Child Creativity Lab

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PRA 498

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Child Creativity Lab (CCL) is a nonprofit makerspace in Orange County with an approach to STEM that includes an "A" for art - STEAM. CCL's STEAM + Creativity program is designed for students Kindergarten through 6th grade. The organization has numerous workshops available for schools, after-school programs, hospitals, festivals, summer camps, and more. CCL works in collaboration with Title I educators, afterschool providers, and other community programs.

Our group determined two priorities for Child Creativity Lab: to grow their visibility among influentials in the Orange County community to increase corporate and community partnerships, and to create a sustainable internship program to establish a strong social media presence. With these priorities in mind, we determined the key publics for our campaign: STEM-based companies and corporations located in Orange County, interns and potential interns, and PTA members of local schools.

We chose the campaign theme "Full STEAM Ahead" because we believe that Child Creativity Lab equips children with the skills they need to raise their potential for personal and academic development. Overall, we hope our campaign helps connect Child Creativity Lab with more children in the local Orange County community and keep advocating for a comprehensive, hands-on, and creative education for all.

Child Creativity Lab
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Fact Sheet

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Mission: To foster the next generation of critical thinkers, problem solvers, innovators, and leaders through hands-on creativity enhancing exploration.

About: Child Creativity Lab is a makerspace with an approach to STEM that includes an "A" for art - STEAM. Our STEAM + Creativity program is designed for Kindergarten through 6th grade. CLL has numerous workshops available for schools, after-school programs, hospitals, festivals, summer camps, and more. CCL works in collaboration with Title I educators, afterschool providers, and other community programs.

Programs: CLL has a STEAM outreach program so we can bring our makerspace to you. Trained staff members provide hands-on educational programs. CLL also has a Depot for Creative Reuse filled with reclaimed and reusable materials as well as a Community Makerspace.

Facility: The CLL Depot for Creative Reuse and Community Makerspace is located in a centralized area of Orange County close to various forms of public transportation, ensuring access to the community.

Hours: The Depot for Creative Reuse is open Monday through Friday, 9:00 am - 4:30 pm and the last Saturday of every month from 10:00 am - 12:00 pm. Open studio is suspended through Sept. 2020 due to COVID-19.

Admission: Visitors can access the Depot for Creative Reuse with a low-cost membership program. CLL offers a limited number of materials scholarships to Title 1 educators, after-school programs, and other community programs.

Volunteers: In 2019, CLL had 2,270 volunteers in our programs.

9/30/2020

The Rise of STEAM and the History of Child Creativity Lab

In the 2011 State of the Union address, President Barack Obama called for the United States to ramp up technological innovation and propel ingenuity to stay competitive with other countries. He urged the youth within the United States to seize the moment and asked educators to prioritize 21st-century learning, specifically regarding science, technology, engineering, and math fields. With millions in funding for teacher training, grants, and research, STEM is now a household name in education practice.

To understand the increasing push for STEM, it's also important to examine the history and statistics behind this education approach. In 1960, 1.1 million Americans worked in science and engineering fields, while today it's approaching 6 million, according to the National Science Foundation, demonstrating the clearly growing demand for skilled and efficient laborers in this field. Yet it's also important to note that a recent United States PISA rankings placed the U.S. 38th out of 71 countries in math and 24th in science. Clearly, there is a call to up our national STEM game, and the integration of Arts will hopefully do so.

STEAM education is taking the foundation of STEM learning, but integrating arts for a more holistic understanding of our world and a more interdisciplinary approach. John Maeda, former president of the Rhode Island School of Design, championed the STEM to STEAM movement, campaigning to add "arts" to STEM, citing design thinking and creativity are essential ingredients for innovation.

In terms of issues and problems faced within the STEAM field that can be applicable to Child Creativity Labs, the gender and race gaps in STEM and STEAM is important to note. According to the 2016 STEM Index by U.S. World News & World Report, "the number of white students who earned STEM degrees grew 15 percent in the last five years." The number of black students fell by roughly the same margin, the index found. Women interest in STEM also "decreased slightly" over the previous year. Growing overall student engagement for STEM and STEAM can happen through innovative teaching practices, like that of Child Creativity Labs.

Child Creativity Lab was founded by Peter Chang in his garage in 2012, creating the facilities in order to assure creativity in the classroom isn't compromised. From there, he established the Makerspace on Wheels outreach programs in 2014, and CCL moved into a Santa Ana location in 2015. CCL provides programs to enhance "day-to-day learning with engaging and inspiring hands-on experiences," meant to spark the desire for self-motivated learning.

