

Creative Brief

PROJECT / CAMPAIGN NAME: EDU Web page Development Project
CONTACT: Bex Riehm | rebekahr@uidaho.edu
SPONSORING UNIT: Equity and Diversity Unit | BAACC
BUDGET: 543999

Executive Summary

Project Overview & Description

Assignment: Create a better front facing interface for the BAACC webpage, that is engaging, inviting and interesting.

Background: The background behind this request is that we as an organization want to create a page that is more inviting, drives a sense of community and provides a more in-depth look on what the BAACC and a diversity driven organization has to offer. The BAACC is the first of its kind here on the University of Idaho campus, focusing on African and Black culture, history, engagement and retention. What's changing is the threat of funding being revoked to programs like these. The problem to solve is to show the students, the school and the public on why this program is paramount for Black students in Idaho.

Target Market & Audience

Primary Audience:

- Prospect Students
 - **Mindset:** The audience that we are trying to engage with would be those interested in Black culture looking to attend the University of Idaho, fully knowing what types of communities they have here, where they could possibly fit in, and events they might like to be a part of. It shows our potential students that there is a place for everyone no matter their culture, race, identity, and so on. It gives the Black students on campus an unquestionable location, resources, and culturally competent with diverse classes and experience.

Secondary Audience(s):

- Investors/ Donors
 - **Mindset:** It's important to show the importance of the program to others who don't understand racial issues or do not believe that they are something to focus on during a student's college career. We can add statistics of Idaho, compared to the rest of the states, student demographics as well as express understanding for other types of communities on campus.
- General Public
 - **Mindset:** We want to engage the public that we work with, with the students of Moscow. There is a very little Black community here in Moscow, however there is still not a real location in Moscow that encourages Black collaboration, engagement or community. We'd love to further build that community with EVERYONE but also emphasize that we want to make a connection with the Black community as well.

Objectives

Objective: Create a well thoughtout, engaging and inviteful webpage that encourages collaboration and community.

Key Performance Indicators:

- Heightened website engagement
- Increase student enrollment
- Increase in donations
- Increase in BAACC recognitions, engagement and involvement

Competitive Landscape (if applicable)

Overview: The established divert centers on campus can offer higher funds, more quality swag, and organize more events. Not only do they have the man power, funs, and vision, but the have the history they build to go off of. They know how to function. The BAACC is only 2, not that it needs to be treated as a child, but it should have the paciance of being treated as one. With more fund, resources, aid, and engagement, more tudents would be willing to participate, engage and give back to their community.

Reference:

- <https://www.uidaho.edu/current-students/academic-support/asp/sss>
- <https://www.uidaho.edu/diversity/edu/college-assistance-migrant-program>
- <https://baacc.colostate.edu/programs/>
- <https://blackculturalzone.org/>
- <https://www.swarthmore.edu/black-cultural-center>
- <http://www.abcc.net/>
- <https://www.berea.edu/centers/black-cultural-center>
- https://www.depts.ttu.edu/diversity/Black_Cultural_Center/

Connection to Strategic Plan

To review strategic plan, visit: <http://www.uidaho.edu/provost/strategic-plan>.

- Goal 1: Innovate
- Goal 2: Engage
- Goal 3: Transform
- Goal 4: Cultivate

Project Specifics

Offering Details

Dates: (if applicable)

- Unknwon

Event/Program Selling Points:

- Face-to_face academic Advising
- Early registration or classes
- Elevated Black Voices Panel
- Annual Black Issues Forum
- Black Excellence Ball
- Priority housing

Deliverables

- Priority housing
- Merit-based Scholarships
- Freshman Starter Backpack
- Study Table
- Community Connections
- University Connection
- Diversity Collaborations
- Community Engagement

Do One Thing Messaging Point

Message Takeaway: Highlight the success of the program, how its helped out students and the importance of the program for future generations.

Desired Tone: The BAACC logo should be on every page, the African logo, not the written text logo. The page should have more interactive, cliables, photos, and patterns. It would be great to have the pattern that is on the African BAACC logo scattered throughout the webpages as well in the vandal colors. First impression should be BOLD but have sections that are sophisticated looking that help instill trust and condidence. (sophisticated when it comes to donations, partnerships, deliverables and program values) (Visually complex with calander, photos, events and student socase)

CTA: Donate to the baacc to provide a more enriching experience for the black community on campus

Creative Direction

Brand Version: New

Details: The site maine page should have the BAACC description, values, goals, ideals. There should be a drop down, or side where it connects you to partnerships (OMA, TRIO, CAMP) and another list for Allies (ASA< BSU< NSBE BLA) there should be a student showcase section where it celebrates the black student success on the page. ALL U of I BLACK SUCCESS not just student. The students should be the highlight, but not the only things. We should highlight any black insidudual that had accomplished something major here on the campus, wether that's an award, certification, art contest ect. There could be a SUBMIT section, where you can nominate black individuals for their excellence and we have have a shout out section on there aswell. There needs to be a photo dump, where the director or assistant only can add photos onto the stie to showcase the

events. There also needs to be an up to date visual calander, not a vertical one. Non one the students like that calander format. We want to emphasize that we are here to help minority students on campus. We acknowledge that the demographics of students are predominantly white, which is what it is. Nothing negative about that. We'd like to help students that were raised in a different cultural background to nagivate and successfully enjoy and graduate from a PWI.

Emphasis UVPs: *(select all that apply)*

- Academic Excellence
- Value
- Research
- Social
- Statewide Focus
- Town
- Campus

Timing & Milestones

- Kick-Off:** 7/24/2023
- Sent to Design/Copy: 8/1/2023
- Sent for Stakeholder Review:** 9/1/2023
- Sent for Proofreading: 10/1/2023
- Collateral Approved:** 11/1/2023
- Sent for Production: 12/1/2023
- Final File/Piece Arrival: 3/1/2024
- Deadline:** 4/1/2024

Affiliated Projects & Campaigns

- It would be nice to see a more versitilve demographic when it comes to adversitising.
- “as a black student, its clear to see that diversity in your advertising is there for the sake of being there, not the sake of actualy showing you’re a divers community.”.*

Future Opportunities

- Student highlight
- Socase students that have received awards, deplomas, graduates and other celebratins

Approval Matrix

Responsible:	<ul style="list-style-type: none"> <input type="checkbox"/> PM: Yolanda Bisbee <input type="checkbox"/> Copywriter: Debra Rumford <input type="checkbox"/> Designer: Insert Designer/Team <input type="checkbox"/> Web: Insert Web Coordinator <input type="checkbox"/> Proofreader: Chad Neilson <input type="checkbox"/> Press Check: Click or tap here to enter text. <input type="checkbox"/> Click or tap here to enter text.
Accountable:	<input type="checkbox"/> Yolanda Bisbee
Consulted:	Arevalos, Evelina evelinaa@uidaho.edu Keleher, Julia jkeleher@uidaho.edu Martinez, Jesse jesseem@uidaho.edu Pile, Mario mpile@uidaho.edu Salisbury, Lysa lsalsbur@uidaho.edu Samuels, Sydel ssamuels@uidaho.edu Walker, Jodi jwalker@uidaho.edu Barnhart, John jbarnhart@uidaho.edu
Informed:	

Budget

Available Spend:

	Available Budget (if known)	Estimated	Actual
Creative Development			
Production			
Copywriting/Proofreading			
Media Buy			
<i>Photoshoots</i>			
<i>Insert Other Expense</i>			
Total:			

Print Quantity: List quantities for print pieces i.e.: 6,200 pieces