
The Store



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JOU 4371 | DR. ELIZABETH BATES

Cover letter

Dear Lauren,

College food insecurity is an important issue at Baylor University, as it is on many college campuses across the country. The cost of higher education has risen significantly in recent years, and many students struggle to afford basic necessities like food. Research has shown that college food insecurity can have serious consequences on student health and academic performance, and contributes to financial instability in addition to social and emotional challenges. As a university committed to academic excellence and student well-being, it is essential that Baylor receives the necessary help and steps in order to address college food insecurity and ensure that all students have access to the food they need to thrive. Our campaign plan helps extend that conversation to the Baylor and Waco communities and helps provide a uniform campaign front The Store can utilize to continue their important work of combating food insecurity here at Baylor and beyond.

Sincerely,

Lexi Masarweh, KJ Burkley, Lakesyn Melia and Kate Nelson

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Executive Summary

The Store at Baylor University is an on-campus food pantry with the mission to combat food insecurity among college students in Waco, Texas. The main problem that The Store faces is the lack of exposure and knowledge of food insecurity within the Waco community. Students are not aware of how common the issue at hand is even in a private school setting and how important the work the Store is doing is. In order to resolve this problem, our campaign will focus on educating students, staff and members of the Waco community by explaining what food insecurity may look like and how it negatively impacts students and their education, then encourage those communities to get involved with The Store to combat food insecurity.

The primary target audience for The Store is students at Baylor University, and the secondary target audience is members of the Waco community. With students in mind, the target ages are 18-22. Members of the Waco community ages vary however, as their help and education are adults ranging from 30-65. The primary target audience makes up a large percentage of residents in Waco with 20,000 students attending Baylor University. The members of this population all experience moving away from home and the newfound responsibility of making their own meals and feeding themselves when they may not have before. In order to educate our target audiences, we will need to increase awareness of The Store by posting regularly on social media, highlighting situations that may result from food insecurity and providing informational sessions prior to students' arrival on campus.

Background

HISTORY AND MISSION

HISTORY

The Store first opened on Baylor's campus in December 2017. It is the only on-campus food pantry at Baylor, located in the basement of Sid Richardson building. A graduate student studying student hunger worked with an associate professor in educational leadership to develop the research that led to the creation of The Store. Their research was first used through their organization of free farmers markets on campus, which now occur once a semester and are sponsored by The Store. In the past six years, The Store has increased monthly student visits to average around 400. The focus continues to be on making sure the student body understands what food insecurity is and how The Store can help (The Store).

MISSION

The Store's mission is to end food insecurity at Baylor University, providing students with what they need to succeed. They believe Baylor students should not have to choose between a textbook or a meal, and are collaborating with Baylor and the Waco community to ensure that students do not struggle with food insecurity or hunger (The Store).

Research

THE STORE'S PUBLICS

The Store's publics consist of many audiences in which they have direct relationships. The following publics must be communicated consistently and coherently to ensure best relationship practices and increase in brand awareness include (listed in order of importance):

Baylor Students (subgroups: on campus and off campus residents, undergraduate and graduate)

University faculty, staff, and administration

Baylor alumni and parents of students

McLennan County Hunger Coalition

MCC's Paulanne's Pantry

Local churches near campus; families of the Waco community



Research

THE STORE'S PUBLICS

The Store has more publics that reach beyond students that are crucial for their brand and their mission. According to staff, The Store has steady relationships with Baylor administration, as well as ties in the Waco community through local churches, the McLennan County Hunger Coalition, and MCC's Paulanne's Pantry.

IMPORTANCE OF BAYLOR PUBLICS

Communication through this campaign with faculty and staff is important for The Store to make sure there is fair representation of student food insecurity issues when discussing ongoing university policies and budget allocation. In addition, case study research has shown that students who deal with food insecurities express that university administration can produce changes to address food insecurity issues in meal plans, addressing basic needs, and providing education of life skills such as food planning and cooking preparation (Watson et al., 2017). Primary research such as focus groups and personal interviews can be conducted to reveal if students feel the same way about administration at Baylor. Providing personal testimonies to administration can create and impact discussions on how The Store can utilize their resource channels to influence more change and conversation in policy making.

