrive website page, and initiate positioning on social platforms.	N/A	N/A
Influencers	Reach out to campus influencers who have a large following, specifically those whose audience is the Syracuse community.	<ul style="list-style-type: none">• Influencer 1• Influencer 2• Influencer 3	\$750

EVALUATION PLAN

Tactic 1

Invite current Barnes Center programs to the Thrive Day to participate such as the Health Hub and Pet Therapy. Owned; Thrive Day is a crucial component of our campaign and owning the media promotion and event participation is necessary.

Evaluation: Track how many pitches go out to Student-run organizations and track how many responses are obtained. Measure how many pitches were successful.

Timeline Recommendation: Track responses and confirmed partnerships.

Tactic 2

Partner with student-run news media. Shared; by pitching the news story to the outlets the Thrive Day will be read by audiences of the platforms.

Evaluation: Connect with each media team to analyze their metric data tools. Using metrics to find out views, likes, and other audience engagement data will help us track the effect of using student-run news media.

Timeline Recommendation: Evaluate immediately after segments go live.

Tactic 3

Partner with at least three student-run organizations on campus to actively post, engage with, and run events. These include various Greek Life chapters and If You're Reading This (Instagram: @ifyourereadingthiscuse). Shared; working with multiple organizations outside the campaign boosts audience reach.

Evaluation: Track how many pitches go out to Student-run organizations and track response rates. Measure how many pitches were successful.

Timeline Recommendation: Track response rate and confirmed partnerships.

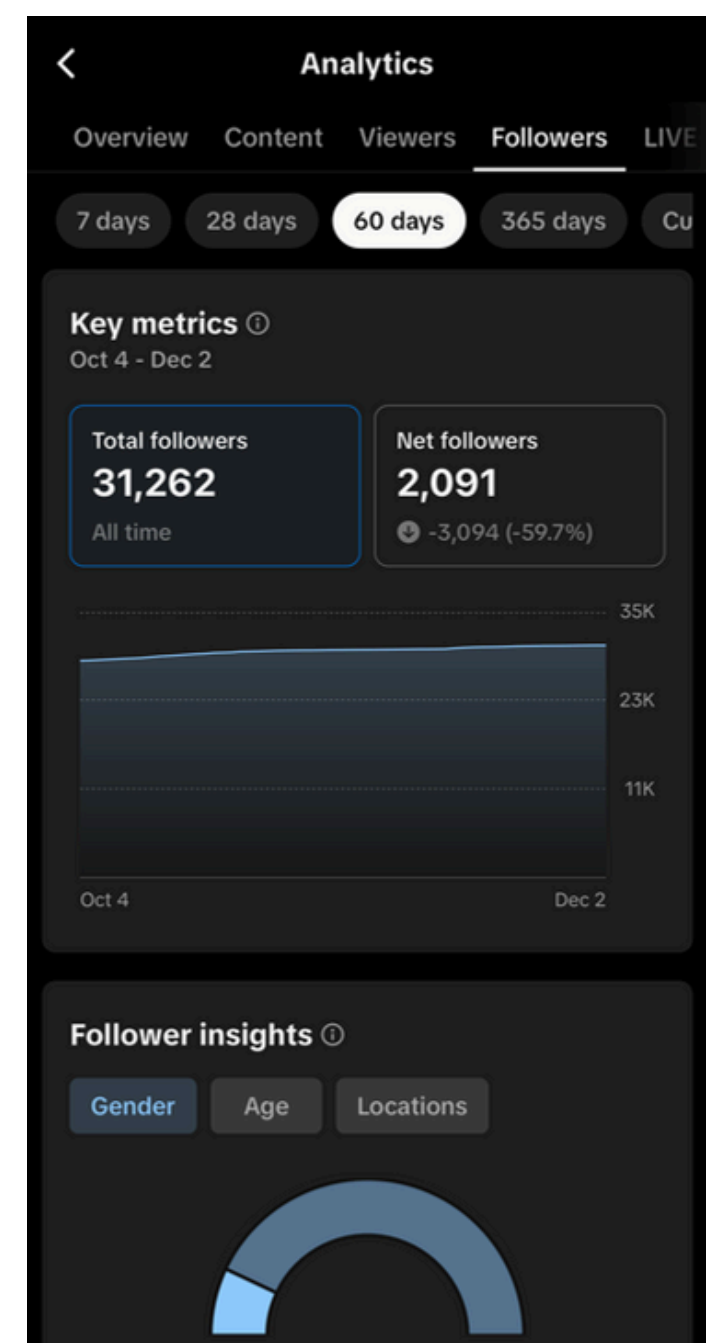
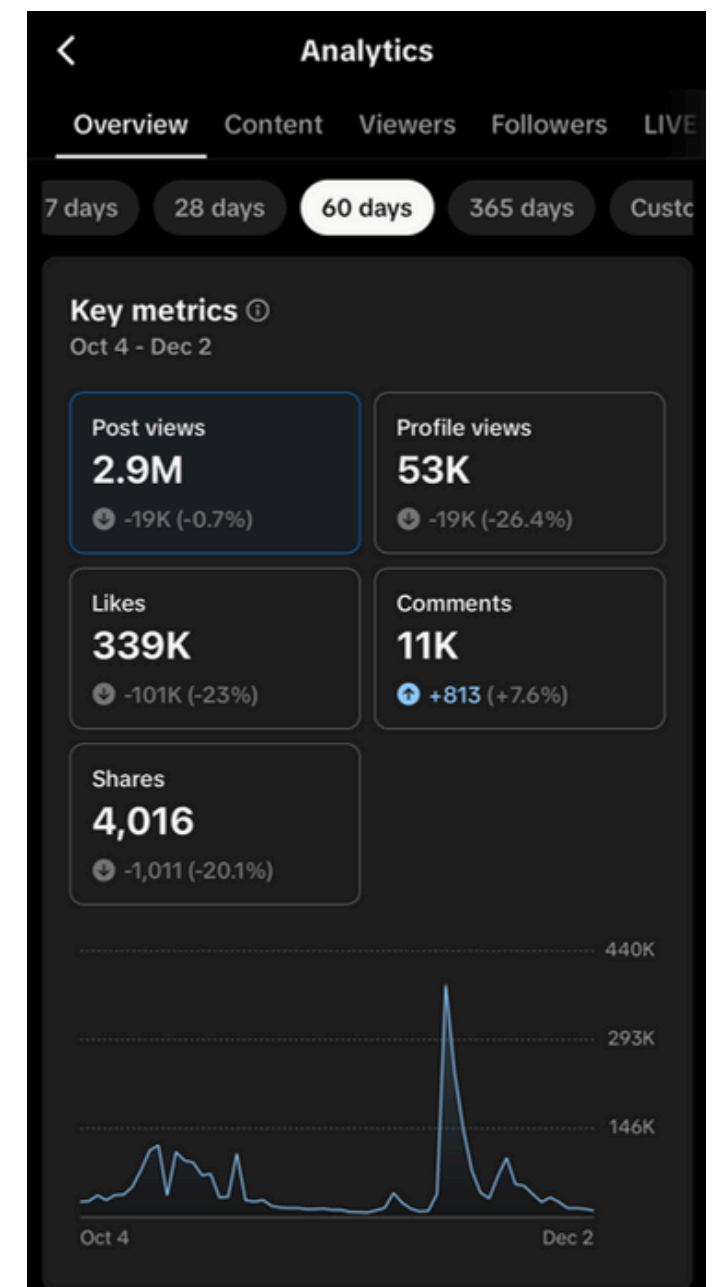
EVALUATION PLAN

