



**SCULPTURE
TRAILS
OUTDOOR
MUSEUM**

MSCH-R429: PR Campaigns

TEAM IRONMEN

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Executive Summary

The following is a proposal for a campaign consisting of social media as well as in-person outreach to garner a base of student volunteers for Sculpture Trails Outdoor Museum. Our goal is to reach students in interest groups in areas like the arts or nature who are likely to show up and assist Sculpture Trails in trail maintenance, events, and social media content and advertising.

Methods used to reach the target audience will include but are not limited to: booths at IU events, fliers to be distributed at said events, "Poursday Posts" - weekly Instagram posts on Thursdays, speaking at IU group callouts, once a semester shirt partnerships with Kilroy's, and paid social media ads. These tactics should increase the level of awareness students have of Sculpture Trails as a volunteer and internship opportunity, with social media posts occasionally spotlighting other student volunteers addressing two of the major barriers our survey respondent indicated keep them from volunteering; not knowing anyone else who volunteers somewhere and not knowing that Sculpture Trails existed at all.

Over a 12-month period our campaign would focus efforts on reaching freshmen looking for activities or ways to meet other students when they initially reach campus, as well as a second effort in the second semester to get volunteers for spring activities and the opening of busy-season for Sculpture Trails. Other efforts to recruit volunteers from any grade level from social media and attending club callouts will occur throughout the entire campaign period. These methods should ensure we can create a modest recurring volunteer base of students on campus of at least 25 students.



Situation Analysis

Organizational Background:

Sculpture Trails began their adventure 18 years ago and has become the biggest iron foundry for artists in the midwest. With artists and over 100 large-scale sculptures from all around the world, they have created this outdoor museum for these artists to become recognized and have a place for people to come and check out what all they do (Fire@Nite, guided tours, sculpture workshops, etc.). As it is a non-profit, their mission is to find volunteers to help them as they have become overwhelmed with the public, especially during the summertime. They are also wanting to become a popular attraction for Bloomington residents.

Currently, their artists have been helping run the events as they do not have enough volunteers. During their "off-season," there is really only one person doing all the work for the museum - Hugh or Jerry. In the past, they have had flyers that they have given out to spread the word for volunteers and attract an audience, but they need a new and improved idea. Their website and phone app are also outdated and unable to provide relevant information at the time. Additionally, they provide internships as another way to attract volunteers.

Business Goals:

Sculpture Trails' main business goal is to create a community of volunteers to help maintain the museum. Duties including sculpture washing, trail clearing, guiding tours, directing people/traffic on heavy business days, etc. are currently being executed by the artists themselves. Establishing a community of volunteers will allow the artists to interact with museum-goers on a more personal level to create a more catered experience.

Positioning / Key Messages:

Sculpture Trails is a place for those passionate about art, nature, or both to be able to view iron casting firsthand. This is a place for everyone, as seen through their national and international artist guests, as well as their goal to be an opportunity for non-traditional art appreciators to view a rare form of art. Sculpture Trails also offers opportunities for aspiring artists to get hard to find hands-on experience with casting.

External Background:

The museum industry is a 12.1-billion-dollar industry with an annual growth rate of .5%. The majority of museums, around 41%, are focused on art galleries, 22% are historical, and 21.2% are science, nature, and technology. The remainder of museums focus on



smaller, niche categories. Most museums in the US are non-profit and many rely on the support of the government. However, government funding for museums is decreasing

meaning that many museums have had to implement entrance fees. In addition, museums also rely on donations to keep them afloat. Households that earn more than 100 K annually are more likely to donate their money to museums. The number of households earning 100 K plus is expected to increase in 2020, meaning that there will be more options for donors. Typically, museum attendees have a portion of disposable income, therefore they have the time and money to participate in leisurely activities such as visiting a museum. In addition, students are a major asset to museums as all different levels of schooling use them as an educational resource. Some schooling has requirements in which students must visit museums as part of their curriculum (IBIS).

Key factors to a successful museum are access to multi skilled work, accreditation from a credible source, ability to attract locals, ability to educate the wider community, and ability to adopt new tech. Volunteers are a critical asset to implementing these keys to success (IBIS). According to Statista, it has become more common for places of work to offer their employees time off to volunteer. In the past year 26% of employers allowed their employees to take paid time off to volunteer in an area that they are passionate about. This number is expected to continue to grow in years to come. This is important to note as places of volunteers such as Sculpture Trails can promote themselves as a place to volunteer to different corporations and offices. The percent of the demographic whom volunteers remains almost consistent across all age brackets, meaning that volunteering is not exclusive depending upon age (Statista).



SWOT Analysis:

Strengths (Internal)	Weaknesses (Internal)
<ul style="list-style-type: none">● Sculpture Trail Outdoor Museum attracts artists globally.● Sculpture Trails Outdoor Museum is one of a kind and there is nothing like it in the area.● Provides interactive activities and events so people can be involved.● Sculpture Trail Outdoor Museum is located close enough to Indiana University to be tied into the campus culture.	<ul style="list-style-type: none">● Sculpture Trail Outdoor Museum is located a 40-minute drive from Bloomington, Indiana.● Sculpture Trail Outdoor Museum does not have a strong social media or internet/website presence, this creates issues as it is not well-known.● Sculpture Trail Outdoor Museum is not tied into Indiana University and is missing out on the benefits from that relationship.



Opportunities (External)

- The number of employers offering paid time off to their employees is planned to continue to increase.
- Sculpture Trails Outdoor Museum is near a college campus of 40,000 + students (IU - Bloomington).
- It is free to the public, providing easy access for students/families on a budget and for field trips/classes.
- Many scholarships and on-campus organizations require volunteer hours.

Threats (External)

- College students do not have a large disposable income therefore they have less money to spend on gas or transportation to and from the museum.
- Sculpture Trails Outdoor Museum only fulfills the needs for people interested in arts and the outdoors.
- As everything takes place outdoors, people will not want to participate/tour during the wintertime.
- Solsberry, IN does not have a lot of things to do or see, making it hard for a family to want to visit.

Affected Publics + Chosen TA:

The affected public would be the people who have a common interest in the well-being of Sculpture Trails. This includes those who own and operate the facility, as well as the network of artists they utilize around the country. The volunteers currently involved with Sculpture Trails in some capacity and the residents of Greene County who enjoy what Sculpture Trails offers, primarily in the summer months would also be considered an affected public.

The target audience is Indiana University Bloomington Students. More specifically students in the Eskenazi School of Art or those that are involved in organizations such as IU Corps and IU Outdoor club. Indiana University students have been selected because if the Sculpture Trails was known to them, we believe that some portion of the students would find the experience intriguing and be willing to visit. We believe art students would enjoy the unique artistic experience of Sculpture Trails if they were aware and knowledgeable about it. IU Corps is an organization who works to create positive change through volunteer work at Indiana University and the surrounding towns. IU Corps is a target audience because their core message may provide volunteering opportunities at Sculpture Trails. The IU outdoor club is a target audience because their interest in the outdoors coincides with the atmosphere provided at



Sculpture Trails. If these students with targeted interests are exposed to Sculpture Trails, we believe that these target publics are the most likely to benefit from Sculpture Trails and vice versa.

Core Problem + Opportunity Statement:

Core Problem: A lack of presence in the Bloomington community has led to both a lack of volunteers as well as a lack of visitors.

Opportunity Statement: By collecting data for target audiences, we can create effective methods for recruiting volunteers. Additionally, enhancing the online presence of Sculpture Trails can increase visitors to the site.



Primary Research

Research Goals and Questions:

1. **Goal:** Understand why Sculpture Trails is currently unable to obtain volunteers.
 - How can we create a general awareness or knowledge about Sculpture Trails?
 - What prevents people from volunteering?
2. **Goal:** Understanding what types of people would be willing to volunteer at Sculpture Trails specifically.
 - What is our target audience's interest?
 - Why would someone be interested in volunteering?
3. **Goal:** Explore how we can incentivize people to come to Sculpture Trails.
 - What channels will be most effective in reaching our target audience?
 - What does Sculpture Trails offer that our publics would be interested in?

