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YourMainSqueeze: A Campaign for Syracuse

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Background on City of Syracuse

In the 1800s, the city of Syracuse was known as “The Salt City”, with an economy thriving from chemical creation and salt production. Over the years, the city’s industrial strength grew, as it did with the rest of the United States, and Syracuse became a heavy manufacturer of bicycles and typewriters. However, as the 1970s hit, the United States underwent a huge transformation—the emphasis on industrial power was shifting, and became less valued in the modern American economy. With the shift of the United States economy came the shift of the Syracuse economy, as well. Over a period of 20 years, 6000 jobs were lost in the city of Syracuse, and between 1984 and 1989 another 9000 were lost. Many started to move into suburban environments surrounding the city, creating need for the Chamber of Commerce in Syracuse to expand. From 1970 to 1990, the Metro Statistical area grew 3.5 percent, but the city’s population dropped by 17 percent. (Short, Luce, & Walton, p. 210)

Throughout its struggle to survive the drastic changes in the U.S., Syracuse’s government officials made many attempts to facilitate an easy transition into a new type of city. Syracuse was a city of promise, and the local government wanted to continue to uphold that reputation. Syracuse’s Chamber of Commerce (COC) developed one of the first campaigns to keep local businesses in the area. In order to at least continue the somewhat stable environment, the COC needed businesses to stay, and invest in the future of Syracuse, New York. In 1964, they continued their campaign by reaching out to national and international markets, pitching

the city as a place of prosperity and promise. The campaign's success slowly deterred, and left the city behind on its marketing efforts. (Short, Luce, & Walton, p. 212)

Many other cities suffered the consequences of deindustrialization, as well, and were also scrambling to create initiatives to revitalize. Learning from their competition, Syracuse similarly created another campaign in 1982 called The Greater Syracuse Program, which garnered monetary support from over 50 local businesses, including large corporations such as the Carrier Corporation and Allied Chemical Co. The initiative, which was executed partially by a New York public relations firm called Development Counsellors International, aimed to create 20,000 new jobs, as well as \$500 million of capital investment for the city of Syracuse. The firm used advertising tactics and the idea of promise to reel in their publics. There was, in fact, an increase of 20,000 jobs between 1982 and 1985 that may or may not have been related to the campaigns success. (Short, Luce, & Walton, p. 212)

Around the same time, plans were being made to revitalize the city as an urban playground, as well. To do so, developers formulated a plan to distinguish new city parks, create Carousel Mall, a ballpark, two historical and residential districts known as Franklin Square and Armory Square, a light rail to make the city accessible to pedestrians, a farmers market, and the science and technology museum. While the actual developments were all successful, the Syracuse brand became confusing.

The constant need for change and the grasp onto any idea that may help the city reform left Syracuse with a true identity crisis, unknown as a place for tourists or for business opportunity. (Short, Luce, & Walton, p. 216)

The 1990s marked the start of another problem in the Central New York area. It seems that throughout the 1990s, many jobs were lost, and in general, much of the area's youth population moved to other parts of the country (Metropolitan Development Association, p. 3) To combat these problems, the Metropolitan Development Association created a comprehensive report called Vision 2010: A Regional Economic Strategy for Syracuse and Central New York. This economic plan, which was formulated in 1996, detailed strategies to increase success in the area through education, entrepreneurial development, governmental policies, and cluster-oriented economic development (Metropolitan Development Association, p. 4). There were many positive developments due to Vision 2010, including the development of the Syracuse Center of Excellence, however, the events of September 11th, 2001 put a serious damper on many of the plan's expected outcomes (Metropolitan Development Association, p. 4). As the country was launched into another recession, the Syracuse community continued to suffer.

There are many organizations that have worked towards creating a better Syracuse, which will be discussed in later parts of the research component of this campaign, however, little success has flourished as of today. The city and its members have high hopes for the future, and

believe that there is a way to revitalize the city. This campaign is just one small part of the larger change that needs to happen in the city of Syracuse.

Opportunity Statement

Currently, the city of Syracuse has much working in its favor. With monetary support from both state and federal levels, various programs and initiatives now have potential to grow, and to boost the city's economy. If Syracuse University students find a connection with the city, they may be more likely to stay in Syracuse post-graduation, creating a community of bright-minded youth in the city. The first step to facilitating this growth is to increase student awareness and engagement with the city of downtown Syracuse. If students do not form relationships with the community, they will have little motivation to help facilitate growth in Syracuse and become a wasted resource.

Statement of Harm

The "central core of difficulty" will be finding a way to engage students with the downtown community. There is a large gap between "The Campus Hill" and the downtown area. Bridging this gap will be a challenge. Without connecting students with the downtown area, there will not be a chance for Syracuse University students to help facilitate the growth of the city. Maintaining students in Syracuse post-graduation could be extremely beneficial to the economic growth of the city, and losing such a promising public could be detrimental to the city during this time of growth.

Research

Research Summary

To increase the effectiveness of the campaign, research must be conducted that helps to gauge an understanding of the current climate within the city, and attitudes and opinions amongst college students. The following questions will be addressed in order to become more familiar with the city, and the targeted public. The four main research questions, responded to primarily through secondary research, are:

1. What other resources are currently available to connect students to the downtown area?

Finding out what resources are currently available for students to connect with the downtown area will be extremely important, because it will not only give light on what initiatives have been attempted, but also show which tactics have worked, and which have not. Those other initiatives can serve as case studies for this campaign. They will show us what kind of models should be followed, what kind of support the campaign will get from the local community, and if there are any companies that may portray this campaign's purpose as competition to their own goals. Conversely to that last point, the research may outline means in which to create partnerships, as well. To understand the resources currently available in Syracuse, secondary research and interviews will be conducted.

2. What are the best methods to use in order to engage students with the downtown area?

It is imperative to know the best methods that can be used in order to raise awareness and engagement amongst students. Students' hobbies differ from most other publics. It may be helpful to give students an incentive to go downtown, with the incentive being something they are already interested in doing. If students are enticed by their own pre-existing interest, they may be more likely to involve themselves in a new situation, like going downtown for an art class. To find out what to push as an incentive for students, it is necessary to know what kind of activities they already find engaging. Collecting data on this topic will be useful, whether it be through original or secondary research.

3. What are attitudes, opinions, and beliefs of the typical college student?

The audience cannot be solely understood by just media habits, meaning that students must be measured on that basis of the attitudes, opinions, and beliefs as well. Media habits will help to identify the best ways to get in touch with college students, but the next step is to connect with the students, and understand them. In a world with social media, this is especially important, as publics are no longer communicated to, but communicated with. It is impossible to communicate with a public if the public is not understood. Data can be used to gauge some an understanding of college students'

psychographics. Other tools that may be useful are surveys, and original research such as personal interviews.

4. What media habits do students have that should be utilized in this campaign?

Because of the free minded and constantly busy life of a college student, approaching this public in the wrong way could be detrimental to the success of the campaign. The methods used to garner their attention initially must be strategically mapped out. The best way to do this is to collect data on media habits and conduct social media audits to see where students are engaging, and to what extent. Both of these tools will help to tailor the campaign in a way that will be appealing for students to connect with.

Question 1: What other resources are currently available to connect students to the downtown area?

Below are a sample of the organizations supporting the downtown Syracuse area, the initiatives that are working to connect Syracuse University students to the downtown area, and other miscellaneous activities that allow students to get involved in the community. Each illustrates something interesting that can contribute incite on the best methods to use when creating this campaign.

