



SEID Affinity Groups

Campaign Plan

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Part 1: Research

Client

Biola University makes an effort to encourage and appreciate diversity on campus. One way they promote diversity is through the Student Enrichment and Intercultural Development Department, otherwise known as SEID. SEID's vision statement is, "to enhance the academic success and personal development of students from diverse backgrounds through holistic support." The department connects students from the same diverse backgrounds through Affinity groups. Affinity groups provide the space for individuals of similar cultures and ethnic backgrounds to come together in community.

Each group has one student intern and a Biola faculty or staff member that serves as their co-lead. Together, these two create the general vision for their group and plan each meeting. Also present is an advisory board composed of additional faculty and staff who remain less involved than the co-lead, but they are still present at meetings and are available to provide mentorship.

All students who participate in an Affinity group can be either graduate or undergraduate. Membership varies between groups as some groups are not as established as others. There are an estimated 5-20 active members that attend their group's meeting. Official meetings occur once a month, but many groups will host informal hangouts on a weekly basis.

There are currently eight Affinity groups on campus, each serving a different group of students. Any questions about Affinity groups can be sent to seidaffinitygroups@biola.edu, and their official website is <https://www.biola.edu/seid/affinitygroups>.

Below is each group's mission statement, email, and social media information.

Chocolate Chat: We seek to cultivate space for young Black women at Biola to be heard, to grow, to live, and to learn; a space where they can find resources and support from other Black women at Biola on the holistic journey of identity and life with God.

Email: chocolatechat@biola.edu Instagram: @chocolate_chat (private account)

Iron Sharpens Iron: We exist to develop honest, accountable, and responsible Black men who seek Christ, excel academically, and grow in transformative leadership experiences.

Email: ironsharpensiron@biola.edu No Instagram

BELLA (Biola Educated Latinas Leading in Action): We seek to cultivate relationships and build a community with Latina students in order to encourage, exhort and assist them with resources and support from Latina faculty and staff as they journey through college seeking their professional identity, but more importantly their identity in Christ.

Email: bella@biola.edu No Instagram

Hermanos: We are committed to supporting Latino men in their pursuit of higher education, professional achievement and community with other brothers in the faith. Hermanos will provide a space to explore Latino roots and identity, helping students understand the implications of these in personal and professional spheres through topical discussions, guest speakers and related resources.

Email: hermanos@biola.edu No Instagram

Taro Talk: We seek to provide a place for Asian-American women at Biola community to gather, be supported, share stories and experiences, engage in honest conversations, and spur one another towards personal, spiritual and vocational growth.

Email: tarotalk@biola.edu Instagram: @tarotalkseid (private account)

Tongues of Fire: We seek to grow in deeper awareness of our Asian American ethnic and cultural stories, and to equip one another to engage in fruitful cross-cultural dialogue.

Email: tonguesoffire@biola.edu Instagram: @tonguesoffire_seid (private account)

Commune: The mission of Commune is to provide a designated authentic space for white students to explore how whiteness informs their understanding of themselves, and discern their role in living out kingdom justice.

Email: commune@biola.edu No Instagram

Fusion: Fusion exists for multiracial men and women to connect, share their stories, and explore what it means to be multiracial together.

Email: fusion@biola.edu Instagram: @fusionseid (private account)

In order to better understand what an Affinity group does throughout the year, the group **Hermanos** shared information about their 2019-2020 year. It was conducted as follows:

Membership:

- Total of 24 members
 - 22 undergraduate, 2 graduate
 - Mostly composed of freshmen and sophomores
 - 4 juniors and 2 seniors
- 5 faculty and staff members involved
- Average of about 9 students per meeting
 - Struggled with attendance during the first two years
 - This year had the highest average attendance from all three years

Meetings:

- Once a month on every third Monday
 - The December meeting was a joint Christmas party with their sister Affinity group **BELLAS**
- Two “informal hangouts” during first semester in addition to monthly meetings
 - One informal hangout was a joint-event with the **BELLAS**
- Student leader/intern had 1-on-1 meetings with members to develop a connection and support them
 - Usually one member per week or biweekly

Services:

- Students were able to connect with each other during meetings
- Provided a space to hear each other’s stories as Hispanic/Latino men
- Hosted discussions/conversations that involved issues and topics regarding Hispanic/Latino men

Audience

There are currently 6,095 students enrolled at Biola University: 4,048 undergraduate students and 2,124 graduate students. Because Affinity groups are open to both undergraduate and graduate students, there is a large audience to work with. Luckily, all of these students are united in values. Each student, before becoming enrolled, signed a contract and statement of faith. It is reasonable to assume that, for the most part, their values align with the values of the institution. This includes a solid Christian community, meaning that they are more likely to respond to messages that put an emphasis on the community that an Affinity group creates.

The disadvantage of the groups' availability to all classes of students is that the age range of the audience is greatly expanded. Present in the current student body are people both under the age of 18 and over the age of 35. The majority of the audience, however, fits into the Generation X/millennial category. Knowing this information about the audience helps inform what they respond to. A recent study conducted by the McCarthy Group discovered that 84% of millennials no longer like or trust traditional marketing strategies. Commercials on television are particularly ineffective because this age group uses streaming services such as YouTube and Netflix much more frequently than they watch cable.

The logical step to appeal to this audience is social media. A survey conducted by eMarketer in 2017 found that 42% of millennials check their social media feed at least every five hours. Another study run by Sprout Social found that 30% of millennials engage with a brand on social media at least once a month. Additionally, it revealed that millennials and Generation Xers are twice as likely than baby boomers to follow brands on social media. Videos presenting an authentic message are likely to catch this audience's attention and gain their trust as they scroll through their feed, according to the Professional Convention Management Association. These different studies all present social media platforms as the best way to engage with the Biola study body. For our PR campaign we will need both qualitative and quantitative research to better understand our audience.