Sampling Process:

- We utilized a convenience sampling method to target our chosen publics.
- Our team chose to maximize quantitative research methods to collect data. While qualitative research methods have their place in data collection, our quantitative strategy was the best choice because it allows us to send out surveys to large groups of people all at once.
- As a team, we decided to utilize non-probability sampling as it is the cheapest and most time-efficient means of gathering data. While this does not allow every student an equal chance of being selected to participate in our survey, it does give us a good sense of the opinion of our chosen public. We reached out to IU students on our own personal social media channels, contacted relevant student organizations, and shared our survey in GroupMes to recruit participants to take the survey.

Recruitment:

For our recruitment process, each member of our group reached out to students from various clubs/organizations on campus that we were involved in including Greek life, Indiana University Dance Marathon, academic groups, etc. Participants were then invited to take our survey through GroupMe or direct text. In addition, we reached out to leaders of campus groups, IU outdoors club and IU corps, and asked them to send the survey to their members. Lastly, we asked students to pass along our survey to their friends and peers that attended IU. As well, members of our group posted the link to different forms



of social media and asked any of our followers that attend Indiana University to complete the survey.

This method helped us reach a large portion of students as many had different backgrounds and were involved in different clubs/organizations.

Data Collection:

We first sent out our survey on Wednesday, February 12 and closed our survey a week later on Wednesday, February 19. Within a week, we had 130 respondents that filled out our survey. However, we found that not every person answered every question, so some question counts vary in the number of respondents.

Analysis Process:

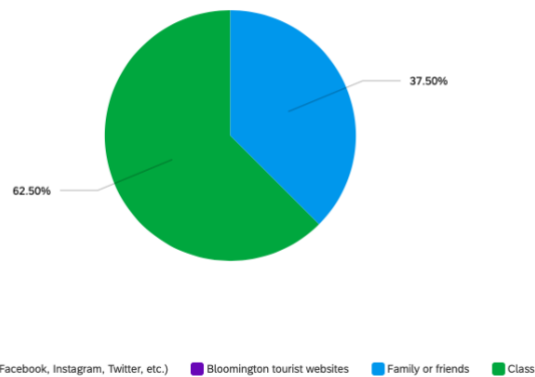
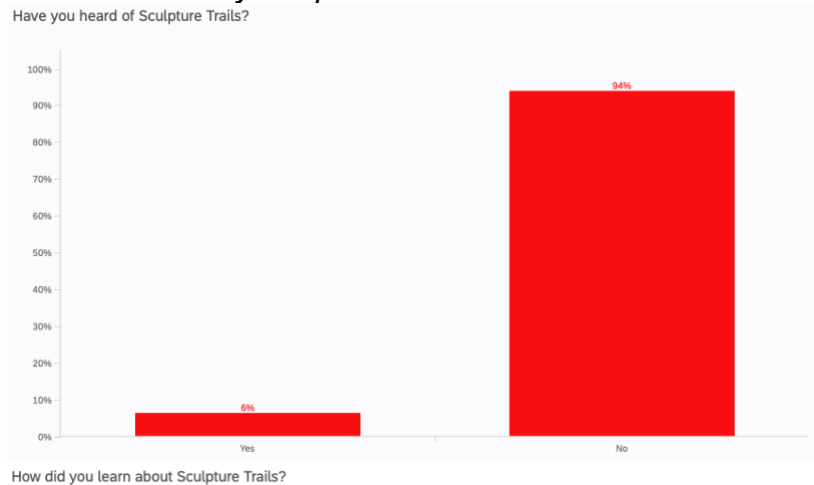
Using our survey data, we searched through responses to find major trends and patterns in data such as reasons why people volunteer, or what could encourage volunteers to spend their time they have at Sculpture Trails. Our group also looked for clues from the data as to what could be missing, such as if most respondents don't know of Sculpture Trails is there a reason why? Our statistical analysis models consisted mostly of bar graphs containing participant responses, but some more qualitative questions incorporated word clouds. These allowed us to incorporate the main themes and ideas that prospective volunteers had on how to improve or get them involved in the Sculpture Trails experience.



Key Findings:

Goal 1: Understand why Sculpture Trails is currently unable to obtain volunteers.

How is communication about Sculpture Trails currently being transmitted and received by our public...



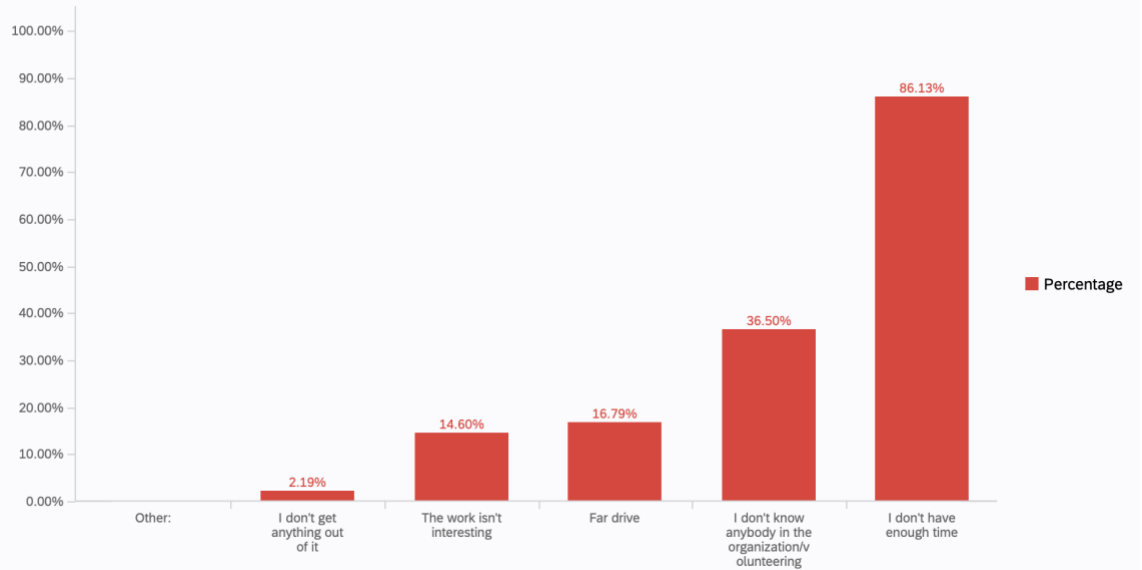
Total Responses: 161

Survey respondents were asked if they had previously heard of Sculpture Trails. Only 6% of survey respondents were familiar with the client. Respondents that answered “yes” were asked to establish how they had heard of the client. 37.5% of respondents had heard of the client through family or friends. 62.5% of respondents had heard of the client through classes. No respondents indicated their familiarity with Sculpture Trails was due to social media (Facebook, Instagram, Twitter, etc.) or local Bloomington websites.



What prevents people from volunteering...

What Makes People Less Likely To Volunteer



Total Responses: 161

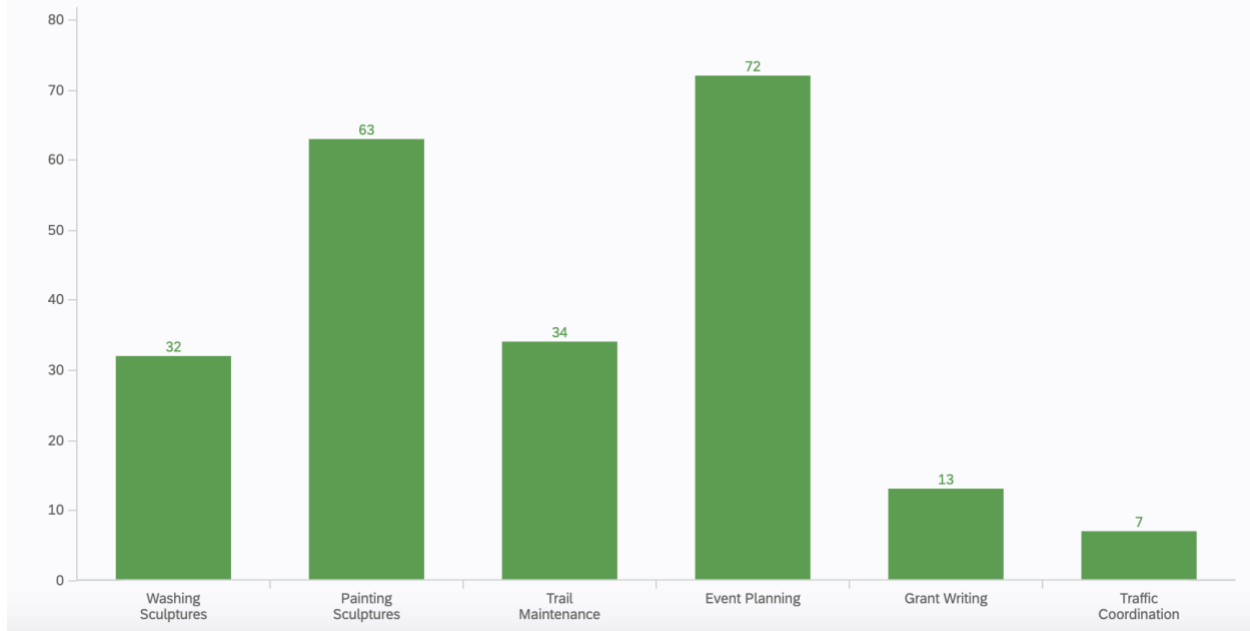
The respondents were asked why they are less likely to volunteer and were allowed to select as many answers that felt applicable. A major obstacle towards not volunteering is time. Over eighty-six percent of respondents currently do not volunteer because they do not have enough available time within their schedules. Ninety-one percent of the students who said they "did not have enough time" to volunteer are already involved in clubs through Indiana University such as Indiana University Dance Marathon, Greek Life, and IU Outdoor Adventure Club. In addition, over thirty-six percent of surveyors are less likely to volunteer if they do not know anybody in the organization. Other barriers included a far drive, inflexible volunteer schedules, and uninteresting work. Only 2.6% of surveyors believed not getting anything out of an experience is a barrier to volunteering.