The Essential New York Initiative: Transforming Central Upstate New York to a Knowledge-Based Community

Since the creation of Vision 2010, there has been a surge of research done on how to create a better environment for the city of Syracuse, and for the Central New York Region. Because only partial success resulted from Vision 2010, due to hurdles such as the new economic recession, the campaign was revamped to become The Essential New York Initiative in 2004. Some of their research was drawn from the Austin American-Statesman, and revealed that of those 20 to 34 year old non-Hispanic individuals who had move throughout the 1990s, “85% of them moved to just 20 metropolitan areas within the country” (Metropolitan Development Association, p. 4). As the statement of harm in this campaign has found, the initiative found that cities other than those 20 metropolitan areas could be missing out on a hugely imperative population towards economic growth. They also found that the decisions to move to cities such as New York and Boston were not based on employment opportunities—in fact, similar employment opportunities were available in the Central New York area—but that the decisions were based on the lifestyle components of those cities (Metropolitan Development Association, p. 12). They noted information from other studies that targeted Syracuse as the metropolitan area that lost the largest population of youth throughout the 1990s. The initiative focuses on using a “holistic approach” to create a plan that will allow Syracuse and Central New York to hold a stake in the United State’s population of talented youth (Metropolitan Development Association, p. 5).

The initiative focuses on six strategies in which the MDA outlines the challenges and opportunities facing the Central New York area.

Because of the purposes of this campaign's research, Strategy #3: Creating, Retaining, and Attracting Talent in Central Upstate New York, Strategy #4: Leveraging Colleges and Universities as Economic and Community Growth Engines are the most important strategies to analyze.

The first of these strategies poses the challenge of the Central New York region: that talented youth is constantly pouring out of the Central New York region. In order to counter this challenge, the MDA stresses that the 130,000 college students in the region give the region an opportunity to garner those young, talented minds (Metropolitan Development Association, p. 10). The second emphasizes that fact that the region has not utilized the colleges and universities in the area as "key economic drivers" (Metropolitan Development Association, p. 11). The MDA says that the region, "Must do a better job of transferring technology, connecting university research with industry needs, finding ways to connect students with local businesses and organizations, providing more useful internship opportunities, promoting student volunteerism, and building stronger ties with the local community" (Metropolitan Development Association, p. 11). Recommendations for these two strategies are to: build upon the knowledge/learning industry, expand workforce development and retention programs, expand young adult retention and attraction initiatives, promote diversity and tolerance,

increase regional university research and development by \$100 million over 5 years in areas relevant to technology clusters, and harness regional intellectual property for economic growth (Metropolitan Development Association, p. 30). In addition, the initiative aims to treat students like customers, develop and assist civic sector entrepreneurs, develop a university/industry applied research program, and establish additional college entrepreneurship opportunities (Metropolitan Development Association, p. 34).

After conducting a plethora of research on student populations, more of which will be noted in the coming research questions, there were more recommendations made for the Central New York area. Overall, the recommendations highlighted the importance of engaging students with their local communities, whether it be through job fairs and employment opportunities, through fairs and festivals that immerse students in culture, or distributing discounts to a variety of local small businesses. They also stressed building relationships between the local communities and university officials. As these recommendations were created in 2004, it is easy to see how they have grown and been utilized within the Syracuse community. Many of the other initiatives this research will outline relate back to these economic recommendations, showing that the initiative has reaped success thus far.

Campaign Application:

Strategy number three of the initiative summarizes the focus of this campaign: a chance to foster relationships between Syracuse University and the local community. The opportunity statement of this section states that achieving “A successful transition to a knowledge-based economy” will take a strong effort from the most important university officials (Metropolitan Development Association, p. 14). SU is unique to most other colleges in this region, as Chancellor Nancy Cantor has already committed to creating a huge initiative—Scholarship in Action—to promote student-community relationships. The focus of this campaign will be to, as an independent source of the University, engage students with the lifestyle possible in Syracuse. Many of the recommendations from the initiative will be used in the campaign as overarching ideas, however, the ways in which the campaign engages students may vary based on drawn statistics. I postulate that the campaign will most likely utilize social media tools as its main source of engagement, which was a new concept in 2004 when the initiative was published.

Scholarship In Action: A Brief Overview

To describe Scholarship in Action, I will use a quote from a speech given by Chancellor Nancy Cantor at Baylor University:

“ In Syracuse, where the city’s population has been moving to the suburbs fro the last 50 years, Syracuse University is a critical anchor institution in turning our community around. We see quite directly how important the public mission of higher education can be to a prosperous future. We are deeply engaged with local issues that resonate globally, from environmental sustainability to urban education, working with many partners and creating ‘third spaces’ of interaction built around major projects that engage faculty and

students by intertwining learning, scholarship, and civic engagement. We call this vision Scholarship in Action” (Cantor, p. 3)

In short, the Scholarship in Action initiative strives to increase engagement with the local Syracuse community, while simultaneously promoting students’ learning and understanding of the world, and their advancement in future endeavors. The initiative is an extremely important one, as the university has the dollars and the resources to create and facilitate an environment where these things are possible. As you may have noticed, this initiative aligns perfectly with some of the recommendations stated by the MDA, as well.

The Scholarship in Action initiative hosts a wide variety of opportunities for students to get involved in the downtown Syracuse community. For instance, the Connective Corridor, a bus route that connects students on the hill to the downtown area, is a product of the initiative. Non-for-profit organizations, such as Say Yes to Education, a local non-profit that continuously advances the education level of students in inner-city schools, also have a stake in Scholarship in Action. The LOCAL (Laboratory of Community, Arts, and Learning) is another example of a Scholarship in Action project that helps promote its ideals.

One example of a Scholarship in Action project is comm.UNITY. comm.UNITY is an organization that was originally created by Carissa Matthews in 2008, and has grown since then to be a well-established organization on campus. Comm.UNITY stands for Communications in the

Community, and its main mission is to enhance communications practices of local non-profits. While doing so, comm.UNITY also strives to bridge the gap between the university and the Syracuse community. Throughout any given school year, students will have the chance to choose to work between ten non-profit clients of their choice, and work on three projects for the non-profit client to be completed by the school year's end. Students often go downtown to engage with these clients, and also attend events that the comm.UNITY executive board hosts to engage the community. Overall, comm.UNITY is a perfect example of Scholarship in Action because it engages students with the downtown community, while still allowing them to get practical experience and incite from the real world.

Campaign Application:

Overall, the campaign can learn a lot from the Scholarship in Action initiative. Analyzing their projects and campaigns can add to this project's success. Scholarship in Action may, at some point, be a good initiative to collaborate with throughout the campaign, or future campaigns stemming from this campaign's creations. There may also be an opportunity to use Scholarship in Action resources to help fund this campaign, or future campaigns, as well.

Imagining America: A Brief Overview

Imagining America is another organization that works to facilitate relationships between the university and the community. Scholarship in

Action and Imagining America collaborate on many of their initiatives. The largest difference between the two is that Imagining America is an organization that works with multiple colleges and universities. Its mission, as stated on its website, is to, “Animate and strengthen the public and civic purposes of humanities, arts and design through mutually beneficial campus-community partnerships that advance democratic scholarship and practice” (ImaginingAmerica.org). Much of what Imagining America does is provide grants, whether those grants go to helping faculty to create new courses on campus that may further the relationship with downtown, or to assist students with paying for graduate degrees.

