

# Public Relations for Social Change: Creating a Strategic Plan for Womanspace

# The Team

# Meet the Team



**Miranda Crowley**

*Communication Studies Major  
Women, Gender, & Sexuality Studies Minor  
Specialty: Public and Mass Communication*



**Taylor Griffith**

*Communication Studies Major  
Deaf Studies & Marketing Double Minor  
Speciality: Public and Mass Communication*

# Meet the Team



**Mackenzie Malpass**

*Open Options – Comm Studies Major  
Marketing Minor  
Speciality: Public and Mass Communication*



**Juliana Padilla**

*Communication Studies Major  
Management Minor  
Specialty: Public and Mass Communication*

# Meet the Team



**Radhika Purandare**

*Communication Studies & Public Health Double Major  
Law, Politics, and Philosophy Minor  
Speciality: Public and Mass Communication*

# Overview

# Womanspace, Inc.

Womanspace is a leading nonprofit agency in Mercer County, NJ that provides counseling and legal support services to survivors of domestic and sexual violence.



# Overview

## ❖ Strategic Partnerships

- Residential Housing Association (RHA)
  - Community advisor (CA) education
- Peer-to-peer education Office of Anti-Violence Initiatives (AVI)
  - Community collaboration
  - Street team integration



# Issues

# The Problem

- ❖ Womanspace wants to build a lasting legacy on TCNJ's campus, but...
  - TCNJ's campus already has resources similar to those offered by Womanspace.
  - Womanspace is unable to reach beyond the niche, social justice organizations on campus.
  - Womanspace is unable to maintain their contacts on campus beyond graduation.

**women**space****  
safety, hope and healing for survivors of domestic violence



# Research

# Phase 1

- ❖ Face-to-face interview with Womanspace staff.



# Phase 2

- ❖ Face-to-face interview with the directors of TCNJ's Office of Anti-Violence Initiatives, Michelle Lambing and Zach Gall



# Phase 3

- ❖ Digital focus group via text message with TCNJ Community Advisors (CA's)



# Major Research Findings

## Phase 1: Interview with Womanspace

- ❖ Increase Womanspace's visibility on campus
- ❖ Create a lasting legacy for Womanspace on campus
- ❖ Increase awareness of resources Womanspace provides to the TCNJ community

## Phase 2: Interview with AVI

- ❖ There is room for more collaboration between Womanspace and AVI
- ❖ AVI's Street Team is the perfect vehicle to spread Womanspace's message to the broader campus community

## Phase 3: Focus group with CAs

- ❖ CAs feel generally prepared to handle situations of sexual assault but fear that they may be emotionally unprepared to cope with the stress of supporting survivors
- ❖ CAs would benefit from working more closely with Womanspace

# Audiences

# It starts here.

## Internal Audiences:

- ❖ Leadership/Management
- ❖ Womanspace Employees and Clinicians



## External Audiences:

- ❖ TCNJ students
- ❖ Residential Housing/Community Advisor (CA's)
- ❖ The Office of Anti-Violence Initiatives
- ❖ Student Organizations (Greek life, athletic teams, etc.)
- ❖ TCNJ Campus Police
- ❖ TCNJ Student Media

# Goals



# Campaign Objectives

- ❖ Objective 1: Establish an ongoing connection between Community Advisors and Womanspace within one year.
- ❖ Objective 2: Increase awareness of Womanspace resources for TCNJ students through a pioneering partnership between Womanspace and The Office of Anti-Violence Initiatives at TCNJ.



# The Strategic Communication Plan

## **Objective 1: Establish an ongoing connection between RHA and Womanspace within one year.**

- ❖ Strategy 1.1: Increase awareness of Womanspace among CA's
  - Tactic 1.1.1: Set up workshops before Welcome Week and intermittently throughout the year.
- ❖ Strategy 1.2: Increase awareness of Womanspace's work among residential students.
  - Tactic 1.2.1: Create bulletin board materials.
  - Tactic 1.2.2: Distribute magnets to residential students.
  - Tactic 1.2.3: Invite residential students and CA's to an event where peer educators (AVI's Street Team) partner with Womanspace.

## **Objective 2: Increase awareness of Womanspace's resources for TCNJ students through Womanspace-AVI Partnership**

- ❖ Strategy 2.1: Educate AVI's Street Team about Womanspace resources
  - Tactic 2.1.1 Organize training sessions for AVI's Street Team
- ❖ Strategy 2.2: Co-sponsor educational and fundraising events with AVI.
  - Tactic 2.2.1: Organize a fundraising challenge for Greek Life and athletic teams.
  - Tactic 2.2.2: Co-sponsor Brown Bag Lecture Series event with AVI during DVAM (October) and/or SAAM (April)

## Objective 2: Increase awareness of Womanspace's resources for TCNJ students through Womanspace-AVI Partnership (cont.)

- ❖ Strategy 2.3: Reach out to TCNJ media to advertise on campus
  - Tactic 2.3.1: Record and air a segment on WTSR
  - Tactic 2.3.2: Increase Womanspace's and AVI's presence in *The Signal*
  - Tactic 2.3.3: Record a PSA to be aired on Lions TV



# Evaluative Research

# **Objective 1: Establish an ongoing connection between Community Advisors and Womanspace within one year.**

- ❖ Monitor CA's attendance to Womanspace workshops throughout the year.
- ❖ Survey students throughout the year to gauge their growing knowledge about campus resources, focusing on Womanspace.
- ❖ Monitor attendance at RHA co-sponsored events and send email surveys to gather feedback from attendees.

## **Objective 2: Increase awareness of Womanspace's resources for TCNJ students through a pioneering partnership between Womanspace and The Office of Anti-Violence Initiatives at TCNJ.**

- ❖ Monitor attendance at Street Team training sessions.
- ❖ Track funds raised and attendance at student organization-led events (i.e. Fraternities, Sororities, and athletic teams).
- ❖ Measure student attendance at AVI co-sponsored events:
  - ❖ Brown Bag Lectures
  - ❖ Tabling events
  - ❖ Fundraising events
- ❖ Conduct surveys via email throughout the year to measure students' knowledge about/comfort utilizing the resources Womanspace offers.



# Community Impact

# Womanspace and AVI: Natural Partners

- ❖ The partnership positions Womanspace and AVI as natural partners in the fight against gender and power-based violence.
  - Both organizations will work together to promote emergency response services, support resources, and prevention behavior education on campus.
- ❖ Currently, research is being done to investigate the possibility of a scholarship fund for Womanspace clients interested in pursuing their education at TCNJ, with the on-campus help of AVI.

**Thank you for your time!**  
Any questions?