Goal 2: Understanding what types of people would be willing to volunteer at Sculpture Trails specifically.

What is our target audience's interest...

If you were to volunteer for Sculpture Trails, which volunteering options would be interested in? (select all that apply)

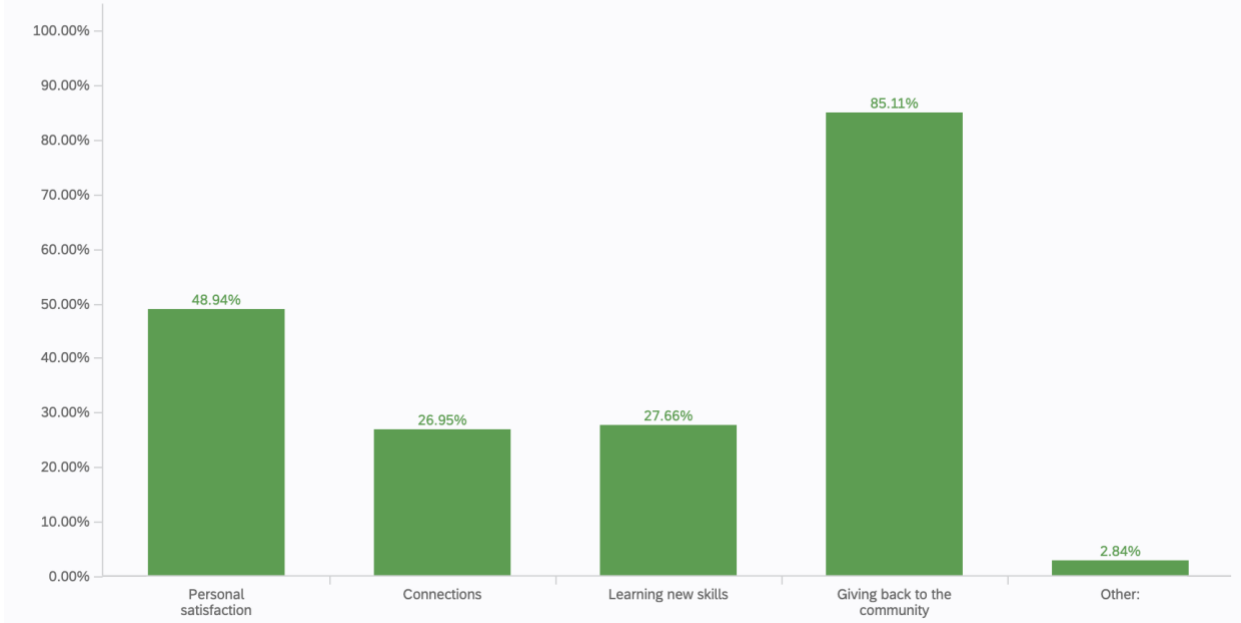


To understand our target audience's volunteering interests, we asked our respondents to select the volunteering duties that would interest them the most. By a significant margin, event planning and painting sculptures are the two most popular jobs. These two jobs allow for the most creativity and are highly collaborative, implying that our target audience values the ability to use creative thinking and ability in a way that gives back to Sculpture Trails. The two least popular jobs - by a substantial margin - are grant writing and traffic coordination. Grant writing is a highly specialized task, so it is unsurprising that it was not very popular. Traffic coordination being so unpopular highlights the fact that our target audience is not interested in jobs which require little collaboration or critical thinking.



Why would someone be interested in volunteering...

Q3 - What motivates you to volunteer? (select all that apply)



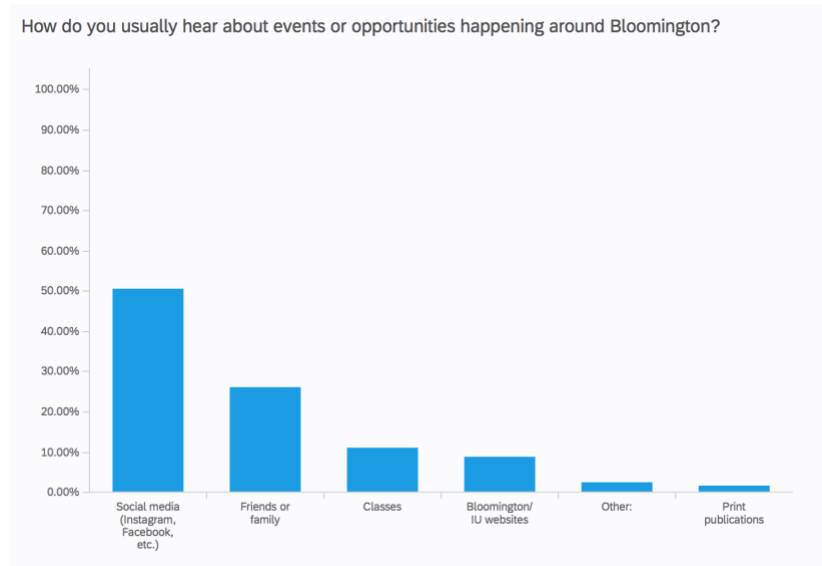
Total Responses: 161

Respondents were able to select all of the potential motivators that apply to them. The things that motivate respondents most to volunteer were giving back to the community, with almost 9/10 participants marking it as one of the things that drive them, followed by getting personal satisfaction with about a 50% pick rate. Connections and learning skills were also reasons people considered volunteering, but at a much smaller rate of around 30% of survey-takers saying so.



Goal 3: Explore how we can incentivize people to come to Sculpture Trails.

What channels will be most effective in reaching our target audience...



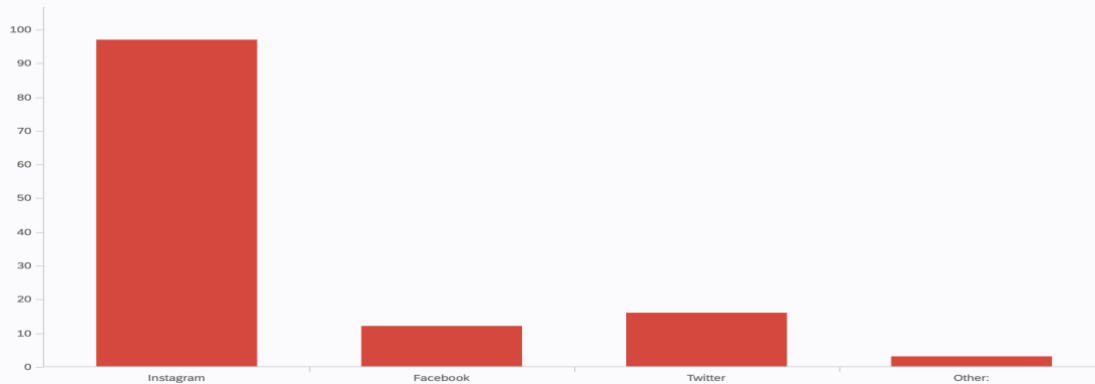
Total responses: 127

In order to figure out what channels of communication our audience most utilizes in hearing messages about events in Bloomington, we asked respondents to select where they most often hear about events. All respondents were able to answer this question, and out of 127 responses, 50.39% of people said they hear about events or opportunities happening around Bloomington from social media, 25.98% said they hear about events or opportunities from friends or family, 11.02% said classes and a combined 12.59% of people chose the other three options (Bloomington/IU websites, Paper publications and other).



