

# SMAD 342 FINAL PORTFOLIO

Shenandoah Valley Scholars Latino Initiative

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SMAD 342 Section 2

Scholars Latino Initiative  
SHENANDOAH VALLEY

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# STRATEGY STATEMENT

The strategy statement defines the target audience, which includes the demographics and psychographics of this audience. The strategy statement asks and answers questions that deal with the consumer's needs, which includes their emotional and rational decisions. The strategy statement asks what is the "big idea," "supporting evidence," and the "tone of voice." The end of the strategy statement has a mandatory section, which includes a physical address, phone number, email, people of contact (with their information), social media, logo, etc.

## 1. Background Information

*Scholars' Latino Initiative (SLI)* was first established at *The University of North Carolina Chapel Hill* campus in 2003 by Dr. Peter Kaufman. In April 2012, *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* formed a partnership with *Harrisonburg High School* and *Eastern Mennonite University* to initiate its program. Between *Harrisonburg High School* and *Winchester's John Handley High School*, *SV-SLI* has grown from three scholars in the first cohort to 31 scholars. All three scholars from the first *SV-SLI* cohort, Class of 2015, were fully funded by the program and accepted into college. There are no employees who directly work for *SV-SLI* (Valley Scholars, 2016).

High school students apply for membership to *SV-SLI* at the end of their freshman year. College mentors guide *SV-SLI* scholars through college preparatory classes, a college course, community service, and cultural enrichment. To qualify for membership to *SV-SLI*, the applicant's household must make a combined salary of less than \$25,000 per year. Participants of the *SV-SLI* program are entered into a one-on-one mentoring relationship with students enrolled in area universities for a three-year duration (Valley Scholars, 2016).

Along with a mentoring program, *SV-SLI* also offers a three-year curriculum taught by university professors called Early College Seminar to help participants gain perspective into the college experience. *SV-SLI* partners with *Shenandoah University*, *Bridgewater University*, *Eastern Mennonite University*, *University of Chicago* and *University of Richmond*. The number of *SV-SLI* scholars is largely dependent on the number of college students able to make a three-year commitment to the mentoring program. *James Madison University* participates with *SV-SLI* by providing mentors through their *JMU Scholars Program* (James Madison University, 2016).

The current Harrisonburg *SV-SLI* sponsors are Jim Orndorff, *Wells Fargo Bank* (Harrisonburg/Winchester), and *Wells Fargo* Financial Advisors (Harrisonburg/Winchester). The Board of Directors for *SV-SLI* manage and direct organization's growth and development within the internal operations. The College Relations Committee help develop college and university partnerships. The Awards Committee manages and directs how scholarships and additional academic support awards are fairly distributed to students in the program. The Communications Committee manages social media to help promote and publicize *SV-SLI* student and mentor activities (Valley Scholars, 2016).

## **2. Target Market**

Because *SV-SLI* is located in the heart of Harrisonburg, VA, the target audience for generating awareness is *James Madison University* students who live in the Harrisonburg community. The median age of residents living in Harrisonburg is 19.9 years old, making this the ideal target audience to generate awareness (Nielsen, 2016). The target audience is Caucasians in particular, with approximately 90 percent of the Harrisonburg community being comprised of Whites (U.S. Census, 2010-2015). With the majority of the Harrisonburg population made up of college students, the median income is \$23,200 (Nielsen, 2016). With this in mind, there will need to be creative measures taken in order to generate awareness. The education level of the target audience is varied, but 89 percent of those living in Harrisonburg have achieved a high school education (U.S. Census, 2010-2015). It is also suggested that a majority of those who have a high school education are working towards a degree at *JMU*. Finally, 60 percent of *JMU* students are female, compared to 40 percent male (James Madison University, 2015). Taking these demographics into consideration, undergraduate Caucasian

female students at *James Madison University* should be targeted as the main segment for generating awareness about *SV-SLI*.

The target audience lives in a dorm on campus or lives within a five-minute drive. The students are academic scholars who take their education seriously. They are most likely involved in various clubs around campus, including community service organizations. These students are described as being both Experiencers and Achievers. Experiencers are described as those that are first to adopt trends, keep up with the latest fashion, believe that friends are important, and are considered to be spontaneous (Strategic Business Insights, 2009-2016). Achievers are described as being hard working, professional, committed to a schedule, and goal oriented (Strategic Business Insights, 2009-2016).

### **Consumer Profile:**



This consumer profile features a 20-year-old female student whose demographics, geographic, behavioristics, and psychographics have been compiled to generate a brief character sketch of the target audience consumer.

Katie Smith is a Caucasian 20-year-old female who attends *James Madison University*, majoring in Social Work and minoring in Spanish. She lives in *White Hall*, a sophomore dorm on campus located in the *Village*. She is hoping to live in *Stonegate* next year when she moves off campus for her junior year. Katie takes school very seriously and makes the Dean's List every semester, with a current GPA of 3.6. She uses her *MacBook Pro 15"* Retina Display to keep up with all of her work, whether she is working in *Carrier Library*, *Rose Library*, or studying in her dorm room with her

suitemates. When Katie has free time, she likes to spend it with friends on campus. Last year she was inducted into *Alpha Phi Omega (APO)*, a competitive community service organization on campus. Katie is an Experiencer and she values the friends that she has met through her involvement in the organization. Her outgoing and bubbly personality makes it easy for Katie to meet new people and have a wide range of friends. Along with being a member of *APO*, Katie is also a part of *Student Ambassadors*, an on campus organization that gives tours to incoming freshman and potential students. Katie loves that she gets to give back to her school and community through service and tours, while meeting lots of new people. Staying in shape is also very important to Katie, as she is currently training to run her first half marathon in April that she plans to run with her boyfriend, Carlos. Carlos is Katie's high school sweetheart and goes to the *Alexandria Northern Virginia Community College* for now. He comes to Harrisonburg often to help keep Katie on track of her miles. When she is not running around Harrisonburg in preparation for her race, she likes to take different fitness classes that are held at *UREC*, such as Body Sculpt and Barre. To keep up with her fitness, Katie uses her *FitBit Charge* that she purchased to help evaluate her health.

