



Multicultural Leadership Program

**Open Mind Consulting Group
Final Report**

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Community Public Relations Campaign

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MCLP Executive Summary Project Status

Project Purpose

To create a public relations campaign to increase awareness of the diversity in McLean County

Background

4.1 Organization Purpose/Description/History

Organization History

The YWCA McLean County was organized in 1908 and for sixty years was located at the corner of Jefferson and Roosevelt Streets in Bloomington. The YWCA constructed a new facility in 1974. They have made many upgrades to their new location.

The mission of the YWCA, "Eliminating Racism and Empowering Women", remains an integral part of their daily endeavors. The YWCA provides programs and services in the areas of childcare, sexual assault services, senior services, transportation, health and fitness, racial justice and women's economic empowerment.

In 2008, YWCA locally celebrated its 100th anniversary with various activities to raise visibility of its programs. In addition, YWCA hosts a Racial Justice Summits to get people talking about race and learn how to identify and address racism in specific contexts. The annual Women of Distinction Awards Banquet (now in its 21st year) recognizes and honors women who make significant contributions to the community.

Their current President/CEO of the YWCA of McLean County, Jane Chamberlain, was named in August, 2009.

Organization Description

In recent years, the YWCA has reinvented and revitalized itself as an agent of positive change in the community. More than a health and fitness facility, the YWCA in McLean County provides many robust programs, and community services. Their key personnel oversee and direct child care services, a stand-alone preschool program, after school services, sexual assault services to victims, senior services to our elderly populations and other health and wellness services geared toward women and racial and cultural sensitivity. Additionally, the YWCA provides racial justice, cultural awareness and community development programs in which the community is encouraged to participate.

Organization Purpose

In the future, the YWCA strives to be the hub of multicultural awareness and diversity in the community. The YWCA aspires for McLean County residents to not only become aware of the growing racial and cultural diversity, they hope that our community will endeavor to learn and understand the races and cultures that make up our community.

4.2 Project Description

The Multicultural Leadership Program (MCLP) has provided the YWCA with a team of leaders (Open Mind Consulting) to help support their ongoing efforts to eliminate racism with a public relations campaign about the diversity in McLean County.

Open Mind Consulting (OMC) believes that once more people are aware in the community of the diversity that we have in our immediate neighborhoods, schools and workplaces that the community will take steps on its own to moving towards eliminating racism on its own. We believe that when we recognize that diversity is a lot closer than we thought and it is represented in our personal lives by family, friends, neighbors and coworkers, that we will work on our own to be aware, educate others and then eliminate racism because of its negative effects in a strong community.

Open Mind Consulting is collaborating with key stakeholders at the YWCA to ensure proposed plan will help meet their needs. The Outcomes/Measures section of this document details the steps that Open Mind Consulting will use to build the public relations campaign

4.2.1 Problem Statement

The YWCA believes that Bloomington/Normal and McLean County residents have not fully embraced diversity in the community, and aspires to open a broader dialogue, create awareness and foster a culture in McLean County that embraces and celebrates this diversity.

McLean County and specifically Bloomington/Normal has traditionally been a rural, agricultural-based community, with a population made of majority white/Caucasian people, with smaller percentages of racial and ethnic groups. With the economic growth and educational opportunity that higher educational institutions like Illinois State University, Illinois Wesleyan, Heartland Community College and others, and such major corporate entities such as State Farm and Country Financial, have brought, McLean County has experienced significant growth in cultural and racial diversity, especially over the last 10 years.

4.2.2 Overall Goals of the Project

The immediate goal of this project is to develop a public relations campaign to raise awareness about the increasing racial diversity within McLean County, against which the YWCA can measure future success in increasing diversity awareness in McLean County.