What form of social media do people use most frequently...

What form of social media do you use most frequently?



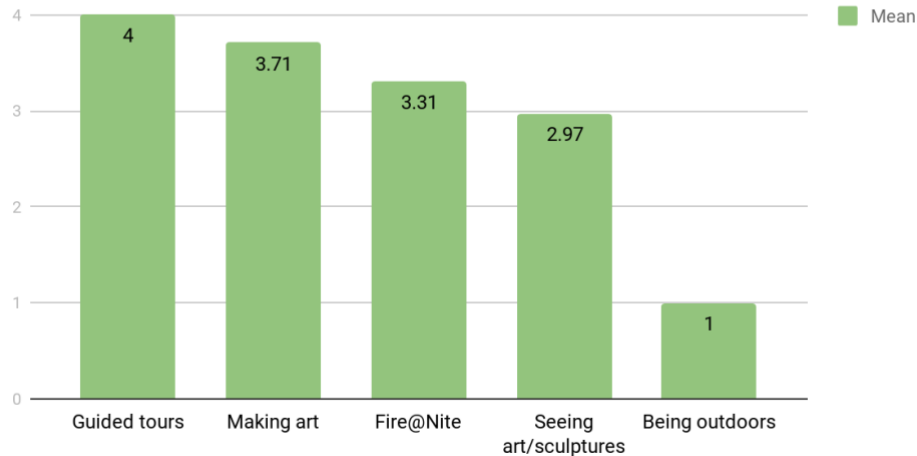
Social media, while being a great indicator of where our target audience receives messages, is a broad term for many different platforms. We wanted to narrow down where exactly respondents tend to hear about events in Bloomington, so respondents were asked which form of social media they use most frequently. All respondents were able to answer this question, and 75% of our sample said they use Instagram most frequently. The next most used application was Twitter, but that was only 12.5% of our sample. Facebook and miscellaneous applications were both most frequented by less than 10% of our respondents. This information shows us the most applicable and effective way to reach college students.

What does Sculpture Trails offer that our public would be interested in...

Activity	Mean	Std. Dev.
Guided tours	4.00	1.05
Making art	3.71	1.14
Fire@Nite	3.31	1.15
Seeing art/sculptures	2.97	0.81
Being outdoors	1.00	0.00



If you were to go to Sculpture Trails, what would you be interested seeing/doing?



Total responses: 82

This question had respondents rank the answers 1 to 5 from one being most interesting to 5 being least interesting. The higher the mean, the more popular that item was for respondents. Based on the scale that respondents were given, guided tours was the most interesting activity while being outdoors was the least. Additionally, the greater the standard deviation of an answer, the greater range of opinions by respondents. Guided tours have a generally low standard deviation of 1.05, meaning the vast majority of respondents ranked it very highly. Being outdoors and seeing art/sculptures has a standard deviation of 0.00 and 0.81, respectively. This shows that nearly every respondent put those two options as least interesting.

Synthesis of Findings:

In order to build a network of volunteers that aligns with Sculpture Trails' business goals, we need to understand that the main barriers to volunteering are a lack of time as well as not knowing anyone within the organization. Additionally, our key target audience tends to receive communication using social media, and more specifically, Instagram. In order to attract more volunteers, it is also important to understand what kinds of volunteer roles interest them the most. Through our research, we discovered that volunteers enjoy tasks that allow for creativity and collaboration, while they generally dislike roles that do not allow for collaboration or critical thinking.

Recommendation:

We propose that an effective campaign to build a volunteer network would begin with Sculpture Trails becoming more active on social media. From our survey, we gathered that most of our respondents were unaware that Sculpture Trails even existed. Aside from



becoming more active on social media, we recommend that they become more active in the Bloomington Arts and Indiana University communities by going to involvement and activity fairs. Connecting with these communities while maintaining an active social media presence will allow for an increased awareness of Sculpture Trails while also connecting our target audience to volunteer opportunities.



Goals and Objectives

Positioning Statement:

Discover new perspectives and experience a collision of art and nature at the one-of-a-kind Sculpture Trails Outdoor Museum.

Goal:

Increase the number of volunteer sign-ups for the Sculpture Trail Outdoor Museum by promoting their artistic and outdoor opportunities to IU students. (Task Goal)

- Objective (Awareness):
 - Increase awareness among IU students of Sculpture Trails Outdoor Museum volunteer opportunities from 6%* to 20% in a one-year time period.
 - *Numbers were based on survey respondents who were familiar with Sculpture Trails Outdoor Museum.
- Objective (Acceptance):
 - Build a network of IU students who are inquiring about volunteering at Sculpture Trails Outdoor Museum from zero volunteers to fifty volunteers (a 5000% increase) in a one-year time period.
- Objective (Action):
 - Increasing the number of IU students to sign up and volunteer at Sculpture Trails Outdoor Museum from zero students to twenty-five (a 2500% increase) students in a one-year time period.



Messaging, Strategies and Tactics

Target Publics: IU Students

Target: Our primary target audience is Indiana University undergraduate students (ages 18-25), with a specific concentration on students involved in arts, volunteering, and nature.

Lifestyle: IU students between the ages of 18-25 enrolled in classes at IU Bloomington. Specifically, we are targeting students with interest in volunteer opportunities that have shown interest in IU clubs and activities such as IU Corps and IU Outdoor Adventures. We are also targeting IU students who show an interest in arts, volunteering, and nature. We are not limiting our target audience to a gender.

Take Action: Based on survey findings, respondents look for things where they can give back to their community. Bringing them to a place they can be involved with other IU students and showcase their skills will likely make them want to participate in an ongoing way. Moreso, with the current situation going on, students are looking for things to do. This allows students to engage in activities on and off-campus and shifts more attention towards Sculpture Trails and their opportunities.

Pay Attention: Young adults, such as the IU students in our target public, frequently make decisions based on their peers. Things grow in popularity because of the influence a student's peers have. Our public is vulnerable to the "fear of missing out" culture surrounding them. Our public often pays attention to social media, giving it a large influence over decisions.

Media Habits: College-aged students spend an average of 144 minutes on social media platforms per day. Fifty-one percent of that time is especially spent on Instagram (Statista). This makes social media tactics on platforms, especially Instagram, a vital part of the campaign. Students also specifically look for new activities and events at college on the school-run social media accounts as they are typically reliable and trustworthy.

Argument: Volunteering opportunities meet both scholarship requirements and help develop resumes. Getting involved in the arts will expand the breadth of a student's experiences. This unique opportunity will provide both of these opportunities for a unique addition to a student's life.

Primary Messages: Sculpture Trails Outdoor Museum provides a unique opportunity to volunteer and learn new skills outside the classroom through a world of nature and art.

Secondary Messages: Grow your connections in more ways than one. Network by supporting the arts and environmental wellness at Sculpture Trails Outdoor Museum.



Goal 1: Increase the number of volunteer sign-ups for the Sculpture Trail Outdoor Museum by promoting their artistic and outdoor opportunities to IU students. (Task Goal)

Objective 1 (Awareness): Increase awareness among IU students of Sculpture Trails Outdoor Museum volunteer opportunities from 6%* to 20% in a one-year time period.

