

Executive Summary

Over the past months, Paper Plane has put a great amount of work into researching and analyzing the Department of Foreign Languages and Literatures, or FLL, in order to create a focused and effective communication plan that will accomplish the department's goals. The following will briefly describe the plan, while including key aspects vital to achieve the overall goals and objectives of the campaign.

To kick-start the process, the team began secondary research by taking a look at existing data. In order to better understand the department and its potential publics the firm focused on simple background of the department, media use habits and current target audiences. Information was gathered from the Client Profile Document (provided by the department), the department website, in its current and previous form, and the Colorado State University Fact Book, along with observation of the department's current social media pages and competitor analysis. Important statistics were found as Paper Plane set out to better understand the audiences of the department, meaning college students and their social media use habits. The firm discovered that 96 percent of college students use Facebook regularly, 63 percent use Twitter at least once a day and 77 percent use Snapchat at least once a day; these findings led to specific recommendations for the department.

Paper Plane wanted to learn beyond secondary research so primary research was conducted. This research involved four focus groups of CSU students, which included current foreign language majors, foreign language minors, freshmen/undeclared students and other majors in general. Data was consolidated and analyzed, giving the firm valuable insight to student opinions of FLL. Main findings include the feeling among students that resources are not available to them, the observation that communication coming from the department is not unified, causing confusion among students, and the overarching thought that languages are important but "not worth" majoring in for future opportunities. There was also informal research conducted in conversations and meetings with department members.

Concluding research lead to an intensive situation analysis and a brief description of the department's main problem. To put it briefly, the department lacks unity internally, which causes external communications to falter. Without strong communication efforts, FLL is overshadowed by other programs at CSU, causing students to miss the opportunity of working with foreign languages and literatures. If the campaign is not implemented, enrollment will continue to decline and the department will continue down its slippery slope.

To address the problem, the firm identified four main audiences that will be targeted in the campaign. First, undeclared CSU students with less than 45 credits are targeted in order to increase awareness and positive attitudes toward the Department of Foreign Languages and Literatures early on to eventually increase enrollment of new students. Next, the firm targeted current foreign language minors to increase awareness of the slight difference between a major and a minor in order to convert the audience from minors to majors. The current majors are targeted in order to increase retention through education and awareness of internships and current requirements. Last, and most importantly, the department is a target audience. The firm hopes to bring together the department members by including them in strategic processes to ultimately accomplish objectives of all other audiences.

The creative concept of the campaign is how the firm plans to unify the department and its communication efforts. *“Open the World,”* open your mouth to speak a language, open your ears to listen, open your eyes to see the culture and open your mind to the opportunities that the Department of Foreign Languages and Literatures provides to its students. The firm believes this concept will capture the attention of the target audiences because it will spark the curiosity of anyone who sees the graphic and its message.

“Open the World. Create Your Place.” Students who are undeclared and have less than 45 credits thus far in their university career, are looking for a place to call home. *“Create Your Place”* appeals to the audience’s need to belong. Paper Plane plans to implement tactics incorporating this message, which will include department informational posters, a separate graphic to be displayed on digital billboards across campus and a video of current foreign language majors. The video goes in depth with current students on their motivation behind pursuing a degree in a foreign language and directly addresses young, undeclared students in the conclusion by displaying, *“Create Your Place.”*

“Open the World. Expand Your Future.” Current foreign language minors chose to be a part of FLL because they have an interest for language, but the goal is to expand this interest into a passion. The firm knows that college students decide on their specific program based on what they feel will give them value and cater to their strengths. Current language minors may be unaware of the simplicity in obtaining a major versus a minor in that there is only a nine-credit difference – three classes can double their value. The firm created a welcome infographic and alumni poster series template to cater to the audience’s needs. The infographic addresses the nine-credit difference along with other reasons to major, including the fact that Spanish is spoken by ten percent of the world. The goal of the alumni poster series is to show FLL students that there is, without a doubt, a future with a major in a foreign language.

“Embrace Your Advantage.” Foreign language majors at CSU are passionate about what they are studying, yet the department struggles to retain them. The firm’s goal is to maintain their motivation as they progress through the program. A main finding in the major focus group that was conducted was that majors feel they are not supported with internships and future opportunities. Paper Plane chose to combat this belief by creating an outline for a panel event to take place during the spring semester. The purpose of this event is to show majors that they can and will have better future opportunities thanks to their degree in a foreign language. The alumni poster series is also meant to reach this audience. Further, it is important to note that majors have also been labeled as an intervening audience for the campaign, as they have contact with potential students.

“Together We Can Find Harmony in Diversity.” The Department of Foreign Languages and Literatures is both a primary and intervening audience in this campaign. The firm has labeled it as such because the department must find unity before it can focus on impacting students. As a primary audience, the department will participate in a retreat that will concentrate on department-wide strategies, communication efforts (including social media and website suggestions) and the advising structure, in order to come together to improve the overall student experience. Beyond this retreat, it is the department’s responsibility to ensure that the website video is accessible to students interested in the FLL program.

“Open the World. Make Foreign Familiar.” This concept is simply intervening, which means it applies to current foreign language majors, the FLL department and last, the CSU campus resource centers, including the Career Center and the Center of Advising and Student Achievement. As intervening audiences, the goal is to impact the undeclared students with less than 45 credits and current language minors. Specifically for the resource centers, Paper Plane created a department infographic, which displays evidence for the department’s guaranteed impact on any student’s future. The infographic includes the nine scholarships offered to students studying foreign language, involvement opportunities and specific program offerings, along with much more.

A thorough schedule has been created for the department to follow while implementing the aforementioned tactics within the campaign period of one year, beginning in January 2015 and ending in December. In addition, Paper Plane has developed a budget breaking down each cost-bearing item to simplify future decision-making processes. The total for the entire campaign came to \$1,703.05 due to large expenditures on two main tactics: the department retreat and panel event. Without these events, the total comes to about \$406.00. The firm is aware of budget constraints and thus, created tactics to cater to the department’s available resources.