Between her academics, clubs, and training for her upcoming race Katie does not have time for a job and depends on her parents for help in paying for books, food, her car, and gas. Katie's parents, together, earn over \$120,000 a year. Before Katie moved into her dorm at *JMU*, she lived in a mid-sized house in Alexandria, Virginia with her mom, dad, sister, brother, and dog. She still drives the same 2006 *Toyota Corolla* she got from her parents when she was a junior in high school.

Being a Millennial, Katie loves to stay up to date on all the latest news and trends. She is able to do this through various apps that she has on her *iPhone 6*. *Instagram* and *Snapchat* are



her favorite ways to share what she is up to with all of her friends, as well as to see what her friends are doing. She occasionally uses *Facebook*, but mostly in order to stay in touch with her family members and friends that she left behind in New Jersey as well as Tennessee, before she moved to Alexandria, Virginia. Katie uses *Twitter* to get updates from news accounts she follows such as *CNN*. When she wants to find out about what is going on around campus, she turns to *The Breeze* for *JMU* event and news coverage.

When Katie is not volunteering, doing school work, or hanging out with friends on campus or downtown, she loves to watch movies and TV shows. She uses her parents' subscription to *Hulu* and *Netflix* for all of her favorite movies and shows. Katie also really enjoys listening to music when she studies and while she drives around, and just recently upgraded to *Spotify Premium* for students. Katie sees herself pursuing a career in the music industry.

Even though Katie is already quite involved in the *JMU* community, she would love to do even more. She sees herself as an achiever and hopes that maybe she can study abroad in Spain or participate in an *Alternative Spring Break* program to a South American country to help further her Spanish skills she has learned so far from her Spanish minor.

### **3. Where is the brand now in the mind of the target?**

*Shenandoah Valley-Scholars' Latino Initiative* is relatively unknown in the mind of the target audience. *SV-SLI* has 388 likes on *Facebook* (Shenandoah Valley Scholars Latino Initiative., n.d.). On *Twitter*, *SV-SLI* has a following of 37 users (SVSLI., n.d.). According to a survey conducted via *Survey Monkey*, about *SV-SLI* and its competition, 15.25 percent of 100 respondents have heard about *SV-SLI*. When asked how familiar the respondents were with *SV-SLI* specifically, 83.87 percent responded that they had never heard of *SV-SLI*, with four

respondents reporting that they were not involved with *SV-SLI* in any way, but considered themselves to know a lot about the program. Lack of campaigning and lack of word of mouth could be the reason for *SV-SLI* not being well known and for its poor recall from the target audience.

#### **4. Where is the competition in the mind of the target?**

Competitors of *SV-SLI* were identified based on other organizations within the community whose goal is to offer guidance with class work, along with providing care and role models for the students that participate.

##### **Second Home:**

*Second Home* was founded in 2007, after *Spotswood Elementary* principal Anne Conners discovered many of her young students went home alone after school while their parents finished working. Conners saw a need in the community, where 90 percent of the *Spotswood's* families are below the poverty line, for affordable before and after school care. With the help of the community and local businesses, *Second Home* was established and is located at the *Muhlenberg's Activities Center*. Since 2007, *Second Home* has helped hundreds of children grades K – 5 and now partners with five elementary schools in the Harrisonburg Area.

Parents interested in having their children participate in the before and after care program pay the low price of \$12 a week for one child or \$7 a week per child for multiple siblings enrolled in the program. The cost for enrollment remains the same per week whether the child is enrolled in just one or both of the before care or after care programs. If parents are unable to make that payment, financial help is available to aid in covering the child's cost. This assistance is funded through donations from churches, businesses, and members of the community, along

with general fundraisers. Grants are also available from *United Way, Harrisonburg City, KARIS* and *The Harrisonburg Women's Service League* (Second Home, n.d.).

In a survey conducted to gauge *JMU* students' knowledge about *SV-SLI* and its competitors, 55.93 percent of the 100 students surveyed answered that they were familiar with *Second Home*. On Facebook, *Second Home* has a total of 833 likes (Second Home Harrisonburg, n.d.). On Twitter, *Second Home* has a total of 45 tweets (Second Home VA, n.d.).

### **Valley Scholars:**

*Valley Scholars* was implemented three years ago by *JMU's* current president, Jonathan Alger. *Valley Scholars* targets middle school students from economically and under-resourced families that are selected for a rigorous program that follows their academics until they graduate high school. This program provides help with college preparation, experiences and resources necessary for the students to continue their education at a higher level. If the students successfully complete the *Valley Scholars Program*, they will be awarded a full scholarship to attend *JMU* (Valley Scholars, n.d.).

*Valley Scholars* aims to excite and encourage local high schoolers about higher education through a variety of different activities. Twelve educational and cultural events take place throughout the academic year, along with a summer camp that lasts a week and takes place sometime between the participants 9th and 11th grade year. *Valley Scholars* is currently helping 105 students from seven different middle schools and seven different high schools (Valley Scholars, n.d.).

In a survey conducted to gauge *JMU* students' knowledge about *SV-SLI* and its competitors, 72.88 percent of the 100 students surveyed answered that they were familiar with *Valley Scholars*. On Facebook, *Valley Scholars* has a total of 591 likes (Valley Scholars, n.d.).

### **On the Road Collaborative:**

*On the Road Collaborative* is a non-profit and after-school youth organization that focuses on empowering middle schoolers for their college careers. Children who come from low-income homes have experienced around a 6,000 hour "learning gap" by the age of 12. This gap is mostly from out-of-school factors, such as not attending pre-school, summer learning programs, and/or after school programs. *On the Road Collaborative* closes this learning gap by mentoring middle school youth in educational ways after school, while they are still in their learning environment (On The Road Collaborative, n.d.).

*On the Road Collaborative* started in January 2011 with the help of three *21st Century Community Learning Center* grants. These grants alone served around 1,000 youth in the *Harrisonburg City Public Schools*. The grants expired in September 2014, and the organization reorganized as a 501c3 non-profit (On The Road Collaborative, n.d.).

"I believe we are on the verge of something special in Harrisonburg and felt deeply that *On the Road Collaborative* can be a part of a community-wide solution to close the 'opportunity gap' and ensure that every child is on the road to college and a rewarding career", said Brent Holsinger, Founder and President of *On the Road Collaborative*.