- *Numbers were based on survey respondents who were familiar with Sculpture Trails Outdoor Museum.
- **Strategy:** Establishing a familiarity between Sculpture Trails Outdoor Museum and IU students and student groups.
 - **Tactic:** Tabling at IU Involvement Fair and on IU's campus with flyers and sign-ups to create awareness for the Sculpture Trails Outdoor Museum and their volunteer opportunities for IU students. *Refer to Appendix E for contact information. Refer to Appendix F for flyer.*
 - **Justification:** The involvement fair is a great liaison between students who are looking to get involved and organizations who need volunteers. This way Sculpture Trails staff will be able to network with interested students and give them an opportunity to sign-up to hear more and get involved.
 - **Tactic:** Set up a booth at IU's First Thursday events with flyers to give students a chance to see what Sculpture Trails Outdoor Museum is all about and provide sign-ups for students interested in their volunteer opportunities. *Refer to Appendix E.*
 - **Justification:** Similar to the Involvement Fair, IU students who are interested in becoming part of an extracurricular activity will be there, giving the Sculpture Trail's staff another opportunity to network with students and provide them with an opportunity to get involved by signing up.
 - **Tactic:** Secure a series of five stories with IDS, IU NewsNet, and The Tab to promote Sculpture Trail Outdoor Museum's volunteer opportunities and how to get involved/sign-up.
 - **Justification:** Many students interact with these news forums in some way. If Sculpture Trails is mentioned in any or all of these, they will get many media impressions and create awareness for their volunteer opportunities. *Refer to appendix D for contact information and story outlines.*
 - **Tactic:** Recruit a social media intern, sophomore, junior, or senior standing, while at an IU event or Club meeting. Tell students to email Jerry or Hough if interested, with their qualifications, and then they can pick the best candidate.
 - **Justification:** Having an unpaid intern will alleviate the pressure to keep up with Sculpture Trails social media calendar and pass the responsibility to someone who is studying and well versed in how to use the platforms.



- **Tactic:** Create a relationship with Kilroy's bars to feature Sculpture Trails Outdoor Museum's volunteer t-shirt once per semester on their Instagram through their free giveaway. *Refer to Appendix G for contact information.*
 - **Justification:** Kilroy's and their shirts are one of the most coveted and popular items for college aged students, 21+. A collaboration with these t-shirts will provide free advertising walking around campus every day and by students seeing the volunteer opportunities mentioned in Kilroy's promotion on their Instagram post. This will also direct attention to Sculpture Trails Instagram account.

Objective 2 (Acceptance): Build a network of IU students who are inquiring about volunteering at Sculpture Trails Outdoor Museum from zero volunteers to fifty volunteers in a one-year time period.

- **Strategy:** Construct a stronger relationship between Sculpture Trails Outdoor Museum and Indiana University student groups. *Refer to Appendix G for contact information.*
 - **Tactic:** Invite IU Sculpture Trail volunteers or representatives to speak at IU Corps and IU Outdoor Adventure club meetings to explain what Sculpture Trails is and give students an opportunity to sign-up for possible volunteer opportunities.
 - **Justification:** Targeting clubs with specific interest will give students and Sculpture Trails staff a more intimate setting to discuss the possible opportunities they can provide and give students the opportunity to take action by signing up.
 - **Tactic:** Conduct regular outreach IU Corps, IU Outdoor Adventure, and IU groups with interest in volunteer work/arts.
 - **Justification:** Consistent communication with organizations at IU will keep Sculpture Trail's volunteering opportunities at front-of-mind for students.

Objective 3 (Action): Increasing the number of IU students to volunteer at Sculpture Trails Outdoor Museum from zero students to twenty-five students over a 12-month period.

- **Strategy:** Emphasize Sculpture Trails Outdoor Museum's volunteer opportunities to IU students through social media and personal outreach.
 - **Tactic:** Run ads about Sculpture Trails Outdoor Museum volunteer opportunities on Facebook and Instagram targeted to IU students in the Monroe County area.
 - **Justification:** Ad targeting will be done within the Facebook Ads Manager platform. We will both geographically target the Monroe County area as well as put age parameters for users aged 18-25. Providing ads will make students who are already aware of Sculpture Trails, via our first two objectives, know how they can volunteer and engage with the organization. Providing links in the



ads to sign up for volunteering will make it easier for them to engage.

- **Tactic:** Create a stronger social media presence on Instagram by posting every Thursday for “Poursday” that includes promotion for volunteer opportunities for IU students and with a name that relates to Sculpture Trails Outdoor Museum and is easy to remember for students.
 - **Justification:** According to our research, Instagram is the most used social media platform by our target publics. Being active on this platform will allow for higher engagement with IU students. Targeting will be done within Facebook Ads Manager (which you can run paid ads in Instagram through) and the targeting parameters will be the same as above. Additionally, having a day that students can expect a post and with a recurring, original name for that specific day, it will give students something to expect and keep the followers updated weekly. *Refer to Appendix A for examples.*
- **Tactic:** Follow IU students on Instagram that signed up for volunteering opportunities at events that Sculpture Trails Outdoor Museum were involved in (IU Involvement Fair, IU First Thursday’s event, IU club meetings, etc.)
 - **Justification:** Based on our survey, Instagram is the most used social media platform. With that, we can take action by following IU students to initiate a follow back and gather attention to our account/volunteer opportunities. Additionally, by gaining more followers, the account can also create action as more people will want to follow it when they see that their mutual friends follow the account or if it is a popular account to follow.
- **Tactic:** Plan and promote incentivized monthly volunteer days with Sculpture Trails on Instagram through free t-shirts opportunities. *Refer to Appendix C for T-Shirt examples.*
 - **Justification:** According to our research incentives are one of the most common reasons our target publics chose to volunteer. This would create engagement by people wanting free items while seeking volunteer opportunities.
- **Tactic:** Use the second Sunday of each month as a set volunteer day, where people can come and help clean the trails, barring weather complications.
 - **Justification:** Having a set monthly volunteer date will provide people with a sense of normalcy, that at this time every month they go to Sculpture Trails to volunteer.
- **Tactic:** Reach out to students who gave their contact information at tabling events one week prior to volunteer day.
 - **Justification:** Having consistent and personal communication with students who showed interest in volunteering at Sculpture Trails will make them more likely to take action when they are needed.



- **Tactic:** Provide sand blocks to people who sign up at tabling events that they can have poured during a volunteer day.
 - **Justification:** This gives volunteers a reason to honor their sign-up and to get a souvenir out of their time at an event. The number of blocks poured makes for an easy measurement of tabling success.



Timelines, Budget and Evaluation

Calendar:

Month:	Topic/Tactic:	Type:	Due:	Publish :	Cost:	Target:
July	"Poursday" post	Instagram	7/1	7/1	-	IU students
	Boost promotional post about Aluminum Pour	Facebook	7/1	7/1	\$10	IU students, Bloomington residents, followers
	Independence Day post	Instagram , Facebook	7/4	7/4	\$6.70	IU students, followers
	Reach out to IDS with story pitch for Fire@Nite (objective 1)	Email, phone	7/7	7/7	-	IDS journalists, editors
	"Poursday" post	Instagram	7/8	7/8	\$6.70	IU students
	Sculpture Trails Aluminum Pour	On-site materials	7/13	7/13	-	Any interested parties
	"Poursday" post	Instagram	7/15	7/15	\$6.70	IU students
	"Poursday" post	Instagram	7/22	7/22	\$6.70	IU students
	Parent's Day post	Instagram , Facebook	7/26	7/26	\$6.70	IU students, followers
	Sculpture Trails Fire @ Nite	On-site materials	7/27	7/27	-	Any interested parties
	"Poursday" post	Instagram	7/29	7/29	\$6.70	IU students



	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students
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Aug.	Tabling at IU Involvement Fair and on IU's campus with flyers and sign-ups to create awareness for the Sculpture Trails Outdoor Museum and their volunteer opportunities for IU students. (objective 1)	2 volunteers , Flyers, Sign Up Sheet	8/1	8/28	.40 per flyer, \$1,230 total (3,000 flyers)	IU Freshman
	Create a relationship with Kilroy's bars to be featured for their free t-shirt giveaway for the first semester (objective 1)	Email, T-Shirt	8/1	8/28	\$6.29/t-shirt, \$3,145 total (500 t-shirts)	IU Students 21 +
	Reach out to IDS with story pitch (objective 1)	Email, phone	8/4	8/4	-	IDS journalists, editors
	"Poursday" post	Instagram	8/5	8/5	\$6.70	IU Students
	Boost promotional post	Facebook	8/10	8/10	\$10	IU students, Bloomington residents, followers
	"Poursday" post	Instagram	8/12	8/12	\$6.70	IU Students
	"Poursday" post	Instagram	8/19	8/19	\$6.70	IU Students
	"Poursday" post	Instagram	8/26	8/26	\$6.70	IU Students
	Begin looking for an unpaid social media intern at IU sanctioned events.	In person	9/10 (select intern)	8/10		IU students