Tactic 4

Reach out to campus influencers who have a large following, specifically those whose audience is the Syracuse community. This tactic would help promote Thrive Day and additional Thrive booths that will be placed three separate times throughout the semester. Paid; we will compensate the influencers in exchange for posting about our upcoming events.

Evaluation: Connect with student influencers to track performance on social platforms Use metrics like reach, likes, comments, and shares to track the progress of social media content.

Timeline recommendation: Evaluate two weeks after each post.



Tactic 5

Implement engaging activities and offer unique prizes to incentivize students to participate. Owned; with the Thrive booths placed around campus, the campaign can control the messages sent to the audience. Have a raffle at each of the booths with a prize. Owned; controlling the questions/activities to implement shared language

Evaluation: Track response rate and confirmed events as they come in and are scheduled. Track the NUMBER of tickets handed out during the raffle.

Timeline Recommendation: Track participation rates for the engagement activities as they come in. Track the number of raffle tickets distributed immediately after the raffle occurs.

EVALUATION PLAN

Tactic 6

Implement Together We Thrive Booths to be placed around campus three times a semester. To maintain student engagement and increase repetition of the Together We Thrive shared language. Owned; with the Thrive booths placed around campus, the campaign can control the messages sent to the audience.

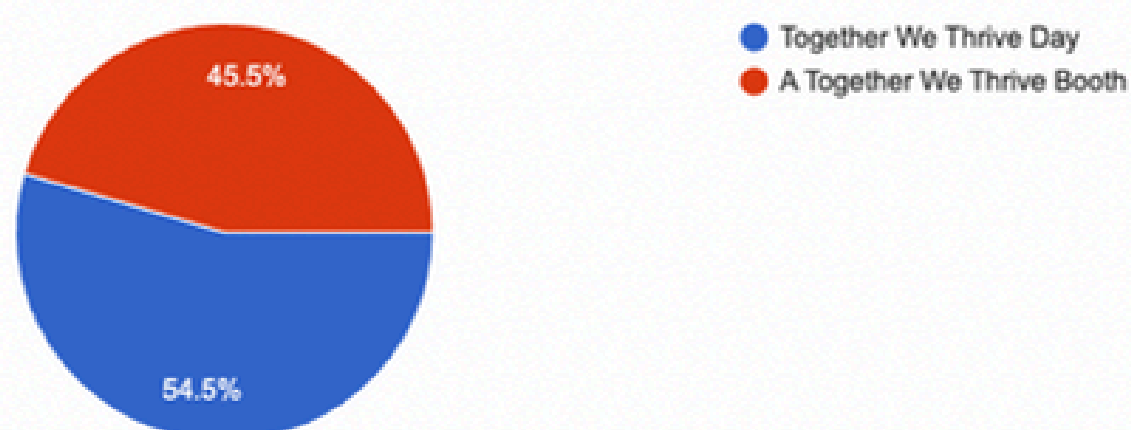
Evaluation: Track the number of people who scanned the QR code and swiped their student ID at the booths. After the event, send an email to those who scanned their ID and ask them to fill out an optional exit survey about their experience.

Timeline recommendation: Track attendance rates at the booths as they come in. Send the survey the day after and a week after the booth is held and check responses 2 weeks after.

What Thrive event did you attend?

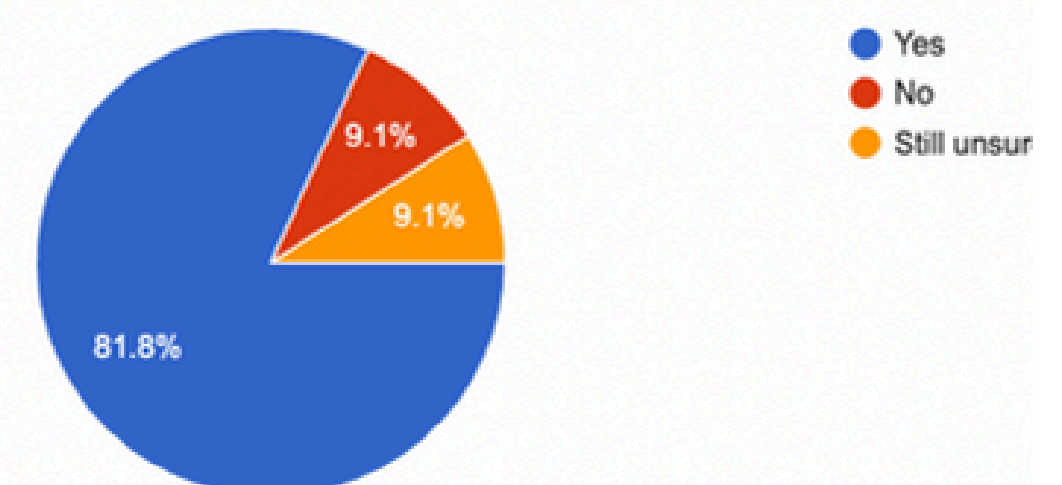
11 responses

 Copy chart



Do you have a stronger understanding of what the Thrive Campaign is?