Research

THE STORE'S PUBLICS

IMPORTANCE OF WACO PUBLICS

Communication through this campaign with The Store's publics outside of Baylor (the local organizations, the Waco community, Baylor alumni/parents) is important not only for brand awareness and donations and initiative campaigns, but to begin breaking down the stigma of the conversation about food insecurity on private college campuses. As many Baylor students, faculty, and Wacoans know, the social barrier known as the 'Baylor Bubble' tends to strain student involvement in the local community and vice versa. This creates a serious problem when trying to bridge the gap between communication and food insecurity, which leads to educating the Waco community about the existence of food insecurity on Baylor's campus and the importance of its addressment. In fact, scholars of food insecurity believe that "people tend to underestimate, rather than undervalue, the relationship between food insecurity and communication" (Shradley et al., 2020, p.176).

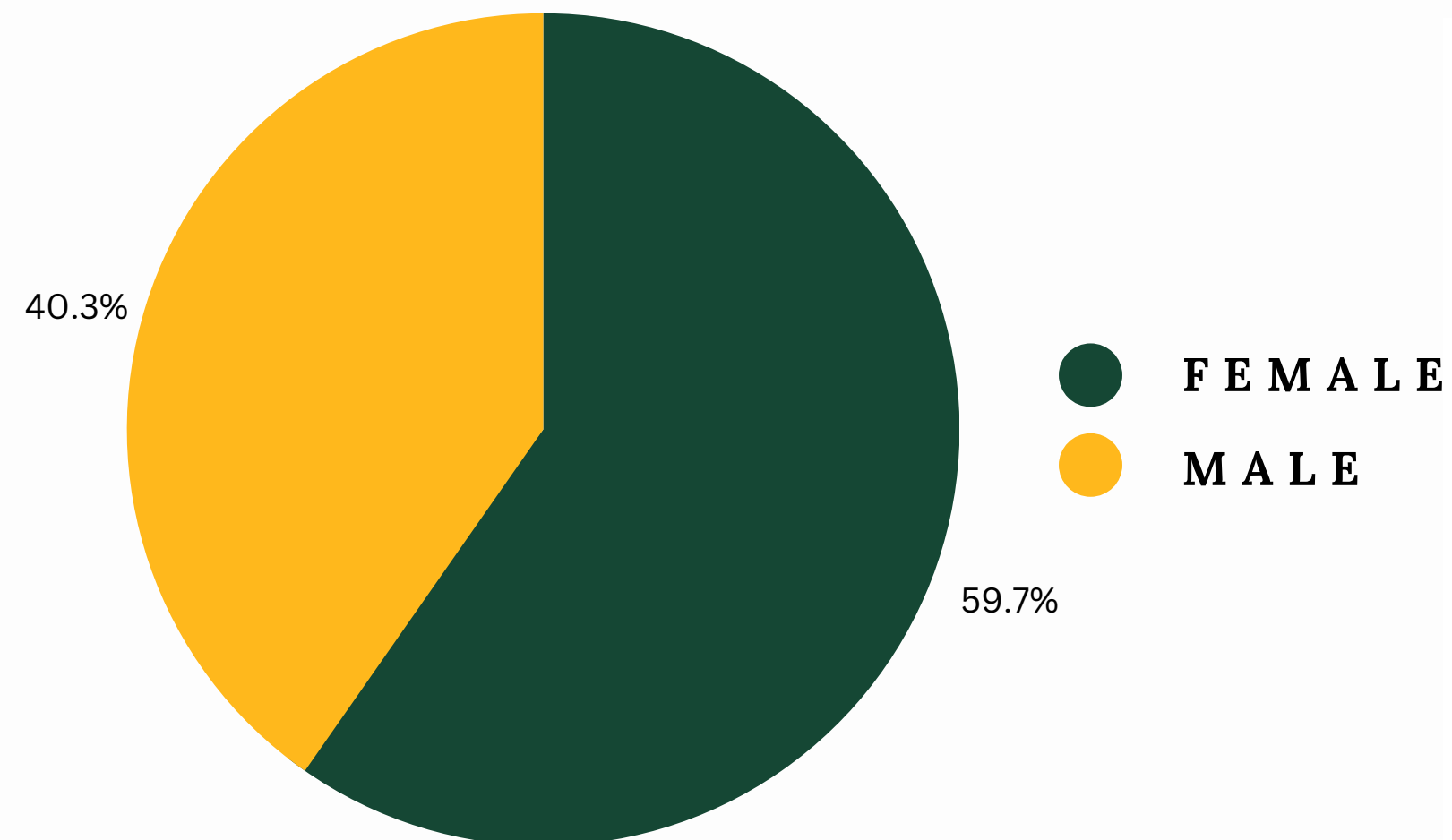
Communication efforts that have proven effective when combating food insecurity include storytelling, community organizations (such as student organizations) and local media (LeGreco et. al, 2021). The communication aspect of food insecurity becomes a significant part of the solution to ending food insecurity if addressed correctly with the Waco community, who has the power to provide in critical ways.