Primary Qualitative: We will need to interview the various leaders of the Affinity groups in order to understand their perspective on the situation. Additionally, focus groups will be extremely helpful for knowing why students do or do not currently attend meetings. Both testimonies will be extremely helpful in adapting and improving our campaign.

Primary Quantitative: Surveys are extremely necessary for more accurate information about our audience. By sending out a mass survey to Biola students, we will be able to gain information about how many students are or are not aware of the SEID Affinity groups on campus.

Competition

While Affinity groups seem to be consolidated to very specific, small communities and publics, their competitors vary quite a bit. For example, their competition ranges from other clubs on campus to small groups at church, even to SCORR conference volunteer teams. Despite the variation in each of these competitors, they are similar in that each one seeks to provide a sense of community. Individuals join clubs, small groups, teams, and even sports because 1) that is where their interests lie, and 2) they crave community. With that in mind, potential competitors include...

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1. **Clubs on Campus:** Affinity groups are essentially small groups created to provide a safe space for people of similar ethnicity and experiences to meet and share with each other. Being that affinity groups are essentially small communities that meet on Biola's campus, their biggest and most general competitors would most likely be other clubs that meet at Biola.
 - a. **Over 65 Active Clubs:** Biola University has over 65 active clubs, each pulling for the attention of students. There are clubs that focus on ministry such as ACTS College Ministry and National School Project, clubs geared towards academics including the Engineering Club and Science Mentorship Society, and club sports such as Men's and Women's Lacrosse and Volleyball. There are also clubs like Adventure Club or Xopoc Dance Crew meant to attract people of similar hobbies. Further, there are clubs like Spikeball and Hide and Seek that bring people together purely for the sake of fun.
 - b. **Multicultural Clubs:** The biggest competitor in this range of competition appears to be clubs specifically meant to bring individuals of similar cultural backgrounds together. This includes Black Student Association, Hula Halau, Maharlika Filipino Club, Minorities in Medicine, and Unidos Latina/o Club. Each of these clubs are geared towards a specific ethnicity. Although they may attract people from different cultures as well, their primary focus is on those of similar cultural backgrounds. Like affinity groups, they are meant to create a space for people of similar backgrounds to engage with each other and do life together. The difference between these groups and affinity groups is often that they are even more specific than affinity groups. For example, Taro Talk is an affinity group geared towards all Asian-American women, while Maharlika is aimed only at the Filipino public. These specific clubs often attract more people because it gathers together people that are even more similar in experience than a general Asian affinity group would.
 2. **Church Groups:** Small groups such as bible studies, prayer groups and youth groups, may be considered as competitors to affinity groups because their goal is to form community between individuals. As mentioned previously, people crave community. That is why many people join bible studies with friends or youth groups during middle and high school. Each small group creates a safe space where their desire for belonging is fulfilled.
 3. **SCORR Conference Volunteer Teams:** Like many other student jobs on campus, the volunteer teams for both Missions and SCORR conference provide another pocket of community. Competing for the attention of students is what makes SCORR teams a valid competitor of affinity groups. Further, since SCORR is a conference for Racial Reconciliation, these teams are not only pockets of community, but also, oftentimes, pockets of culture, directly competing with the pockets of culture that affinity groups provide. The difference is that SCORR teams unite people of varying cultural backgrounds while affinity groups individualize cultures. The competition between preference then arises as some students will lean towards one over the other.
 4. **Athletic Teams, Mission Teams, SOS, etc.:** Similar to the SCORR volunteers and clubs, sports teams, mission teams and groups like SOS or Mock Rock provide another aspect of community. Each of these teams attract people of similar interest and hobbies, creating subcultures of sports, missions, dancers, etc. Although some students will choose to join multiple groups, often, students choose to devote their time to one group and one community. This means that while some of these students may be attending affinity groups, their attention can be focused more heavily on these groups if that's where their interest lies.
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When looking at all these competitors, we can also consider how each of these compare to one another as well as to our main campaign client, affinity groups. To do this, we can ask the following questions:

- Do each of these groups provide a sense of community?
- What is the purpose of each of these groups?
- Who are the publics of each of these groups?
- Are they geared towards specific ethnic communities?
- What is the common denominator between individuals in each group?
- Do they include an aspect of faith or Christianity?

Most of these questions actually do apply to each group. The most common denominators between each competitor is the overall purpose of creating community and the main public of Biola students. The biggest difference between the client and competitor appears to be that affinity groups are largely geared towards specific ethnic communities for one gender. Being this specific can either create community between those of similar background or turn people away as it seems to be exclusive.

Opportunity & Problem

There are several problems that we have come across in our research of affinity groups that we would like our campaign to tackle.

1. **Apparent Exclusivity:** As affinity groups are relatively exclusive by nature since they divide individuals into groups based on sex and ethnicity, one of the problems that has surfaced is the public opinion that affinity groups may be too exclusive. In the midst of efforts of racial reconciliation, is it a bad idea to have individual groups that celebrate one particular culture? Many students seem to think so. We have heard complaints that the creation of affinity groups, though well-intended, has led to greater division between some cultural groups as well as greater over-shadowing of others. For example, some find it odd that there is a group on an already predominantly white campus called Commune that creates a space for white men and women to gather, while there is no group for Middle Eastern individuals. Our team is researching ways that we can smooth over these racial tensions and bring back the original reason for creating affinity groups which was to highlight the diversity on campus.
2. **Lack of Advertising Resulting in Low Attendance:** Another problem is the lack of promotion of affinity groups producing the lack of awareness amongst the student body. While many clubs attend the involvement fair and that's where most of their sign-ups come in, affinity groups do not represent themselves at the fair and are thus unable to reach many students' radar. Further, there are no flyers throughout campus that promote affinity groups. When asking others if they know what affinity groups are, many people have said that they don't. It would be interesting to do a survey on this and see just how little people know of these groups. There is also a lack of communication between SEID and the student body regarding affinity groups. The lack of information has resulted in miscommunication regarding the idea behind affinity groups as well as lack of information.