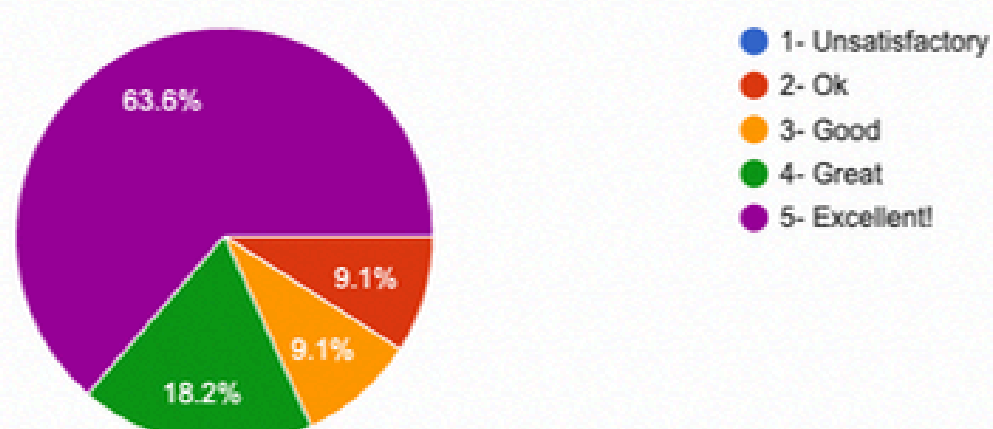
11 responses



Rank your satisfaction with your experience.

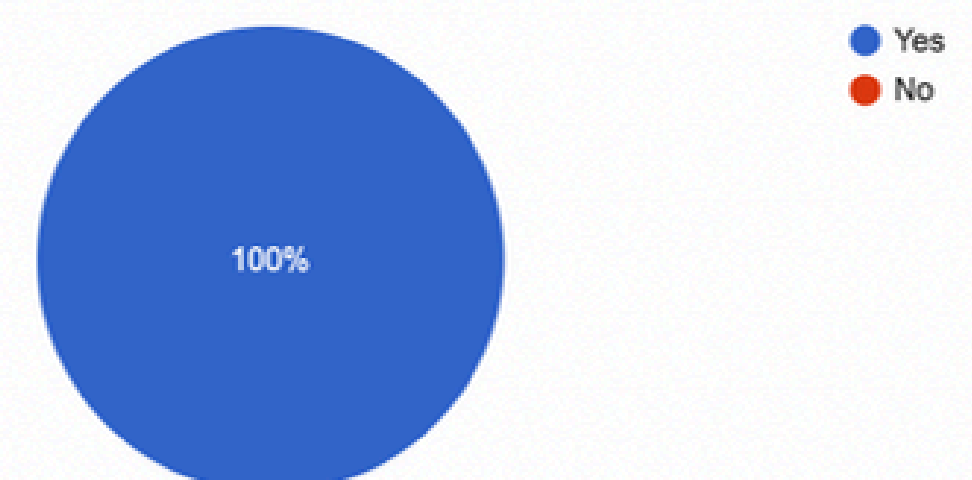
11 responses

 Copy chart



Would you participate in more Thrive events?

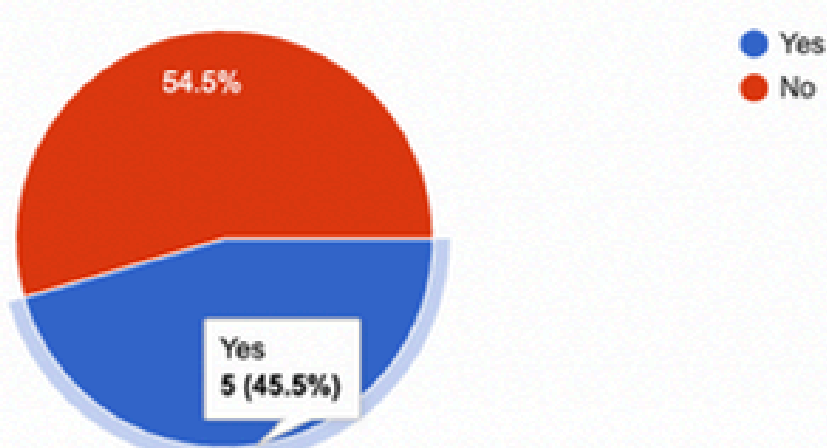
11 responses



Were you aware of the Thrive Campaign before participation in our events?

11 responses

 Copy chart



Do you have any suggestions for a future Thrive event?

3 responses

Offer more unique prizes

Playdough is a great incentive!

Trivia!

KPI MEASUREMENT

In order to measure the success of Together We Thrive Day and the Thrive Booths, we will have students swipe their Student ID cards which automatically sends the Thrive Campaign the students' emails. An email will be sent to all participants after the conclusion of any Thrive event encourage an exit survey participation. We will incentivize this by raffling a giftcard. The feedback from respondents will help the Thrive team measure success.

Exit Survey Thrive Campaign

Thank you for attending a Together We Thrive event! We appreciate your attendance and want to hear how we can improve! Everyone who participates

☐ Together We Thrive Day

☐ A Together We Thrive Booth

Rank your satisfaction with your experience.

☐ 1- Unsatisfactory

☐ 2- Ok

☐ 3- Good

☐ 4- Great

☐ 5- Excellent!

Were you aware of the Thrive Campaign before participation in our events?

☐ Yes

☐ No

Do you have a stronger understanding of what the Thrive Campaign is?

☐ Yes

☐ No

☐ Still unsure

Would you participate in more Thrive events?

☐ Yes

☐ No

Do you have any suggestions for a future Thrive event?