Research

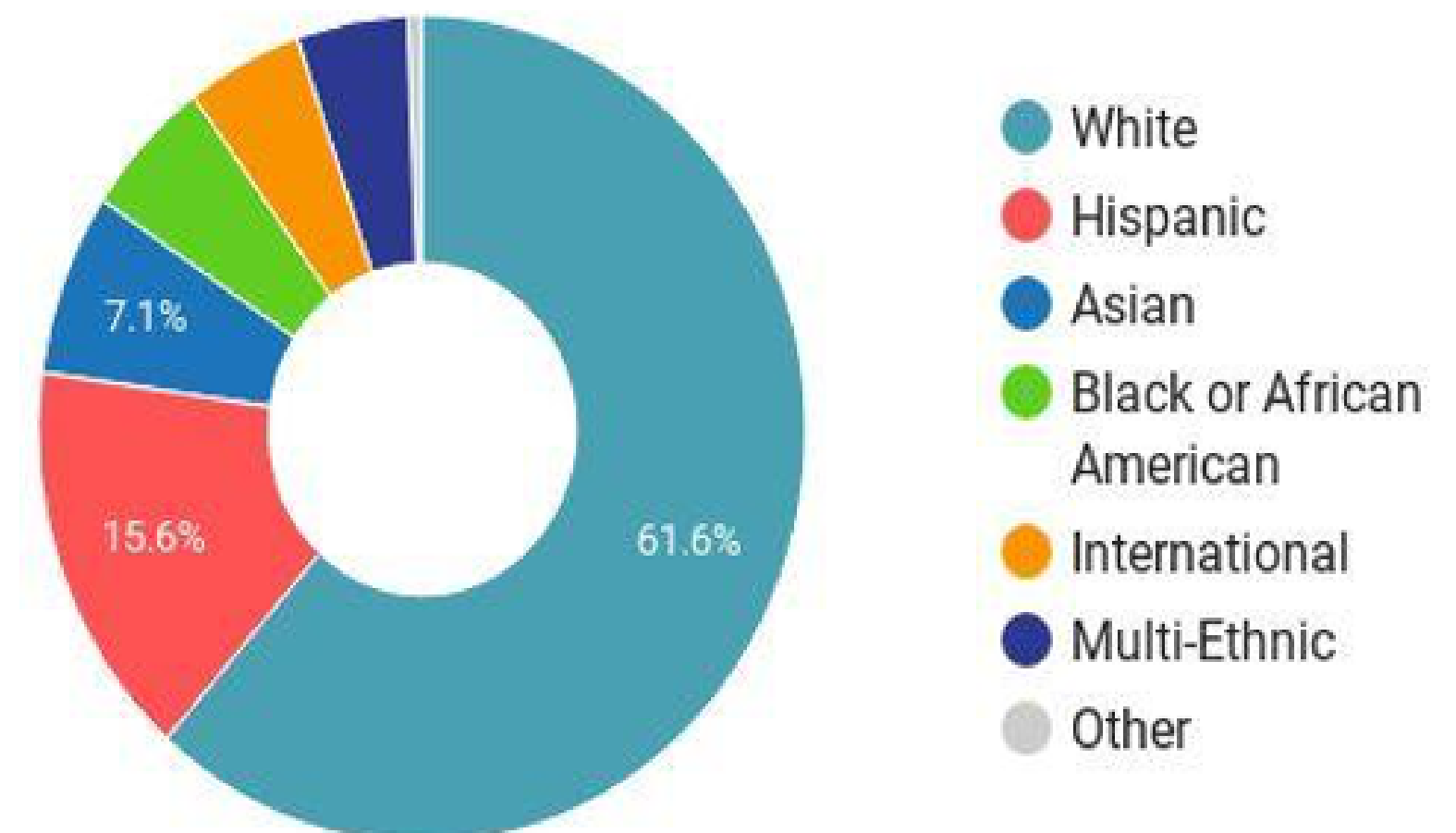
BAYLOR PUBLICS

DEMOGRAPHICS OF STUDENTS

BAYLOR MALE/FEMALE RATIO



RACIAL-ETHNIC DEMOGRAPHICS OF BAYLOR FULL-TIME UNDERGRADUATES



Source: collegefactual.com

Research

WACO PUBLICS

MCLENNAN COUNTY HUNGER COALITION

Mission statement: At MCHC, we aim to break down the silos within the helping profession and form one united front against hunger in McLennan County.

Coalition is led by co-chairs Hermann Piera and Jonathan Grant (Grant is a Baylor graduate). Khrisitan Howard, who is Waco Regional Manager of SATT and the action team leader, would be the opinion person communication efforts must be centered around.

Currently has a SNAP strategy Action Team (SSAT) with Baylor Collaborative on Hunger and Poverty.

Self-interests: Through the Baylor Collaborative on Hunger and Poverty, the MCHC is able to address the hunger needs of Baylor students and continue to share their name on campus and throughout the Waco community. In addition, Baylor students who continue to stay in Waco after graduation may continue to utilize MCHC as a resource for themselves and may be obliged to work with the MCHC.

Research

WACO PUBLICS

MCC'S PAULANNE'S PANTRY

Founded in 2012 as a response to students seeking hunger assistance as directed by the Student Success Center.

Renamed Paulanne's Pantry following an endowed gift of \$300,000 from the estate of Paulanne Hoover, a Waco resident that died in 1994; \$50,000 went to fund the food pantry/

Serves 850-900 households in the McLennan County area (Waco Roundtable, 2018).

Contact person: Kim Patterson, Executive Director MCC Foundation & Institutional Advancement MCC Foundation (kpatterson@mclennan.edu). Kim would serve as the best opinion leader for this public.

Self-interests: Paulanne's Pantry is well known with MCC students and serves a smaller population of students in the McLennan County area. However, connecting with Baylor's The Store allows for the pantry to utilize creative communication ideas to continue their outreach to MCC students. The pantry can also develop a meaningful relationship with the Store and rely on their support when trying new PR initiatives.