In a survey conducted to gauge *JMU* students' knowledge about *SV-SLI* and its competitors, 27.12 percent of the 100 students surveyed answered that they were familiar with

*On the Road Collaborative*. On Facebook, *On the Road Collaborative* has a total of 772 likes (On the Road Collaborative, n.d.).

## **5. Where would the client's brand like to be in the mind of the target?**

*Shenandoah Valley- Scholars' Latino Initiative* would like to be one of the first organizations that the *JMU* community thinks of when looking for ways to get involved and give back to the surrounding Harrisonburg area, through mentoring *SV-SLI* students or donating money to be put towards scholarships. Though *SV-SLI* wants to be well known in the community, there are underlying risk factors that *SV-SLI* has to face as an organization assisting under-supported and sometimes undocumented students. This is generally the case due to the community potentially holding certain political stances and misconceptions about the students and supporting parties involved with *SV-SLI*. When promoting and advertising for awareness, *SV-SLI* keeps this in mind while striving to debunk the stigma behind under-resourced and sometimes undocumented Latino students (Kim, K., 2014).

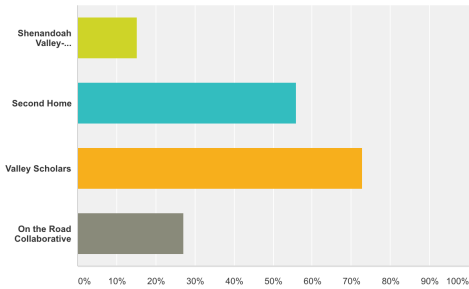
## **6. What is the consumer promise/big idea?**

*SV-SLI's* big idea is that everyone deserves education. Its mission is to provide academic opportunities for Latino high schoolers in the Harrisonburg region that go above and beyond the idea of higher education. At the moment, *SV-SLI* is not well known among undergraduate students. In order to raise awareness among the target audience, there will be local print, TV, and radio advertisements created to generate buzz about the organization. There will also be events held on campus, such as movie screenings, that will draw students in and expand the knowledge of the organization among *JMU* students.

## 7. What is the supporting evidence?

Which of the following organizations have you heard of? (Select all that apply)

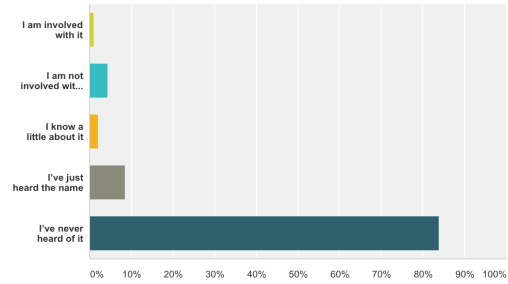
Answered: 59 Skipped: 41



| Answer Choices                                 | Responses |
|--|-----------|
| Shenandoah Valley- Scholars' Latino Initiative | 15.25% 9  |
| Second Home                                    | 55.33% 33 |
| Valley Scholars                                | 72.88% 43 |
| On the Road Collaborative                      | 27.12% 16 |
| Total Respondents: 59                          |           |

How familiar are you with Shenandoah Valley- Scholars' Latino Initiative?

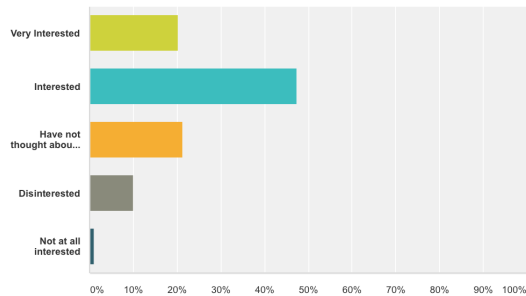
Answered: 93 Skipped: 7



| Answer Choices                                      | Responses |
|---|-----------|
| I am involved with it                               | 1.08% 1   |
| I am not involved with it but I know a lot about it | 4.30% 4   |
| I know a little about it                            | 2.15% 2   |
| I've just heard the name                            | 8.60% 8   |
| I've never heard of it                              | 83.87% 78 |
| Total   | 93        |

How interested are you in getting involved in organizations in the Harrisonburg/ JMU area?

Answered: 99 Skipped: 1



| Answer Choices            | Responses |
|---------------------------|-----------|
| Very Interested           | 20.20% 20 |
| Interested                | 47.47% 47 |
| Have not thought about it | 21.21% 21 |
| Disinterested             | 10.10% 10 |
| Not at all interested     | 1.01% 1   |
| Total                     | 99        |

The survey conducted shows that most *JMU* students are familiar with *Valley Scholars*, *Second Home*, and *On the Road Collaborative* compared to *SV-SLI*. Only 15.25 percent of students surveyed have heard of *SV-SLI*, while 72.88 percent are familiar with *Valley Scholars*.

The low awareness compared to competitors shows room for improvement for the targeted audience. With 67.67 percent of students either very interested or interested in being involved in Harrisonburg organizations, there is potential for increased involvement through the implementations of these big ideas.

### **8. What is the tone of voice for the advertising?**

The tone of this strategy statement is direct and straightforward. The key is to provide important information to encourage *JMU* students to take the initiative to get involved as *SV-SLI* mentors. A direct tone will establish seriousness and legitimacy within the strategy statement.

### **9. Mandatories**

Address: P.O. Box 2734, Harrisonburg, VA, 22803


Website: <http://www.shenandoahvalleysli.org>

Email: [Shenandoahvalleysli@gmail.com](mailto:Shenandoahvalleysli@gmail.com)

Day and Night Phone #: (540) 568-6496

Person of Contact: Carlos Galvan Alemán, Ph.D., lead coordinator of SV-SLI

### **Social Media:**

- Logo: 
- *Facebook*: Shenandoah Valley Scholars' Latino Initiative
- *Twitter*: <https://twitter.com/SVSLI>
- Website: <http://www.shenandoahvalleysli.org/>
- *Wordpress*: <https://svsli.org/>

# FACT SHEET

This fact sheet provides key information about the *Shenandoah Valley-Scholars' Latino Initiative (SV-SLI)* organization necessary to move forward in building awareness throughout *James Madison University's* campus. The main idea is to create name recognition for the *SV-SLI* organization among students on the *James Madison University* campus, along with important details about what this organization does within the community.