CCL also works in collaboration with Title I educators, afterschool providers, and other community programs serving underprivileged children. According to the CCL website "material scholarships allow Title 1 educators to utilize 100 units worth of materials, free of charge, for their educational programs". CCL distinguishes itself from its competitors by targeting Title I schools and recognizing these underrepresented populations within the STEAM field.

📖Situation Analysis

      In 2020, Child Creativity Lab is a premier makerspace in Orange County, offering STEAM learning to students that would generally go without it due to unequal allocation of educational resources. CCL's ultimate goal is to bring equity to the STEAM learning environment of Orange County because of the aforementioned inequality. Because CCL focuses on Title I educators and community programs like the Boys and Girls Club of America, much of the organization's funding comes from grants and donors. California State Law requires that educators meet certain subject requirements in their curriculum, and it is not uncommon for schools to fall back on areas that would fall under STEAM categorization. Because of this, organizations like CCL are able to partner with schools to bring them workshops, materials, and classes. Much of its efforts are focused on these underserved school districts like Tustin and Capistrano Unified, and CCL employs many grant writers whose sole purpose is to write grants for funding to be approved by the state.

      These partnerships with schools and dependence on government funding means that CCL was hit hard by the transition to online learning in March 2020. Tracey Hill, current CEO of CCL, has acknowledged that their entire business model had to learn how to transition when schools went online. Cooperation with local Parent Teacher Associations is also key in securing partnerships with schools, she says. As the President of her local PTA (and a mother), Hill recognizes the importance of targeting both students and parents alike when publicizing CCL and its services. PTA's have a large influence over curriculum and what is or isn't offered in schools, and they function as a part of the school separate from the educators bound by California law. The actual method of reaching these audiences is not exactly fleshed out, however, and Hill acknowledges that little social media efforts have been made because this requires hiring almost another full-time employee. Especially during a time when an even greater amount of communication is done virtually, CCL is in need of a more effective communications machine. The ways in which they offer their service are being revised, with kit-like boxes of materials and instructions being considered to hand out to students while classes take place over school Zoom classes. These updated services and the continued ones will have to be communicated to the audience somehow, particularly if it is in a format (i.e. social media) that can be pointed to when CCL attempts to raise money.

      Outside of grants, CCL also raises funding from an annual gala, an event that will have to be made virtual this year. Donors and the Board of Directors would otherwise gather to raise funds for CCL, which is of great significance because the organization would have a hard time getting by on just grants and the auxiliary activities (walk-ins, special events, etc.) that are not going to be resuming anytime soon. CCL faces a range of challenges, mostly because of the pandemic, but with a strong reputation in the makerspace community and strong relationships with donors, schools, and the actual patrons (children of all ages), this temporary transition to online services can be weathered and the organization can resume and expand in due time.

Core Problem/Opportunity Statements:

If Child Creativity Lab does not raise visibility among influentials in the Orange County community, then it will have difficulty raising funds and reaching underserved children in the Orange County area to promote a STEAM-based education.

If Child Creativity Lab does not foster a sustainable internship program, then it will have difficulty maintaining a strong social media presence.

KEY PUBLICS

I. OC STEM Companies/Corporations with Grant Money

Because Child Creativity Lab is a nonprofit, all of its funding comes from donations and grants and relies on these sources of income to keep the operation going. Clearly maintaining and establishing new relationships with these donors is a key contributor to the current and future operations of Child Creativity Lab. After our team meeting with Tracy, we discovered that large STEM-based companies and sponsors with grant money provide most of the funding for Child Creativity Lab. Many large corporations, for example, have a CSR aspect that requires a community partnership. For those in STEM, they prefer a community partnership that echoes the mission of their corporation and therefore prefer to partner with nonprofits that promote a STEM education. That's where Child Creativity Lab comes in; providing an outlet for corporate community donations while also promoting the STEM mission that aligns with the corporation.

Self-Interests: Mandatory community partnership/donation, promoting STEM education which leads to a STEM career, gets company recognition on Child Creativity Website if donates enough.

Influentials: Company employees on LinkedIn who can be influenced by posts from Child Creativity Lab, CSR departments, trade magazines for STEM companies or companies in the OC area.

