

# WOMEN'S SERVICES & RESOURCES



## INTEGRATED MARKETING COMMUNICATION PLAN

By Ida Cocker





# Women's Services & Resources



## Meet the Nye's!

Jeffery and Kathleen Nye are a wonderful missionary couple from Eden, Utah. The Women's Services and Resources was a calling that she had brought to life in Brigham Young University —Hawaii.

Together they look to serve all BYUH students and support their personal developments physically, mentally, academically, and spiritually.

## The IMC Plan

This IMC Plan consists of multiple ideas that incorporates the objectives of the WSR that will spread awareness of its existence. The plan is broken into 5 sections:

- The WSR
- The Survival Guide
- Event Production
- Social Media Content
- WSR Marketing Tool

Each section will propose ideas and samples to the WSR, why they should be used, and how to implement them.

## About WSR

Women's Services & Resources is a newly established information and referral network located in Brigham Young University — Hawaii. They strive to cater for the needs of all women, at any age, whether single or married, who are college students. Although the focus of the WSR is on women, they also extend their services and resources to college men.

## The Objective

WSR aims provide to BYUH college women their services and resources that allows women to meet their academic goals and nurture their emotional, mental. and physical well-being.



# WSR Buyer Persona

A recent study showed that only 23% of college students knew where to find resources for their mental, social and physical well-being.

## Why they need WSR

The WSR offers and provides various services and resources that addresses these concerns such as:

- Women's Health and Safety
- Confidential Consultations
- Life Transition guidance
- Resource referrals
- Relationship wellness
- Family Support

*All consultations done with the WSR are completely confidential.*

## Target Audience

The buyer persona is focused around single female college students in Brigham Young University – Hawaii. After conducting a quick interview, common concerns found of single women in college included:

- The lack of mental health resources on campus
- Being unable to balance school, work, and private life
- Academic Insecurities
- Lack of support systems

Consequently, these women begin to drop their academic performance as a result of skipping classes, ignore assignments, self-isolating and more.





**BYU**  
HAWAII

WOMEN'S SERVICES  
& RESOURCES

# Visit Us

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byuhwsr



BYUH Women's  
Services & Resources



wsr.byuh.edu



Being a single  
college woman  
can be  
overwhelming

WSR offers  
services and  
resources to help  
make college life  
less stressful!



- Women's Health
- Women's Safety



- Workshops/Training
- Educational Resources
- Resource Referrals



- Consultations
- Family & Parenting
- Relationship Wellness





## Banner Sample

### What is WSR?

WSR is an information and referral network providing essential services and resources to BYUH students, staff and faculty.



### Where to Find Us

WSR is located in the Lorenza Snow Building #165





# The BYUH Survival Guide

Enter a freshman



Leave a graduate

## Sneak-Peek



**Go to all orientations**



**Check your email daily**



**Know the deadlines**



**Misc Resources**



**Counseling Services**

*To be continued...*

## Feeling lost?



Do you ever wish you had known a couple of things before you started a new chapter of your life? Typical answer: Yes! A typical freshman at any university that is having countless concerns about not knowing their way around the campus or transitioning into university life sounds about right!

Here at Brigham Young University — Hawaii, there is a "Survival Guide" written by students for students which gives multiple tips on everything that is needed to know as a freshman that will make university life a lot more smoother.

## So What?

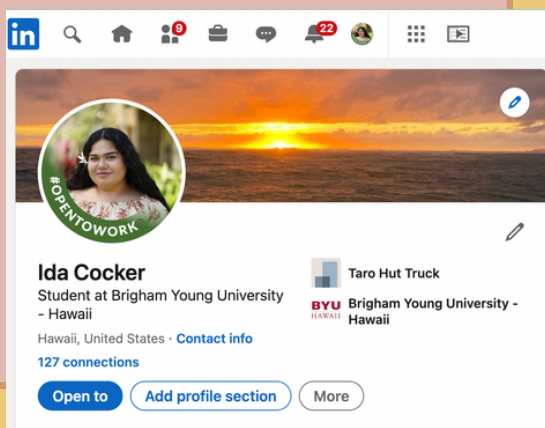


Since the WSR is newly established and does not have as much recognition as it should, the BYUH Survival guide makes the best opportunity to get known by current and new coming students. As the survival guide provides essential tips from the experiences of past and current students, it would be a great benefit to have the WSR stamped as a tip. That way, when students have concerns or need a service that falls specifically under the WSR's field, the survival guide will direct them to the WSR.

One of my original tips I am contributing to the guide is to join LinkedIn. The following will explain how this tip will be useful to the WSR.