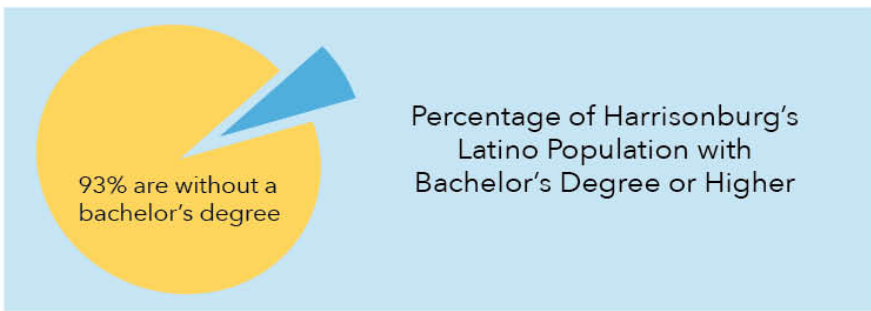
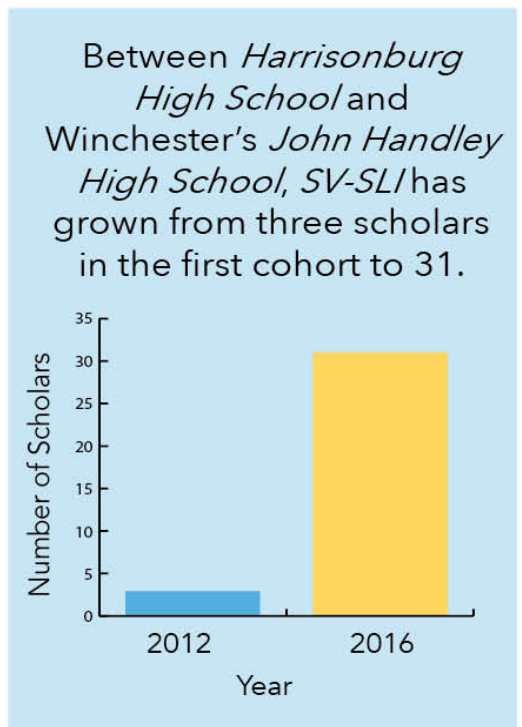


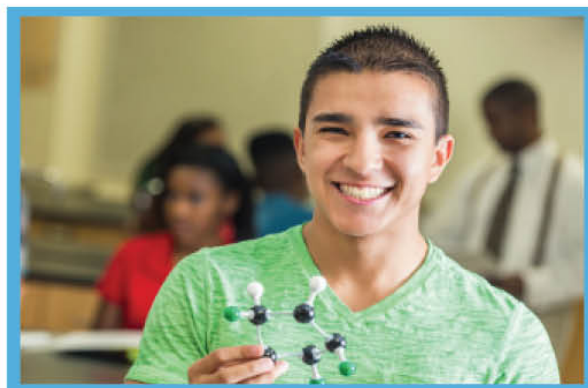
## History of Shenandoah Valley Scholars' Latino Initiative

- *SLI* was first established at *The University of North Carolina - Chapel Hill* campus in 2003 by *UNC* professor Dr. Peter Kaufman.
- In April 2012, *Shenandoah Valley Scholars' Latino Initiative (SV-SLI)* formed a partnership with *Harrisonburg High School* and *Eastern Mennonite University* to initiate its program.
- All 3 scholars from the first *SV-SLI* cohort, Class of 2015, were funded and accepted to college.

## Latino Population in Harrisonburg

- The population of Latinos in Harrisonburg has risen from 17% to 54% in the past five years.
- If 45% of a school qualifies for free or reduced lunch, they become a potential school for *SLI* to help. Seventy percent of Harrisonburg students qualify for free or reduced lunch.
- Between the years of 2010 and 2014, only 7% of Harrisonburg's Latino population earned a bachelor's degree or higher.





## About the *SV-SLI* Program

To qualify for membership to *SV-SLI*, the applicant's household must make a combined salary of less than \$25,000 per year.

- Along with a mentoring program, *SV-SLI* also offers a 3 year curriculum taught by university professors called Early College Seminar to help participants gain perspective into the college experience.
- *SV-SLI* partners with *Shenandoah University, Bridgewater University, EMU, University of Chicago* and *University of Richmond*.
- The number of *SV-SLI* scholars is largely dependent on the number of college students able to make a 3 year commitment to the mentoring program.

- High school students apply for membership to *SV-SLI* at the end of their freshman year.

- College mentors guide *SV-SLI* scholars through college preparatory classes, a college course, community service, and cultural enrichment.

- *James Madison University* participates with *SV-SLI* by providing mentors through their *JMU Scholars Program*

- Participants of the *SV-SLI* program are entered into a one-on-one mentoring relationship with students enrolled in area universities for a 3 year duration.



## Contact *SV-SLI*

**Phone:** (540) 568-6496

**Email:** Shenandoahvalleysli@gmail.com

**f** ShenandoahValleyScholarsLatinolnitiative

**t** @svsliblog

**Point of Contact:** Carlos Galvan Alemán, Ph.D.  
JMU Professor in Residence at Harrisonburg Public Schools

**Address:** P.O. Box 2734, Harrisonburg, VA, 22803

For more information, visit: [www.shenandoahvalleysli.org](http://www.shenandoahvalleysli.org)

# PRESS RELEASE

The press release is responsible for delivering information to the press from a company or agency. The release in this campaign is a publicity release for the awareness event at *Grafton-Stovall Theater* on *James Madison University*'s campus, on March 20th, 2017. The awareness event is a "DocFest" mini-docuseries that gives *SV-SLI*'s audience an inside look on what students' lives were like before and after *SV-SLI* came into play. The goal of this event is to increase interest in *SV-SLI* campus-wide and throughout the community.

**Scholars Latino Initiative**  
**SHENANDOAH VALLEY**

SV-SLI

Carlos Galvan Alemán, Ph.D.