One example of an Imagining America initiative is the Engagement Fellows program. The Engagement Fellows program gives graduating students the opportunity to stay in Syracuse with an academic scholarship incentive and an ensured one-year long employment opportunity, usually being an opportunity of the student’s choice. After being awarded the fellowship through a rigorous application process, admitted students will work at an organization for one year, while taking classes that can work towards a graduate degree of their choice. The entrepreneurship program within the fellowship supplies a little more incentive, funding up to \$1500 for conference travel, faculty guidance, and a no-strings-attached admission to the MS program in the Whitman School of Management. Engagement Fellows are required to incorporate

the ideals of Scholarship in Action into their yearlong journey in Syracuse.
(engage.syr.edu)

In my sophomore year at Syracuse University, I found this initiative to be especially interesting when taking an Anthropology class funded by Imagining America. Subsequently, I compiled an ethnography centered on the initiative, and interviewed the first fellows to ever be selected in the program. Each one of them were extremely involved on campus, and found that the city of Syracuse had something to offer not only them, but that it was a positive place for many students to be post-graduation. All of the engagement fellows had experienced something about the city—whether it is through the nature of their coursework, through creation of an idea or project, or through their involvement in activities off the hill. Two years later, all but one of the fellows remains in Syracuse, having extended their one-year stay to last a lifetime...at least for now.

In a follow-up interview with one of the Engagement fellows, RJ Sherman—creator of www.brandyourself.com -- has found that the success of his business is thriving in Syracuse, and that it is a good location for a start-up, given the low cost of living, and the proximity to other major metropolitan areas. He also noted that the community is a fun, interesting, and safe place to be, and that thoughts of leaving the city are distant from his mind. Since the first year of Engagement Fellows, there have been an increasing number of applicants and awarded

fellowships each year, and I am sure of it that the program will continue to grow.

Campaign Application:

Information on Imagining America, their collaboration with Scholarship in Action, and the creation of the Engagement Fellows Program is extremely helpful towards understanding how students create relationships with the city, and what incentive they need in order to engage. Although this particular campaign will emphasize the importance of increasing awareness and engagement of downtown resources, the end result of future campaigns that stem from this one will be to increase student retention rate in Syracuse post-graduation. The responses from Engagement Fellows illustrate that their reason for staying is because they see not only the opportunity that awaits them in Syracuse, but also that they have been exposed to the lifestyle that Syracuse boasts. It is also positive news that once students are sufficiently engaged with activities and opportunities in downtown Syracuse, they do have more of a likeness for the city, and are more likely to stay in the area.

40 Below: A Brief Overview

40 Below is a non-profit organization based in Syracuse that works in favor of young adults in the area. Their mission statement is “To connect, engage, and empower young adults in Central Upstate New York.” Their primary goals lie in similar respects to the other organizations and initiatives this paper has outlined, such as creating positive change in

the community in such a way that promotes an exciting atmosphere filled with pride and hope, and to ,“Spark a cultural renaissance that will put us on the “creative” map”.

The organization is comprised of a group of young adults who, as the name suggests, are below 40. They are split amongst various task forces that meet regularly, and help to work towards the mission of the organization. Task forces include Adaptive Re-Use, Civic Engagement, Public Arts, and Marketing and Communications. Each one of the tasks forces focuses on their individual sector, and much of their work is accomplished through collaborations with other organizations (40below.com).

For the ethnography I created my sophomore year, I attended a Marketing and Communications Task Force meeting in which a Scholarship in Action representative presented to the group detailing not only the current success of Scholarship in Action initiatives, but also to introduce the idea of SALT- the Syracuse Art Life Technology District. The task force was comprised of about 20 young professionals, who were all extremely intrigued by the project at hand. Although the organization focuses on building the Central New York community, they have yet to work directly with students in order to further this mission.

Campaign Application:

40 Below is a good example of the community that already exists for young professionals in the city of Syracuse. It may be useful in this

campaign, and in future campaigns, in that the organization gives light on some type of youth that is interested in the upstate area. Task Force members may be interesting people to interview to help assess what drives youth to stay in the Syracuse area. 40 Below's members may also be interested in collaborating on events and different aspects of this campaign, and may be a good source to reach out to when attempting to gain support from the community. Attending a task force meeting to present the campaign may be helpful in gaining exposure for the campaign, and to potentially garner constructive criticism, assistance, or guidance.

The First-Year Experience

Headed by Greg Victory, The First-Year Experience initiative at SU is a way for students to get involved and find out something about the true passions they have in life. In an interview with Victory, he defined the First-Year Experience as helping to, "Act as a gateway," "Explore and spark that interest," and to, "introduce students to Syracuse, New York" (Victory). Victory went on to say that his reason for starting this new initiative by saying, "I wanted to know how we do things that are more grounded in civic engagement. What I really thought would work great is to introduce students to the community" (Victory). The First Year Experience is a relatively new program, whose actions have just begun this year. Victory believes it will take at least five years to solidify the program into something that elicits meaningful results. Currently, he is

working to find ways to get students involved all the time, and truly is trying to make a difference in how students start to learn more about themselves through the community. Victory said that students, “Have to be introduced to opportunities before you engage in them in meaningful ways (Victory)” and that in order to get them interested, we need to, “Give them the exploration to find what their passion is” (Victory). The organization is slowly working to find ways to engage students, and is currently developing a website for students to interact with.

Campaign Application

The First-Year Experience’s ideals align quite nicely with the campaign’s goals and objectives. However, they are still connected to the University, which will always be prominent on whatever website they create. The ideas are all there, but this is still an academic venue. Also, The First Year Experience is currently focusing on getting students involved freshman year, while the focus of this campaign is for all undergraduate students. Still, The First Year Experience, and Greg Victory, both have a lot to offer the campaign, and could severely help with the planning and implementation of its tactics. When the First-Year Experience introduces freshman students to Syracuse, they can also be introducing students to the initiatives this campaign is implementing.

Classes and Programs Initiating Downtown Collaboration

There are a plethora of classes on campus that have incorporated community collaboration into their schedules. In some cases, entire

classes are centered on the community. In other cases, an entire major's focus involves participating in downtown activities. For instance, many fashion majors, architecture majors, communications and advertising design majors, and industrial design major spend hours downtown working on projects in the warehouse—a downtown facility created as a part of Scholarship in Action in order to promote work with downtown initiatives and downtown engagement. Another discipline that emphasizes city collaboration is the Whitman School of Management's Entrepreneurship and Emerging Enterprises program. Students in this major have a chance to create a business plan that, if chosen, receives start-up money to establish a real business—this is known as the Panasci Business Plan Competition. Other majors do not have quite as much of an emphasis on downtown engagement, however classes may be available to those students that can be used to fulfill requirements or taken as electives.

The Honors Program at Syracuse University highlights a variety of one-credit seminars that students can take, many of which promote community engagement. One class, titled “The Good Life: A Look at Syracuse's Other Side in the Early Years” takes students on a journey through the history of Syracuse, including visits to historic sites throughout the semester. Another seminar, Zoo Management, allows students to take class with two zookeepers straight from the Rosemond Gifford Zoo in Syracuse. The final class is held at the zoo, with a full

behind-the-scenes tour of what the zoo has to offer. Both a course and seminar are offered for Theater in Syracuse, a class that allows students to see Syracuse plays and productions for no charge.

Campaign Application:

Analyzing courses and opportunities offered through SU classes is extremely important, as there may be something new to learn from the courses offered. Whether it's finding out how many students enroll in each class, or reviewing course evaluations for the classes, there is extra data to be found in these classroom settings. The number of classes, and average size, will also help to gauge what kind of engagement with downtown has already occurred.

The courses available may also reflect student interest, and in analyzing the courses more in depth, it may be easy to see a pattern between the types of classes taught about the city. From some research, it seems that a majority of the courses offered involve some kind of entrepreneurial spirit, are research-oriented, or are related to art and culture. These are, again, basic principles that were touched on in the MDA initiative.