Your answer

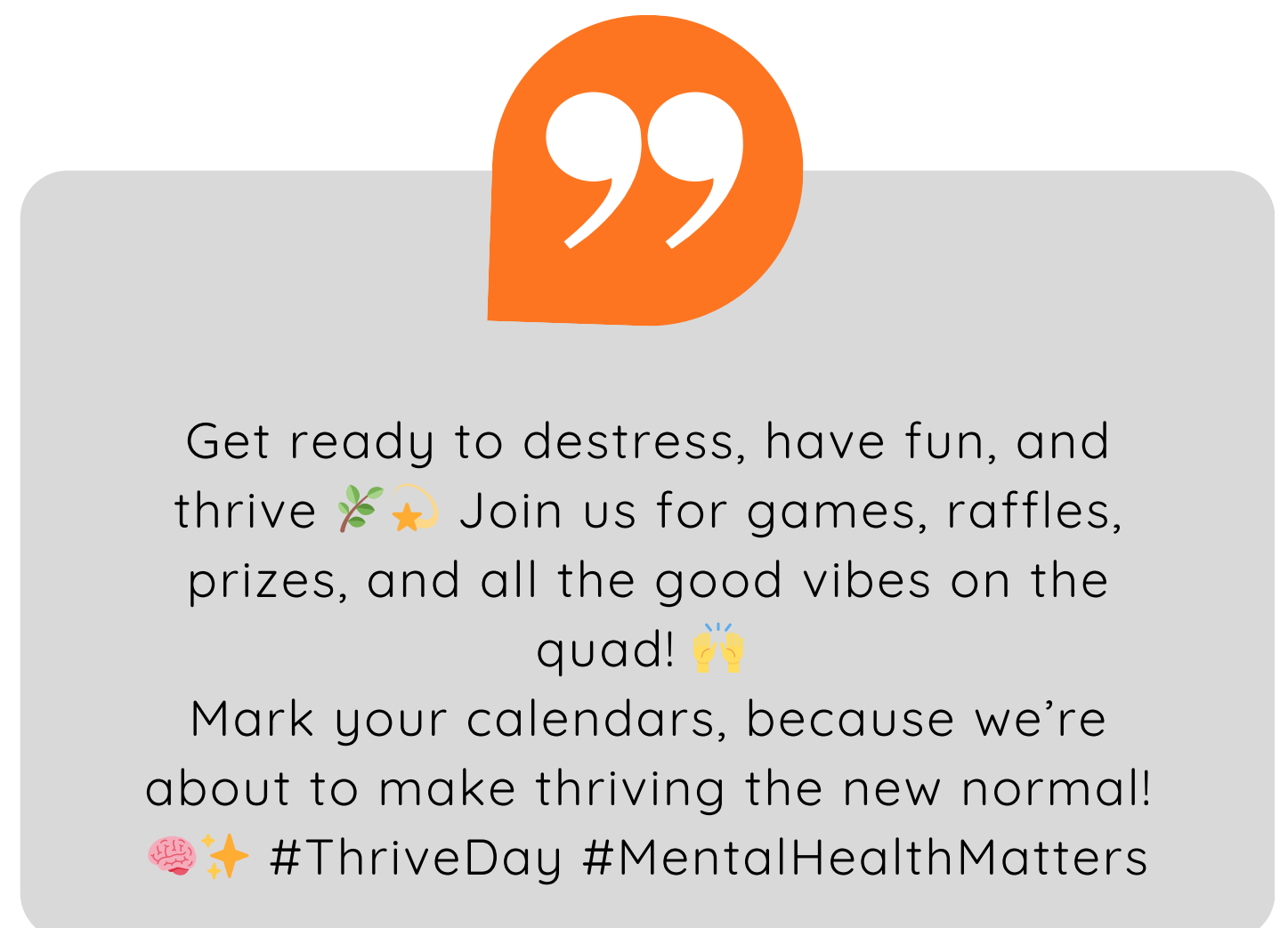