SWOT Analysis

Strengths: <ul style="list-style-type: none">-Variety of different groups for multiple ethnicities and genders-Fairly well-organized, with a clear mission statement for the main organization, and clear descriptions of each of the groups within-Provides a unique opportunity for minority groups to connect with students like them on campus and feel at home in an unfamiliar place	Weaknesses: <ul style="list-style-type: none">-Some ethnicities that aren't represented may feel left out-Aren't very well known on campus, as many students have no idea this organization exists-No established social media presence, such as an Instagram or Facebook page, making it more difficult for people to learn and connect
Opportunities: <ul style="list-style-type: none">-Always room to add more groups for different ethnicities to include the ones not yet represented-Many spaces to advertise on campus and raise awareness-Ability to make an Instagram page for the various groups to get people interested	Threats: <ul style="list-style-type: none">-Had some backlash on Biola social media pages for being exclusive instead of inclusive, as their mission statement says-Can be perceived as racial cliques if they're not shown in the right light-Uninformed students who don't understand the groups and their purpose

When evaluating the current status of Affinity Groups on Biola's campus, we feel as though the groups are in a promising position for expansion. Their strengths are unchanging, and they have many opportunities to expand their presence on campus. Though there are threats, many of them can be eliminated through an increase of education about the groups. This campaign targets the specific weaknesses identified in order to increase the group's success on campus.

Problem Statement

With all the research conducted, we concluded that this is a Public Relations problem. SEID Affinity groups are struggling with attendance. Though the groups are firm in their mission, the lack of awareness on campus has been a particularly difficult problem to overcome. They are not well-known across campus, thus their membership is low and occasionally inconsistent. We have determined that the group requires a remedial program to overcome a problem.

Problem Statement: Out of the 54.6% of Biola undergraduate students with an ethnic background, only a rough estimate of 7% join SEID's Affinity Groups.

Part 2: Programming

GOAL: The goal of this campaign is to increase awareness about Affinity groups on Biola's campus in order to boost attendance.

PIPP Chart

Public	Important Segments	Profile	Priority
Biola Students: Undergraduate + Graduate	Come from ethnic backgrounds, are aware that Affinity groups exist but do not attend	2,209 undergraduate students ~55% 1,150 graduate students ~50%	Aware Public - Primary
Biola Students: Undergraduate + Graduate	Undergraduate and graduate students that aren't aware Affinity groups exist	1,834 undergraduate students ~45% 1,060 graduate students ~50%	Latent Public - Secondary
Biola Students: Undergraduate + Graduate	Affinity group attendees	Of the 2,209 students with ethnic backgrounds, about 7% attend.	Active Public - Third

For our campaign project, our overall public is the Biola student body, but within the Biola community there are specific divisions of the students based on their relation to the Affinity groups. The students that come from an ethnic background and know Affinity groups exist are an aware public, as they have a connection to the groups but have not made an effort to join the groups. The majority of undergraduate and graduate students do not know about the existence of Affinity groups, hence why they are a latent public. Lastly, the students that attend the Affinity groups are an active public; they have gone to group meetings and are actively involved in them.

Aware Public

SMART Objective: To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year.

The aware public is made up of Biola students of an ethnic background that know about Affinity groups but are not currently a member of one. The mission of Affinity groups is very admirable. By promoting diversity on campus, the students that participate feel supported and loved by a community of students from a similar background. This is why our objective is to increase Affinity group attendance - it will not only give the groups the positive attention they are so deserving of, but it will also improve the campus life of the new students that will participate! We chose the 3% increase because we believe that it is a very reasonable goal for only one year of campaigning.

Strategy: Create promotional material that informs our audience about meeting dates/times and communicates the benefits of Affinity group membership.

A majority of students who know about the existence of Affinity groups have only heard about them through word of mouth. This leaves many of them confused about the true mission of the groups and the ways to get involved in a group. By ensuring that our audience is informed about meeting times and dates, getting involved becomes a much easier task and is likely to aid in increasing attendance. Additionally, many students in the aware public choose not to attend because they believe that they do not need the group or that it will not benefit them in any way. Being intentional about communicating the benefits of Affinity group membership (i.e. community, support, etc.) will help get rid of the notion that they are not advantageous. If a student believes that a group will benefit them, they are more likely to join. Thus, this strategy should be effective in achieving our objective.

Tactics:

1. A social media campaign on the Instagram and Facebook platforms
 - a. These posts will most likely be various videos, infographics, and stories posted on the SEID Instagram and Facebook profiles. We will encourage people currently involved to repost the campaign materials on their personal accounts. Additionally, we will ask the individual Affinity groups' accounts to go public and campaign on their pages too.
2. Infographic posters placed around campus and shown on the TVs
 - a. The infographic posters will be designed to catch the eye of Biola students with concise text. Text will briefly provide information about the mission of the groups and the next meeting date, time, and location.
3. An "Info Night" at the beginning of the Fall semester hosted by all Affinity groups
 - a. Begin by giving free time for the students to interact with each other, eat, and play icebreakers! Groups will take the time to explain the mission of their team and the students that they serve. Members of the groups will take the time to explain the overall mission of Affinity groups and how they benefit students. End the night by giving out stickers! Fashionable, and a clever way to remind these students that Affinity groups exist every time they look down at their water bottle or laptop.