## Join LinkedIn!



## How to get started



Create your profile



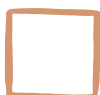
Build your network



Find a job



Engage in conversations



Post content

## What is LinkedIn

If you're looking to develop or advance in your career, LinkedIn is the way to go! It is the largest professional online network worldwide. A social media for the business world.

Use LinkedIn to:

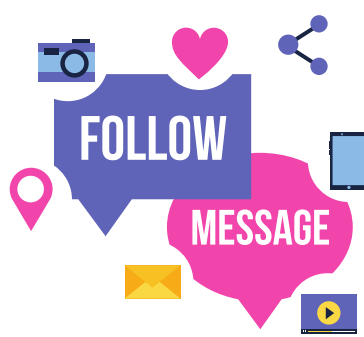
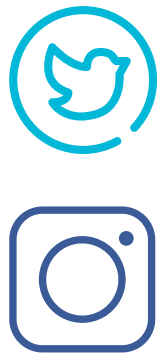
- Connect with others
- Strengthen professional relationships
- Develop professional skills
- Find job or internship opportunities that suits you

As a student, LinkedIn will help you advance professionally while studying, and increase your chances of securing a job after graduation. You will be able to attract the right people with the opportunities you are looking for.

## Again, So What?

LinkedIn may not have any direct connection to the WSR however, students who have LinkedIn accounts might find it useful to go to the WSR anyway.

A few of the services offered by the WSR include resource referrals and life transition guidance, which would be useful for students, particularly the single women who are in college. The WSR could help refer them to resources they would need to excel in the professional and academic life during and after university.



# Social Media Content



Ida Cocker



Make the MOST out of your experience



## THE SURVIVAL GUIDE

*Written by students for students*



College life can be pretty stressful. That's why the BYUH Survival Guide is here to provide all you need to know as a freshman student. Check out the hottest tips from real students that will make the most out of your university journey.





# WSR Event Production



## Requirements



### Budget of \$200

- Props and supplies \$80
- Refreshments \$80
- Prizes \$60



### University Permissions

- Event Approval
- Use of Location



### Student Volunteers (40 people)

- Single Female
- Team Leaders Role
- Photographer Role
- Check-In Booth
- Setup Crew
- Refreshment Crew

## WSR Scavenger Hunt



The upcoming fall semester is right around the corner and the new intake are ready to enter. What's a better way to kick off the semester than having some fun! A great method to attract the target audience's attention and spread word about the WSR is by hosting an internal event. Not only will these new students get to know the campus more, but they will also get to learn about the WSR.

The proposed event is a WSR Scavenger Hunt which will be a fun, interactive, and memorable way that the WSR can introduce itself and its services to the students of Brigham Young University – Hawaii. By the end of the event, the students of BYUH should be familiar with:

- What the WSR
- The purpose of the WSR
- Where the WSR is located

The WSR Scavenger Hunt will begin inside the BYUH flag circle, on Saturday September 2nd, 2023 at 10am. The event will hold a maximum number of 300 students participants. Since there are limited spots for the event, students wanting to join will have to fill out a sign up sheet. All participants will then be split into teams which will be lead an all-female student volunteers for the WSR. Each team will look for clues about the WSR that will lead them to another clue and location on campus grounds. By the last clue, each team should find themselves at the Lorenzo Snow Building where the WSR is located. Winning teams will get prizes. Afterwards, there will be refreshments provided back at the flag circle

# WSR SCAVENGER HUNT!



**MARK THE DATE!**

**SEPT. 02, 2023**



**TIME:**

**10 AM**



**MEET AT:**

**MCKAY**

**FLAG CIRCLE**

Hosted by  
BYUH WSR

- SPOTS ARE LIMITED!  
SIGN UP NOW!
- REFRESHMENTS  
PROVIDED
- WINNERS GET PRIZES



## 1. BEFORE

Who's ready to hunt! Meet the WSR's team leaders for the WSR Scavenger Hunt tomorrow! Come prepared! See you all tomorrow morning at the McKay Flag Circle, 10 AM –SHARP!

## 2. DURING

It's happening NOW!! If you have not yet checked in, make your way over to McKay Flag Circle to get checked in and assigned a team! Don't miss out on the chance

## 3. AFTER

Congratulations to the winning team! Hope all the participants got a chance to know more about the WSR and it's whereabouts! Here's the 3 main ideas from this event!

1



2



3



### What is the WSR?

The Women's Services & Resources is a newly established information and referral network.

### WSR Purpose?

To provide female students at BYUH with services and resources that support that ambitions and well-being.