VisitSyracuse.Org

VisitSyracuse.org is a website that mostly accommodates to attracting tourists to Syracuse. Assuming that the website has evaluated its publics, the site most likely caters to visiting parents as well. The website gives visitors the resources they need in order to find accommodations, dining

options, events, and various attractions. The website also boasts guides and links that will be helpful to visitors upon arrival or when researching what to do in Syracuse. The slogan for the Syracuse page is “We’ll Surprise You” (visitsyracuse.org).

The website also boasts a media center, full of photos from all seasons, press releases and news articles. The media section also is complete with links to Twitter, Facebook, and YouTube accounts, all of which are updated regularly and used frequently. However, the videos on the YouTube site tend to be extremely mundane, and while some have a high number of hits, the videos are not nearly engaging enough to keep potential visitors watching for more than a few seconds. The entire website is powered by the Syracuse Convention & Visitors Bureau.

Campaign Application:

Although not specifically related to engaging Syracuse students, this website is extremely beneficial in terms of constructing the campaign. While visitors absolutely need a website to interact with that’s fun and easy to navigate, students also are in need of a similar resource. Many different resources are begging to get in touch with Syracuse students, and while Syracuse students may very well have interest in finding out more about the city, there is no interesting way for them to do so. This Visit Syracuse website may be a very good way to gauge what would be useable on a website targeted towards students rather than visitors. Really, students are visitors, as they know just as little about the city as a

tourist—hopefully a website would help to familiarize them with the resources available around the area.

In addition, the social media platform the Visit Syracuse set up is a very compelling idea. Although their YouTube channel isn't exactly compelling, the idea of creating a well-executed social media platform geared directly towards students is a new and innovative way to get in touch with students, and get in touch in a way that they will most likely respond positively to.

Downtown Committee of Syracuse

The Downtown Committee of Syracuse is a non-profit organization that represents property owners and tenants in the central business district. They work to both promote the downtown area, while also working to increase its aesthetic appeal, and boost the economic climate (downtownsyracuse.com).

The organization has created a very interesting series of YouTube videos that are both funny, and intriguing. There are a wide variety of resources available on the website that students could connect to if they wished to. The amount of activities and events available is extremely lengthy. They also have real estate options for those seeking to buy space (downtownsyracuse.com).

Campaign Application:

The Downtown Committee is another fantastic resource for this campaign, as their website encompasses a wide range of activities and

organizations that would be interesting to students. They have one of the most comprehensive lists of activities available on the internet, which means they may be an excellent organization to partner with for this campaign.

Their YouTube videos are also extremely interesting and engaging, and when looking at the difference between these videos and the Visit Syracuse videos, we can see that the videos from the Downtown Committee are very well done, and the Visit Syracuse videos are not interesting or engaging in the slightest. Although the videos are interesting and engaging, students may feel disconnected to the videos because the actors involved are slightly older, and are mildly corny. These videos will help to stimulate creative ways to incorporate video into this campaign.

University Hill Corporation

Yet another non-profit organization exists in the Syracuse area, called the University Hill Corporation, The Hill for short. The Hill works to promote the non-downtown area of Syracuse, and centers on the Syracuse University area. They also work to, "Seek a common solution to issues impacting its members and the Hill community at large" (university-hill.com). The main resources they promote are university related, or contain things that are common knowledge amongst the Syracuse student culture.

Interestingly, The Hill website has an interactive map, on which you can highlight the buildings and institutions that are education-based, healthcare-based, university hill special area, etc. This map is on the homepage of the website, and seems to be a very good way to entice other outside members to check out the community available.

Campaign Application:

While this organization may not be as helpful as some of the others highlighted, organizations like these are still important to keep in mind when evaluating links to this campaign. For instance, The Hill works with parking and transportation services, as well as housing, making the organization a good resource to fall back on for statistics in these areas. The Hill is also responsible for planning and development, as well as branding of “The Hill”, which is important to understand, as part of this campaign must combat the positive “Hill” brand that students hold so close to their hearts.

The interactive map available on The Hill website was a great idea. While its functionality was questionable, the idea may come in handy when planning this campaign. It is very beneficial to have some kind of map system for users to use quickly and easily, but it must be user-friendly.

Research Questions 2, 3, and 4:

Target Public

Syracuse University College Students

This campaign will focus on SU college students. This is one small aspect within the city of Syracuse that could bring a large change to the overall dynamic of the city. Undergraduate full-time students will be the target.

The campaign must reach students in order to engage with them.

Students can be a hard population to convince, which is why it is extremely important to garner demographic and psychographic information on this public, as well as identify their key influentials, hobbies and interests, traditional media habits, and new media habits.

Demographics. This campaign will focus on students from ages 18 to 21, or a typical undergraduate student age. Syracuse's student population scans from 50 states and 124 countries, with a population of 56% women, and 44% men. While 77% of the population is white, 7.3% of all students are African American, 7.6% are Asian American, 6.5% Hispanics, .6% of Native Americans, and 1.1% are of two or more races. (Syracuse University)

Psychographics. I utilized Simmon's Choices 3 Research Database to gain information on the average full-time college student's attitudes, opinions, and beliefs. Overall, it was most common for college students to agree to statements such as "It is important to continue learning new things" (77%), "You should seize opportunities in life" (71.6%), "I like to share my knowledge with others" (65.7%), "I like to learn about things"

(61%), and “It is important to juggle various tasks”(60.6%). These statements say a lot about the student population.

Students are extremely positive about learning new things, finding new opportunities, and sharing their information with others. This campaign will stress the idea of exploring new opportunities, while also playing off student willingness to share information with one another. The life of a college student is very busy, and the fact that there is such a strong tie between college students and juggling tasks shows that they can handle new ideas and opportunities to engage in, confirming that the campaign has potential to be successful.

Research also showed that students belong to multiple memberships, a sign students are willing to engage in a variety of ways, rather than just one. Their open mindedness in learning new things should help the campaign move along swiftly, and mean that the campaign should be angled to promote opportunity. In terms of what type of opportunities students are interested in engaging in, Simmons choice results also eluded that the average full-time college student is interested in the arts (49.6%), and thinks of him or herself as creative (61.9%). This means emphasis can also be placed on promoting creativity and self-creation to engage students in the campaign. Students expressed that they are willing to volunteer their time to a good cause (61.7%), enjoy pursuing challenge, novelty and change (54.7%), and are interested in other cultures (58%). Many students also agreed that they are not afraid to

appear unconventional (52%). All the indices for these statistics were above average, meaning they are all strong statements about full time college students ages 18-21. These statistics allude to a plethora of ways to engage with college students throughout the duration of this campaign, and show that students will not necessarily be hesitant to step outside the box when presented with the opportunity.

In my previous ethnography research project, I conducted a survey to gauge an understanding of what students' attitudes towards the city were like. With 63 random responses, I found out a lot about how students feel about the city. Although 58.7% of students claimed to be involved in 2 to 3 activities on campus, 49.2% ranked their involvement with the city to be extremely low. When asked to describe the city of Syracuse with three words, most students said depressing, dirty, cold, poor, run down, and ghetto. There were few positive responses, among them being has potential, pretty and promising, throughout the entire survey. 54% of respondents said that the city of Syracuse does have potential to grow, and 38.1% said maybe, meaning that students do overall see the potential that Syracuse University may have. When asked about the effectiveness of Scholarship in Action, 71.4% of students said they were unsure, mostly because they were unaware of what the initiative set out to achieve, and 0% reported being involved in a project related to Scholarship in Action. When told about a program that allows students to stay in Syracuse after graduation, only 22% showed no interest. This means that although

awareness may not be high of the opportunities that exist out there, there is still an interest in finding out more about the city, and if some kind of engagement is facilitated, there may be the opportunity to change student opinion.