II. Public School Teachers

Teachers are an important public for Child Creativity Lab because teaching is at the heart of what Child Creativity Lab does. In order for Child Creativity Lab to be successful long-term, the organization needs to cultivate strong relationships with the teachers who benefit from their services. Teachers is a broad category, spanning from kindergarten teachers to 6th grade teachers. Public school teachers in particular have a set of standards for what needs to be taught in each given school year. Moreover, classrooms are often packed with kids, with some classes having more than 30 kids. On average, public school teachers in California make around $80,000 each year. Many teachers choose their profession because they have a passion for educating the younger generation, not because the salary is great or the work is easy. Reaching public school teachers is especially important because the relationship between Child Creativity Lab and teachers is mutually beneficial.

Self-Interests: Teachers want to give their students the best education possible. They want students to be actively engaged with the material. Additionally, they want to be able to cut their workload.

Influentials: Teachers are influenced by other teachers and those who are involved with education. They are also influenced by parents of students.

KEY PUBLICS

III. PTA MEMBERS AND SCHOOL DISTRICT OFFICIALS

This audience is perhaps most influential in the partnering process. PTA members have vested interest in their children and the students of the schools they serve. They often have the power to introduce new courses and partners to their schools' curriculums. Informing PTA members and school district officials of the importance of STEAM education and of the services that Child Creativity Lab offers is crucial to ensuring CCL gains brand awareness. This will ultimately lead to partnerships with schools and school districts. PTA leadership hears directly from both teachers and students, giving them more incentive to seek out impactful programs.

Self-Interests: PTA members and front office workers want the best opportunities for the students at the most realistic cost. When they become aware of the significance of STEAM education in their schools' curriculums they are likely to reach out and be swayed by organizations like CCL..

Influentials: School district workers are influenced by their own governing bodies as well as PTA's, who are in turn influenced by external educators, teachers, and their own children (who will be the ones experiencing the CCL services).

Introducing:

Full Steam Ahead

A PR Campaign for Child Creativity Lab

Goal 1: Internship Program ⚑

To create a sustainable intern program for Child Creativity Lab.

Objectives:
1. Recruit a PR/marketing intern to maintain social media presence for Spring 2021
2. Recruit an education/STEM intern to teach classes and develop curriculum for Spring 2021
3. Increase LinkedIn engagement by 15% by March 2021

Strategy: Develop an internship program to help CCL maintain their social media presence and implement various marketing campaigns as well as to assist in the day-to-day tasks of the organization.

Tactics:
1. Create an infographic advertising the internship program with all necessary information. Post it on social media account and post physical copies around college campuses.
2. Contact college career departments within Orange County so the internship listing can be posted on applicable job sites for college students.
3. Create a task sheet for interns outlining main marketing goals and specific tasks. First round one interns should focus on creating a style guide for CCL. All interns should focus on creating a visually consistent social media presence.

Goal 1: Message Strategies 💬

Key public: Interns and Potential Interns

Self-interests
You want to build a resume revolving around marketing. You're passionate about giving back to the community and Title I schools in particular.

Issue or Problem
Child Creativity Lab's services are high in demand. However, not many people in the Orange County community are aware of CCL nor are they aware of the numerous services they offer.

The Nonprofit as a Solution
If a marketing internship program is implemented, CCL's brand awareness will grow exponentially. When CCL is more visible in the Orange County community, more donations can be brought in and more underserved communities can be reached.

Appeal
Taking part in CCL's marketing internship program brings experience to your resume and also makes an impact in your community.

Theme Adapted to the Key Public
Intern with Child Creativity Lab so we can go Full STEAM Ahead together!

Goal 1: Tactics 📌

I. Media Pitch Email ✉️

Key public (audience): Orange county residents

Action desired from public(s): Publish an article regarding Child Creativity Lab and its "Full STEAM Ahead" event

How does this action tie in to the key public's self interest?
Roxana Kopetman is the Santa Ana reporter for the OC Register. Reporters are looking for news in their applicable area.

Overriding message/theme: Child Creativity Lab's "Full STEAM Ahead" science fair is inspiring students to create outside the classroom.

Describe photos/graphics:
Graphic promoting "Full STEAM Ahead" science fair, photos of CCL facilities

Production deadline: One month out for the CCL fair (~June 2021)

Production quantity: Send out one email to Roxana, if no response, look for other journalists

Means of distribution: Email

Hi Roxana,

Are you ready to help OC children charge Full STEAM Ahead into their future?