SV-SLI Lead Coordinator

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Day and Night Office Phone: (540) 568-6496

<http://www.shenandoahvalleysli.org>

December, 2016

FOR IMMEDIATE RELEASE

SV-SLI ANNOUNCES RESHOWING OF “DocFest”  
MINI DOCU-SERIES AT GRAFTON-STOVALL THEATRE

HARRISONBURG, October 11, 2016 -- *Shenandoah Valley Scholars Latino Initiative (SV-SLI)*

announces the reshowing of a mini docu-series featured during the *School of Media Arts and Design's (SMAD) “DocFest,”* created by *SMAD* students from previous semesters in order to raise awareness about *SV-SLI's* role within the Latino youth community. This free event will be held in *Grafton Stovall Theatre* on March 20, 2017 at 7:00 p.m. Through the use of these mini docu-series, *SV-SLI* hopes to inform attendees about the importance of *SV-SLI*.

Ten mini documentaries ranging from one to three minutes each will be shown in the theatre. A ten-minute intermission will take place after the docu-series, where popcorn, candy and soda can be purchased next to the box office. All proceeds collected from concessions will go directly towards the *SV-SLI* scholarship program. After the intermission, there will be a brief

--more--

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Person of Contact: Carlos Galvan Alemán

question and answer session with *SV-SLI* scholars and their *JMU* mentors. *SV-SLI* scholars and *JMU* mentors will remain in the theatre for any one-on-one questions directly following the closing statements. The entire event should last no longer than an hour.

“The mini-films recorded show real-life proof about how our program changes the lives of these students,” said Dr. Carlos Alemán, *JMU* Professor in Residence at *Harrisonburg Public Schools*.

The mini docu-series will highlight the lives of different students participating in *SV-SLI*'s program. Topics covered will include students' extracurricular activities, home lives, families and difficulties they have faced. Students featured in the docu-series will also discuss the positive impact that *SV-SLI* has made on their lives.

“It is obvious that the students my team and I filmed are going to have an amazing academic future with the help of *SV-SLI*,” said Derek Kramer, a *JMU SMAD-Digital Video & Cinema* 2016 Graduate. “This project also had a profound effect on me because it is important to step out of the *JMU* bubble and get to know our community, which involves a large number of bright young students in the Harrisonburg area.”

For more information about *SV-SLI*, feel free to contact Dr. Carlos Alemán at [www.shenandoahvalleysli.org](http://www.shenandoahvalleysli.org). Stay up to date on future dates and learn more about past events by visiting the *SV-SLI* [events page](#).

###

The *Shenandoah Valley Scholars' Latino Initiative* (SV-SLI) is an organization dedicated to help under-resourced and/or undocumented Latino high school students in the Harrisonburg area to attend college. *Shenandoah Valley Scholars Latino Initiative* seeks to afford all members with college readiness opportunities. They achieve this by providing a three-year one-on-one mentoring relationship with students enrolled in neighboring universities. *SV-SLI*'s main goal is to give a personal approach to academic success and provide the resources to support its members.

# RADIO SPOT

The one-voice radio spot gives the advertisement an interesting and relevant edge with upbeat background music. The radio spot used in this campaign uses the vignette approach, which is a series of short sound effects linked together throughout the commercial piece.

Client: *SV-SLI*  
Title: "Movie Night"  
Produced  
Time: 60"  
Date: December 6, 2016

|   |  |
|---|--|
| <p><u>SFX:</u></p> <p>ANNCR (21-YEAR-OLD COLLEGE GIRL, SOMBER):</p><br><br><br><br><br><br><br><br><br><br><p><u>SFX:</u></p><br><br><br><br><br><br><br><br><br><br><p>ANNCR (21-YEAR-OLD COLLEGE GIRL, INFORMATIVE AND POSITIVE):</p> | <p><u>SCHOOL BELL RINGS (2.5 SECONDS)</u></p> <p>Did you know that 70 percent of Harrisonburg students qualify for free or reduced school lunch? That means these families fall below the poverty line.</p> <p><u>UPBEAT TUNE ENTERS AND PLAYS THROUGHOUT(48 SECONDS)</u></p> <p>That's where the <i>Shenandoah Valley Scholars' Latino Initiative, or SV-SLI</i>, comes in. <i>SV-SLI</i> is dedicated to helping under-resourced Latino students through one-on-one mentoring programs, college prep curriculum, and various other activities.</p> |
|---|--|

ANNCR (21-YEAR-OLD COLLEGE GIRL,  
UPBEAT AND PERSUASIVE):

Looking to learn more about *SV-SLI* and how  
you could make a difference? Come join us  
for “DocFest” on March 20th at 7 p.m. in  
*Grafton-Stovall Theatre* for more information  
on *SV-SLI*'s impact in the community.

“DocFest” will feature 10 mini documentaries  
that highlight *SV-SLI*'s positive influence on  
its participating students' lives.

ANNCR (21 YEAR OLD COLLEGE GIRL,  
ENCOURAGING AND HOPEFUL):

We can't wait to see you on March 20th for  
*SV-SLI*'s event here on *JMU*'s campus.

SFX:

MUSIC FADES OUT



# TV COMMERCIAL

Through the use of a television commercial, attention is brought to *Shenandoah Valley-Scholars' Latino Initiative (SV-SLI)*. This advertisement features audio, photo visuals, and sketched digital images. By using all three of these methods, the audience's attention is grabbed and retained. Colors used in this advertisement mimic the school colors of a local high school that has a high involvement in *SV-SLI*. This advertisement will be played on Harrisonburg's local channel *WHSV TV-3*, which was chosen because it is easily accessible to all students, even those that do not have a cable service.