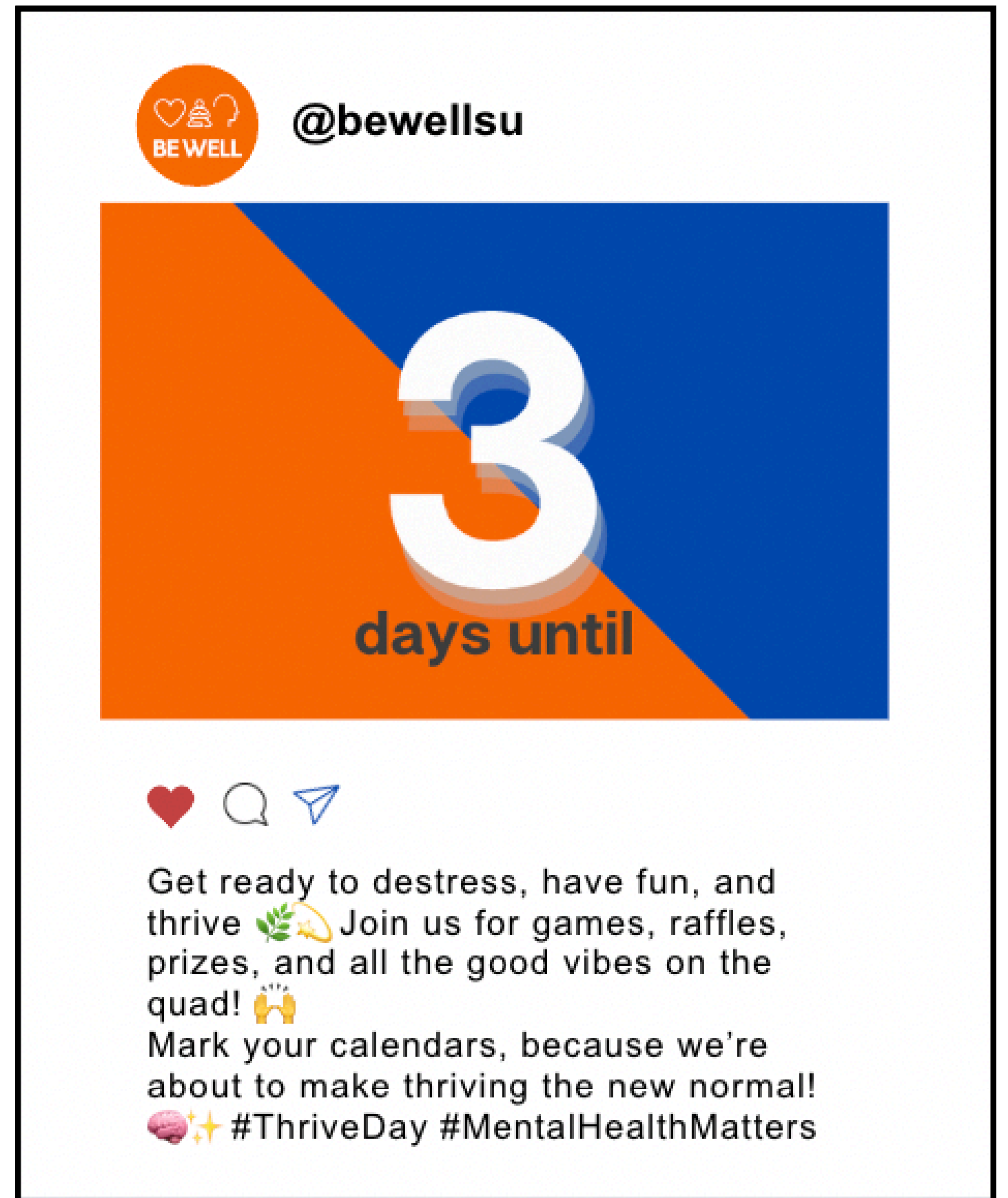
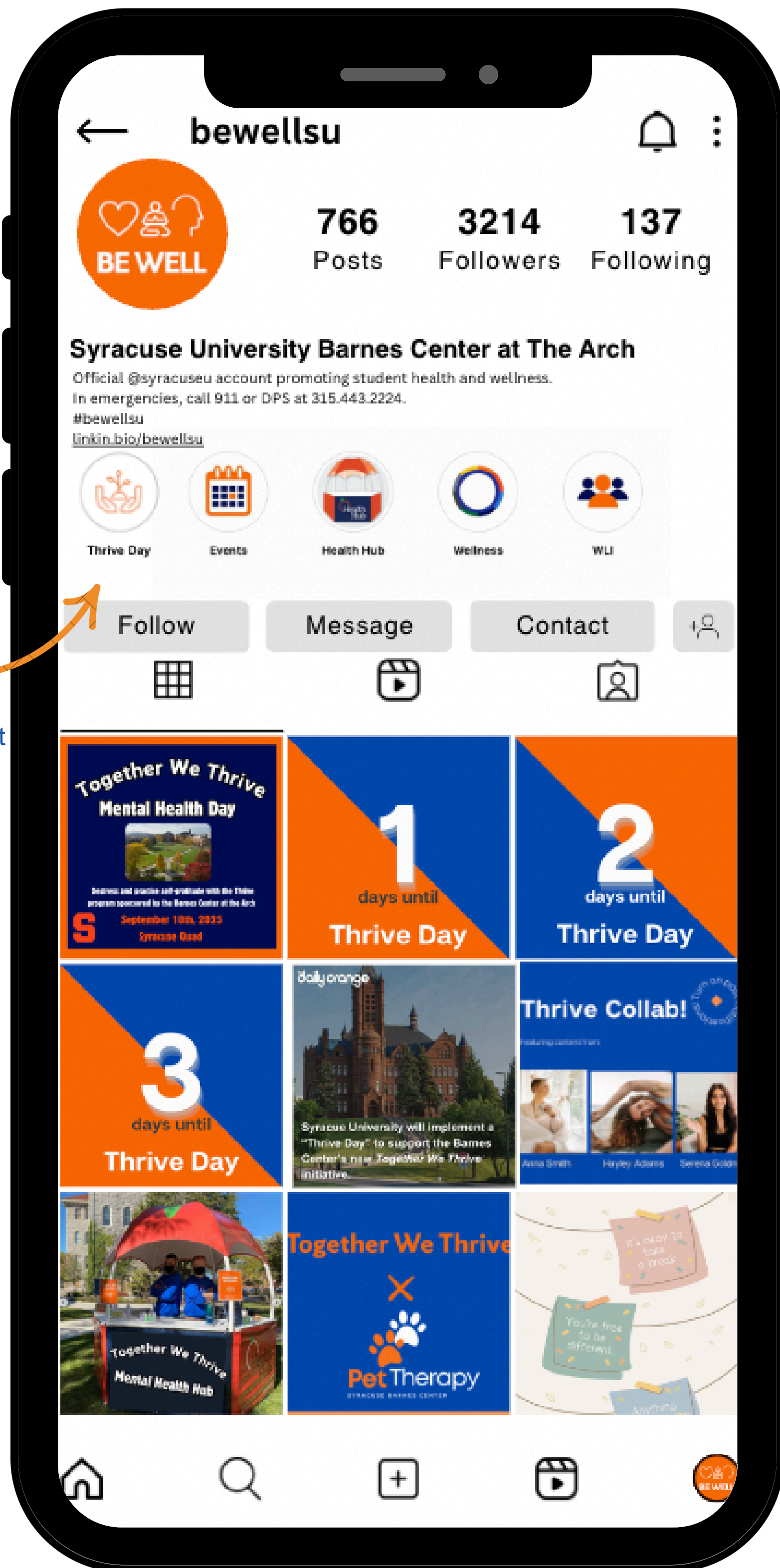
Submit