Research

RESEARCH CONCLUSION & PROPOSAL

The outside publics such as McLennan County Hunger Coalition (MCHC), MCC's Paulanne's Pantry and local churches may help increase awareness and provide support to The Store and Baylor students. MCC's Paulanne's Pantry and The Store can develop a tight-knit relationship where they rely on each other when needing support, new PR campaign ideas and resources. MCHC and the Baylor Collaborative on Hunger and Poverty can collaborate and work as a team to help end food insecurity on campus. MCHC may speak on campus to students who are struggling and can provide solutions and support for after graduation. Since 90% of Baylor students receive financial aid and with nearly 86% percent receiving merit scholarships, these are important percentages to look into how many of those students are in need of food. Networking outside of the Baylor community may strongly help the Store to tackle food insecurity by gaining other opinions, recommendations and receiving helpful resources.

A survey may be sent to all freshmen asking if they know of the Store, if they use it and if not then why, what would make them more comfortable using it, if they know of anyone using it and what specific food products do they need. Another survey may be sent to students who live off-campus asking similar questions. Additional questions may include if it is difficult to find transportation to go to the Store and how can the Store accommodate them since they are off-campus. The purpose of this proposed research is to collect data, to adjust methods to further accommodate students by making them feel more comfortable utilizing the Store and to spread awareness.

SWOT analysis

Strengths

- Strong relationship between The Store's staff and students who use The Store.
- The Store has relationships with the Baylor administration and organizations in the Waco community, such as the McLennan County Hunger Coalition and MCC's Paulanne's Pantry.