Latent Public

SMART Objective: To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.

There are no real methods at the moment to inform students of the groups. They exist, but most people only stumble upon them by chance if they happen to hear someone talking about them, or if they meet someone who is in one and invites them. The groups lose much of their purpose if they don't actively try to inform people they exist and try to make more people know about them. An 80% increase may seem like a lot for just one year, but there are simple and effective ways to spread the word far and quickly. With the proper implementations, I believe it could be very possible to drastically raise awareness across campus of these groups.

Strategy: Create tangible ways to raise awareness of the groups and inform students about them, the different types, and what they do.

The best way to reach this objective is to use several different means and resources to inform people all over campus. Only a small handful of students are aware of the groups, but I'm sure many more of them would want to join if only they knew they existed. I don't believe getting people to attend will be nearly as difficult once more people are informed about it. We simply need to implement a variety of ways to spread the word all around campus. And then the number of people who know about it will grow exponentially, because the more people who are aware, the more people they tell or talk to about it, and then those people tell others and it all grows from there. All we need to do is raise the initial awareness to get the snowball rolling, and from there, the students will do much of the rest of the work.

Tactics:

1. Create flyers about the groups to post in highly-populated areas
 - a. These will be eye-catching so that people look at them and respond positively to the visuals. They will be lightly informative, so the amount of info on the flyer isn't overwhelming. However, they should include enough information for the reader to get a general idea of the groups with a website or phone number they can use to learn more.
2. Have SOS leaders inform their students about the Affinity groups
 - a. If all SOS leaders inform their groups about the Affinity groups, word will spread well and if there are people of the same ethnicity in a group, they can join an affinity group together to not feel too singled out by being the new person. It would be effective in raising a lot of awareness due to most students' attendance of SOS groups.
3. Make posts on the main Biola Instagram and Facebook pages
 - a. If people don't know about the groups, then they don't know about the social media pages for the groups. But if something is put on main Biola pages like a story on the Biola Instagram page, many more students would see that because a lot of them follow that page. Everyone is on social media these days so using that to our advantage would help accomplish our goal more quickly as word can spread through that even more than through word of mouth.

Active Public

SMART Objective: To increase average participation from 50% to 80% of Affinity Group attendees who join during the 2020-2021 school year.

An active public is one that is already engaging in and with the organization. Though they are already members of affinity groups, we must think about how we can maintain their participation. There is no use in increasing awareness in other students and getting them to join when affinity groups are struggling to maintain membership attendance. That is why our objective is to increase the participation level from where it is at now to an average of 80% and maintain that attendance throughout the semester. This requires not only an increase in awareness outside of the affinity groups, but an increase in awareness within the circle of members.

Strategy: Encourage affinity groups to host and promote more events, discussions and panels to increase interest and attendance from members.

We hope to reach this objective by encouraging affinity groups to put on more events and host more meetings to increase interest from their members. Not only this, but we encourage affinity groups to advertise these events with greater urgency through their weekly emails. After speaking with several affinity group leaders, it was brought to our attention that some affinity groups only meet 4-5 times throughout the semester. The lack in meetings may contribute to decreased interest from affinity group attendees as the semester progresses. To counter this problem, we encourage affinity groups to host more meetings and fun events in order to keep their members interested and engaged with the respective group and other members. One of the goals of affinity groups is to build relationships between like-minded individuals from similar ethnic backgrounds. An increased number of meetings would give students the opportunity to build these relationships.

Tactics:

1. Promote an all-affinity group event at the beginning and end of semester
 - a. When members first join at the beginning of the semester, an easy way to engage them is to invite them to an event or party that includes all affinity group members. Affinity groups highlight the diversity on campus and there is no better way to do this than bring all members together in a display of God's diverse Kingdom. Further, promoting an all-affinity group event at both ends of the semester can be a way to initially engage active members and to end the year with a peaked engagement.
2. Increase number of meetings from four a semester to one every other week
 - a. Groups should increase their number of meetings so as to give members the space to build relationships over time, increasing their comfortability with other members. More meetings will allow members to get to know other attendees, increasing their confidence and willingness to participate in discussions. It will also keep members engaged throughout the semester so that when bigger events are held, such as a Thanksgiving pot-luck, membership attendance will be higher. Beyond this, affinity groups should continue to email their members weekly so as to keep them informed and in the loop at all times. Emails should not be excessive - that will produce a less desirable outcome - but they should still be informative, engaging and regular.

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3. Send out a survey to all members asking what they want to do within their affinity group
 - a. Affinity groups should each send out a survey to their attendees at the beginning of the semester asking them what they want to do during the semester. This could include options like pot-lucks, panel discussions, parties with brother/sister affinity groups, trips to LA, restaurant or coffee shop meetings, etc. Affinity groups are meant to build community. They can do this by engaging with their active public in a way that acts on their interests instead of the individual interest of the leaders.

