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Big Brothers Big Sisters School-Based Mentoring Program Public Information/Recruitment Campaign

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UNIVERSITY HONORS PROGRAM

SENIOR PROJECT - APPROVAL

Name: Jessica Neal

College: Communications Department: Public Relations

Faculty Mentor: Dr. Lisa Fall

PROJECT TITLE: Big Brothers Big Sisters

School-Based Mentoring Program

Public Information/Recruitment Campaign

I have reviewed this completed senior honors thesis with this student and certify that it is a project commensurate with honors level undergraduate research in this field.

Signed: Lisa Fall, Faculty Mentor

Date: 4/28/03

Comments (Optional):



BIG BROTHERS BIG SISTERS
of Tennessee Valley

LITTLE MOMENTS BIG MAGIC

**School-Based Mentoring Program
Public Information/Recruitment
Campaign**

Jessica Neal
May 7, 2003

Table of Contents

Introduction	3
Executive Summary	4
a. Problem Statement	
b. Overview of Method and Results for Research Performed	
c. Overview of Conclusions	
Research Needs	6
a. Problem Statement	
b. Situation Analysis	
Research Goals	9
Research Objectives	11
Hypothesis and Research Questions	13
Research Strategies	16
Results	19
Implications of Results	21
Proposed Public Relations Plan	23
a. Goals	
b. Objectives	
c. Strategies	
d. Tactics	
Communications Tools	28
a. Overview	
b. Letters to Campus Organizations	
c. Media Kit	
d. Brochure	
e. Poster and Flyer	
Campaign Timeline	41
Budget	43
Evaluation Methods	45
a. Overview	
b. Open-Ended Questionnaires	
Conclusion	49
Appendices	51
a. Campus Media Contact List	
b. University Housing Contact Information	
c. Campus Contact Information	
d. Residence Hall Statistics	
e. Statement of Limitations	
f. References	
g. Abstract	
h. Presentation Visuals	



Jessica Neal

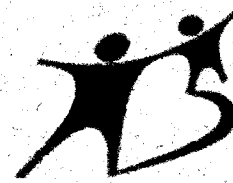
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Little Moments. Big Magic. The mission of Big Brothers Big Sisters of Tennessee Valley is to make a difference in the lives of children who are in need of positive role models. Since 1971, BBBS of Tennessee Valley has been working to provide qualified mentors for children in Knox, Blount, Anderson, Loudon, Roane, and Scott Counties.

Its School-Based Mentoring Program provides a unique mentoring opportunity that encourages volunteers to spend one hour a week with a “Little” at their school. Now, the program, currently offered in four area schools, is looking toward expansion. With this expansion will come an increased need for “Bigs.”

This is the problem I was faced with in producing this campaign, and I have developed a path to a solution. The following campaign will supply BBBS with the “Bigs” it needs for the School-Based Mentoring Program by reaching out to on-campus residents at the University of Tennessee. UT students represent a variety of backgrounds and possess the knowledge needed to touch the lives of these “Littles.”

Through this campaign, BBBS will be able to reach the UT on-campus community and recruit volunteers as never before.





Executive Summary



Problem Statement

Big Brothers Big Sisters needs to improve awareness within the UT community in order to gather more "Bigs" for its school-based program to fill current and future needs.

Overview of Methods and Results of Research Performed

In order to gauge current support of the Big Brothers Big Sisters School-Based Mentoring Program, a focus group was conducted to determine student knowledge and opinions. The moderated focus group format was determined to be the ideal method to reveal student opinions, as it allowed for free flow of feelings as well as information. A few personal interviews were also performed to fill in any holes in the information gathered at the focus group. The information I was seeking ranged from how students gather information about extra curricular activities to what students already knew of the school-based program. During the course of the focus group, I discovered a fairly high level of interest in volunteer activities. Students also displayed an eagerness to participate if more information is made available. It was determined that students gather much of their information from face-to-face contact and also from media such as flyers and articles in the campus newspaper.

Overview of Conclusions

It was determined that Big Brothers Big Sisters was not utilizing a potentially large audience in on-campus residents. By fulfilling the audience's informational needs through their residence halls and the UT Residence Outreach in the Community of Knoxville program, on-campus residents could become a valuable resource.

Reaching out to this new audience by providing information through UT R.O.C.K., residence halls, and an informational campaign, BBBS will be able to fill the need generated by the expansion of its school-based program.