Weaknesses

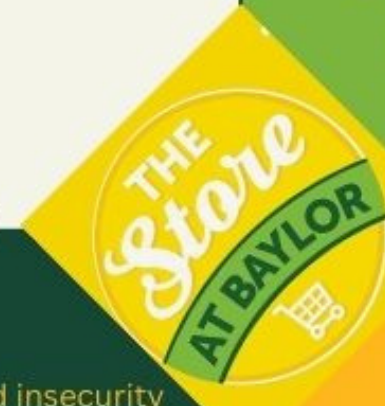
- The Baylor administration, students and the greater community have little to no understanding or knowledge that Baylor students who struggle with food insecurity.
- Students who use The Store often feel embarrassed when discussing their experiences.
- Most advertising for The Store is done through word-of-mouth, with no marketing or PR campaign.

Opportunities

- Opportunity to educate the community about food insecurity and its impact on students. This can be done through data collection and testimonials.
- Room for relationship development between The Store, Baylor students and administration and the Waco community.
- The Store can partner with the Baylor administration to develop new ways of addressing food insecurity on campus, like meal plans, basic needs and education on meal preparation.
- Using education to break down the stigma surrounding food insecurity.
- Implementation of different forms of media to spread information. Options include social media, student publications, news outlets, emails and posters and infographics on campus.

Threats

- Apathy or disbelief from Baylor students, administration, and members of the Waco community that students struggle with food insecurity.
- Stigma surrounding food insecurity and students' fear of discussing their experiences with food insecurity.
- Lack of knowledge about food insecurity and its impact on a student's well-being.

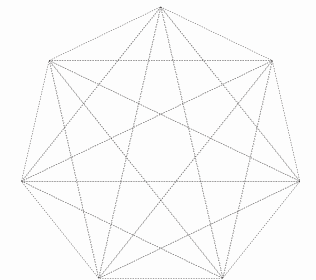


Situational analysis

Based on prior research, we have been able to compare the Store on Baylor's campus to food pantries on college campuses across the nation. The University of Arkansas' food assistance program was launched three years before The Store, and they serve double the number of students a month than the Store currently does.



After analyzing their social media strategies, we learned the importance of increasing overall awareness and understanding of food insecurity on campus and how it impacts students' willingness to talk about it. Although the University of Arkansas has a much larger student population than Baylor, its model can significantly help us expand our program to all students.



The Store's social media presence is present, but lacks a unified and timely approach of promoting events and their brand. By presenting a unified approach on all social media platforms that focuses on programmed messaging, The Store will capitalize on increasing awareness of their brand and easily communicate the purpose of providing critical resources for Baylor students, as well as encouraging more open, campuswide conversation about college food insecurity.



Core problem

After conducting secondary research and analyzing our client's situation, the core problem The Store faces is a lack of knowledge of food insecurity and a small sample of interaction from the Baylor student body population due to a lack of consistent mass communication messaging and campaigns that should reach The Store's intended publics. If left unresolved, The Store continues to face the difficulty of making sure students who are suffering from food and basic need insecurities get the help they need to have a successful academic career at Baylor.

Goal

Our goal is to help raise awareness of The Store's mission to combat food insecurity and break down the stigma through social media campaigns and email campaign promoting educational tactics.

Objectives

DONATIONS

IN REGARDS TO BAYLOR PROFESSORS, STAFF AND ALUMNI, OUR MAIN OBJECTIVE IS TO INCREASE DONATIONS WITHIN THIS PUBLIC BY AT LEAST 3%.

SURVEY

OUR MAIN OBJECTIVE IS TO HAVE BAYLOR STUDENTS PARTICIPATE IN A SURVEY SHARING ABOUT THEIR KNOWLEDGE OF FOOD INSECURITY NATIONALLY AND LOCALLY. THIS SURVEY WOULD GIVE US FEEDBACK ON THE NUMBER OF STUDENTS AWARE OF THE STORE'S PRESENCE ON CAMPUS AND MEASURE BAYLOR STUDENTS' PERCEPTION.

VOLUNTEERING

OUR MAIN OBJECTIVE FOR THE WACO COMMUNITY IS TO EXPAND THE VOLUNTEER PROGRAM TO HELP GROW THE PROGRAM AND OUTSIDE SOURCES' PARTICIPATION.

Messages

MESSAGES FOR BAYLOR PUBLICS

PRIMARY MESSAGE

The Store provides critical necessities for the Baylor student body population, and it starts with connecting Baylor students, families, faculty and alumni to the conversation of food insecurity and utilizing campus resources.