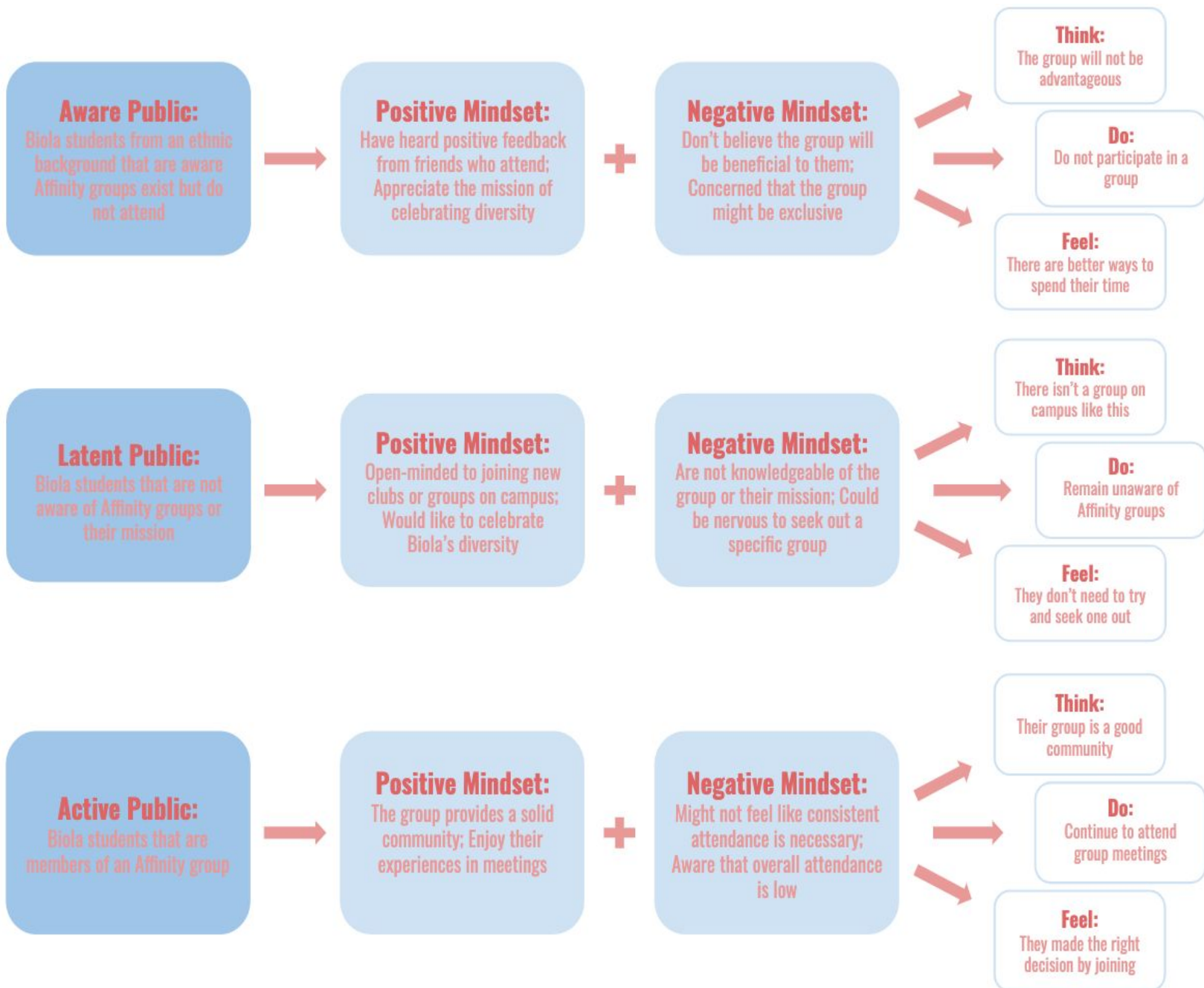
Budget

The majority of our budget is going to be dedicated to the two biggest events of the campaign - the Involvement Fair and Info Night. The rest is necessary to fund campaign materials such as posters.

	Flyers	Stickers	QR Codes	Food
Units	Info Night: (25) Brother-Sister Affinity Group Events: (5x2)	Involvement Fair: (75) Individual Affinity Groups: (8x20)	Info Night Poster: (1)	Involvement Fair Snacks: \$50 Info Night Chick Fil A Catering: \$350
Cost	\$30	\$200	\$25	\$400
Total Cost	\$655			

Part 3: Implementation

Messaging Mind Map



Communication Summary

Aware Public: The aware public is the primary public on our audience spectrum because they have a direct connection to Affinity groups, and it makes them most likely to change their behavior after our campaign. They have a mostly negative mindset surrounding the Affinity groups. If they know the groups exist but do not attend, it means they most likely have a more negative perception of the groups - they do not believe the group will be very beneficial or enjoyable. This mindset causes them to think that the group is not advantageous and feel as though there are more valuable ways to be spending their time. Thus, they do not participate in an Affinity group.

Latent Public: The latent public is the secondary public on our audience spectrum because their lack of knowledge about Affinity groups makes them likely to change their behavior after our informative campaign. They have a mostly indifferent mindset regarding the Affinity groups, which comes from their lack of knowledge. They do not know that the groups exist or what their mission is. This causes them to think that Biola does not have any organizations with a mission like this on campus, thus they feel as though they do not need to seek one out. Because of this, they remain unaware of Affinity groups' existence.

Active Public: The active public is the third public on our audience spectrum because they are already involved in Affinity groups, thus they do not require as much information or persuasion compared to the other publics. It can reasonably be assumed that their mindset is relatively positive towards the Affinity groups, or else they would not be active participants of one. This causes them to think that their group is beneficial and enjoyable, and they feel as though they made the right decision by joining. Thus, they continue to actively participate in an Affinity group.

