* Executive Summary
* Analysis of the communication situation (why communicate)
* Every month the San Diego Food Bank distributes food to over 350,000 hungry people in San Diego. Distributions are done directly through their senior food program, the backpack for students program and through various food pantries and church and charity groups throughout the county. Once a year the Food Bank host the Colleges Rock Hunger food drive & competition between the major universities in the County.
* In 2010 UCSD Chancellor MaryAnne Fox endorsed the Colleges Rock Hunger competition and UCSD began to compete as an institution. While the participation is campus-wide, the education and collection falls to the Sustainability Staff in Housing, Dining & Hospitality (1 full time staff person & 7 part time student workers). HDH Marketing department helps with the education, but to date the campus has underwhelming in it’s response. With 25000 staff and 28000 students daily on campus UCSD has a sizeable community to draw from for the competition, if they only knew what was going on. Generally the competition officially runs for 21 days with and extra weekend that could be used to donate.
* 1. All UCSD campus population to know that Colleges Rock Hunger is happening
* 2. All UCSD campus population know how to donate or contribute
* 3. Inspire all campus population to contribute during the drive
* 4. Create a culture of giving
* 5. Donate the equivalent of a minimum of 10000 lbs food in 2012
* UCSD Students- 23143 undergraduates students in 2009
* 18- 24 years old- 80% of 1st years are 18 years old
* 44% Asian; total of 64% of undergraduate population are “students of color”
* 84% are US citizens and 65% are Native English speakers
* 52% female
* 36% of all undergraduates lived on campus in 2010
* 4274 Graduate Students in 2009
* Preuss school students-
* Staff- at all levels in all departments
* Faculty, Teaching & Research staff
* Alumni
* Visitors- campus tours, sporting events, family weekend, concerts, shows, plays
* Advertising
* PR
* Publicity
* Promotion
* Point-of-purchase
* Buzz
* Word of mouth
* Viral
* How to reach the people?
* Videos- SDFB background video
* EcoNauts & ICRA (?) students talking about the issue video
* Video of student leaders (AS, RAs, GSA officers) & sports teams saying that they’re giving
* Banners- on eye level fences- Warren field, Marshall field, Muir field, RIMAC field & on bridges, outside PERKS, Price Center
* Work with Greeks to reach out to their membership
* Work with service clubs
* Work with RAs & Orientation Leaders
* Message from the Chancellor (if not Chancellor then from VC)
* Work with Volunteer 50 to get their contributors
* Color shuttle messages
* Price Center marquee & closed circuit TVs
* Display in PC display frames- signage with most needed food
* Marketing Council
* Communications Dept
* Blink
* This week at UCSD
* UCSD Calendar
* VC Challenges? (like United Way)
* La Jolla Playhouse
* Pub
* Loft
* ArtPower Events
* Alumni