SECONDARY MESSAGE

Education is crucial to breaking down the stigma of food insecurity, especially considering the position of comfortable financial security Baylor presents at face value. Food insecurity is not an abnormal experience for college students, including Baylor students.

Messages

MESSAGES FOR WACO PUBLICS

PRIMARY MESSAGE

Food insecurity is prevalent on college campuses including Baylor. It is important to help students in need and are struggling to make basic daily food requirements, especially college students who are typically vulnerable to food insecurity.

SECONDARY MESSAGE

To raise awareness about food insecurity, further relationships between the Waco community and The Store, provide updates and resources about involvement on and off campus, and receive donations to further help The Store and Baylor students.

Strategies

STRATEGY ONE

Raise awareness and increase the visibility of The Store by providing information about food insecurity and store tangibles during the first few weeks that freshmen and first years are on campus.

STRATEGY TWO

Provide primary and secondary research to Baylor students about why food insecurity should be a critical conversation to have and plan for with food insecurity experts (The Store) for a student's time in college.

Tactics

EMAIL CAMPAIGN STRATEGY

1. Send out a mass email, which will include education about food insecurity at Baylor, and asking for donations whether for food and/or money to help the Store.
2. Set up tracking to see how many people clicked and opened the email, which will help for future email campaigns and to know when to send the next future email out.
3. Create a template to match and make it look cohesive to the Store's brand.
4. Include useful articles with hyperlinks for where you can donate and for education about food insecurity.
5. Send out an email survey asking how the Store can further help students that are food insecure and for future recommendations.

THE STORE



WHAT IS FOOD INSECURITY?

It is a socio-economic condition that leads to hunger. It is when a person or family does not have enough consistent access to enough food to stay healthy and reach their potential.

WHAT IS THE STORE?

The Store is located on campus to help ease every student into a healthy diet while attending Baylor and to break the stigma against food insecurity.



WHY DONATE?

All donations will go to the Store to provide for food insecure students. This will help students get the essential daily nutritional requirements.

Budget

The budget utilizing each tactic will range from \$120-\$550. This mainly is included for printing color brochures and flyers. Since The Store is a campus organization, they will be able to utilize the Baylor Copy Center for print jobs. Printing large quantities of brochures will result in a significant discount as well.

B U D G E T		2 0 2 3 - 2 0 2 4
I N F O G R A P H I C		\$ 1 5 0 - \$ 5 0 0
E M A I L M A R K E T I N G C A M P A I G N		\$ 0
S O C I A L M E D I A P O S T S		\$ 0
W E E K L Y F L Y E R S (A S N E E D E D)		\$ 2 0 - 5 0
T O T A L		\$ 1 2 0 - \$ 5 5 0

Timeline

In order to implement our tactics successfully, we organized a detailed timeline through a social media calendar. A more detailed inclusion of dates and a calendar can be found in the appendix.

SEPTEMBER 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					¹ Pre-Labor Day weekend announcement that The Store will be open	²
3	4	⁵ Reel: Day in the Life of a student using The Store	6	7	8	9
10	11	¹² Baylor specific statistics about The Store	13	14	15	16
17	18	¹⁹ Student Testimonial	20	21	22	23
24	25	²⁶ Graphic explaining ways to donate	27	28	29	30

Evaluation

Measuring donations and volunteering objectives: Tracking opened emails and responses through Outlook will be gauge if the email campaign is effectively reaching target publics in the Waco area. Volunteering To measure the objectives of community outreach regarding donations and volunteering, that will be personally measured through increased contact and conversation through email with The Store's team.

Measuring survey objective: Based on previous survey intake numbers, **183 completed surveys** have been recorded in the months of January and February 2023 (83 and 98 respectively). To measure our objective relating to intake, we want to increase the number of survey intakes produced this Spring semester by 3% based on the total number of the 2021 student body population (19,297). That is **965 students** for the 2023-2024 academic calendar year, or **782 more students.**

Appendix



TACTIC DESIGNS AND REFERENCES

Tactic Designs

EMAIL CAMPAIGN



THE STORE

THIS WEEK'S MAIN EVENT

New Student Orientation is in high gear with welcome week this week! Come find our table at all of the orientation events around campus, and connect with us online and in person!





FEEL LIKE DONATING?

The Store is always looking for partnerships with Baylor organizations and local businesses! Click [here](#) to meet and connect with our wonderful staff. Donations of any size are greatly appreciated.

