

# **Student Government Association Minnetrista Farmers Market Campaign**

## Strategic Communications Plan

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## **Executive Summary**

The Student Government Association (SGA) is a student-run organization working as a liaison between Ball State students and the university. SGA strives to ensure that student voices and opinions are heard while working closely with the university to keep open lines of communication. SGA is seeking stronger involvement between students and the Muncie community, and SGA has partnered with Minnetrista and their Farmers Market to create a more integrated community.

Minnetrista is a nature-based location in Muncie, Indiana. It takes its name from the original F.C. Ball home that once stood there. Minnetrista offers exhibits, workshops and educational programs. Their mission statement is, "We envision a thriving community where people who call this region home take pride in its accomplishments and aspire to a brighter future." They aim to connect the community through shared experiences, which leads to a better quality of life.

There is a divide between Muncie and Ball State students, so most students don't frequent the Minnetrista Farmers Market.

## **Target Audience**

According to a study about farmers market demographics conducted by Purdue, most shoppers are

- “Caucasian (85.3%)
- Female (78%)
- Between the ages of 55 and 64 (27%)
- Primary shoppers of food (73%)
- In a two-person household (44%)
- Have a postgraduate degree (36.2%) and
- Have an annual income between \$50,000 and \$74,999 (29.6%).”

We plan to target health-conscious white females. Ball State’s Greek Life and environmental, social and health-related clubs will help us reach our audience. These women will be mostly upperclassmen who have transportation, enjoy taking care of themselves and their bodies, enjoy physical activity and enjoy spending time with friends and family.

## **SWOT Analysis**

### **Strengths:**

- SGA is the student body's voice for changing policies and working with school officials.
- Generations Y and Z are health-focused.
- Students who visit the farmers market will get to know Minnetrista and might be more likely to attend other Minnetrista events.
- SGA can hold student events and create promotional items to reach more of an audience on Ball State's campus.
- Many faculty members who attend Minnetrista's Farmers Market can advocate for the market.
- The Minnetrista Farmers Market is the most developed and well-known farmers market in Muncie. It takes place at a location most Ball State students know of, which may increase their likelihood of attending.
- The Minnetrista Farmers Market is within walking distance of Ball State's campus.

### **Weaknesses:**

- Because Minnetrista is off campus, students must figure out how to get there.
- Ball State students tend to be apathetic about attending events.
- Minnetrista hasn't marketed the farmers market very much, so there's a lack of awareness of it.

### **Opportunities:**

- Students are often eager for new and fun things to do in Muncie.
- At least one Ball State shuttle bus trip is guaranteed to occur during the three month campaign to provide transportation to the farmers market for students.
- We will promote the farmers market during Welcome Week and Orientation, when most students are especially interested in Muncie opportunities.
- SGA members are well-connected in the Ball State community and can influence a large number of students to attend the Farmer's Market.

### **Threats:**

- Students might be inclined to stick with on-campus or Ball State activities and organizations.
- Students aren't usually familiar with the farmers market.
- The Minnetrista Farmers Market is not the only farmer's market in Muncie.

**Goal: To create a partnership between Ball State students and the Minnetrista Farmers Market, increasing student traffic 20 percent by November 2017.**

**Objectives, Strategies and Tactics:**

**Objective One:** Establish awareness of Minnetrista's Farmers Market to increase student attendance by 20 percent for the market season.

**Objective One, Strategy One:** Create a social media campaign to promote the Minnetrista Farmers Market and SGA's campaign.

**Tactic One:** Create content calendars for August, September and October of 2017 that outline when content will be posted on SGA's social media.

**Tactic Two:** Launch the social media campaign on SGA's Twitter and Instagram the week of Monday, Aug. 14.

**Tactic Two:** Have the account and creative teams of Cardinal Communications create visual content for social media, like graphics or videos that showcase the market.