Channel Calendar

Date	Audience	Objective	Message	Channel	Source	Task	Responsible
8/23	Latent Public	To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.	Testing current student knowledge of Affinity groups	Google Survey	Google Forms, Instagram, Email	Send out awareness survey	Esther
8/24	Aware + Latent Public	To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year. To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.	Affinity groups exist and are worth checking out	Posters	Biola Print Shop	Hang up posters in populated areas around campus	Rachel + Raegan
8/30	Aware + Latent Public	To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year. To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.	Affinity groups exist and are worth checking out	Digital Posts	Instagram	Post Instagram pictures and stories	Pippin
9/7	Aware + Latent Public	To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year. To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.	Affinity groups exist and are worth checking out	Booth	Office of Campus Engagement	Set up booth at Involvement Fair	Rachel + Esther
9/15	Aware, Latent, & Active Public	To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year. To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year. To increase average participation from 50% to 80% of Affinity group attendees who join during the 2020-2021 school year.	Affinity groups exist, are worth joining and consistently attending	Google Survey	Biola Print Shop, Affinity Group Leads, Office of Campus Engagement	Promote and host Info Night	Rachel + Esther
9/16	Aware, Latent, & Active Public	To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year. To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year. To increase average participation from 50% to 80% of Affinity group attendees who join during the 2020-2021 school year.	Affinity groups exist, are worth joining and consistently attending	Table outside Caf, Stickers	Office of Campus Engagement	Handing out stickers outside the Caf	Raegan + Pippin
12/15	Active Public	To increase average participation from 50% to 80% of Affinity group attendees who join during the 2020-2021 school year.	Listening to members' feedback to test campaign effectiveness and for future improvements	Google Survey	Google Forms, Instagram, Email	Send out membership feedback survey	Pippin
12/15	Latent Public	To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.	Testing updated student knowledge of Affinity groups	Google Survey	Google Forms, Instagram, Email	Send out awareness survey	Rachel + Esther

Part 4: Evaluation

Measuring SMART Objectives

Aware Public: To increase Affinity group membership from 7% of Biola's total ethnic population to 10% by the end of the 2020-2021 school year.

At the end of the school year, we asked each Affinity group for their attendance records and compared their overall attendance at the end of the year to the beginning of the year. We also compared these attendance records to the average attendance during the year 2019-2020, prior to our campaign. We noticed that we did reach our goal of increasing Affinity group membership to 10% by the end of the year. Further, in terms of the aware public, we sent out a survey to each student of Biola's ethnic population. On the survey we asked if they attended the info night, how many meetings they attended afterwards, and why or why not they continued going. We concluded from the results that most students attended the info night but only went to a few events because they did not see it as a priority. They also wished there were more events that included every ethnic group, similar to the info night. These results highlight that while we reached our goal for Affinity group membership in the aware public, we need to change a few things for our active public.

Latent Public: To raise overall campus awareness of the various Affinity groups by 80% by the end of the 2020/2021 school year.

We surveyed the student body at the end of the 2020-2021 school year with questions asking if they knew what an Affinity group was and how to join them. We found that about 70% of the student body knew what an Affinity group was. Although we had hoped to reach 80% of the student body, these results show that our campaign was effective considering the little awareness prior to this school year. We also asked how students heard about the groups (posters, friends, etc.) and found that there was an even response across the board. Since our tactics included the above means of spreading awareness, we considered these results to be a success. As we take a look at these results, we want to think about how to continue to expand awareness. What tactics can we implement to raise greater awareness? What can we add to our campaign that will be a game changer?

Active Public: To increase average participation from 50% to 80% of Affinity group attendees who join during the 2020-2021 school year.

To reach these objectives, we encouraged Affinity group leaders to promote an all-Affinity group event at the beginning and end of each semester, make meetings and events bimonthly and send out a formative survey to attendees asking for their wishes for the Affinity groups. At the end of the school year, we noticed that the attendance fluctuated throughout the year, with the highest attendance being at the beginning of the fall and spring semesters. We concluded that there was some sort of break in communication or lull in events that drove students' lack of interest. We first took a look at the first survey's results and compared what the students wanted to do at highest attendance rates when leaders hosted events that were most similar in interest to the surveys. We concluded that the participation increases when students feel like their voice was heard. Further, we sent out a survey

to all affinity group attendees and asked for feedback on this year's changes of meetings with what the events actually became throughout the year. The results showed that the majority of students wanted more all-affinity group events. The highest attendance correlated with the bigger events at the beginning and end of the semester. Based on these results, we will encourage groups to correlate at least two more events throughout the year, possibly towards the middle of each semester. This may help steady attendance. Lastly, the results of the survey highlighted that students in the active public appreciated the increase in events and meetings. With these comments in mind, we encouraged affinity group leaders to communicate regularly with their attendees in the upcoming semester.

3 Stages of Evaluation

PREPARATION: In the beginning phases of our proposed campaign, once we have all of the necessary content created, we will use our relationship with the SEID student staff to measure the effectiveness of our messaging. Essentially, we will form a focus group with the leaders of the existing affinity groups and some of their members from the previous year. They are in a position to recognize content that will attract new members because they were once attracted to a group themselves. This focus group will be able to measure the potential effectiveness of our social media campaign and give us strategies that will be helpful during the in-person events. Hopefully, the feedback gained from these focus group meetings will have helped us evolve and improve our campaign materials before implementation.

IMPLEMENTATION: One of the ways we will measure the visibility of our campaign will be foot traffic. Ensuring that our informative posters are being shown in areas with many students is key to a successful implementation. After about a week of school it will be clear if our chosen spots are in areas heavy with foot traffic. In terms of social media, likes and followers are the easiest way to tell if the campaign is being viewed. We can look at how many users are viewing our stories, as well as how many new followers and likes we are receiving after each post. These play a significant role in knowing if audiences are seeing and responding to our campaign. Finally, the Involvement Fair will be key to measuring our implementation. The amount of students who visit the booth and respond to the initial message will show how visible the campaign has been so far. Additionally, we will be able to measure the effectiveness of the campaign based on how many students sign up for a group and/or commit to coming to the Info Night.