Child Creativity Lab is a makerspace with an approach to STEM that includes an "A" for art - STEAM. Our STEAM + Creativity program is designed for Kindergarten through 6th grade. This summer, Child Creativity Lab is challenging students to participate in a STEAM science fair in which students will be judged on the creativity of their science projects.

Child Creativity Lab is hosting a STEAM Science Fair at the Orange County fair. Students in the Orange County area have been invited to create a science project. Unlike most science fairs, participants will also be judged on the creativity of their projects. The Winner of the STEAM Science Fair will be given a college scholarship, sponsored by various corporate donors.

Child Creativity Lab would love if you attended Child Creativity Lab's event at the OC Fair *Insert Date and Time* with a media pass. I would be happy to set up an interview with CEO Tracey Hill for you as well.

We look forward to hearing from you!

Kindest,
Insert Name of Email Sender
Child Creativity Lab

Goal 1: Tactics 📌

II. Marketing Internship Flyer 📄

Key public (audience): College students, potential internship applicants

Secondary publics (audiences): Teachers, school internship coordinators

Action desired from public(s): Apply to be an intern or direct others to apply to be an intern

How does this action tie in to the key public's self interest? College students and potential internship applicants want to help their community while also building their portfolio.

Overriding message/theme: Help us go Full STEAM Ahead by joining the CCL team. Build your portfolio and give back to the community.

Describe photos/graphics: The internship flyer outlines the internship program for Child Creativity Lab

Production deadline: January 2021 (before spring semester)

Production quantity: 50 colored flyers

Means of distribution: Hung around college campuses

internship opportunity!

join the child creativity lab marketing team:
help a nonprofit and build your portfolio

• social media marketing
• email marketing
• website design
• digital PR
• content creation, curation and management

internship candidate must be:
• organized
• passionate about education
• a team player
• knowledgable about SEO/SEM
• social media fluent
• proficiently skilled in Adobe Creative Suite or equivelant

CCL MakerSpace on Wheels

email **tiffanyhayden@childcreativitylab.org**
for more information

Goal 1: Evaluation

Evaluation Tactics:

Recruit PR/marketing interns to help maintain social media presence for Spring 2021
- Compile social media data regarding followers, engagement, post frequency in January 2021
- At the end of the spring 2021 internship, reevaluate social media data
    - Did CCL gain or lose followers?
    - Did CCL grow or diminish engagement across social media sites?
    - Did CCL post more on social media from January 2021-June 2021 than January 2020-June 2020?

Recruit education/STEM interns to help teach classes and develop curriculum for Spring 2021
- Evaluate curriculum in January 2021
- At the end of the spring 2021 internships, reevaluate curriculum
    - Did education/STEM interns contribute to the new curriculum?
    - How successful was the curriculum?
    - Did education/STEM interns teach classes?

Increase LinkedIn engagement by 15% by March 2021
- Compile LinkedIn data regarding followers, engagement, post frequency in January 2021
- At the end of the spring 2021 internship, reevaluate LinkedIn data
    - Did CCL gain or lose followers?
    - Did CCL grow or diminish engagement on LinkedIn?
    - Did CCL post more on LinkedIn from January 2021-June 2021 than January 2020-June 2020?
    - How many meaningful connections or donor relationships did LinkedIn foster?

Goal 2: Increase Visibility ⚑

To increase Child Creativity Lab's visibility among influentials in the Orange County corporate and STEM communities.

Objectives:
1. Increase LinkedIn engagement by 15% by March 2021
2. Invite five leaders of the Orange County STEM community to tour the new CCL facilities and engage in a makerspace activity by May 2021
3. Secure a corporate sponsor to donate a Science Fair scholarship prize by June 2021

Strategy: Demonstrate to potential donors and corporate partners that their roles are important in the future of STEAM in Orange County, and to motivate them to make more donations or establish partnerships with CCL.

Tactics:
1. Address potential OC STEM partners on LinkedIn by following their conversations and creating a call to action through LinkedIn posts.
2. Deliver a "thank you for your support" packet to new corporate donors, which would include a personal thank you, a free workshop coupon for a corporate event, and documentation of a recent event or class put on by CCL to show what their donations went to.
3. Design a one-page ad that we can post in STEM-oriented trade magazines and hang up in various STEM office locations in Orange County.

Goal 2: Message Strategies

Key public: CCL corporate donors/partners and potential CCL corporate donors/partners

Self-interests
You want to actively support efforts to increase STEAM education in your community. You have the ability to personally fund, or can recommend your place of employment to fund, in order to see increased STEAM efforts within schools and organizations.