4.2.3 Outcomes and Performance Measures

The outcome for Open Mind Consulting is to create a public relations campaign plan. We will accomplish this goal by:

1. Identifying the goal of the public relations campaign
2. Identifying the facts/supporting evidence for the campaign
3. Identifying our targets
4. Defining the broader message the audience needs to hear
5. Defining the specific message the audience needs to hear
6. Defining the tactics/timetable the YWCA will use
7. Identifying the resources need to deliver the message
8. Identifying potential challenges in delivering the campaign
9. Defining the indicators of a successful campaign

Performance Measures – Creating performance measures for this project will be a challenge, unless success is measured by whether the YWCA is pleased with the final product. The actual performance measures and success of the campaign itself are a separate issue. Open Mind Consulting believes that the YWCA may be well served to develop performance measures, perhaps by executing surveys in the community to measure the awareness levels of McLean County residents before and after the campaign. Open Mind Consulting believes this kind of survey may be outside the scope of this project, but could be important in judging true success of this and possible future diversity campaigns. Measuring attitudes and opinions is an inexact science, and ultimately the YWCA may need to rely on anecdotal evidence to measure true success.

(Under discussion) OMC can help define parameters of this survey – that we believe may need to be executed before and after the marketing campaign – and we can also help define where the survey can be conducted and who can participate in it.

4.2.4 Activities/Technologies of the Project

- Identify the target market for the marketing campaign
 - Target demographic is 35 years and older
- Data Collection
 - Collect data, experiences, anecdotes , guidance and other information from community leaders, MCLP peers, community organizations and others on how a diversity awareness campaign can be designed to help the community
 - Collect demographic information about the Bloomington/Normal community (U.S. Census)
 - Collect anecdotes and other factual information from community organizations who specialize in racial and ethnic diversity
- *Conduct Surveys – possibly survey community groups to gauge awareness of diversity (Under Discussion)*
 - *Corporate Affinity Groups*
 - *Local philanthropic/community organizations*
 - *Focus Groups*
 - *Community Leaders*
- Create the WIIFM (What's In It For Me) for potential campaign partners, sponsors
- Identify and/or establish partnerships with community organizations, corporations and other interested parties who wish to be involved with the campaign, either through financial contributions, sponsorships, in-kind donations, or other support
- Define the tactics/timetable the YWCA will use.
- Create a list of marketing media available online and in the community.
 - (tv, radio, newspaper, billboards, website, newsletters)
 - “Free” technologies – i.e. Facebook, Twitter, Etc

- Identify what marketing media the Y has at its disposal.
- Identify upcoming events in the community that the YWCA could use as leverage for the campaign
- Focus the public relations campaign around the campaign slogan of “I am McLean County”. The campaign could focus on different categories of people – both diverse and skills. (diversity of race, talent, skills, education – really to represent how broad diversity and that it is more than just cultural background or race or religion) The campaign may include:
 - Factual information about diversity
 - “Short stories” about diverse people in the community – our neighbors
 - Positive messages, accomplishments about diverse people in the community
 - A message about the unique nature of McLean County a result of its diversity and culture.
 - A message that diversity benefits everyone – it attracts corporations, it opens our minds to new ways of doing things, it makes us more globally aware
 - A Call to Action - Directing people to:
 - Websites/links directing people to more information of community partners
 - MCLP
 - YWCA

5. Specific Goals and Scope

PR Campaign Goals for Open Mind Consulting

- PR Campaign Proposal
- Pre-survey Benchmark (*under consideration*)
- Propose a funding model to support the campaign

Public Relations Campaign Deliverables for the YWCA

- Execution of Public Relations Plan
- Post-survey

6. Recommendations

Open Minds Consulting has made some initial observations and have developed steps the YWCA might follow to fully address its mission of Eliminating Racism. Those steps are identified below.

1.A Develop awareness of the racial and ethnic diversity in McLean County by executing a public relations campaign

1.B Execute this campaign, and then take it to the “next level” by building on the awareness, and developing “action items” that they wish to happen in the community toward building awareness of the diversity our community has to offer.

2. Embrace Diversity – The next step for the longer term is for the YWCA to focus itself on how they can encourage McLean County to **embrace** diversity, once a greater awareness has been established

3. Eliminate Racism – For this stretch goal, we can only hope that the community has developed an awareness of the diversity in the community, that they have taken steps to embrace the diversity our community has to offer, and that will eventually lead to the gradual elimination of widespread racism in future generations.

Our recommendation is to challenge the YWCA to create the next leg of the campaign which involves action to create social change.

7. Issues and Risks

- Funding
- Identifying a clear message (what the campaign is asking for/encouraging)
- Lack of awareness among team about community challenges related to diversity
- Lack of a true measure of how effective an awareness campaign can/will be.
- Acceptance