Client: *SV-SLI*

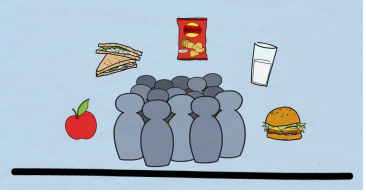

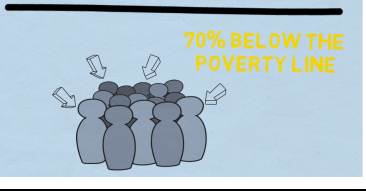
Title: "A Helping Hand"

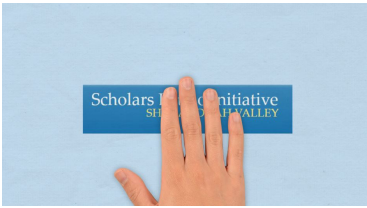

Time: 60"


Produced

Key Frame: Scene 2

Date: December 6, 2016

|   |   |  |
|---|---|--|
| <p>1. (MS) DOODLE OF A GROUP OF PEOPLE WITH LUNCH FOODS AROUND THEM (6.5 SECONDS).</p>  |    | <p>VOICE OVER (FEMALE 20 YEAR OLD SERIOUS VOICE): In Harrisonburg, 70 percent of students qualify for free or reduced school lunches. (6.5 SECONDS)</p>            |
| <p>2. (MS AND PAN DOWN) GROUP OF PEOPLE DROP INTO FRAME, HAND WRITES STATISTIC ACROSS FRAME. ARROWS APPEAR DESIGNATING THE 70 PERCENT. (10 SECONDS)</p> |   | <p>VOICE OVER (FEMALE 20 YEAR OLD SERIOUS VOICE): Unfortunately, this means that 70 percent of Harrisonburg families fall below the poverty line. (10 SECONDS)</p> |
| <p>3. (MS) PAUSE ON FRAME<br/>2. (2 SECONDS)</p>  |  | <p><u>SFX: NO SOUND</u><br/><u>(2 SECONDS)</u></p>   |
| <p>4. (MS AND PAN RIGHT) (1 SECOND)</p>   |   | <p><u>SFX: UPLIFTING MUSIC</u><br/><u>THROUGHOUT</u><br/><u>COMMERCIAL UNTIL THE</u><br/><u>END.</u></p>   |

|   |   |   |
|---|---|---|
| <p>5.(MS) SV-SLI LOGO SLIDES ONTO SCREEN. (5.5 SECONDS)</p>   |  | <p>VOICE OVER (FEMALE 20 YEAR OLD UPBEAT AND QUICK TEMPO): That's where <i>Shenandoah Valley Scholars' Latino Initiative</i> comes in! (5.5 SECONDS)</p>  |
| <p>6. (MS) PHOTOS OF SV-SLI SCHOLARS SLIDE INTO FRAME AND STACK ON TOP OF SV-SLI LOGO. (17 SECONDS)</p> |  | <p>VOICE OVER (FEMALE 20 YEAR OLD ENCOURAGING VOICE): <i>Shenandoah Valley- Scholars' Latino Initiative</i>, otherwise known as <i>SV-SLI</i> is dedicated to helping under-resourced high school sophomores through a three year, one-on-one college prep mentoring program. Since 2012, <i>SV-SLI</i> has supported 31 scholars, and hopes to continue to help Latino students achieve all their academic potential. (17 SECONDS)</p> |

|   |   |   |
|---|---|---|
| <p>8. (WS) LOGO DISPLAYED WITH CONTACT INFORMATION. (8 SECONDS)</p> |  <p>Scholars Latino Initiative<br/>SHENANDOAH VALLEY</p> <p>VISIT US AT:<br/>HTTP://WWW.SHENANDOAHVALLEYSLI.ORG/</p> | <p><u>SFX: MUSIC FADES OUT</u></p> <p>VOICE OVER (FEMALE 20 YEAR OLD ENCOURAGING VOICE):</p> <p>For more information, visit us at</p> <p><a href="http://www.shenandoahvalleysli.org">www.shenandoahvalleysli.org</a>.</p> <p>(8 SECONDS)</p> |
| <p>9. (WS) CREDITS DISPLAYED. (11 SECONDS)</p>                      | <p>CREATED BY:<br/>Bennett Adusei<br/>Jake Brod<br/>Julia Danis<br/>Monica Scholberg<br/>Sarah Kosmerl</p> <p>SMAD 342 SECTION 2<br/>DECEMBER 6, 2016</p>   | <p>(11 SECONDS)</p>   |

# PRINT AD

The dramatic photo, along with a bold headline and kicker, gains the attention of the viewer of the print ad, as well as the billboard ad. Through the use of a Z ad viewing formation, the audience's eyes are taken from the headline, to the image, to the logo, and finally to the body copy. To help educate viewers in the community that are not familiar with *SV-SLI*, a large body copy explaining the organization was used. The placement of the print ad is on a school bulletin board, which appear outside of dorms and in academic buildings. This advertisement's purpose and placement are aimed at creating awareness of the *Shenandoah Valley-Scholars' Latino Initiative* among *James Madison University* students.

*Because they believe in me*

# I'M SHOOTING FOR MY BEST SELF



The Shenandoah Valley Scholars' Latino Initiative (SV-SLI) is an organization dedicated to help under-resourced and/or undocumented Latino high school students in the Harrisonburg area to attend college.

Shenandoah Valley Scholars Latino Initiative seeks to afford all members with college readiness opportunities. They achieve this by providing a three year one-on-one mentoring relationship with students enrolled in neighboring universities. SV-SLI's main goal is to give a personal approach to academic success and provide the resources to support its members.

For more information about SV-SLI, visit: [www.shenandoahvalleysli.org](http://www.shenandoahvalleysli.org)