**Tactic Three:** Create posts for social media that engage audience members. (Examples: encourage followers to tweet photos of items they bought at the farmers market, use the hashtag #bsumfm, create Snapchat filters for the farmers market, use a campus influencer to create a Snapchat tour of the market, post interesting facts on Instagram about the fruits offered at the farmers market, post fruit recipes using items attendees can purchase at the market, etc.)

**Objective One, Strategy Two:** Create promotional materials about Minnetrista's Farmers Market and SGA's campaign. Distribute materials to students at key places on campus.

**Tactic One:** Create a business card and postcard with information about Minnetrista's Farmers Market.

**Tactic Two:** Strategize key days to distribute materials: Start with Welcome Week and work forward until the farmers market season ends in October.

**Tactic Three:** Create points of contact during Welcome Week to help us reserve distribution locations.

**Tactic Four:** Distribute business cards and remaining postcards to students at key places on campus (Scramble light, Student Center, Atrium, etc.).

**Objective One, Strategy Three:** Integrate Minnetrista's Farmers Market with the Ball State community.

**Tactic One:** Reach out to Minnetrista Farmers Market vendors to see if they'd like to visit campus to sell their items. This will let them showcase the farmers market.

**Tactic Two:** Ask Minnetrista Farmers Market vendors if they'd like to donate fresh fruit and vegetables that students can sample during an event at the scramble light.

**Tactic Three:** Organize bus trips to take students from campus to the Minnetrista Farmers Market.

**Objective Two:** Create a partnership between Minnetrista's Farmers Market and five student groups at Ball State.

**Objective Two, Strategy One:** Use existing relationship with Office of Admissions to promote the Minnetrista Farmers Market to new students and their families during orientation.

**Tactic 1:** Create promotional materials to be distributed at Orientation 2017.

**Tactic 2:** Distribute promotional materials to new students and families at Orientation 2017 through the Office of Admissions.

**Tactic 3:** Pitch the Minnetrista Farmers Market to new families during Orientation's tour of Muncie.

**Objective Two, Strategy Two:** Create partnerships between SGA's Minnetrista Farmers Market Campaign and organizations on campus.

**Tactic 1:** Find points of contact for organizations through Benny Link.

**Tactic 2:** Send emails to organization leaders, introducing the campaign and extending the offer of involvement. (Example: an organization might sponsor a bus trip to the Farmer's Market.)

**Objective Two, Strategy Three:** Create a partnership between SGA's Minnetrista Farmers Market Campaign and Greek Life.

**Tactic 1:** Establish points of contact for each chapter in Greek Life.

**Tactic 2:** Provide chapters with opportunities to get involved with the farmers market, like sponsoring a bus trip or using the market as an educational tool for the chapter.

**Objective Two, Strategy Four:** Create a partnership between SGA's Minnetrista Farmer's Market Campaign and Late Nite.

**Tactic 1:** Establish points of contact with those in charge of Late Nite, such as Alicia Fitzgerald (abfitzgerald@bsu.edu).

**Tactic 2:** Work with Late Nite to create collaboration opportunities. (The Farmer's Market might have a table with an activity at Late Nite, or Late Nite could sponsor a bus trip.)

**Objective Two, Strategy Five:** Create a partnership between the SGA Minnetrista Farmers Market Campaign and the Activities Fair.

**Tactic 1:** Establish points of contact with those in charge of the Activities Fair, such as Stacey Myers (smyers@bsu.edu).

**Tactic 2:** Reserve a table at the Fall 2017 Activities Fair to promote the campaign.

**Tactic 3:** Attend the Activities Fair on Aug. 19 from 6-8 p.m. with a team of students from SGA or Cardinal Communications. Tell students about the campaign and the Farmer's Market.



**Objective Two, Strategy Six:** Create a partnership between the SGA Minnetrista Farmers Market Campaign and residence halls on campus.

**Tactic 1:** Establish points of contact with key individuals in the residence halls, such as resident assistants, hall directors and academic peer mentors.

**Tactic 2:** Use points of contact to create programs and promotional opportunities for the residence halls, such as bulletin boards, group trips to the Farmers Market or educational opportunities about getting healthy.