Influentials. An above average amount of students agree that they want to get to the very top of their careers (62%), meaning they are very driven towards success. As previously stated, students also enjoy learning about new things and new opportunities. Students will be influenced by the chance to succeed, and to get more involved. If the campaign promotes personal and professional success for students, there will be more likelihood that students will willingly engage in the campaign.

Hobbies and Interests. To garner support from the student community, it is not only important for student attitudes to be analyzed, but also to understand their interests. This will help to identify the types of activities the campaign should stress in order to truly engage students. The most common leisure activities that students take part in are cooking for fun, dining out, taking educational courses, going to bars, nightclubs, or out dancing, reading books and going to a beach or lake. The most predominant student leisure activity is listening to music. Average-rated leisure activities include painting, drawing, and sculpting, photography, visiting zoos, and visiting museums. Public transportation was more likely to not be used over a thirty-day period for students than to be used. Incorporating food, music, and potentially dancing to the campaign could

be a great way to engage students. The average-rated activities may not be as highly stressed, but still should be valued in the campaign.

Traditional media habits. Amongst traditional media, students are most involved with radio, television, and magazines. Newspaper involvement is extremely low amongst students, although this statistic may not include school papers like The Daily Orange. Overall, the best way to reach students via traditional media is through magazines, while radio and television are the next best mediums. However, in today's society, it may be more useful to emphasize engagement with internet sources and new media.

New media habits. Based on 2009 statistics, the internet has changed the way students spend their free time. Students said that they like websites that show them local information, and that they return to sites that make it easy to find what they need. In addition, students trust information from websites they've previously heard about, and also has increased their desire to learn and search. Students are slightly less likely to go to websites that they've never heard of before, and do not like to hear about new products via e-mail. That being said, students also reported that the internet changed the way they get information for a new product, and that they like to search for new and interesting websites.

A fair amount of students rated the internet as their prime source of entertainment, and said that they spend less time watching television and reading magazines due to the internet. Two of the most important opinion

statements towards the internet were that students look at the internet first for information, and that they return to sites that make it easy to find what they need. For all of these statistics, indices were above average, meaning that students are more likely than other age groups to interact with the media in these ways.

The fact that so many students are involved in online participation activities means that the new media segment of the campaign should be heavily stressed, and may even be important to use as the key component in the campaign. If a website is created that supports both the attitudes and interests of students, there may be a large opportunity for engagement.

Since these new media statistics are from the 2009 Simmons Choices database, and given the rapidly increasing digital boom over the past three years, it was necessary to pull information from other sources in addition to Choices. Using the Forrester Research Consumer Technographics data, a new online database resource, I was able to pull information about the types of internet users for the age range of 18 to 24 year old consumers in the United States. Their social technographics ladder splits up consumers into different groups reflecting on the type of digital engagement they are most likely to partake in. The ladder is based off of an idea called groundswell, which has been used to describe the technological shift from gathering information from traditional sources, to receiving things from each other.

The different technographic levels include creators, critics, collectors, joiners, spectators, and inactives. Creators engaging in publishing blogs, web pages, videos, audio and music, articles, and stories (Li & Bernoff, p. 41) . Critics post ratings and reviews on products, leave blog comments, and contribute to forums and wikis (43). Collectors use RSS feeds, vote for websites, and add tags to websites or photos. Joiners maintain social network profiles, and visit such sites, as well. Spectators watch from afar, and read blogs, listen to podcasts, watch videos, read forums, and customer ratings (43). Inactives are those that are completely uninvolved with the internet (43).

18 to 24 year old consumers are split up amongst each category, including 46% creators, 50% critics, 38% collectors, 85% joiners, 89% spectators, and 3% inactives (Forrester.com). The indices for this age group is also remarkably high, meaning that these statistics are quite unique to the rest of the adult population. Considering the fact that there are a large number of joiners and spectators on the internet within this age range means that the campaign should focus on creating a space for students to do so. Because there are also a decent amount of creators and critics, the campaign can also incorporate tactics that promote online creation and contribution. According to Choices 3, a majority of students own still cameras and video cameras, which may connect well with the creation and contribution aspect of the campaign.

Original Research Plan

In order to further tailor this campaign, original research should be conducted. Although it was not implemented in this overview, these research recommendations should be utilized.

Objectives of Proposed Research

Original Research Question #1

How can students be influenced to interact with the city? What emotions, attitudes, and beliefs do they feel specifically towards the city that need to be engaged? How did students who are already engaged initially get involved with the downtown area?

Publics

Undergraduate Syracuse University students between ages 18 and 21.

Methodology and Protocol

Method

The research method that will be most beneficial to answering this questions is to host a series of focus groups for students. In the focus groups, students will be required to fill out a survey that helps gage the time they've been in Syracuse, and their previous engagement with both activities on campus and downtown.

Data Collection

A series of ten focus groups should be held, with 15 to 20 students in each group. Free pizza will be provided for the groups. Class year and gender may be considered when collecting data, and when facilitating questions, it will be important to incite candid follow-up questions that play off

student's initial questions to answer. To pick students at random, we can select a simple random sample by going through the undergraduate directory of students, available to students at the university. If initial candidates fail to respond, simple random samples will continuously be taken until the number of students necessary have joined. Students may also be offered extra credit in classes in order to provide incentive to partake in the focus groups. There should be both a note taker in each focus group, as well as a moderator to facilitate conversation amongst the group, and a video recorder to document the reactions of students.

Questions to ask

1. First, write down three adjectives to describe your perception of Syracuse. We will talk about your responses after.
2. What are some negative feelings you have towards Syracuse? Positive?
3. What kind of activities are available to you on the weekends, and where do you spend most of your free time?
4. Name some of your favorite downtown spots, if you have any. What about places on the outskirts of the Syracuse area?
5. What do you think the general understanding of the city of Syracuse is for students?
6. Do you have any plans for post graduation? Where do you wish to go, and why?
7. Are there any programs or activities you think you would partake in downtown? Do you think you'd be more willing to participate if it meant getting discounts, or gaining experience fit for your resume?
8. Do you see any potential for growth in the Syracuse area? If so, what made you realize that this potential exists?
9. What do you think Syracuse has to offer a new professional, if anything?

Original Research Question #2

What do downtown organizations feel about the city of Syracuse and student interaction with its resources? How do they interpret the dilemma of the downtown stigma?

Publics

Downtown organizations, both non-profit and for-profit, local businesses, etc.

Method

Through one-on-one interviews, a lot can be found out about the feelings and attitudes of downtown organizations. Seeing the leaders of those organizations in person, and getting a more in-depth look at the overall goals they set out to achieve.

Data Collection

Holding interviews with diverse businesses and organizations is imperative, as it is important to see what organizations that do not focus solely on creating a downtown community feel about student involvement in the city. The interviews will be recorded for review, and notes should be avidly taken throughout interviews to highlight key points. The results from each interview should be cross analyzed with the others, in order to see relationships between organizations that have varying ideals. These interviews can be used primarily to find ways that we can engage with this public to create lasting relationships.

