



Part 6:

Final Report

JoJo Maestas

April 30th, 2024

TABLE OF CONTENTS

Introduction.....	3
Vision and Goals.....	4
Development.....	5
Blog Highlights.....	6
Social Media Highlights.....	7
Email Highlights.....	8
Campaign Monitoring & Metrics.....	9
Insights.....	10

Introduction

Welcome to 360 Campus Care

Overview: 360 Campus Care Initiative aims to address the significant challenges faced by college students nationwide, particularly in the areas of food insecurity and clothing affordability. As an essential aspect of student well-being and academic success, these challenges require urgent attention and proactive solutions. Our project endeavors to provide essential resources, support, and educational opportunities to empower students and create a more inclusive and supportive campus community.

Significance: The significance of 360 Campus Care Initiative lies in its response to the pressing needs of college students, who often struggle to meet their basic needs while pursuing higher education. Food insecurity and clothing affordability issues gaps can have profound impacts on students' physical health, mental well-being, and academic performance. By addressing these challenges, our project seeks to alleviate the burden on students and foster a more equitable and supportive environment where every student has the opportunity to thrive.

Challenges Addressed:

1. **Food Insecurity:** Many college students struggle to afford nutritious food, leading to food insecurity and hunger.
2. **Clothing Affordability:** Students may face challenges in affording clothing, impacting their self-esteem and ability to participate fully in academic and social activities.

In the following sections, we will outline the objectives, strategies, and outcomes of 360 Campus Care Initiative, detailing our efforts to address these challenges and make a positive impact on the lives of college students.

Vision and Goals

Vision: Fostering a campus environment where no student is left behind.

Goals:

Address Basic Needs Insecurities: Our primary goal is to address food insecurity and clothing affordability challenges among college students by providing essential resources, support, and educational opportunities.

Foster Community Engagement: We aim to foster a sense of community and belonging among students, encouraging collaboration, mutual support, and shared responsibility for student well-being.

Empower Students: Our goal is to empower students with the knowledge, skills, and resources they need to overcome obstacles, achieve their academic and personal goals, and become active agents of change in their own lives and communities.

we aimed to launch a digital campaign that would effectively communicate our message and drive engagement. This involved meticulous planning, from identifying key messaging and content strategies to implementing monitoring mechanisms to track campaign effectiveness.

Guidance in Project Development:

The vision and goals established at the beginning of the project have guided our development by serving as a compass for decision-making, resource allocation, and program implementation. They have informed the selection of initiatives, activities, and strategies that align with our overarching vision and contribute to achieving our goals. Additionally, they have provided a framework for evaluating our progress, measuring success, and making adjustments as needed to stay on track toward our desired outcomes. Overall, the vision and goals have been instrumental in shaping the direction and focus of 360 Campus Care Initiative, guiding our efforts to create a more supportive and inclusive campus environment for all students.

Development

1. Planning:

- We began by outlining the structure and content of our website, identifying key pages such as the homepage, about us, what we do, blog, and contact.

2. Execution:

- Leveraging our research insights, we crafted compelling and informative content for each page, incorporating relevant keywords and phrases to enhance search visibility.
- We focused on creating a user-friendly and visually appealing design, ensuring seamless navigation and intuitive user experience.
- Integration of Google Analytics: We implemented Google Analytics on every page of our website to track traffic, user behavior, and other key metrics.

Social Media Engagement:

1. Planning:

- We developed a comprehensive social media strategy, outlining our objectives, target audience, content themes, and posting schedule.
- Our strategy included platforms such as Instagram and Twitter, chosen based on their relevance to our target audience and the nature of our initiative.

2. Execution:

- Content Strategy: We created a content calendar outlining our planned posts, incorporating a mix of informative, engaging, and promotional content.
- Initial Social Media Posts: Our initial posts introduced our initiative to our audience, providing a brief overview of our mission, goals, and upcoming activities.

Overall, our website and social media strategy were integral components of our initiative, allowing us to effectively communicate our message, engage with our audience, and drive meaningful interactions and outcomes. Through careful planning, execution, and optimization, we were able to create a robust online presence that supported our overarching goals and objectives.