SIGN UP FOR THIS YEAR'S FREE FARMER'S MARKET!

Once again, Baylor University will be delivering free veggies and fruits come the spring semester. Click [here](#) to fill out this form to sign up for our annual, free farmer's market!



THE STORE



The Store helps Baylor students who are food insecure by providing accessible on campus food items. At Baylor, it is estimated at least 2,150 students are experiencing some form of food insecurity.

HOW TO HELP

To combat food insecurity, we need to fight together to put an end to it. Donations are highly appreciated and will go toward helping students meet their food needs.

[CLICK HERE TO DONATE](#)



This campaign is designed to raise awareness and connect the Waco community and Baylor students regarding food insecurity. In this email campaign, it includes data, student testimonials, facts about food insecurity, the importance of donations and how it helps food insecure students.

Tactic Designs

S O C I A L M E D I A C A L E N D A R

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 Pre-Labor Day weekend announcement that The Store will be open	2
3	4	5 Reel: Day in the Life of a student using The Store	6	7	8	9
10	11	12 Baylor specific statistics about The Store	13	14	15	16
17	18	19 Student Testimonial	20	21	22	23
24	25	26 Graphic explaining ways to donate	27	28	29	30

Following a similar format throughout the Fall and Spring semester, the social media event calendar provides a template staff members utilize to help with post planning and posting cohesively on their social media platforms. The example month provided (September) indicates a timeline in which the staff can post about creative content.

S O C I A L M E D I A C A L E N D A R

Aug. 15: Infographic explaining The Store's mission

Aug. 21: First day of class — welcome back post

Aug. 24: Infographic explaining how to use The Store

Aug. 29: Facts about food insecurity

Sept. 1: Pre-Labor Day weekend announcement that The Store will be open

Sept. 5: Reel: Day in the Life of a student using the Store

Sept. 12 : Baylor specific statistics about The Store (i.e. number of students struggling with food insecurity, number of students who use The Store)

Sept. 19: Testimonial

Sept. 26: Graphic explaining ways to donate to The Store

Oct. 3: Reel: How to use The Store (where it is, intake survey, what The Store offers)

Oct. 12: Reminder that The Store is open over Fall Break

Oct. 17: Student Testimonial

Oct. 24: Statistics about food insecurity

Oct. 31: Volunteer/donor spotlight or appreciation post

Nov. 7: Reel: Day in the Life of student volunteer

Nov. 14: Photo of the sticky notes in The Store

Nov. 23: Happy Thanksgiving!

Nov. 28 : Graphic about how hunger impacts student performance

Dec. 5: Testimonial

Dec. 8: Reel: Day in the Life (exam edition)

Dec. 13: Celebration post for the end of finals

Tactic Designs

DAY IN THE LIFE



The day in the life video provides an example social media posts The Store can use as a staple example that new followers and freshmen can view when visiting the social media page. This video is a great way to casually introduce The Store's brand to new followers while highlighting the importance of The Store's existence.

Tactic Designs

The welcome week event calendar serves as a two way tactic. The event calendar shows a timeline of important welcome week events The Store can participate in to share the story about food insecurity with freshman. Spreading The Store's brand with freshman will establish The Store as a priority, emergency resource that students can turn to during their first moments living in Waco.

WEEKLY EVENT FLYER

Take care, Bears!

WELCOME WEEK 2023

Dining Hall Tours and Menu Overviews
Aug. 17 at 11 a.m.

The Store Tour
Aug. 17 at 2 p.m.



Guide to College Nutrition Lecture
Aug. 18 at 1 p.m.

Meal Budgeting Meeting
Aug. 19 at 10 a.m.