Communications Audit

Using primarily Radian6, I found out a lot about the types of conversations that are being had about the city, and where exactly those conversations are taking place. Overall, in a month's time there were 513 posts total that had any mention of Syracuse, the city, or downtown. 41% of those post came from blogs, while 24% came from micromedia, such as Twitter. Facebook accounted for 11.5%, and mainstream news accounted for a mere 5.7%. Images and videos accounted for less than 5%. With the small amount of conversations going on online, when blog posts did mention the Syracuse Name, 81% of those mentions had a positive sentiment, meaning that the city is being spoken about positively on blogs. Blog article posts included titles such as "Where to Stay," Central New York Entertainment News," "Billboards to Provoke, For Social Change," and "In New York, Encouraging Businesses to Come Downtown is Key to Revitalizing Syracuse and Onondaga County." The conversation on Twitter was also interesting to look at, as students as truly not the ones to

be tweeting about the city. Usually, it seems that majority of people talking about the city are those that already live here outside of SU, or are attempting to get the public interested in what Syracuse has to offer.

When on different types of media, topics vary. Radian6 has a tool that shows what specific words are used most commonly in a specific type of media that center on a word or phrase, like “downtown Syracuse”. In micromedia, like Twitter, @upstatenews, encouraging, ribbon, revitalizing, lots, committee, #syracuse, and renovated are a few terms that come up. On blogs, the words college, central, center, located, university, great, news, and city are commonly used in relation to downtown Syracuse. In mainstream news, the most common words associated are event, championships, university, 000, women, and world.

To see what websites are most central to the Syracuse area, I googled downtown Syracuse. The results wear the Downtown Syracuse website, armory square website, tourist websites, and many articles relating to the idea that the Syracuse area is attempting revitalization. The fact that these resources do come up is a good thing, and is a progressive step in the city’s attempt at growth. However, in terms of how frequently Syracuse is spoken about in social media, the numbers are extremely low. Not only are the numbers low, but also the public this campaign is trying to target, students, hardly converse about the topic. A goal of this campaign should be to get conversations started about Syracuse on social media sites.

Linkages

Linkages are any factors that have some kind of influence on the target brand. In this case, Syracuse is the brand, complete with many linkages. Below are some of the most important linkages to consider in this campaign.

The Government and Governmental Organizations: The Government, at federal, state, and local levels can be a huge enabler for the city, and the dependence the city has on all three is huge. Without the government, there is no means to create change or growth in the city.

Local Businesses and Organizations: A very important linkage in this campaign is the local businesses and organizations in downtown Syracuse. They will not only be reached out to when conducting research, but also during the campaign to foster relationships with the community. Local businesses and organizations could also help with funding if relationships are created throughout the campaign.

Residents: City residents are an important public to consider, because they are knowledgeable about the community, and may be hesitant or excited to see youth moving into the neighborhood. If residents react poorly to any initiatives or to the youth being more engaged in the downtown area, problems throughout the campaign could arise. On the other hand, residents could be helpful in understanding the positive qualities of the city better, and may be willing to help support the campaign's goals.

Syracuse University: The university and its officials are extremely important to have on board throughout this campaign, as cooperation from officials could result in excellent funding and collaboration opportunities. It is important to remember that Syracuse is a city that relies heavily on the university for economic support, and in this campaign we will highlight and try to increase that support. However, this campaign is meant to steer away from an academic view of the downtown area, so distance and space must be kept from the university in order to keep that value intact.

Surrounding Central New York Cities: It may be interesting to take a look at cities such as Buffalo and Rochester that lie close to Syracuse, in order to see what students there are engaging in, if anything at all. Comparing youth levels in those cities may be important to the campaign as well.

Cities similar in size: A fantastic way to gauge what we can do to attract students is to study other cities of similar sizes that attract more of a youthful population. Analyzing cities can help further tailor the campaign.

Syracuse University Students: All SU students are very important to this campaign, as they are defined as the target public. Without the students, Syracuse would have less likely of a chance at thriving to its full potential. With this campaign, the hope is that students will engage with the community, and find a place in the city that allows them to express their true passions.

SWOT Analysis

With the research constructed, it is easy to see the strengths, weaknesses, opportunities, and threats that could be constituted from the city of Syracuse. This analysis will briefly cover these components of the city to further the success of the campaign concept.

Strengths

- The city has support from city, state, and federal governments.
- The city has many initiatives, all targeted towards making the area a thriving community.
- Syracuse has many resources downtown that will allow students to both enjoy themselves, and find opportunities of interest.
- There are easy ways to get to the downtown area.

Weaknesses

- There is a stigma that exists with areas “off the hill”
- The city has low online media attention and is not a part of the social media conversation
- There are so many organizations downtown, it can be difficult for one in particular to make any substantial difference in the city.

- There are no resources students can use to find downtown opportunities and events that are both independent from the university and the Syracuse tourism base.

Opportunities

- Syracuse has a population of students at the University that are a resource waiting and willing to be tapped.
- The city has the power, accessibility and resources to get online and become a part of the conversation.
- The city will fund projects based on the success they bring to the area.
- The city and the campaign have opportunities to collaborate with other organizations in the area.

Threats

- If the city does not facilitate a way to start combating the stigma from the city, they will not be successful in garnering students.
- If social media is not utilized correctly, it could be detrimental to the city, and give students a bad impression of the city's functionality.
- Organizations could see a new initiative as a threat to the existing ones.
- If activities and hobbies aren't marketed in a way to entice students, they will not be interesting or engaging to students.

Planning & Implementation

Campaign Concept

Goals. The two main goals of this campaign are to raise awareness of Syracuse's resources amongst SU students, and to increase student engagement with Syracuse's resources downtown. The first goal is meant to get students acquainted with the idea of getting "off the hill", and to help them recognize that there are other opportunities to be had within the city. The second goal is meant to serve as a follow-up to the first, as students will be less likely to openly engage with resources downtown if not aware of such resources. The knowledge they have should make students more open-minded about heading downtown, and this campaign will facilitate them with opportunities to do so.

Theme. The campaign theme, "Find Your Inner Orange...Off the Hill" highlights many of the same ideas as Chancellor Nancy Cantor from Syracuse University's Scholarship in Action. However, the difference is that this campaign is not about academia—or at least it won't look like it.

This campaign comes from your peer, not your teacher. It engages students as individuals rather than students, and gives them the chance to explore without university ties. Stemming from the idea of “I bleed orange”, to find your inner orange is to find the thing that makes your heart beat, that you want to do for the rest of your life and feel passion for unconditionally. Imagine finding that inner orange, right off the hill, like it was under your nose the entire time. Overall, the theme is about finding yourself in a community that has the resources to help you do so in a smaller, possibly more dynamic environment than a big city, or at a small university.

Strategy. Given research results, it made the most sense to base the campaign on new media and the internet. Therefore, social media will be utilized to help increase awareness of the Syracuse resources downtown, while also facilitating engagement at the next step of the campaign. The consistency with social media will most likely be useful in helping students transition from just learning to actually engaging. Other strategies do include using traditional types of media highly ranked on the scale, and increasing the number of events centered on activities and opportunities in Syracuse. All of these strategies will help get students in a situation where they actually know what is going on in downtown Syracuse, and easily have the chance to explore their options. The following campaign has outlined specific ways to ensure that this process is successful.

Goal 1: Raise awareness of Syracuse's resources for SU students of all majors

Objective 1: Increase online presence of Syracuse's resources by 15% over a period of six months.

Strategy: Create digital online elements that will thrive on the internet

Tactics →

1. Create and launch a resource website for SU students

The resource website, which will be run independently from Syracuse University, will be called "Your Main Squeeze: Find Your Inner Orange...Off the Hill". The Main Squeeze title plays off of the essence of Syracuse, while focusing on finding where each individual fits in downtown. The website will function as an all-encompassing online resource center for undergraduate Syracuse University students. Students will be able to search the website by academic interest (i.e. social sciences, natural sciences, communications, business) and find job or internship opportunities, extracurricular activities, volunteer opportunities, etc. that are available downtown. The website will be the major launch of the campaign, and all efforts will center around ensuring it's success and survival at the campaign's end.