Blog Highlights

Our blog section serves as a hub of informative and engaging content, providing valuable resources, insights, and stories related to food insecurity, clothing affordability, financial literacy, and student well-being. Through a combination of articles, interviews, and personal narratives, our blog aims to educate, inspire, and empower college students to navigate challenges and thrive in their academic journey. From practical tips for budgeting and meal planning to uplifting stories of resilience and community support, our blogs offer a wealth of information and inspiration to our audience. Whether you're looking for practical advice, personal stories, or a sense of connection with your peers, our blog has something for everyone. Explore our latest posts and join the conversation as we work together to create a more supportive and inclusive campus community.

1. [EXPLORING THE WSU COUGAR CLOSET](#)
2. [FINDING THE WSU COUGAR FOOD PANTRY](#)
3. [ASWSU STUDENT LEGAL SERVICES](#)

EXPLORING THE WSU COUGAR CLOSET

3/31/2024 0 Comments



Professional apparel is made available to WSU students through the university initiative The Cougar Closet. The Cougar Closet is there to assist you due to dressing for success may be expensive and time-consuming. The Cougar Closet is available Monday through Friday from 8 a.m. to 5 p.m. and no appointments are required.

Their aim is to maintain our Cougs dressed in the finest business attire.

The WSU Cougar Closet: What Is It?
The Cougar Closet is a sustainable fashion community

FINDING THE WSU COUGAR FOOD PANTRY

4/8/2024 0 Comments



Finding the support you need shouldn't be a challenge, and at the Cougar Food Pantry, They are committed to making access to essential resources as seamless as possible. Located on the ground floor of the Compton Union Building (CUB), The pantry is conveniently situated near the Washington State Employees Credit Union (WSECU) and the entrance to Terrell Library, ensuring easy access for WSU Pullman students experiencing food insecurity.