	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students
Sept.	"Poursday" post	Instagram	9/2	9/2	\$6.70	IU students
	Invite Sculpture Trail volunteers or representatives to speak at IU Corps, IU Outdoor Adventure Club and other IU club meetings	Email	9/2	-	-	IU students involved in clubs
	Set up booth at IU's First Thursday events	Flyers, "make a mould min-pour"	9/3	-	.40 per flyer, \$1,230 total (3,000 flyers)	IU students
	Reach out to IDS with story pitch (objective 1)	Email, Phone	9/7	9/7	-	IDS journalists, editors
	"Poursday" post	Instagram	9/9	9/9	\$6.70	IU students
	Begin distribution of Kilroy's shirts at bars (objective 1)	Email, T-shirts	9/10	-	~\$2.50/shirt (\$1,250 for 500 shirts)	IU students 21+
	Select Social Media intern, meet with them at Sculpture Trails to go over their responsibility.	In person	9/10	-	-	
	Boost promotional post	Facebook	9/14	9/14	\$10	IU students, Bloomington residents, followers



	"Poursday" post	Instagram	9/16	9/16	\$6.70	IU students
	National Stepfamily Day post	Instagram, Facebook	9/16	9/16	\$6.70	IU students, followers
	"Poursday" post	Instagram	9/23	9/23	\$6.70	IU students
	Sculpture Trails "Blacksmith Weekend Workshop"	On-site materials	9/23	9/23	-	Any interested parties
	"Poursday" post	Instagram	9/30	9/30	\$6.70	IU students
	IU Parents Weekend Post	Instagram, Facebook	9/26	9/26	-	IU students and parents
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

Oct.	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	10/4		-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	10/5	10/5	\$10	IU students, Bloomington residents, followers
	Reach out to IDS with story pitch (objective 1)	Email, phone	10/6	10/6	-	IDS journalists, editors
	"Poursday" post	Instagram	10/7	10/7	\$6.70	IU students



	Hold a volunteer day for anyone interested.	On-site materials	10/11	10/11	-	General Public
	“Poursday” post	Instagram	10/14	10/14	\$6.70	IU students
	“Poursday” post	Instagram	10/21	10/21	\$6.70	IU students
	National Art Day/International Artist’s Day post	Instagram, Facebook	10/25	10/25	\$6.70	IU students, followers
	“Poursday” post	Instagram	10/28	10/28	\$6.70	IU students
	Halloween post	Instagram, Facebook	10/31	10/31	\$6.70	IU students, followers
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

Nov.	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	11/1	-	-	IU students from tabling events or club meetings.
	“Poursday” post	Instagram	11/4	11/4	\$6.70	IU students
	Hold a volunteer day for anyone interested.	On-site materials	11/8	11/8	-	General Public
	Go to an Art Museum Day post	Instagram, Facebook	11/9	11/9	-	IU students, followers



	"Poursday" post	Instagram	11/11	11/11	\$6.70	IU students
	Veteren's Day post	Instagram, Facebook	11/11	11/11	\$6.70	IU students, followers
	America Recycles Day post	Instagram, Facebook	11/15	11/15	\$6.70	IU students, followers
	"Poursday" post	Instagram	11/18	11/18	\$6.70	IU students
	"Poursday" post	Instagram	11/25	11/25	\$6.70	IU students
	Thanksgiving post	Instagram, Facebook	11/26	11/26	\$6.70	IU students, followers
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

Dec.	"Poursday" post	Instagram	12/2	12/2	\$6.70	IU students
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	12/6	-	-	IU students from tabling events or club meetings.



	Boost promotional post	Facebook	12/7	12/7	\$10	IU students, Bloomington residents, followers
	“Poursday” post	Instagram	12/16	12/16	\$6.70	IU students
	“Poursday” post	Instagram	12/20	12/20	\$6.70	IU students
	“Poursday” post	Instagram	12/23	12/23	\$6.70	IU students
	Christmas post	Instagram, Facebook	12/26	12/26	\$6.70	IU students, followers
	New Year’s Eve post	Instagram, Facebook	12/31	12/31	\$6.70	IU students, followers
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

Jan.	New Year’s Day post	Instagram, Facebook	1/1	1/1	\$6.70	IU students, followers
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	1/3	1/3	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	1/4	1/4	\$10	IU students, Bloomington residents, followers
	“Poursday” post	Instagram	1/6	1/6	\$6.70	IU students
	Tabling at IU Involvement Fair and on IU’s campus with flyers and sign-ups to create	2 volunteers, Flyers, Sign Up	1/1	1/14	.40 per flyer, \$1,230	IU Freshman



	awareness for the Sculpture Trails Outdoor Museum and their volunteer opportunities for IU students. (objective 1)	Sheet			total (3,000 flyers)	
	“Poursday” post	Instagram	1/13	1/13	\$6.70	IU students
	“Poursday” post	Instagram	1/20	1/20	\$6.70	IU students
	National Museum Selfie Day	Instagram, Facebook	1/21	1/21	\$6.70	IU students
	“Poursday” post	Instagram	1/27	1/27	\$6.70	IU students
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

Feb.	Groundhog’s Day post	Instagram, Facebook	2/2	2/2	\$6.70	IU students, followers
	“Poursday” post	Instagram	2/3	2/3	\$6.70	IU students
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	2/7	2/7	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	2/8	2/8	\$10	IU students, Bloomington residents, followers
	“Poursday” post	Instagram	2/10	2/10	\$6.70	IU students
	Valentine’s Day post	Instagram, Facebook	2/14	2/14	\$6.70	IU students, followers
	Hold a volunteer day	On-site materials	2/14	2/14	-	General Public



	“Poursday” post	Instagram	2/24	2/24	\$6.70	IU students
	Spring Cleanup Event	On-site materials	-	2/28	-	General public
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

March	Day of Unplugging post	Instagram, Facebook	3/3	3/3	\$6.70	IU students, followers
	“Poursday” post	Instagram	3/3	3/3	\$6.70	IU students
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	3/7	3/7	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	3/8	3/8	\$10	IU students, Bloomington residents, followers
	“Poursday” post	Instagram	3/10	3/10	\$6.70	IU students
	Hold a volunteer day.	On-site materials	3/14	3/14	-	General Public
	“Poursday” post	Instagram	3/17	3/17	\$6.70	IU students
	Be featured on Kilroy’s bars Instagram for their free t-shirt giveaway for the second semester	Email, T-shirts	3/19	3/19	\$6.29/t-shirt.\$3,145 total (500 t-shirts)	IU students 21+



	World Forestry Day post	Instagram, Facebook	3/21	3/21	\$6.70	IU students, followers
	“Poursday” post	Instagram	3/24	3/24	\$6.70	IU students
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

April	April Fools Day post	Instagram, Facebook	4/1	4/1	\$6.70	IU students, followers
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	4/4	4/4	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	4/5	4/5	\$10	IU students, Bloomington residents, followers
	Reach out to IDS with story pitch	Email, phone	4/6	4/6	-	IDS journalists, editors
	Mother’s Day post	Instagram, Facebook	4/10	4/10	\$6.70	IU students, followers
	Hold a volunteer day for anyone interested.	On-site materials	4/11	4/11	-	General Public
	“Poursday” post	Instagram	4/14	4/14	\$6.70	IU students
	Armed Forces Day post	Instagram, Facebook	4/16	4/16	\$6.70	IU students, followers



	"Poursday" post	Instagram	4/21	4/21	\$6.70	IU students
	Earth Day post	Instagram, Facebook	4/22	4/22	\$6.70	IU students, followers
	"Poursday" post	Instagram	4/28	4/28	\$6.70	IU students
	Arbor Day post	Instagram, Facebook	4/30	4/30	\$6.70	IU students, followers
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

May	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	5/2	5/2	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	5/3	5/3	\$10	IU students, Bloomington residents, followers
	Hold a volunteer day for anyone interested.	On-site materials	5/9	5/9	-	General Public
	"Poursday" post	Instagram	5/12	5/12	\$6.70	IU students
	"Poursday" post	Instagram	5/19	5/16	\$6.70	IU students
	National Scavenger Hunt Day post	Instagram, Facebook	5/24	5/24	\$6.70	IU students, followers
	Memorial Day post	Instagram, Facebook	5/25	5/25	\$6.70	IU students, followers
	"Poursday" post	Instagram	5/26	5/26	\$6.70	IU students