ShenandoahValleyScholarsLatinolInitiative



@svsliblog

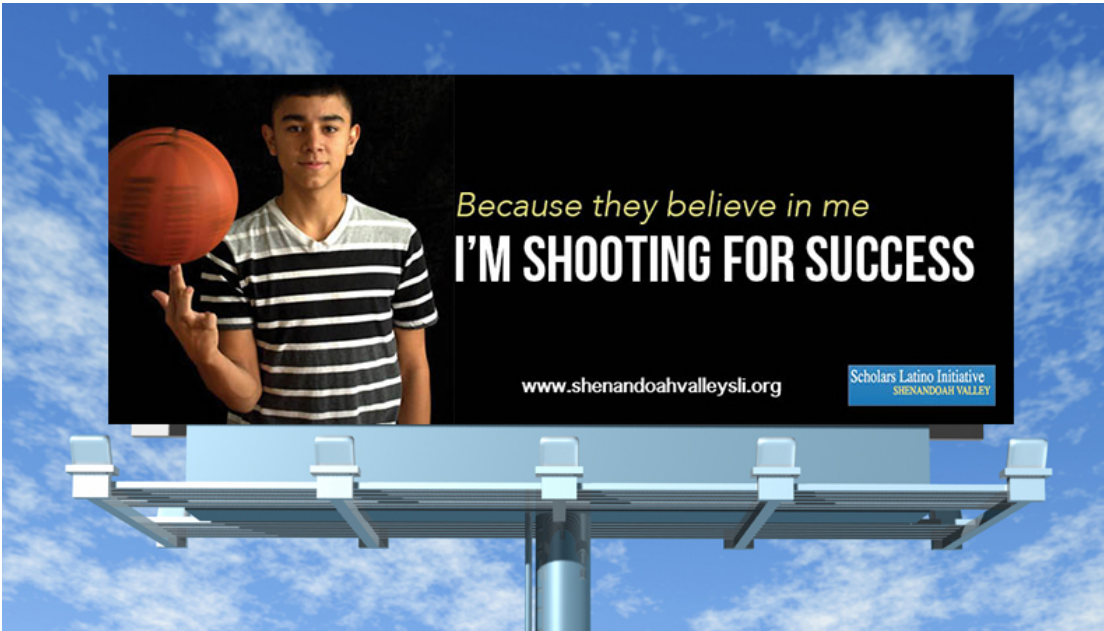
Scholars Latino Initiative  
SHENANDOAH VALLEY



*Because they believe in me*  
**I'M SHOOTING FOR SUCCESS**

[www.shenandoahvalleysli.org](http://www.shenandoahvalleysli.org)

Scholars Latino Initiative  
SHENANDOAH VALLEY



*Because they believe in me*  
**I'M SHOOTING FOR SUCCESS**

[www.shenandoahvalleysli.org](http://www.shenandoahvalleysli.org)

Scholars Latino Initiative  
SHENANDOAH VALLEY

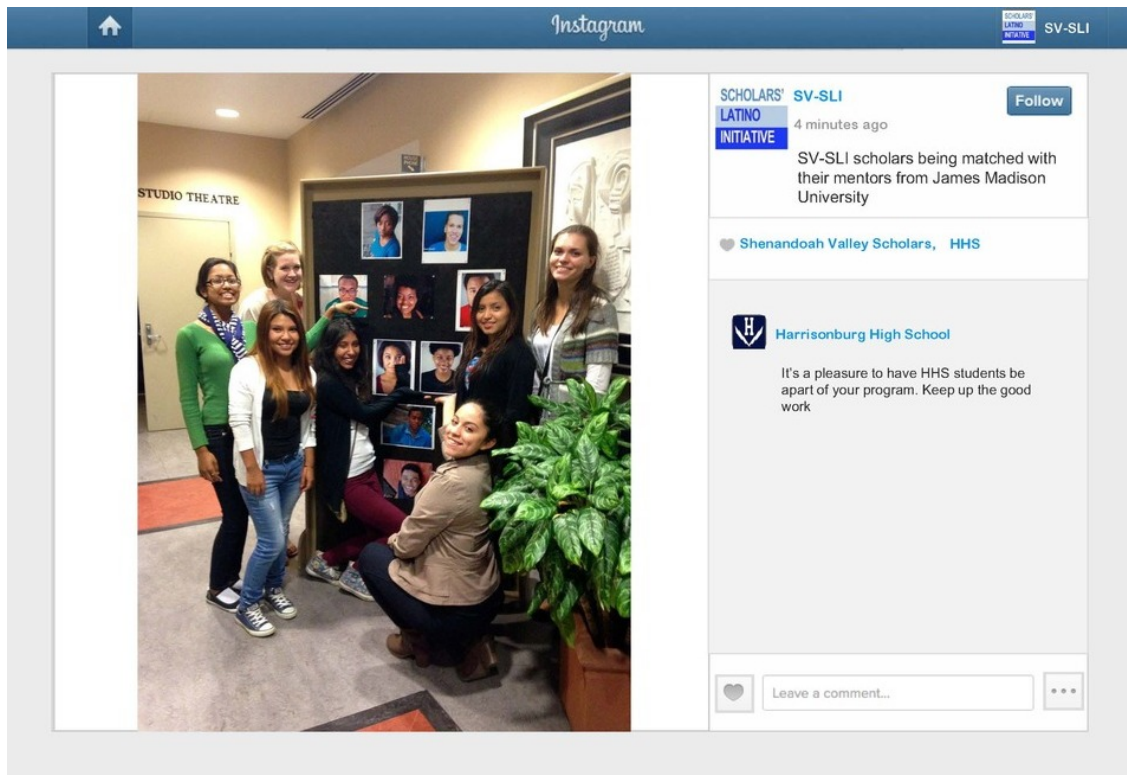
# SOCIAL MEDIA

Social media creates communities that merge online and offline spheres (T.V. Reed, 2014).

Among millennials, Instagram is a top social media (Chaffey, 2016). Before this awareness campaign, SV-SLI didn't have a social media that its target audience was keeping up with.

Instagram is the best social media vehicle to bring awareness into their audience's daily lives by simply scrolling through their feed of pictures, along with captions.





# SLIDES

# SV-SLI Final Portfolio

Bennett Adusei, Jake Brod, Julia Danis, Sarah Kosmerl, Monica Scholberg  
 SMAD 342, Section 2  
 December 6, 2016

## FACT SHEET

- Builds awareness of *SV-SLI* to students within the *James Madison University* community
- Communicates through a clear and concise message
- Implements charts, graphs and images to illustrate key information

**FACT SHEET**

**History of Shenandoah Valley Scholars' Latino Initiative**

- SV-SLI was established at The University of North Carolina - Chapel Hill campus in 2003 by UNC professors Dr. Peter Kaufman.
- In April 2012, Shenandoah Valley Scholars' Latino Initiative (SV-SLI) formed a partnership with Harrisonburg High School's Latin American Resource Center to create a program.
- All 2 scholars from the first SV-SLI cohort, Class of 2015, were funded and accepted to college.

**Latino Population in Harrisonburg**

- The population of Latinos in Harrisonburg has risen from 17% to 25% in the past few years.
- If 40% of a school qualifies for free or reduced lunch, they become a potential school for SV-SLI. Seventy percent of Harrisonburg students qualify for free or reduced lunch.
- Between the years of 2013 and 2014, only 7% of Harrisonburg's Latino population earned a bachelor's degree or higher.