A Welcoming Haven

As you step into the Compton Union Building, you'll

ASWSU STUDENT LEGAL SERVICES

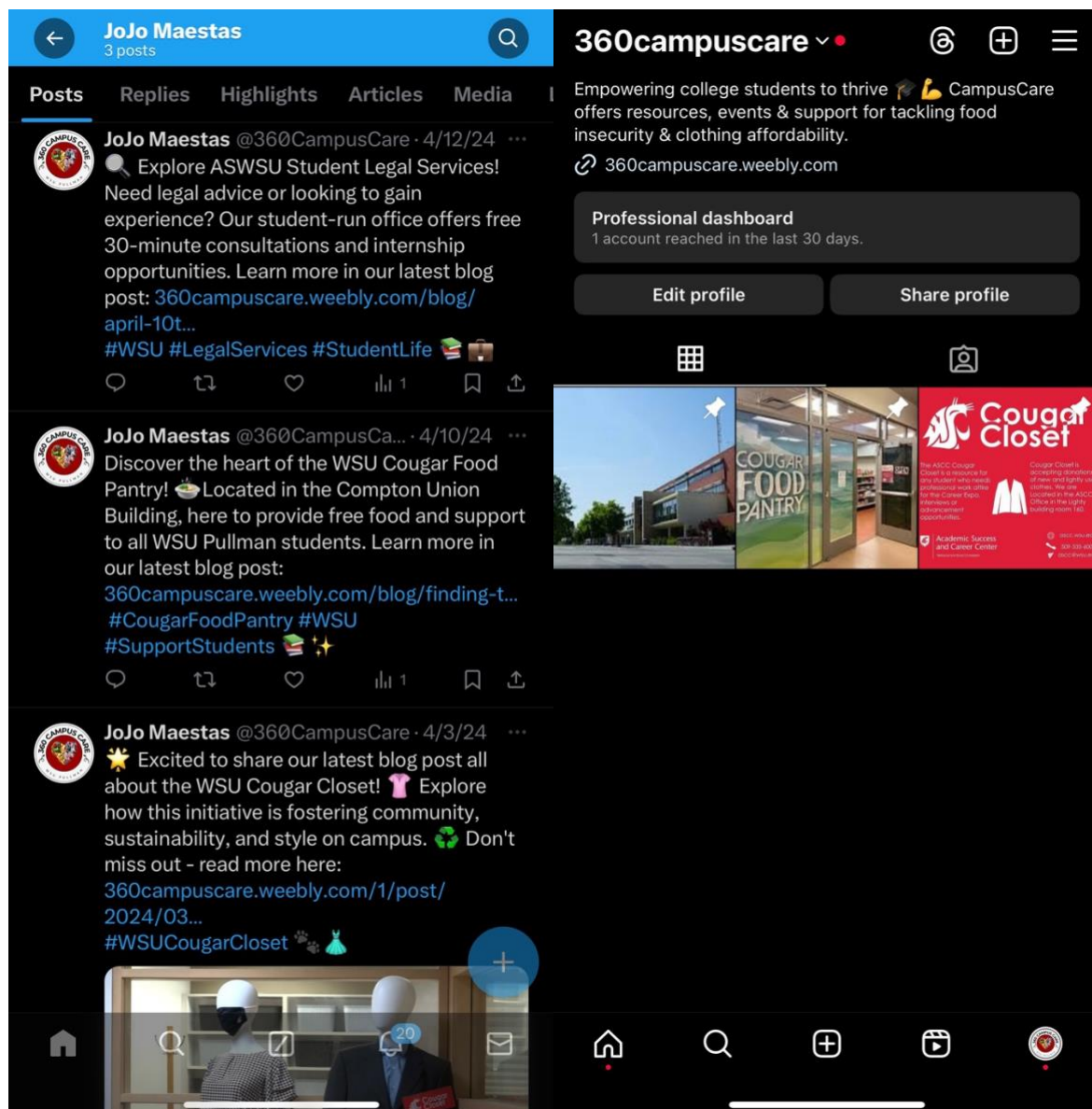
4/10/2024 0 Comments



Are you a student at Washington State University (WSU) with legal questions or concerns? Look no further than ASWSU Student Legal Services (SLS), your go-to resource for navigating the complex legal landscape of student life. From landlord disputes to contract reviews, SLS is here to provide guidance and support tailored to the unique needs of WSU students. What is ASWSU Student Legal Services? ASWSU Student Legal Services is a student-run office

Social Media Highlights

Our social media channels serve as vibrant platforms for connecting with our audience, sharing resources, and fostering community engagement. Through platforms like Instagram, and Twitter we deliver timely updates, inspirational content, and interactive campaigns aimed at raising awareness and empowering college students. From sharing photos and videos of campus events our social media channels provide a dynamic space for students to connect, learn, and support each other. Follow us to stay informed, join the conversation, and be part of our mission to create a more supportive and inclusive campus community.



Email Highlights

Our email communications are an essential tool for keeping our audience informed, engaged, and connected with 360 Campus Care initiatives. Through regular newsletters, event invitations, and announcements, we deliver valuable content directly to our subscribers' inboxes. Our emails provide updates on upcoming events, resources, and opportunities for involvement, ensuring that our audience stays informed about the latest happenings in the 360 Campus Care community. Additionally, we use email campaigns to share inspiring stories, educational resources, and actionable tips to support students in their academic and personal journeys. By subscribing to our email list, students can stay connected with 360 Campus Care and access valuable resources to help them thrive in college and beyond.

Discover ASWSU Student Legal Services: Your Resource for Legal Support at WSU

Discover Sustainable Fashion at WSU Cougar Closet!

Jo Jo Maestas <360campuscare@gmail.com>

to: jjoimondy123, bcc: a.sordiaromos, bcc: deshayni.nielsen, bcc: adleneisordia, bcc: red.rena1982, bcc: renabutts@gmail.com, bcc: maccabee.wemdor

Thu, Apr 11, 3:56 PM

☆ ☺ ↶ ⋮

Jo Jo Maestas <360campuscare@gmail.com>

to: jjoimondy123@gmail.com, bcc: jjo.maestas, bcc: a.sordiaromos, bcc: deshayni.nielsen, bcc: adleneisordia, bcc: red.rena1982, bcc: renabutts@gmail.com

Tue, Apr 2, 11:45 PM

☆ ☺ ↶ ⋮

Hello!