	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students
June	“Poursday” post	Instagram	6/2	6/2	\$6.70	IU students
	World Environment Day post	Instagram, Facebook	6/5	6/5	\$6.70	IU students, followers
	Reach out to students who signed up to volunteer at IU events and see if they would be interested in volunteering in a week.	Phone Call	6/6	6/6	-	IU students from tabling events or club meetings.
	Boost promotional post	Facebook	6/7	6/7	\$10	IU students, Bloomington residents, followers
	“Poursday” post	Instagram	6/9	6/9	\$6.70	IU students
	“Poursday” post	Instagram	6/16	6/16	\$6.70	IU students
	Father’s Day post	Instagram, Facebook	6/21	6/21	\$6.70	IU students, followers
	“Poursday” post	Instagram	6/23	6/23	\$6.70	IU students
	“Poursday” post	Instagram	6/30	6/30	\$6.70	IU students
	Follow IU students on Instagram that have interacted with Sculpture Trails content.	Instagram	-	-	-	IU students

TOTAL COST (for the 12 months):
\$7,447.00



Budget and Evaluation:

Objective 1: Increase awareness among IU students of Sculpture Trails Outdoor Museum volunteer opportunities from 6%* to 20% in a one-year time period.

	Tactic 1	Tactic 2	Tactic 3	Tactic 4	Tactic 5
	Tabling at IU Involvement Fair and on campus with flyers.	Set up a booth at IU's First Thursday events with flyers.	Secure a series of five stories with IDS, IU News Weekly, and The Tab to promote Sculpture Trail Outdoor Museum and their volunteer opportunities.	Create a relationship with Kilroy's bars to feature Sculpture Trails Outdoor Museum for their free t-shirt giveaway (be featured once a semester)	Recruit a social media intern of sophomore, junior, or senior standing.
Detail	Create awareness for the Sculpture Trails Outdoor Museum around IU-Bloomington campus.	Give students a chance to see what Sculpture Trails Outdoor Museum is all about.	Promote Sculpture Trail Outdoor Museum and their opportunities	Feature Sculpture Trails Outdoor museum on one of Kilroy's weekly shirts	Having an Intern will alleviate pressure from Sculpture Trails staff to keep up with the social media calendar.
Expenses	\$60.00	\$0.00	\$0.00	\$1250 upfront but will be returned from Kilroy cover fund	Internship position will be unpaid. \$0.00
Quantity	3000 flyers total 1 flyer	Already purchased	1 story per month	500 shirts	One intern who can be



	given to each student at the fair (remainder used for First Thursdays)	flyers for IU involvement fair	during school year		recruited via iU events attended by Sculpture Trails staff.
Evaluation Plan	Compare number of sign ups from August student fair to January student fair to assess if there is an increase in sign ups	Assess increase of social media followers and volunteer signs up after each First Thursday	Assess increase of social media followers and volunteer signs up after stories have been published	Determine number of followers or volunteer sign ups post Kilroy t-shirt hand out	Ensure that the social media schedule and PR campaign has been followed according to plan

Objective 2: Build a network of IU students who are inquiring about volunteering at Sculpture Trails Outdoor Museum from zero volunteers to fifty volunteers in a one-year time period.

	Tactic 1	Tactic 2
	Invite Sculpture Trails Employees or Volunteers to speak at IU club meetings or classes	Conduct regular outreach to specific IU groups with interests in volunteer work/ the arts
Detail	Engage with students and faculty who have specific interest in what Sculpture Trails offers. These speaking engagements provide a more intimate setting to answer questions and discuss possible opportunities.	Constant communication with professors club leaders will allow Sculpture Trails to promote opportunities via their email and contact lists if asked. Ex. reach out to a club leader about a volunteer position and



		have them ask their members if anyone is interested.
Expenses	\$0.00	\$0.00
Quantity	Goal Appearances: 1 per month	Communicate with three organizations monthly <i>(Refer to appendix G for contact information)</i>
Evaluation Plan	Count total number of students who signed up for Sculpture Trails information (social media + volunteering) in meetings	Count total number of students who signed up for Sculpture Trails information (social media + volunteering) in meetings

Objectives 3: Increasing the number of IU students to sign up and volunteer at Sculpture Trails Outdoor Museum from zero students to twenty-five students over a 12 month period.

	Tactic 1	Tactic 2	Tactic 3	Tactic 4	Tactic 5	Tactic 6	Tactic 7
	Run ads on Facebook and Instagram targeted to college students in the Monroe County area.	Create a social media presence on Instagram that includes promotion for volunteer opportunities for students by posting every Thursday	Follow IU students on Instagram who interact with Sculpture Trails content.	Plan and promote incentivized volunteer experiences with Sculpture Trails on social media through free t-shirts for volunteers, free meal(s), etc.	Reach out to students who signed up to be interested in volunteering at Sculpture Trails.	Hold a volunteer day the second Sunday of each month.	Provide molds at both tabling and IU speaking engagements.



		y for "Poursd ay"					
Detail	Reach as many local students with volunteer opportunity messaging as possible	Show the trails, sculptures, and the fun side of Sculpture Trails and what students can expect to help with	Increase awareness and recognition of Sculpture Trails within the target demographic	Provide meals occasionally for volunteer events or shirts promoting Sculpture Trails for volunteers to take home	Providing consistent communication with interested parties will have Sculpture Trails at top of mind.	Having a consistent date for volunteer days will allow for some consistency for volunteers.	These molds will provide an incentive for people to come volunteer at Sculpture Trails.
Expenses	Facebook: \$10/post (reach = approx. 1,500) Instagram: \$25/post *** OR \$6.70/post*	\$0.00	\$0.00	Simple cook-out style meal for volunteers ~\$5 per volunteer	\$0.00	\$0.00	Cost per mold TBD
Quantity	Varies (depending on events)	1 post per week	1 post per week	1 meal per month or whenever major volunteer effort is scheduled	Numbers of calls depend upon the number of sign ups.	1 per month = 12 per year	50- 100 molds



Evaluation Plan	Evaluate click through rate to gauge how many people visit sculpture trail website after viewing ad	Compare post interactions from beginning of campaign to end of campaign to gauge if there was an increase of interest.	Assess if the number of students followed on Instagram follow back Sculpture Trails account.	If people are more inclined to volunteer due to provided incentives, this will be deemed successful. This will be determined via a survey given to IU students at the conclusion of the plan calendar.	If students that are reached out to consistently and come consistently this will be deemed successful.	As the months go on, with the social media plan progressing, if the number of IU students attending increases, this will be deemed successful.	If all the molds provided get brought back on the first volunteer day, then this tactic was effective.
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*** \$25 for a “cost-per-click” model ad. Each click costs between \$0.20 and \$2.00. Total clicks could be between 13 and 125 clicks.

* \$6.70 for a “cost-per-impression” model ad. This will ensure 1000 impressions per sponsored post, but is less effective than a “cost-per-click” model, as users are not guaranteed to interact with posts.