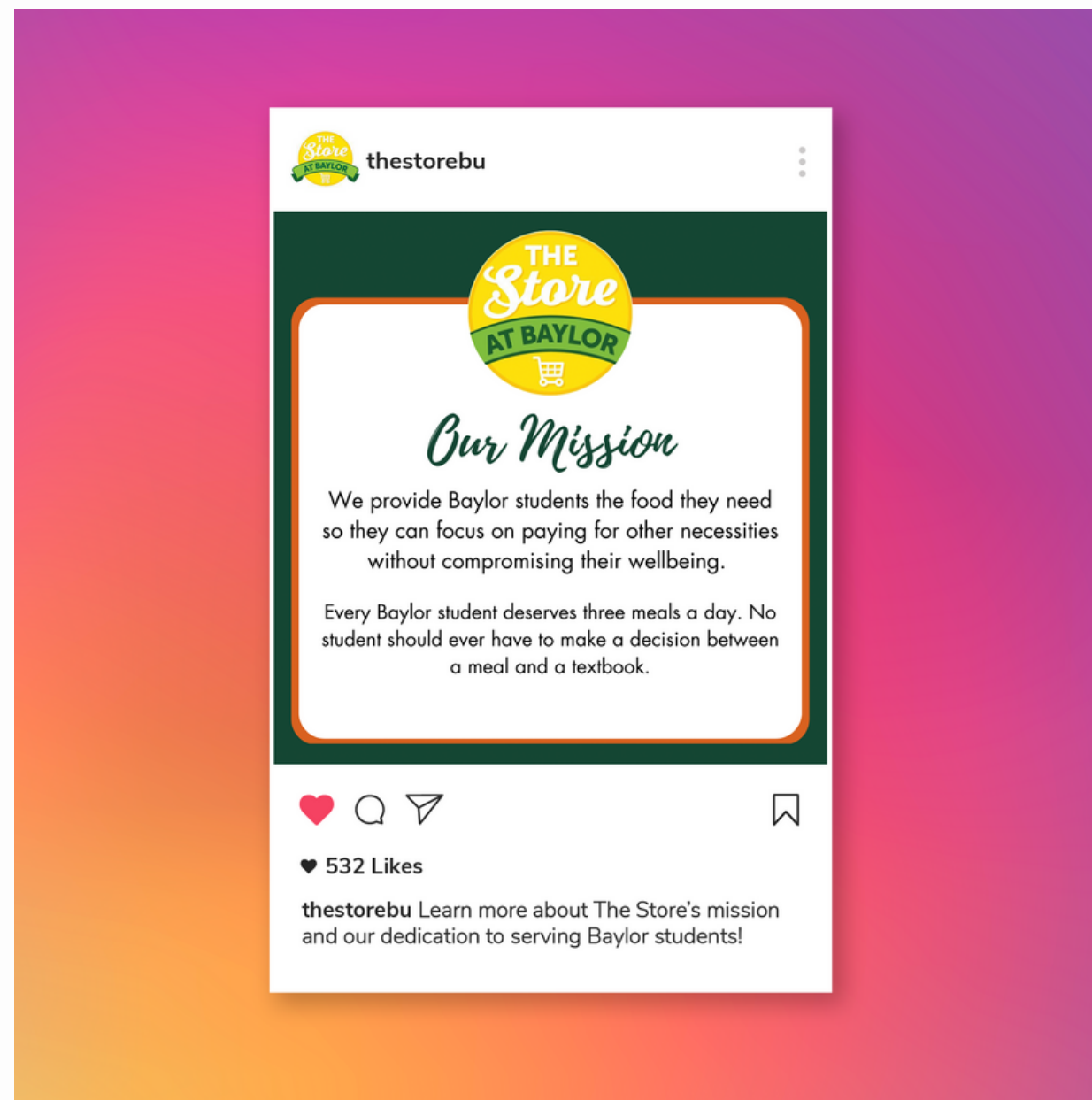
Food Insecurity Informational Session
Aug. 19 at 12 p.m.

Campus-Wide Free Farmer's Market
Aug. 20 at 10 a.m.

ALL EVENTS HOSTED BY THE STORE AT BAYLOR

Tactic Designs

SOCIAL MEDIA POST



This is an example post of the social media tactic. The Store can utilize video and graphic designs to promote their mission in ensuring Baylor students have access to food without financial worries to succeed academically. Doing this through a unified approach will not only help with spreading the word of supporting student's well-being, students will become more acquainted with The Store's brand and look through the various social media platforms.

Tactic Designs

INFOGRAPHIC

Food insecurity is an issue that Baylor students may experience during college, and it's important that students understand if they do experience lack of food and know what they can do to secure themselves. The infographic is a great way to synthesize the importance of food insecurity and why The Store exists through something tangible students can receive at events. An infographic card helps more students learn about the existence of The Store.

FRONT



BACK



Appendix

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