**Objective, Two, Strategy Seven:** Create a partnership with the SGA Minnetrista Farmers Market Campaign and the Ball State Daily News.

**Tactic 1:** Establish a point of contact who covers community events in the Ball State Daily News.

**Tactic 2:** Write press releases and pitch information about the campaign to the point of contact.

**Evaluation**

Create evaluation efforts based on goals, strategies and target audience:

- Work with Minnetrista to keep track of how many Ball State students attend the farmers market.
- Keep track of how many students use the bus shuttle service to the farmers market.
- Use social media analytics to track social media engagement with the posts on SGA's social media.

## **Budget**

### **Total Budget: \$675**

- Bus rental for shuttle to farmers market: \$129
  
- Print materials—Total: \$272.48
  - Postcards: \$194.30
  - Business cards: \$78.18
  
- Cardinal Communications design and account services: \$273.52

## Timeline

### Objective one, strategy one:

**Aug. 14 - Nov. 1:** Post content about the farmers market on SGA's social media channels.

**Before July 28:** Create August social media content calendar for SGA's Twitter and Instagram.

**July 31:** Send August content calendar to the executive team and copy editor to be edited.

**Aug. 14:** Launch the social media campaign on SGA's Twitter and Facebook using the content calendar created for August.

**Before Aug. 21:** Create September social media content calendar for SGA's Twitter and Instagram.

**Aug. 21:** Send September content calendar to the executive team and copy editor to be edited.

**Sept. 1:** Continue posting to SGA's Twitter and Facebook with September's content calendar.

**Before Sept. 18 :** Create October social media content calendar for SGA's Twitter and Instagram.

**Sept. 18:** Send October content calendar to the executive team and copy editor to be edited.

**Oct. 1:** Continue posting to SGA's Twitter and Facebook with October's content calendar.

### Objective one, strategy two:

**Before Aug. 14:** Promotional materials, such as the postcard and the business card, will have already been created and printed. Postcards will be distributed at Orientation over the summer, and any excess can be distributed with the business cards during Welcome Week.

**Before Aug. 14:** Strategize key days to distribute business cards and excess postcards during Welcome Week and until October. Reserve distribution locations if needed. Consider budget with Kyleigh if more materials need to be printed.

### Objective one, strategy three:

**Before July 10:** Reach out to Minnetrista Farmers Market vendors to gauge interest in promoting themselves on campus or donating fruit and vegetables to be used as free samples.

**Before Aug. 14:** Secure first bus trip date and logistics of bus trip with Kyleigh.

**Objective two, strategy one:**

**Before Aug. 14:** Office of Admissions will promote the farmers market at orientation, using the postcards and sharing information about the farmer's market during the parent tour of Muncie.

**Objective two, strategy two:**

**Aug. 25:** Reach out to campus organizations relating to the target audience to pitch the farmers market and its use as an educational opportunity. Also gauge their interest in sponsoring a bus trip. Find information about organizations using Benny Link.

**Objective two, strategy three:**

**Aug. 25:** Reach out to Greek Life chapter presidents, pitching the market and the opportunity to use it as a chapter educational opportunity. Also gauge their interest in sponsoring a bus trip. Use Cardinal Communications connections and the Office of Student Life to find chapter connections.

**Objective two, strategy four:**

**Aug. 25:** Connect with Late Nite to set up days when the farmers market can host a booth to promote the campaign.

**Objective Two, Strategy Five:**

**July 28:** Ensure that Kyleigh or SGA will have farmers market promotional materials at the SGA table or Kyleigh's table at the Activities Fair on Aug. 19.

**Objective two, strategy six:**

**Aug. 25:** Reach out to residence halls on campus about using the farmers market as an educational opportunity or a floor activity.

**Objective two, strategy seven:**

**Aug. 25:** Reach out to the Ball State Daily News with a press release or media kit about the campaign and farmers market. Use an existing relationship with a journalist.