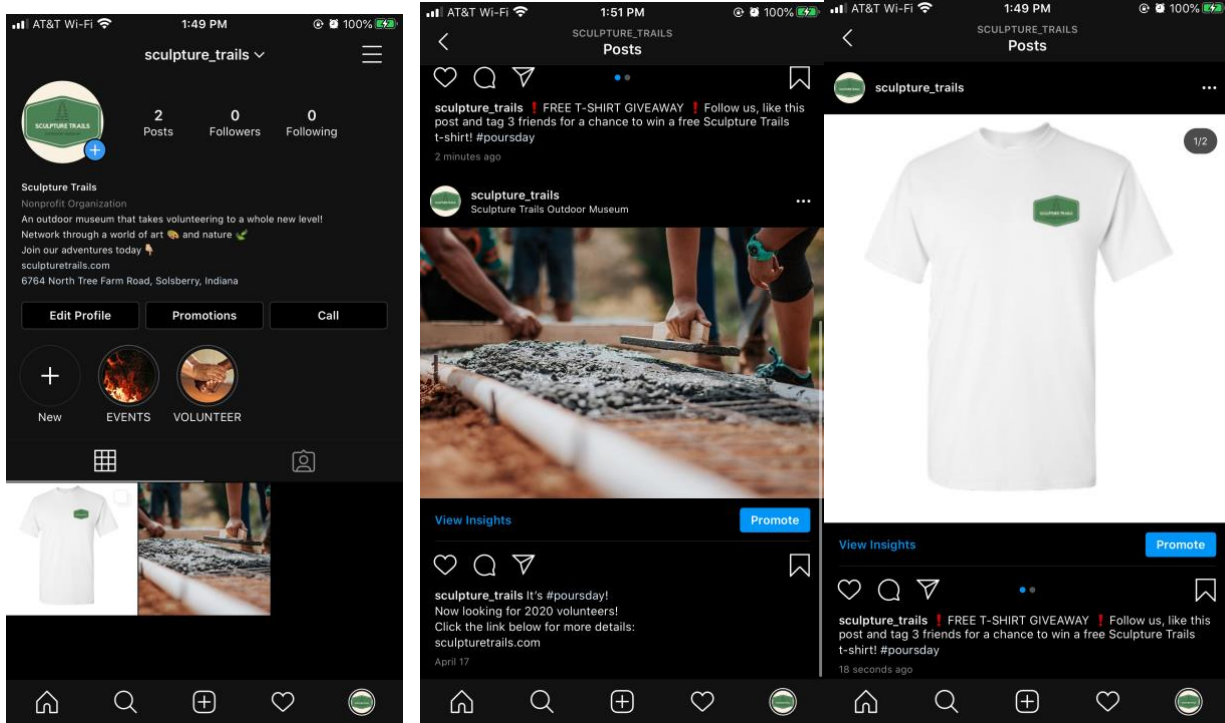
Overall Evaluation for Increased Awareness: Resend survey about Sculpture Trails to IU students about PR plan is completed in order to gauge if there is an increase in awareness.

Overall Evaluation for Increased Volunteers: Compare number of regular and project-based volunteers from the beginning of the campaign to the end of campaign. An increase will indicate success.



Mock-Ups and Appendices

Appendix A: Mock Social Media Account + Post Examples





Appendix B: Social Media Paid Ads to run on Facebook and Instagram

 **Sculpture Trails**
Sponsored · 

Give back to the community while exploring the great outdoors! Sculpture Trails Outdoor Museum is seeking new volunteers to support our 2020 events. Learn more about volunteering opportunities here:



SCULPTURETRAILS.COM
Sculpture Trails [Learn More](#)

 Like  Comment  Share

 **Sculpture Trails**
Just now · 

Calling all art aficionados and adventure seekers! We're recruiting volunteers for our 2020 events. Experience art in the truly breathtaking grounds of sculpture trails. Learn more about volunteering with us here:



Become a Volunteer!
Grow your network and gain new skills in,

- Event Planning + Execution
- Sculpture Making
- Trail Maintenance
- And More!

Find more information at sculpturetrails.com

SCULPTURETRAILS.COM
Sculpture Trails [Learn More](#) 



Appendix C (Part 1):
Kilroy's Collaboration T-shirt Design Idea:





Appendix C (Part 2):
Sculpture Trails Outdoor Museum Instagram T-Shirt:





Appendix D: IDS, IU NewsNet and The Tab Story Outlines

Media Name: IDS

Contact Info: Phone (812-855-0763) Email (ids@indiana.edu)

Propose a five story series with the following outline:

1. What is Sculpture Trails?
2. How was Sculpture Trails started?
3. Who works at Sculpture Trails and what do they do?
4. In-Depth review of artists who have worked at Sculpture Trails.
5. What students would enjoy about the trails.

Media Name: The Tab IU

Contact Info: E-mail (editor@thetab.com) @tabiu via instagram DM

Propose a weekly spotlight on a sculpture at the trails. Have them start a competition where they post the Sculpture and have people “guess the name”. People will name the Sculpture and send their answer to The Tab via Instagram DM. The winner will be chosen by The Tab depending on who has the most creative name and will be shouted out on the The Tabs account and win a Sculpture Trails Tee shirt.

Media Name: IU NewsNet

Contact Info: E-mail (iunewsnetiub@gmail.com)

Talking points to discuss during the show:

1. What is Sculpture Trails?
2. How was Sculpture Trails started?
3. Who works at Sculpture Trails and what do they do?
4. In-Depth review of artists who have worked at Sculpture Trails.
5. What students would enjoy about the trails.



Appendix E: Talking Points for Involvement Fair + Showwalter Fountain

- Great way for undergrads to meet others passionate about nature or the arts
- Opportunity for volunteer experience to fill out a resume with needs in grant writing, event planning/management, and more
- Chance to give back to a non-profit and help improve facilities for an underserved county to experience art and have outdoor recreation space
- Excellent way to try out volunteering in a non-committal way i.e. mass call-out events to clear trails or for one particular event
- Rare experience in ironwork and metal sculpture creation for those interested in the genre
- IU students looking to spend time in nature or rural Indiana have a relatively close option that they can spend time at WHILE gaining internship credits/volunteer experience at the same time
- Build a network of fellow students and a group of friends working together on the trails during callout events
- A way to “kill two birds with one stone” for those wanting to split time between nature and art causes



Appendix F:
Mock Flyer

Sculpture Trails

OUTDOOR MUESUM

Become a Volunteer!

Grow your network and gain new skills in,







- Event Planning + Execution
- Sculpture Making
- Trail Maintenance
- And More!

Find more information at
sculpturetrails.com

The flyer features a large, stylized green graphic on the left side that resembles a sculpture or a trail. In the top right corner, there is a green line-art illustration of a branch with several leaves. The background is a light beige color. The logo is repeated in the bottom right corner.



Appendix G:
IU Organizations & Contact Points

IU Corps	Email	iucorps@indiana.edu
	Phone	(812)855-7886
		@IUCORPS
Arts & Humanities Council (First Thursdays)	Email	ahcounc@indiana.edu
		@IUAHCouncil
IU Outdoor Adventures	Email	oadesk@indiana.edu
	Phone	(812)855-2231
IU Division of Student Affairs		@IUStudentLife
Eskenazi School of Art, Architecture + Design	Email	soadmain@indiana.edu
	Phone	(812)856-7623
		@IUartanddesign
		@IUSchoolofArtandDesign
Sierra Club Inspiring Connections Outdoor at Indiana University	Email	bloomingtonico@gmail.com
	Phone	(631)488-8521
Kilroys on Kirkwood	Phone	(812)339-3006
		@KilroysKOK



Team Profiles

Meet **Allison Bruns**! Allison is a senior at Indiana University studying journalism with a concentration in public relations. She has worked stateside as a global digital marketing intern and internationally in London, England as a PR intern. Throughout her internships she has honed many skills such as writing, strategizing, budgeting, and content creation. For the past 6 months she has worked as a writing correspondent. After graduating from Indiana University Allison hopes to continue working in the public relations field.

Meet **Audrey Nussbaum**! Audrey is a senior at Indiana University majoring in media with a concentration in advertising and a specialization in public relations, as well as a business minor. Throughout her time in college Audrey has had extensive internship experience in these fields, working for FCB Chicago as a new business intern, and Haven Hill as a marketing intern. After graduation Audrey has secured a position at Ogilvy, an advertising firm in Chicago.

Meet **Haley Bottorff**! Haley is a senior at Indiana University majoring in journalism with a concentration in public relations, as well as a minor in psychology. She has had multiple internship experiences in the public relations field working for Boxcar PR, Ideology Marketing and Design, and StylebluePrint. After graduation Haley plans to continue working in the public relations field using the skills she has learned.

Meet **Luke Dearing**! Luke is a senior at Indiana University majoring in public relations and minoring in marketing. He has previously interned for Find8 Performance and plans to continue on that path after graduating in June of 2020.

Meet **Sarah Most**! Sarah is a senior at Indiana University majoring in Sociology and Media with a concentration in advertising and a specialization in public relations. She has previously interned in the public relations department of a Boston hospital and worked as a social media intern for two years. After graduation she hopes to move to a bigger market and continue working in the public relations field.

Meet **Summer Schuller**! Summer is a senior at Indiana University who plans to graduate in the summer of 2020 with a degree in journalism, concentrated on public relations. For the past three years Summer has worked as a marketing assistant, content producer, and social media coordinator at Metric Environmental. After graduating Summer plans to continue her work in public relations.



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