Are you facing legal questions or concerns as a student at Washington State University? Look no further than ASWSU Student Legal Services (SLS), your dedicated resource for navigating the complexities of student life.

ASWSU SLS offers free 30-minute legal consultations with Attorney Wynn Mosman to all current WSU students. Whether you're dealing with landlord disputes, contract reviews, employment issues, or any other legal matter, our team is here to provide guidance tailored to your needs.

In addition to consultations, we offer internship opportunities each semester for highly motivated students interested in gaining hands-on experience in the legal profession. These internships are available for credit under Political Science or Criminal Justice programs, or on a volunteer basis for those looking to build their skills and professional network.

How to Get Started:

Schedule a Consultation: Simply stop by our office with your WSU student ID or give us a call to book an appointment for your free 30-minute legal consultation.

Apply for an Internship: Visit our website or contact us for more information on how to apply for an internship at ASWSU SLS and gain valuable experience in the legal field.

ASWSU Student Legal Services is committed to supporting you through your legal journey at WSU. Don't hesitate to reach out and take advantage of the resources available to you as a student.

[Read more here](#)

Best regards,

Jo Jo Maestas

Head of 360 Campus Care

[contact us!](#)

Hello,

I hope this email finds you well. I'm reaching out to share some exciting news about an initiative that's making waves on the Washington State University (WSU) campus – the WSU Cougar Closet!

Our latest blog post delves into the heart of this unique project, highlighting how it's not only redefining fashion but also fostering community and sustainability. From providing students with access to free, gently used clothing to hosting educational workshops on sustainable fashion practices, the Cougar Closet is at the forefront of promoting positive change.

If you're passionate about sustainability, fashion, or community engagement, we invite you to read our blog post and learn more about the inspiring work being done at WSU Cougar Closet.

<https://360campuscare.weebly.com/1/post/2024/03/exploring-the-wsu-cougar-closet.html>

Feel free to share this email with friends, colleagues, or anyone else who might be interested in joining the conversation. Together, we can create a more sustainable and inclusive campus community.

Thank you for your support!

Best regards,

Jo Jo Maestas

Head of 360 Campus Care

[Connect with us!](#)

[Twitter](#)

[instagram](#)

↶ Reply

↷ Forward

🗑️

↶ Reply

↷ Forward

🗑️

Campaign Monitoring & Metrics

Website

User: 78

Engaged sessions: 76.

Engagement rate: 55

Twitter

Profile visits: 8

Tweet impressions: 4

Instagram

Accounts Reached: 20

Email 1

Sent: 10

Open Rate: 7

Click Rate: 5

Email 2

Sent: 10

Open Rate: 6

Click Rate: 3

Insights

What You Saw:

The metrics that stood out the most to me were the Instagram and Twitter metrics, which were notably low.

What You Learned:

One significant adjustment I made was in the content of my blogs and emails. Initially, I focused solely on sharing information, but I realized the importance of providing clear calls-to-action, particularly regarding donations and participation. I also refined my target audience to focus more on students.

What You Would Do Differently in a Future Campaign:

To increase user engagement with comments on my blog and participation in social media efforts, I would employ a more proactive approach. This would include mass following individuals across all social media platforms and spreading awareness offline as well as online. To drive more new visitors to my website and encourage them to stay longer, I would prioritize outreach to relevant communities and organizations. Additionally, I would enhance the website's content and user experience to make it more engaging and informative.

To improve email open rates, I would expand my outreach efforts by leveraging existing networks. This could involve reaching out to student organizations and other groups who could share the emails with their members, thereby increasing visibility and engagement. Additionally, I would implement a feature where individuals can request to join the email list to receive regular reminders and updates.