Clear form

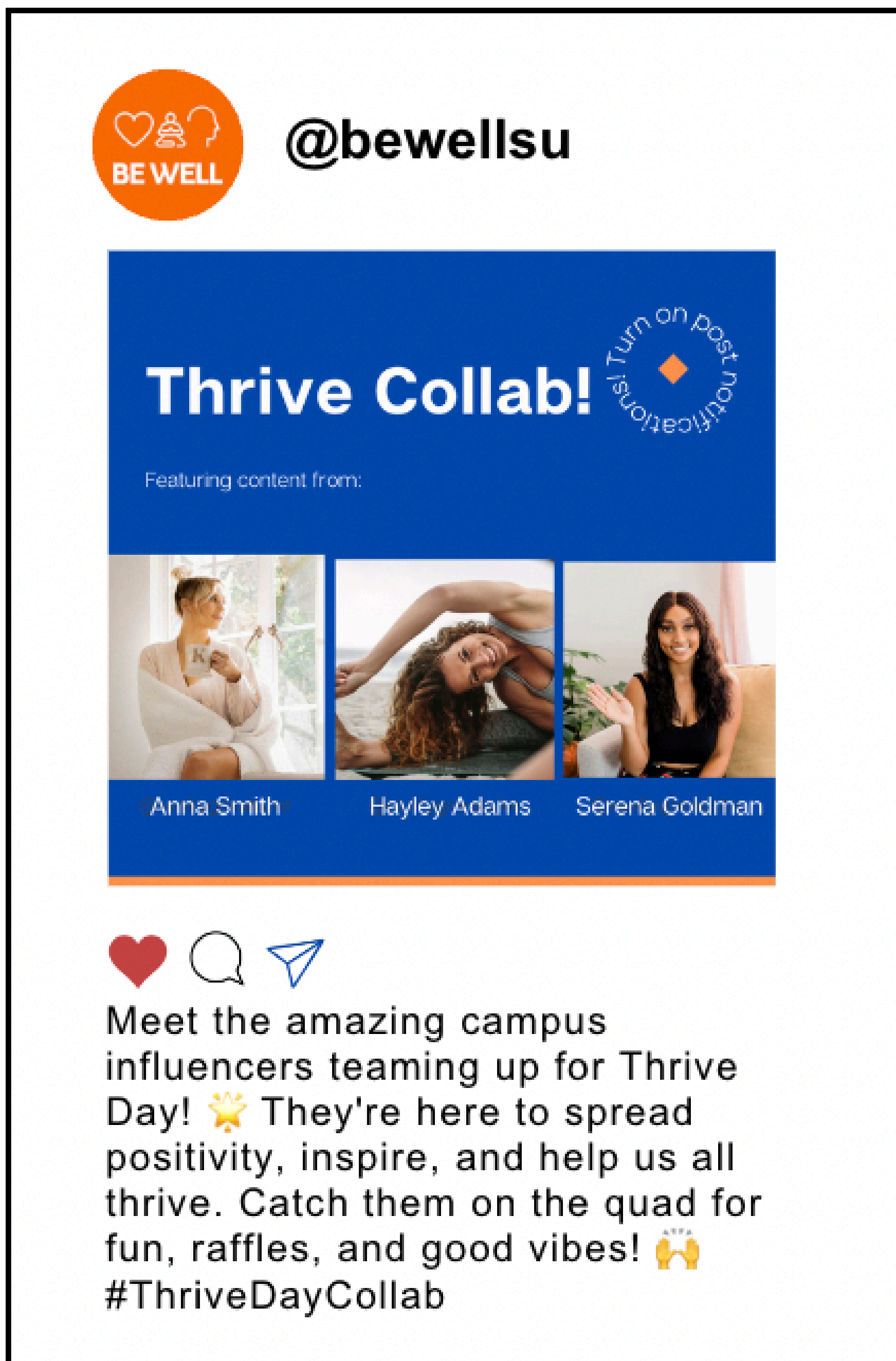
INSTAGRAM MOCK-UP

Count Down to Thrive Day

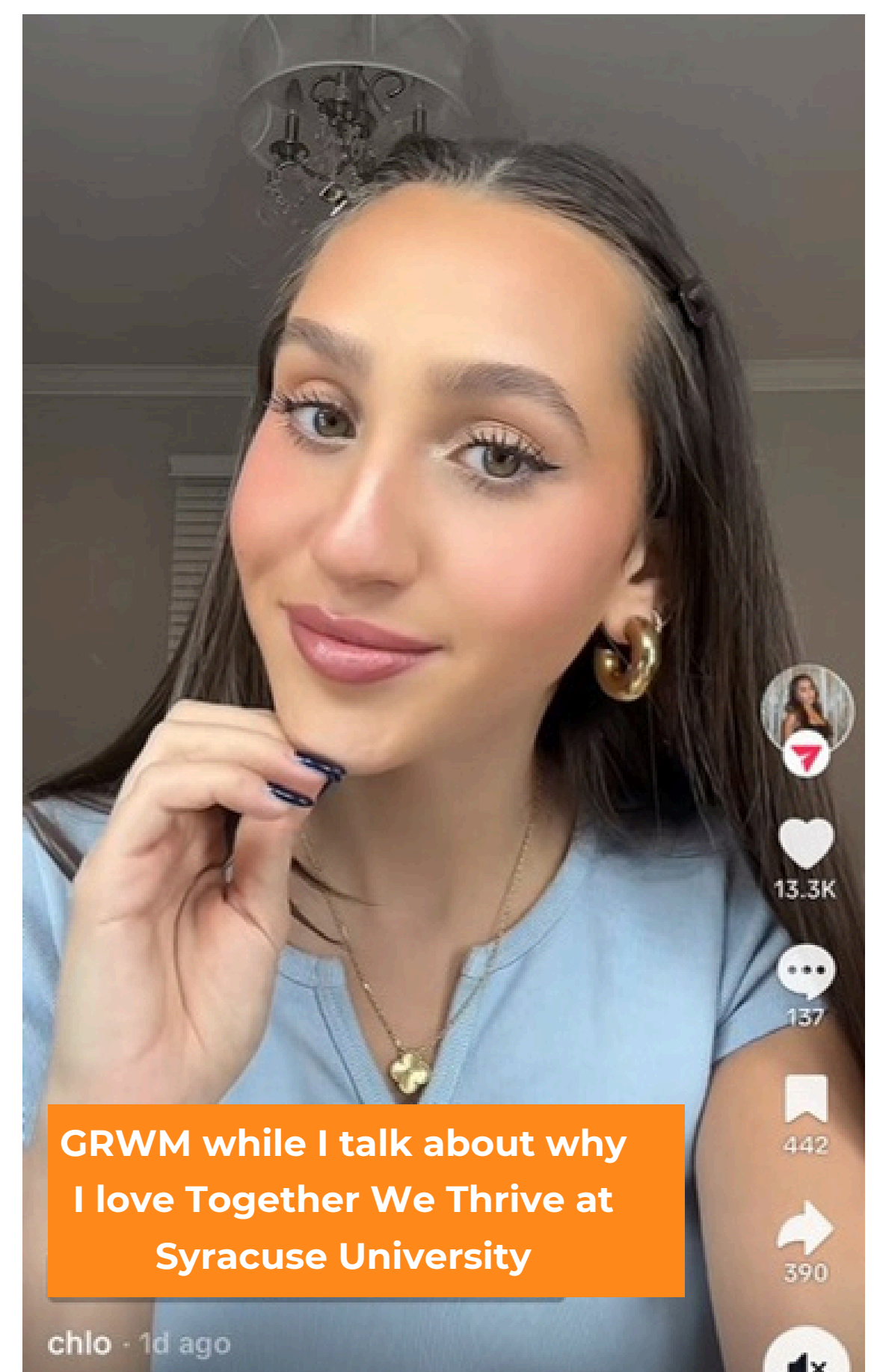
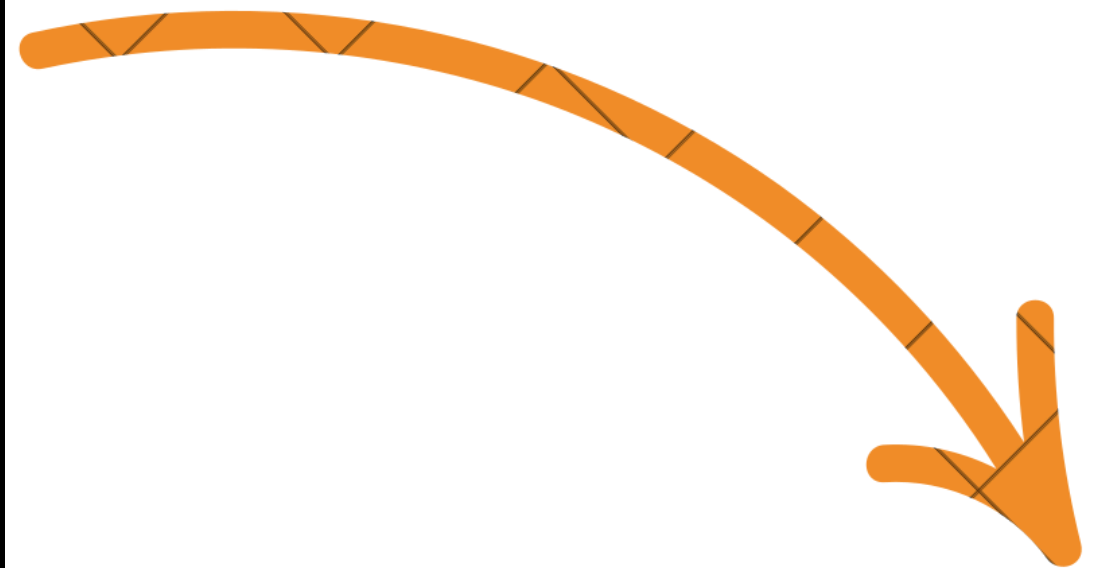
Story Highlight



SOCIAL MEDIA POSTS



Partner With Syracuse Student Influencers



Have Student Influencers Post About the Initiative

@chloeweinstein

CROSS PROMOTION



@bewellsu

Together We Thrive



Together we thrive! 🐾 Excited to partner with the Syracuse Barnes Center Pet Therapy program to bring joy, comfort, and healing to our community. ✨ #Wellness #PetTherapy #StrongerTogether #SyracuseUniversity

Announce Pet Therapy Partnership



@bewellsu

Together We Thrive



Syracuse Panhel



Excited to partner with the Syracuse Panhellenic Council for the 🧡
#SyracusePanhellenic
#StrongerTogether #CommunityFirst

Announce Panhel Partnership

PITCHES



To:
Student Orgs

From:
The Together We Thrive Team

Date:
December 2, 2024

Subject: Invitation to Join Thrive Day – Showcase Your Programs!