### WSR Location?

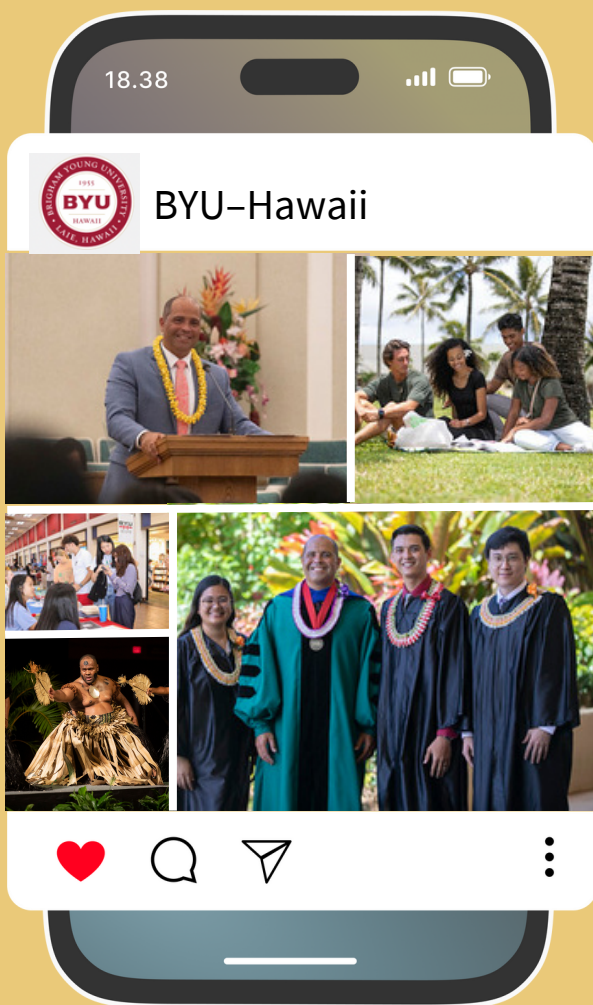
Lorenzo Snow  
Building #165







# Social Media Content



## Content Calendar Link:

[https://docs.google.com/spreadsheets/d/1zuV4\\_mI93hBiJ5S9eeoeDyNa7868hwEyKLrA7Qyx39A/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1zuV4_mI93hBiJ5S9eeoeDyNa7868hwEyKLrA7Qyx39A/edit?usp=sharing)

## The Secret Recipe



Social Media is an extremely popular platform that everyone uses to create and share content. Women in general love social media as it is a part of their daily lives. The majority of single college women can consciously or unconsciously spend most of their free time browsing through social media platforms such as Facebook Meta, TikTok, and Instagram. This would serve as a great opportunity for the WSR to reach a larger portion of their audience.

## The Content Calendar

Because social media is flooded with content, it can be difficult capturing the audience's engagement to whatever it is you post. That's why it is important to determine who the target audience is, know when they would most likely be active, and how to create unique content that will boost the audience's engagement.

The WSR can easily find the majority of their target audience and reach out to them through social media, but in order to be successful, each content and its delivery must be well thought out. That's where the content calendar comes in.

To get started, I have created a content calendar for the month of August. For 30 days, a combination of ideas will be released on social media, at a scheduled time, in the form of reels, posts, stories, and carousels. Specific hashtags have also been chosen to expand and reach a larger target audience. This preparation makes the process simpler to execute content on social media.





# Sample Post 1



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## **Food For Thought Friday:**

"You gotta stop watering dead plants."

Comment below an example of dead plants you have been watering in your life. What can you do to move on?

[#motivation](#) [#collegelife](#) [#women\\_empowerment](#) [#growth](#)



## Sample Post 2



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*"I pray that you will know (without a doubt) and feel Heavenly Father's and our Savior Jesus Christ's great love and fidelity for you. **It's no ordinary love.** It's an infinite love. Whatever magnitude you think Their love is, it is much more than that."*

— Manao Kaluhiokalani



### Devotional Tuesday:

Manao Kaluhiokalani shares a touching message about Heavenly Father and the Savior's love for us. Check out the live video above and then comment your favorite message from today's talk! (Swipe right to learn more about Sister Kaluhiokalani)

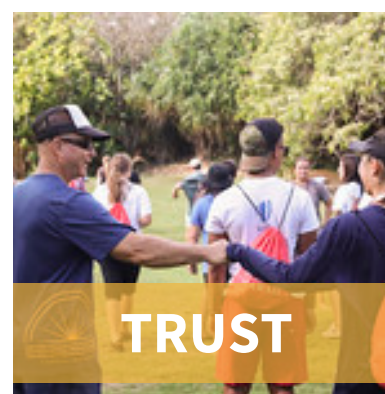
[#byuh](#) [#devotional](#) [#spiritual](#) [#lds](#) [#uplifting](#)



## Sample Post 3



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### WSR Fact Day: Values

Did you know that the WSR focuses on the 4 values of Compassion, Integrity, Respect, and Trust. How can you demonstrate one of these values to someone else today?