2. Create online social media platform for Your Main Squeeze

The online social media platform for Your Main Squeeze will be the perfect way to launch a holistic campaign.

- a. The website should have a Twitter handle @YourSqueeze. Using tools like radian6 and other Twitter search engines, @YourSqueeze should

follow Syracuse students and tweet tips and resources at them—whether it be about a cool new restaurant downtown or a local internship, the tweet tips will give students another way to find out about Your Main Squeeze.

- b. A Facebook page should be created for Your Main Squeeze, and should act similarly to the twitter account. There may be a chance for the Facebook page to be used as a hub of information for the entire social media platform. The page should still engage students, and controllers of the page should be responsible for finding other pages like it to add to their favorites. The Facebook page could be used as a spring to launch other new campaigns created by Your Main Squeeze.
- c. A Blog will be created for Your Main Squeeze, and details of said blog can be found below in Goal 2, Objective 1.
- d. A YouTube page will be created in order to display videos of downtown, in an engaging way that students will enjoy. They will be distributed amongst multiple social media platforms, and on the Main Squeeze website itself.
- e. A Flickr account will be created where both students and Main Squeeze staff will be able to upload pictures of the downtown area. This is another medium that could be used in a competition-type form for future campaigns.
- f. A Foursquare badge will be made particularly for Main Squeeze certified locations in downtown Syracuse. Again, future competitions

will help spur engagement on Foursquare for students. A list of Main Squeeze certified locations will be able to be found on the Main Squeeze website.

Objective 2: Increase media coverage of YourMainSqueeze, and Syracuse resources by 15% over a period of six months.

Strategy: Create newsworthy stories, materials, and events that will attract media attention from specific publics

Tactics→

1. Create traditional and digital press release for the website's launch

In order to launch the website to the media, we must issue both traditional and digital press releases. The press release should be clear and concise, and sent out to all media hat we have specified as important to our publics. The digital release should have links to the new social media platform.

2. Create media lists of potential contacts for Syracuse area to publicize campaign

Given the information obtained from media research on the targeted publics, it is important to create lists of publications—both digital and traditional—to target with our press releases. This is a good way to create relationships with these media, to ensure a connection for future stories that may need to be written.

Objective #3: Increase knowledge of YourMainSqueeze in Syracuse community by 10 organizations over 6 months.

Strategy: Create an outreach plan for YourMainSqueeze

Tactics→

1. Hold presentations at community meetings describing the mission and vision of YourMainSqueeze

There are many organizations in Syracuse that would be more than interested in YourMainSqueeze. However, if they are not reached out to, they could potentially see YourMainSqueeze as a threat to their organizations. The main purpose of this tactic is to establish a connection with the community, and to do so by hosting presentations at community meetings.

2. Research and attend planning and development meetings for the city of Syracuse

To show interest and intent to be part of the planning and development community of Syracuse, it is very important to have YourMainSqueeze represented at those type of events. YourMainSqueeze wants to be considered as an organization that has a voice within the community, and attending these events will help get the organization a stake in doing so.

3. Work to establish relationships between organizations with similar missions

In order to garner student interest, and establish a support system for the website, and potentially form partners for funding, relationships must be built with organizations with similar missions. The first step to this should be reaching out in the ways above, maintaining those connections, and inviting organizations to events.

Goal 2: Increase student engagement with resources available downtown.

Objective #1: Raise engagement on campus by gaining student attendance to YourMainSqueeze hosted events by 40% over two school years.

Strategy: Host engaging events that allow students the chance to understand what's happening downtown.

Tactics →

1. Hire on-campus brand ambassadors for Your Main Squeeze

On-campus brand ambassadors, known as "Squeeze Staff" on campus, will support your Main Squeeze. The twist of Squeeze Staff is that the ambassadors will not be adults, but they will be undergraduate student interns. Having peers as a resource inside and outside of class will be beneficial to YourMainSqueeze, as student brand ambassadors will be able to connect with students easily, while also becoming knowledgeable about the resources available to them in the Syracuse community. Ideally, there would be xx brand ambassadors, one for each interest sector described previously. Brand ambassadors would be responsible for keeping blogs on which they document downtown activities they partake in, as well as setting up informational sessions with students, assisting in all events hosted by YourMainSqueeze, monthly brainstorm sessions at YourMainSqueeze, and any other tasks assigned to them.

2. Create a Quad launch event for YourMainSqueeze website

In order to ensure the website's success and media coverage, we will launch the website with a "Find Your Squeeze" event, hosted by Squeeze Staff in the fall. The event will be set up as a fair, where local vendors featured on the website will be represented at tables and booths. Students will be able to sample free drinks and food from local businesses, but also be able to explore opportunities available to them in the community. It will be a chance for students to see what's out there, while still having fun.

3. Host Squeeze Staff trips to downtown areas

To promote downtown exploration, Squeeze Staff will host trips downtown using the Connective Corridor to go on various excursions that include deals, tips, and the "inside" on unknown fun facts about the city. Deals will be the initial incentive for students to engage in the downtown trips, with the hope that eventually deals will be a perk, but not the main reason for students to travel downtown.

4. Host Downtown Main Squeeze event

Similar to the Quad launch event for Main Squeeze, there will be a spring event hosted downtown to continue involving students in downtown activities. The goal of this first year event would be to create an annual downtown event every year to welcome the spring, with the theme alternating each year. The first year's theme could be a culture carnival, where students would have the chance to go downtown to try new foods, take free cooking classes, participate in all-day dance lessons and music lessons, and participate with activities brought from all different cultures in

Syracuse. There may be specific details changed, in terms of the set-up and events to be held throughout the day, but the overall theme and structure will be the same.

Objective #2 : Increase student engagement in online activities by 40% over two school years

Strategy: Use online tools students engage with constantly in order to garner their attention towards Syracuse online activities.

Tactics:

1. Execute Twitter Campaign engaging students

Using Twitter, students will be able to use a hashtag #CuseSqueeze to talk about the city—what they love, what they wish they knew, and even what they hate. Even negative comments will help Main Squeeze compile research on what the city lacks from a student perspective. The point is not to hear positive things about the city, it is to hear students talk about the city at all. Students who do post negative comments may even look at the rest of the positive hashtagged comments and be motivated to explore the city. Main Squeeze will also be live tweeting back to other twitter handles, to encourage conversation. This is the first step in a larger scheme of changing the views of downtown Syracuse.

2. Create video contest for students

Students will now have the chance to create a music video that features what they love about Syracuse. Given the fact that students are very interested in listening to music, they are intrigued in creating online

content, and many own video cameras, this will be a perfect way to engage their public. Videos can be funny or serious, and be any type of music genre—from rap to country. The whole idea is to get students excited about the city, and to help them explore creative ways to find its best qualities. Hopefully, if videos are done by students, and seem to be funny or engaging, other students will find them interesting to watch as well, also engaging them with the community. Student's peers will have the chance to vote for the videos—involving the critic population—and the final winner will have their music video debuted live on the screen during halftime at the first SU basketball game of the season. The contest will be campaigned around campus, hopefully helping students engage in the community or highlight their engagement to others.

3. Create an artistic online space for students

Students will get the chance to submit pictures from around the Syracuse area that can be digitally submitted to MyMainSqueeze.com.