Dear Team,

We hope this message finds you well! I'm reaching out to personally invite the Barnes Center's incredible programs to participate in Thrive Day, a dynamic and exciting event focused on promoting wellness, mental health, and student support. Thrive Day is a key component of our upcoming campaign, and we would love for the Health Hub, Pet Therapy, and other programs at the Barnes Center to be integral parts of this meaningful day.

What is Thrive Day?

Thrive Day is designed to bring together students, faculty, and the wider community to celebrate well-being, provide resources for personal growth, and raise awareness about the various support systems available. The day will feature wellness workshops, interactive experiences, mindfulness sessions, raffles, and more! |

How Can You Participate?

We'd love to feature your programs in the following ways:

- **Health Hub:** Host a station providing information on health resources, mental wellness support, and resources for physical health maintenance. You could offer mini-sessions or wellness tips throughout the day.
- **Pet Therapy:** Set up a designated Pet Therapy station where students can interact with therapy animals, relax, and learn about the benefits of animal-assisted therapy for mental health.
- **Interactive Presence:** Create an interactive element, such as a quick self-assessment quiz, wellness resources handouts, or a guided meditation with your team.

Media Promotion & Event Participation:

Thrive Day is a major part of our campaign, and we plan to drive media attention to the event through multiple channels, including social media, student-run news outlets, and flyers. As key participants, your programs will be included in the promotional content, ensuring widespread visibility. We want to make sure your involvement is highlighted as an essential part of the Thrive Day experience!

Please let us know if you're able to participate, and we'd be happy to provide additional details on event logistics and how we can support your participation.

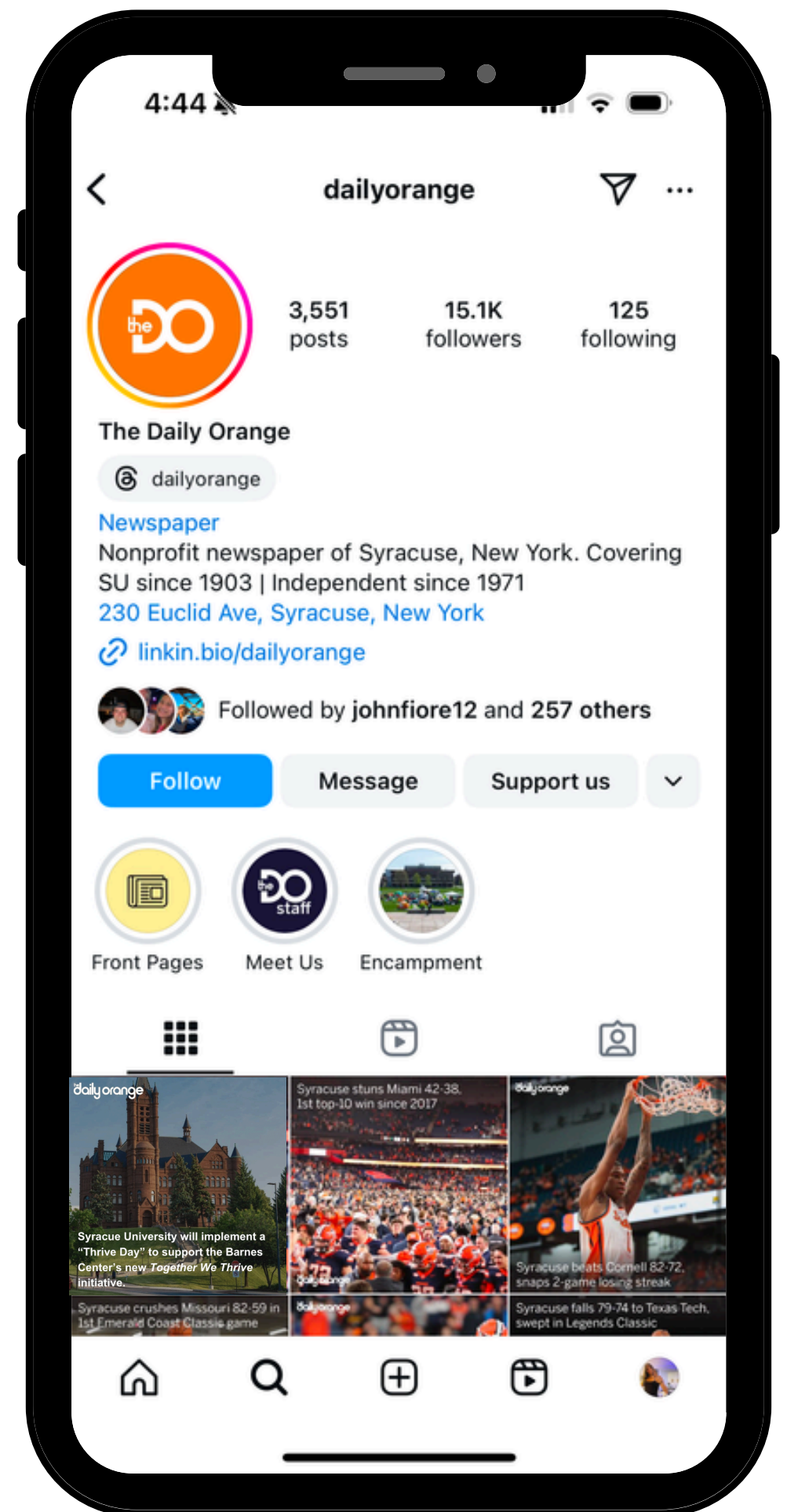
We're excited about the opportunity to bring the Barnes Center's programs to Thrive Day and showcase the essential services you provide to our community. Together, we can make Thrive Day a true celebration of student wellness and mental health.

Looking forward to hearing from you soon!