[#byuhwsr](#) [#women](#) [#facts](#) [#wsr\\_values](#)





# WSR Marketing Strategies



## Benefits

- **Brand Awareness**

Event Marketing will allow the WSR to build a connection with their target audience in-person. As they experience the WSR first-hand, it build trust and brand awareness.

- **Lead Generation**

The WSR will be able to generate more leads or potential clients to their target audience.

- **Network Reach**

Event Marketing can provide networking opportunities for the WSR and also its target audience. Important connections can be gained which can also attract more clients.

- **Higher Conversion Rates**

Once prospects of the WSR have physically interacted, they are more likely to become clients.

## Event Marketing

There are plenty of marketing tools and strategies out there that the WSR could use to promote its establishment. As some traditional marketing tools begin to be less effective over time, the WSR should use something that is interactive, engaging, and captures the interest of single college women.

Event Marketing is a marketing strategy where brands or businesses promote themselves through the planning and hosting of an event. The event can be anything the brand desires from a fun activity to a fund-raiser. However, for the event to successfully carry out its purpose, the brand must plan the event accordingly with an objective in mind.

A few tips that the WSR should consider when planning an event is to:

- Plan ahead
- Know the target audience
- Define the event and its purpose
- Utilize social media resources

## Execution

As planning an event can be a quite stressful and handful process, it would be ideal to have everything organized and prepared. An Event Marketing Timeline is a series of the event split into time frames. Each time frame consists of certain instructions that will allow the event to be planned and executed accordingly in a timely fashion. Below is a sample of an event marketing timeline that the WSR can use for their event marketing.



# EVENT MARKETING TIMELINE

If you are unsure how to plan an event effectively, let this timeline be your guide.



## EVENT PREP

6 Months Out



- Organize event purpose & theme.
- Create a budget and stick to it.
- Choose target audience and participants.
- Make a checklist of event necessities.
- Prepare a time, date, and venue.

- Make public announcements.
- Post on all social media accounts..
- Send emails to VIP attendees.
- Invitations and RSVP.

## EVENT LAUNCH

3 Months Out



- Send out event reminders on social media or email.
- Encourage others to register onsite if there is still room.
- Remind attendees of event requirements.



## PRE-EVENT

2 Weeks Out

- Post on social media about current happenings.
- Go live on social media.
- Take the time to know and interact with guests.
- Find new network opportunities.

## EVENT DAY

During the event



## POST-EVENT

One week later

- Send out "Thank You" emails to attendees.
- Hint out any future events in the process.
- Continue follow ups and engaging with attendees



REPEAT THE  
PROCESS



# Bringing It All Together



## **The WSR**

The WSR is an information and referral network located in the Lorenzo Snow Building in BYUH. The target audience is single college women.



## **The Survival Guide**

The Survival Guide is a student manual written by BYUH students for BYUH students. The guide consists of multiple tips that new students might want to know right away.



## **Event Production**

The proposed "WSR Scavenger Hunt" aims to spread awareness of the WSR, its purpose, and location.



## **Social Media Content**

By following the content calendar, the WSR can provide consistent content on social media to its intended audience.



## **Event Marketing**

Event Marketing is an effective strategy that will help the WSR increase brand awareness.

## **Now What?**

As the IMC Plan is complete, the only step left to do is to implement it. However, in order to measure the effectiveness of each idea within the plan, it is necessary to review key the key points of each strategy and how it is useful to the WSR.

In the beginning, the plan had introduced the WSR and its founders – the Nye's. Single women in university were also determined as the target audience for the WSR. Those who read this plan will learn about the WSR, its purpose, values, contact information, and location.

For the proposed ideas in the rest of the IMC plan, a means for measuring its effectiveness is to run a trial of some of the samples mentioned in the plan. One I would suggest would be the content calendar. If the WSR can follow according to the content calendar, they should be able to monitor any changes in the pattern of their social media engagement. Should there be an increase in the social media interaction for the next 30 days of August, then that will be an obvious indication that it is effective.

The IMC Plan has thoroughly explained information about the WSR. Each section that followed shortly after had contained a couple of proposals that focuses solely on the single college women of BYUH. If any of these plans are carried out, the target audience should become familiar with the WSR and how they could be of help. Hopefully this will help get the word out about the WSR more quickly and spread awareness.

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