Word of Mouth Marketing Project Plan

Introduction
Archives and Special Collections (ASC) collects, preserves, and provides access to the stories of Mount Holyoke College students. We want to focus our WOMM project on better documenting student organizations.

Currently we use our tumblr and instagram accounts, signage in the library bathrooms, and our conversations with students in the ASC reading room and at our events to spread the word that we want to collect student organizations’ records. This has resulted in some orgs donating materials each year, but the big challenge is that the students graduate and the leadership of these organizations (and even their existence) waxes and wanes each academic year. We may be especially successful with a specific organization for two years and then we drop off the radar when the main contact person changes.

Another challenge is that there are more than 150 official student organizations and additional unofficial ones on campus, and we are a staff of 2. We intend to focus our efforts realistically by beginning WOMM with 15 organizations that are under-documented or completely undocumented in ASC.

Communication Goals
Let student org leaders of under-documented/undocumented orgs know that ASC exists, what we do, why it matters, and how we can help them learn about the history of their organization. (If we don’t currently have any information about their org then we will stress the importance of collecting it.)
Objectives
Build a sustainable relationship with under-documented/undocumented student organizations in order to collect and document their org histories.

Identify 15 student organizations that are under-documented or undocumented in ASC. By the end of the WOMM project period, have some materials in ASC from each of these orgs.

Positioning Statement
Your stories matter and ASC can help you to preserve and share them.

Key Message
Know Your History, Save Your History

Key Audiences
- Mount Holyoke College student organization leaders and members.
- Mount Holyoke College staff in the Student Programs Office.

Strategies/Tactics/Tools
- Send emails and ASC postcards to the leadership of 15 student organizations that are undocumented/under-documented. (Even determining the contact information for student leadership positions can be a challenge so also contact staff in Student Programs Office if necessary to identify leadership.)

- Talk to student org leaders directly about best means for communicating with them. Do they prefer email? Do they prefer that we contact them through their org Facebook pages, etc.?

- Dedicate a page of our website to student organizations. Explain why we collect their materials and how these items can be used once they are in ASC. Explain the logistics of making donations, both physical and digital. Keep this updated as a dedicated place to point student org leaders to when they have questions.

- Each academic year there are two required meetings that official student organization leaders have to attend in order to receive funding from the Student Government Association. Find out from the Student Programs Office how to get
on the agenda for these meetings to make a 5 minute pitch directly to the leaders.

- Create and distribute posters around campus that encourage donations. Do this activity after the mid-term of each semester so students have a visual reminder to give materials to ASC before the very end of the year when they are stressed with finals and moving out.

- Twice a semester staff a table at the Campus Center with information about ASC and donating materials to ASC.

- Send ASC postcards to the 15 student org leaders two weeks before the end of the semester to remind them to donate and to thank them.

**Evaluation**

Were we able to reach and collect materials from 15 undocumented/undocumented student organizations? Which groups were we successful with and why? If we weren’t successful with a group, why was that? Talk to the student org leaders who did donate to ask them which method of outreach and WOMM worked best for them and why.