Warm regards,

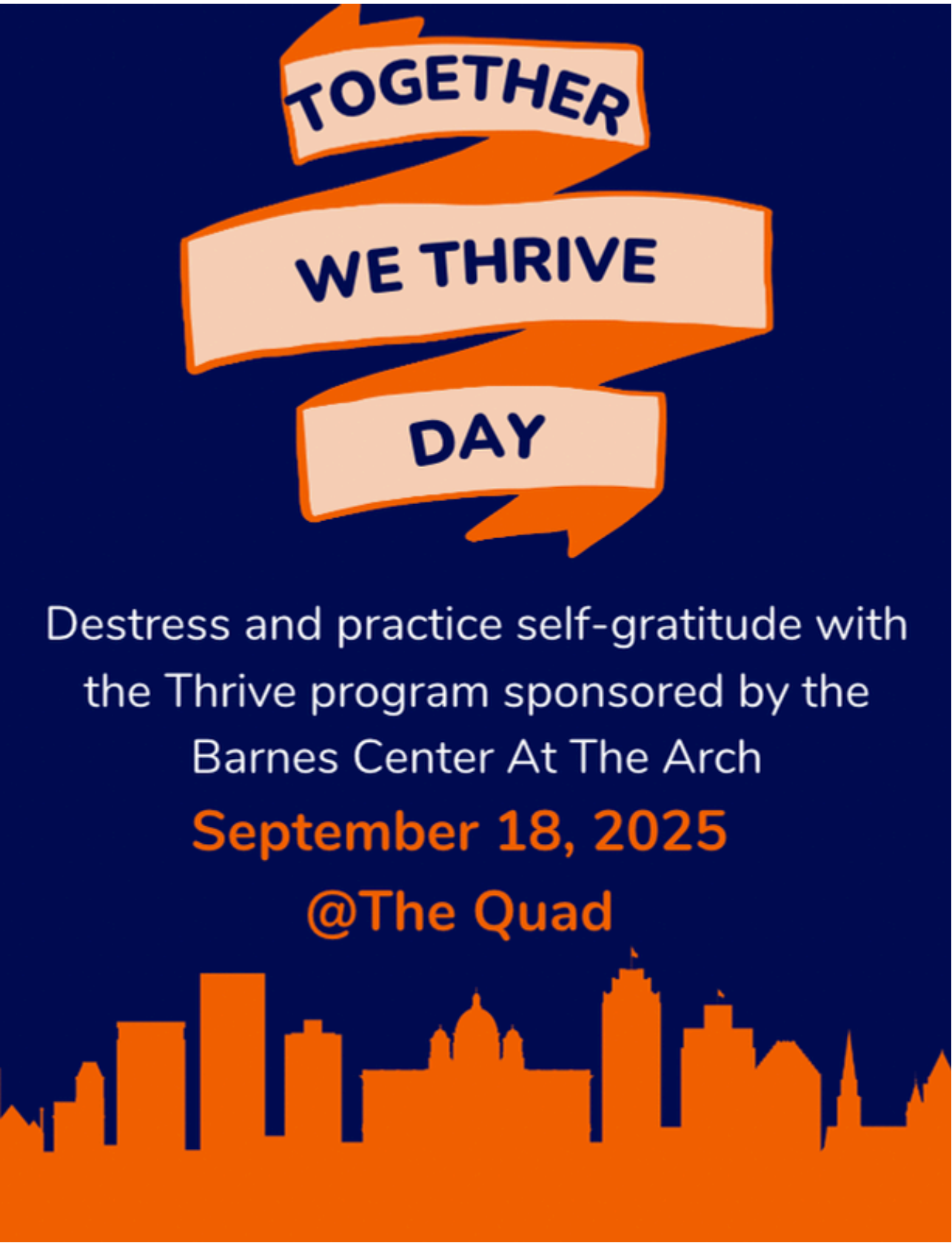
The Together We Thrive Team

CROSS PROMOTION WITH STUDENT-RUN MEDIA



*Citrus TV
Coverage*

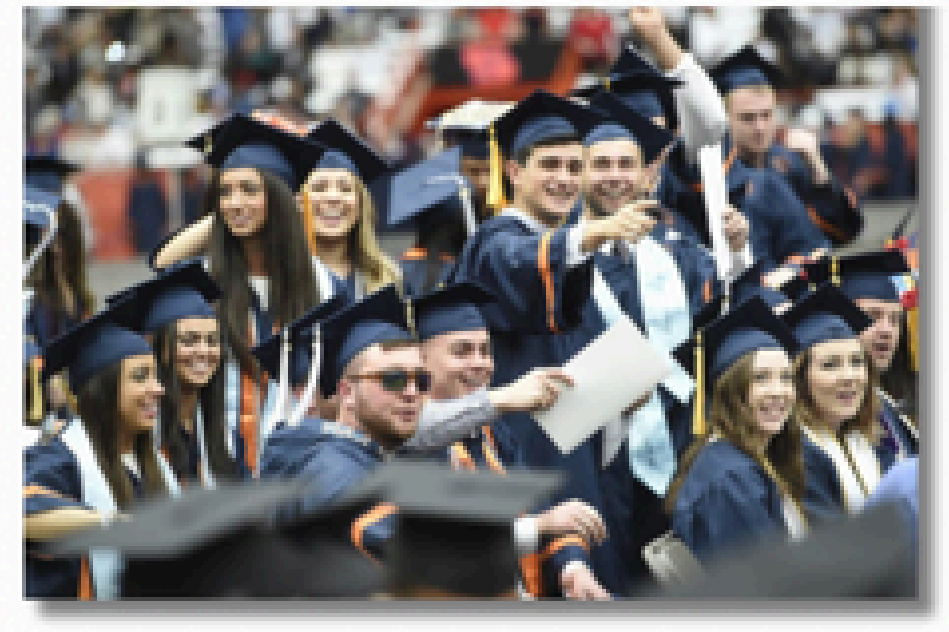
SOCIAL MEDIA POSTS



WEBSITE REVAMP



Together We Thrive

[ABOUT](#)[UPCOMING EVENTS](#)[RESOURCES](#)[GET INVOLVED](#)

Together We Thrive is an initiative that aims to create a campus community that cultivates a culture of compassion, connection and well-being for Syracuse University students to thrive beyond resilience. Providing students the tools and skills they need to thrive is crucial for this to happen. Equally as important is addressing the environments students are learning, living, working and socializing within to ensure they are conducive with their ability to thrive.

GET IN TOUCH!   

EVENT FLYER

Together We Thrive Mental Health Day



Destress and practice self-gratitude with the Thrive program sponsored by the Barnes Center at the Arch



September 18th, 2025

Syracuse Quad

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