MyMainSqueeze will add the pictures to their flickr account, and at the end of six months, the compilation of pictures cataloged will be printed to be showcased in the Shaffer art gallery for students to see. Students may also create pieces of art or sculpture to represent a significant aspect of the city, and take photos of the works for the flickr account. The physical artworks will be displayed in Shaffer, as well.

4. Create smartphone application promoting downtown Syracuse

Many students at Syracuse University carry smartphones in their back pockets. What better way to engage them but devise an iPhone application with a virtual map of downtown Syracuse? Main Squeeze's CuseLink Map will allow students to scroll through the city and locate resources they're interested in as they would be found on the map. Once they pick a destination, much like Foursquare, the program will automatically show other places to eat, drink, and explore around the area of choice. The program will also be connected to foursquare, so that students can check-in to their favorite downtown places. Once checked in enough times to one location, a student can receive the Main Squeeze Badge, and be able to use the badge to pick from a list of prizes on the Main Squeeze website at that time (i.e. free drink with lunch at Blue Tusk, free Syracuse Stage ticket, etc.)

Campaign Messages

Goal 1, Objective 1: Increase online presence of Syracuse's resources by 15% over a period of six months.

Messages:

- Downtown Syracuse is a lively area with many opportunities for fun, personal growth, and resume building opportunities.
- There are many cultural activities to engage with in downtown Syracuse.

- www.YourMainSqueeze.com is a place to access a variety of opportunities waiting for me downtown.
- YourMainSqueeze allows me to find out information about what I'm really interested in, with no strings attached.
- I can find out about all kinds of events and activities relating my needs on YourMainSqueeze.
- I should tell my friends about this new website, and get them involved.
- YourMainSqueeze is not just a website, but a resource that can connect me with interesting things to do when I'm bored of the everyday stuff.
- YourMainSqueeze can be found on multiple social media websites, and if I follow/like them, I'll have access to all sorts of information, prizes, and deals.

Goal 1, Objective 2: Increase media coverage of the resources by 15% over a period of six months.

Messages:

- YourMainSqueeze is a new, unique website that will allow for students to engage with their communities
- Students have a new chance to discover downtown, without relating back to Scholarship in Action
- There are many engaging activities to be involved with downtown, and students should be more aware of them.

- Students should be using the downtown area to further their academic, and professional success—through internships, volunteer work, etc.
- There will be an ongoing campaign promoting the city of Syracuse, encouraging students to enjoy the environment they're surrounded by.

Goal 2, Objective 1: Raise engagement on campus by students attending 2 or more community-related events.

Messages:

- There are other students I can connect with that can give me more information about what there is to do downtown, and that will be willing to take trips with me to the downtown area to show me around.
- My friends and I could have a lot of fun when attending the on-campus event this fall, and it may be a great way to find out about ways to get involved in the community.
- There are opportunities to go downtown for free, and receive all kinds of deals and benefits for heading downtown with Squeeze Staff.
- My thoughts on the city might change once I explore the opportunities that area available to me.

- Going downtown will give me something to do on the weekends when it's nice out.
- There's easy ways to get downtown that take less than 15 minutes, and are free.
- I have four years at Syracuse University, why not get involved in the local scene and explore.

Goal 1, Objective #3: Increase knowledge of YourMainSqueeze in Syracuse community by 10 organizations over 6 months.

Messages:

- Students will be presented with a new opportunity to engage in the media
- My organization can be a supporter and large constituent in the website's success
- YourMainSqueeze is looking for collaboration and help from their local peers
- The connection between my organization and YourMainSqueeze is very important to YourMainSqueeze's staff
- Being part of the YourMainSqueeze website could help by business, as well.
- YourMainSqueeze is not a competitor, it is an ally.

Goal 2, Objective 2: Increase student engagement in online activities by 40% over two school years

Messages:

- There are many ways to get involved with the city of Syracuse online.

- The videos posted from the campaign are funny, interesting to watch, and have taught me something about downtown.
- I enjoy voting for videos to win this year's big prize.
- I can use Twitter as a way to interact with MyMainSqueeze, and give them feedback on how I feel about the city.
- Checking into foursquare when I'm downtown is a great way to earn rewards from MyMainSqueeze.
- Engaging with these online resources has allowed me to see the fun opportunities available downtown, and I'd love to go check them out sometime.
- I should use these online resources to find out more about the city, and about how my peers are reacting to the city throughout my time at Syracuse.

Campaign Timeline

The campaign timeline will last for two years. Although this campaign's span will be set for two years, the hope is that in the future, the campaign will be added onto, and continuously upheld. This launch is just a small portion of what could be accomplished with the website.

The first three objectives would take place over the first six months, starting in January. The website will be created as a beta site, and be tested for real-time use by students. As the website is being created, the social media platform will be created in tandem, to set up accounts and get the entire campaign on a kick start. After five months, the website should be perfected, and social media sites should be set up. In the third month, presentations should start to occur and continue throughout the summer and beginning of fall. It will be best to launch the site to organizations in the area before it is launched to students. With advice and feedback given in time for the semester's start, the website will be ready to be shown to students upon their arrival to campus.

The first objective of goal 2 will be implemented in the fall, preferably October before the weather gets too cold. Squeeze Staff Downtown events will happen throughout the course of both the fall and spring semesters, after the opening launch in October. When the Spring rolls around, the second event will be held, and feedback from all the years' events will be analyzed. In the second year, the specific contests will be launched, with the video contest being done in the fall in time for the first basketball game. Throughout the second year, the events will be

held again, and hopefully run smoother and more effectively than the first. At the two-year's end, it will be time to measure how YourMainSqueeze succeeded.

Campaign Evaluation

Goal 1, Objective 1: Increase online presence of Syracuse's resources by 15% over a period of six months.

This objective will be measured mainly through Radian6 and Google Analytics. With both websites, statistics on what students are saying about both YourMainSqueeze and the city of Syracuse. Google analytics will track the success of the website's use itself, and will show exactly who is visiting the site, how long they stay on the site for, where they were directed from, etc. Using both these tools, in addition to other social media tracker sites such as Twitalyzer, will help us evaluate the overall objective's success.

Goal 1, Objective 2: Increase media coverage of the resources by 15% over a period of six months.

This objective will be measured through traditional media tracking ,including collecting media clippings, analyzing the media impressions made from the articles, and another online communications audit. These will help to see how the "buzz" of Syracuse and YourMainSqueeze change over time.

Goal 1, Objective 3: Increase knowledge of YourMainSqueeze in Syracuse community by 10 organizations over 6 months.

The knowledge and perception of YourMainSqueeze in Syracuse can be measured through feedback forms from each presentation that is held, and through analyzing the number of relationships that have been formed

and maintained over the two years of the campaign. This objective will most likely be the easiest to track.

Goal 2, Objective 1: Raise engagement on campus by gaining student attendance to YourMainSqueeze hosted events by 40% over two school years.

Event attendance will be measured through the number of attendees at each event. Attendees will need to check-in at each event, having multiple areas and times to do so throughout the event. With these check ins, we will also ask for their class year, major, and e-mail address to see what types of students are attending the events most often. Having student e-mail addresses may help us to survey the students about events via e-mail. Survey cards will also be given to students upon leaving each event for them to fill out before their departure. This will help gauge student reaction, and help with identifying problem areas with events.

Goal 2, Objective 2: Increase student engagement in online activities by 40% over two school years

This objective will use similar evaluation tactics as goal 1, objective 1's. Using those online devices will allow us to see the traffic each online activity is sustaining, and how often they are being talked about on the web. Another indicator of how many students are involved will also just be submissions, hashtag responses, foursquare application downloads and check-ins, etc. Social media makes media monitoring very simple, and that is part of the reason it was utilized in this campaign.

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