**Between Harrisonburg High School and Winchester's John Handley High School, SV-SLI has grown from three scholars in the first cohort to 21.**

**About the SV-SLI Program**

- To qualify for membership to SV-SLI, the applicant's household must make a combined total of less than \$25,000 per year.
- Along with a mentoring program, SV-SLI also offers a 3-year curriculum taught by university professors called Early College Seminar to help participants get comfortable into the college experience.
- SV-SLI partners with Shenandoah University, Appalachian University, and University of Chicago at University of Richmond.
- The number of SV-SLI scholars is largely dependent on the number of college students able to make a 3-year commitment to the mentoring program.
- High school students apply for membership to SV-SLI at the end of their freshman year.
- College courses gain SV-SLI students through college internships, labs, a college clinic, community service, and cultural enrichment.
- James Madison University partners with SV-SLI by providing mentors through their JMU Scholars Program.
- Mentors of the SV-SLI program are a selected one-on-one mentoring relationship with students enrolled in a one-semester for a 3-year duration.

**Contact SV-SLI**

Phone: 540.231.2000  
 Email: [svslis@jmu.edu](mailto:svslis@jmu.edu)  
 Website: [www.svslis.com](http://www.svslis.com)

Point of Contact: Sarah Kosmerl, JMU  
 401 S. Market Street, Room 1000  
 Harrisonburg, VA 22802  
 Phone: 540.231.2000  
 Email: [svslis@jmu.edu](mailto:svslis@jmu.edu)  
 Website: [www.svslis.com](http://www.svslis.com)

Scholars Latino Initiative  
 SHENANDOAH VALLEY

## PRESS RELEASE

- Release of information
- Public interest angle
- Public awareness event
- “DocFest” - 10 mini docu-series



Figure 1. retrieved from <http://www.documint.com>

Scholars Latino Initiative  
SHENANDOAH VALLEY

## CONSUMER PROFILE

- Help develop a sense of target audience
- Categorically group for marketing and advertising purposes
- Specifies demographics, geographic, lifestyle, behavioristic, media consumption, and psychographics



Figure 1. retrieved from <https://new.grow.com/customer-profile-characteristics-for-the-betting-industry/>

Scholars Latino Initiative  
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# Question

Do you believe the consumer profile is an accurate representation of most college students?



Figure 1. retrieved from <http://marketingland.com>

Scholars Latino Initiative  
SHENANDOAH VALLEY

## STRATEGY STATEMENT

- Outlines objectives
- Defines target audience
  - Demographics and psychographics
- Consumer's needs
  - Emotional and rational decisions
- "BIG IDEA"
  - Supporting evidence and tone of voice



Figure 1. retrieved from <https://hbr.org>

Scholars Latino Initiative  
SHENANDOAH VALLEY

# Question

Are you interested in getting involved with service organizations in the Harrisonburg community?

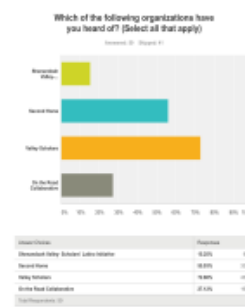
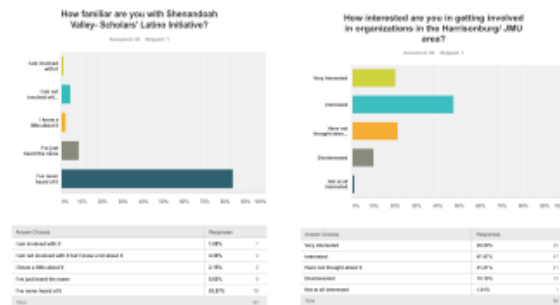


Figure 1. retrieved from <http://cofoundgigi.com>

Scholars Latino Initiative  
SHENANDOAH VALLEY

## Survey Results

- Out of 100 respondents...
- 67% wants to get involved at *JMU*
- 83.87% have never heard about *SV-SLI*
- 4 respondents were not involved, but know a lot about *SV-SLI*



Scholars Latino Initiative  
SHENANDOAH VALLEY

## RADIO SPOT

- Hard-hitting statistic to grasp attention
- Generate awareness
- Promote “DocFest”



Figure 1, retrieved from <http://www.randalrally.com/tag/google/>

Scholars Latino Initiative  
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## TV COMMERCIAL

- Mass Coverage
- Incorporates visuals
- Resonates with viewers



Scholars Latino Initiative  
SHENANDOAH VALLEY

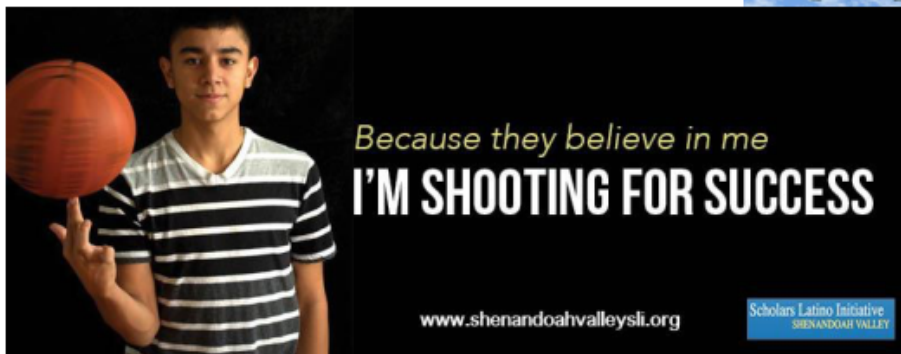
## PRINT ADVERTISEMENT

- Visual grabs attention and resonates with viewers
- Heavy body copy to inform viewers without *SV-SLI* knowledge
- Mass coverage around campus



Scholars Latino Initiative  
SHENANDOAH VALLEY

## BILLBOARD ADVERTISEMENT



Scholars Latino Initiative  
SHENANDOAH VALLEY



# SOCIAL MEDIA

- Why Instagram?
- Needs of client
- Audience
- Following



Scholars Latino Initiative  
SHENANDOAH VALLEY

## Question

What would you say is the most widely used social media platform among college students?



Figure 1. retrieved from <http://marketingland.com>

Scholars Latino Initiative  
SHENANDOAH VALLEY

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