IMPACT: The full impact will be able to be measured at the end of the year. The first test, however, will be Info Night. If there is a large attendance at that meeting then we will have reason to be hopeful for the rest of our goals. At the end of the year, we will measure the success of the campaign by first looking at meeting attendance. If there is an increase of membership as well as an increase of members returning and attending meetings regularly then we know that we have made an impact. An increase in those numbers will prove the effectiveness of the campaign. Additionally, we will do our best to measure the school-wide awareness of Affinity Groups. We will do our best to measure this through online surveys. Additionally, we can use interviews and focus groups to see how many people out of a random group selection know about the existence and mission of these groups.

Appendix

Instagram Stories



BELLA

Biola Educated Latinas Leading in Action

We seek to cultivate relationships and build a community with Latina students in order to encourage, exhort and assist them with resources and support from Latina faculty and staff as they journey through college seeking their professional identity, but more importantly their identity in Christ.

7PM THURSDAYS
MOSAIC CULTURAL CENTER

CHOCOLATE CHAT

We seek to cultivate space for young Black women at Biola to be heard, to grow, to live, and to learn; a space where they can find resources and support from other Black women at Biola on the holistic journey of identity and life with God.

7PM THURSDAYS
MOSAIC CULTURAL CENTER

HERMANOS

We are committed to supporting Latino men in their pursuit of higher education, professional achievement and community with other brothers in the faith. Hermanos will provide a space to explore Latino roots and identity, helping students understand the implications of these in personal and professional spheres through topical discussions, guest speakers and related resources.

7PM THURSDAYS
MOSAIC CULTURAL CENTER

Instagram Posts

BELLA

Biola Educated Latinas Leading in Action

We seek to cultivate relationships and build a community with Latina students in order to encourage, exhort and assist them with resources and support from Latina faculty and staff as they journey through college seeking their professional identity, but more importantly their identity in Christ.

THURSDAYS @7PM
MCC

FUSION AFFINITY GROUP

TUES
7PM
MCC



FUSION EXISTS FOR MULTIRACIAL MEN AND WOMEN TO CONNECT, SHARE THEIR STORIES, EXPLORE WHAT IT MEANS TO BE MULTIRACIAL TOGETHER

WHAT ARE YOU?
YOU'RE SO EXOTIC
BUT YOU DON'T SPEAK _____
YOU ARE NOT AUTHENTIC ENOUGH

AND HOW TO RESPOND TO IGNORANCE WITH GRACE

IRON SHARPENS IRON

THURSDAYS @8PM
MOSAIC CULTURAL CENTER



We exist to develop honest, accountable, and responsible Black men who seek Christ, excel academically, and grow in transformative leadership experiences.

“

We are committed to supporting Latino men in their pursuit of higher education, professional achievement and community with other brothers in the faith. Hermanos will provide a space to explore Latino roots and identity, helping students understand the implications of these in personal and professional spheres through topical discussions, guest speakers and related resources.

HERMANOS
AFFINITY GROUP
TUESDAYS @8PM IN THE MCC



JOIN AN AFFINITY GROUP

Affinity groups provide the space for individuals of similar cultures and ethnic backgrounds to come together in community.

INFO NIGHT

INTERESTED IN JOINING
AN AFFINITY GROUP?

JOIN US FOR A NIGHT OF
FUN & FOOD

FRIDAY, SEPT 18TH @7PM
MOSAIC CULTURAL CENTER

“

We seek to grow in deeper awareness of our Asian American ethnic and cultural stories, and to equip one another to engage in fruitful cross-cultural dialogue.

TONGUES OF FIRE
AFFINITY GROUP
THURSDAYS @8PM IN THE MCC



TARO TALK

We seek to provide a place for Asian-American women at Biola community to gather, be supported, share stories and experiences, engage in honest conversations, and spur one another towards personal, spiritual and vocational growth.

THURSDAYS @7PM MCC




CHOCOLATE CHAT

We seek to cultivate space for young Black women at Biola to be heard, to grow, to live, and to learn; a space where they can find resources and support from other Black women at Biola on the holistic journey of identity and life with God.

TUESDAYS @7PM MCC



Posters



HERMANOS & BELLA

THURSDAYS @7 PM
MOSAIC CULTURAL CENTER

COME JOIN THESE AMAZING GROUPS!

WHY SHOULD YOU ATTEND ?
BUILD RELATIONSHIPS WITH OTHER LATINO STUDENTS + FREE IN-N-OUT AT FIRST MEETING

WHO IS IT FOR ?
HERMANOS IS FOR LATINO MEN & BELLA IS FOR LATINO WOMEN

LEARN MORE ABOUT THESE GROUPS
AT <https://www.biola.edu/seid/affinitygroups>



JOIN A SEID AFFINITY GROUP

WHEN:
THURSDAYS @7PM

WHERE:
MOSAIC CULTURAL CENTER

TARO TALK & TONGUES OF FIRE

WE SEEK TO PROVIDE A PLACE FOR ASIAN-AMERICAN WOMEN TO GATHER, BE SUPPORTED, SHARE STORIES AND EXPERIENCES, ENGAGE IN HONEST CONVERSATIONS, AND SPUR ONE ANOTHER TOWARDS PERSONAL, SPIRITUAL AND VOCATIONAL GROWTH.

FOR MORE INFO:
IG: @tarotalkseid
tarotalk@biola.edu



WE SEEK TO PROVIDE A PLACE FOR ASIAN-AMERICAN MEN TO GROW IN DEEPER AWARENESS OF OUR ETHNIC AND CULTURAL STORIES, AND TO EQUIP ONE ANOTHER TO ENGAGE IN FRUITFUL CROSS-CULTURAL DIALOGUE

FOR MORE INFO:
IG: @tonguesoffire_seid
tonguesoffire@biola.edu

Food and study breaks!!

CHOCOLATE CHAT AND IRON SHARPENS IRON SEMESTER EVENTS

Beach day at Huntington Beach! Lifeguard tower 16 September 26 noon-10pm (Bonfire starts at sunset for those who don't want to spend the whole day there. Hot dogs and smore's provided.

Christmas party with white elephant gift exchange! December 10th @7pm in Rood 58. Wear your best Christmas sweater!

Come hang out, relax, and take a much needed break from homework. Catch some waves and sun with us at the beach and enjoy christmas cookies and a gift exchange for Christmas!

Insta: @chocolate_chat

FUSION FALL SEMESTER EVENTS

FUSION EXISTS FOR MULTIRACIAL MEN AND WOMEN TO CONNECT, SHARE THEIR STORIES, AND EXPLORE WHAT IT MEANS TO BE MULTIRACIAL TOGETHER.

Disneyland hangout day!
Bring your own pass or let our friends get you in!
Friday September 25:
Meet@Fountain@7am

HOLLYWOOD SIGN HIKE!

SAT. NOV 14 MEET IN HORTON LOBBY AT 8AM
BRING MONEY IF YOU WANT TO GO TO LUNCH WITH THE GROUP AFTER



EXPERIENCE THE COMMUNITY OF THE GROUP AND ENJOY MAKING NEW FRIENDS AND MEMORIES!

AFFINITY GROUP INFO NIGHT

FREE CHICK FIL A!

6PM WED. SEPT. 9TH IN THE CAF BANQUET ROOM

Come mingle with and get to know people from all kinds of different backgrounds while learning about the SEID affinity groups.

Hear leaders from the 8 different groups tell you a bit about their mission statements and goals.

No pressure to join any of the groups. Feel free to come just for the food and/or to make a few new friends!

If you'd like to find out more about the groups and the info night, just scan this QR code!



Scripts

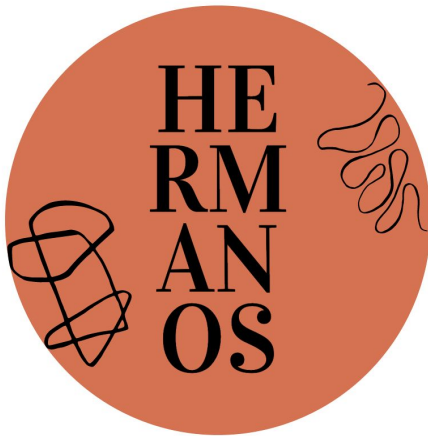
SOS Leaders Affinity Group Info Speech Script

[On tour. Stop beside an affinity group info night poster outside the Caf] Alright guys, so I wanna take a minute to tell you about the diverse affinity groups we have on campus. We have 8 different groups which include male and female groups for blacks, Asians, and latinos(as), as well as mixed gender groups for whites and mixed-race individuals. Feel free to ask me or any other SOS leader about any information regarding the groups. And for any of you who are interested or have friends you think may be interested in joining or learning more about them, there will be an info night about all the groups on (insert date depending on the semester.) There's a poster about it here [gesture towards poster] with a QR code y'all can scan for more info if you want. Feel free to do that now or at another time if you'd prefer. There are several of these all over campus. At the info night, you can check out the groups and hear some current leaders and members speak about each group and the kinds of things they do together. And even if you don't choose to join, it's still a great place to meet new people and at the very least, get some free food and snacks! Cause you're in college now and trust me, you'll learn to take any chance for free food that you can get [laugh lightly].

Instagram Video Script

Hello! My name is __name__, and I am the leader of the __name__ Affinity Group. Affinity Groups were created by SEID to celebrate diversity on campus by giving students of similar backgrounds a place to support and love one another. There are a ton of different groups that all serve a different community. For example, the mission of __group's name__ is to __specific group's mission__. All the groups are meeting for an info night on __info night date__, and I would love for you to come and check it out! We'll play games, eat food, and learn about the importance of involvement in an Affinity Group. For more information about each of the different groups available, visit the link in our bio! We hope to see you on __info night date__ for a night of God-centered community.

Stickers



Surveys

SEID Affinity Groups

Campaign Impact Survey

Do you know what the SEID Affinity Groups are? *

☐ Yes

☐ No

Did you know about SEID Affinity Groups at the beginning of the year? *

☐ Yes

☐ No

If you didn't know about Affinity Groups at the beginning of the year but are now aware, where did you hear about them?

☐ Involvement Fair

☐ Friend

☐ Professor

☐ Poster (Online or Physical)

☐ Other...

References

- Arnold, A. (2018, March 24). Millennials Hate Ads But 58% Of Them Wouldn't Mind If It's From Their Favorite Digital Stars. Retrieved from <https://www.forbes.com/sites/andrewarnold/2018/01/21/millennials-hate-ads-but-58-of-them-wouldnt-mind-if-its-from-their-favorite-digital-stars/#7d20f6ad59ca>
- Heinig, I. (2018, February 7). 5 Effective Ways to Advertise to Millennials | The Manifest. Retrieved from <https://themanifest.com/advertising/5-effective-ways-advertise-millennials>
- Sagin, E. (2020, February 12). 10 Stats That Will Make You Rethink Marketing to Millennials. Retrieved from <https://www.wordstream.com/blog/ws/2016/02/02/marketing-to-millennials>