Issue or Problem
CCL does not have a LinkedIn presence and a very minimal presence in the corporate setting. You will be more likely to donate to organizations that you are aware of in a more professional sense.

The Nonprofit as a Solution
CCL lets you try out the makerspace and other various programs to experience first-hand the type of education that your donations are providing to children in need. Not only is it a teambuilding activity for your work, but it also provides an opportunity for potential donors to become familiar with the importance of CCL and a STEAM based education.

Appeal
The current pandemic has brought an increased attention to the importance of education in various forms, and Orange County has a booming STEM industry that can be addressed in educational needs.

Theme Adapted to the Key Public
Support our community so we can go Full STEAM Ahead.

Goal 2: Tactics 📌

1. Sponsored LinkedIn Posts

Key public (audience): STEM employees within Orange County, specifically working within CSR or HR.
Secondary publics (audiences): General STEM employees within Orange County.
Action desired from public(s): See the LinkedIn posts and bring it to the attention of someone at their workplace to start a partnership.
How does this action tie in to the key public's self interest?: They will feel like they are helping to support future STEM employees while also giving back to the local community.
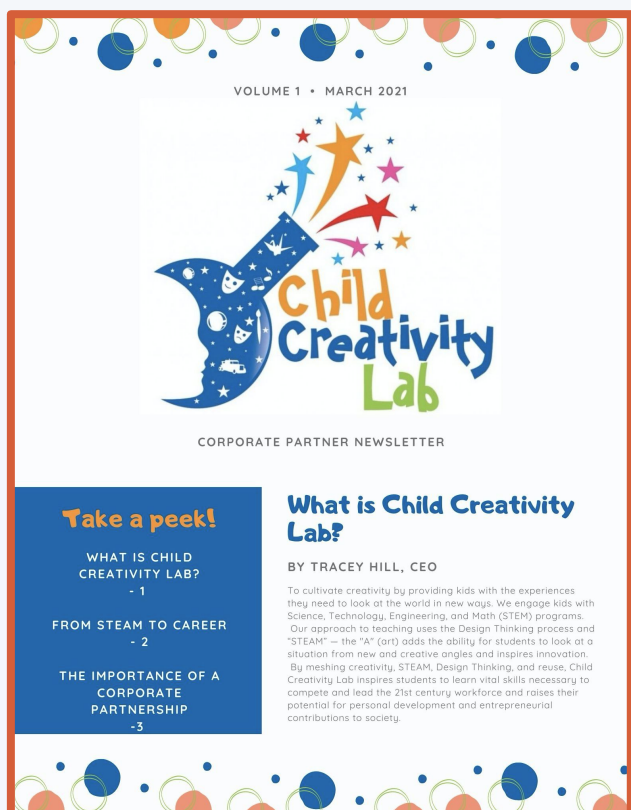**Overriding message/theme:** Your support will help us go full STEAM ahead.
Describe photos/graphics: Posts about how STEAM benefits children in their future STEM based careers, success stories of past and current CCL/corporate partnerships, and specifics about how companies can get involved with CCL.
Production deadline: March 2021

Post 1
What does your organization do with its waste? Have manufacturing scraps, outdated inventory, or unsold products? Rather than sending it all to the landfill, consider us instead!

We can provide your corporate brand with a valuable platform that enhances nd extends your presence in the community via a meaningful material partnership. To discuss material partnership opportunities, please contact us at info@childcreativitylab.org.

Child Creativity Lab
Civic & Social Organization Santa Ana, CA 257 followers

What does your organization do with its waste? Have manufacturing scraps, outdated inventory, or unsold products? Rather than sending it all to the landfill, consider us instead! We can provide your corporate brand with a valuable platform that enhances and extends your presence in the community via a meaningful material partnership. To discuss material partnership opportunities, please contact us at info@childcreativitylab.org.

👍 16 - 112 Comments

👍 Like   💬 Comment   ↪ Share

Child Creativity Lab
Civic & Social Organization Santa Ana, CA 257 followers

Looking for a new CSR initiative? Support CCL so we can go full STEAM ahead! Corporations, foundations and other organizations donating $2,500 or more annually receive recognition on our website (corporate logo with link) and e-newsletter. Donors of $5,000 or more also receive social media recognition, donors of $10,000 or more a private Studio Maker Space session, and donors of $25,000 or more receive a named gift opportunity at CCL!

👍 16 - 112 Comments

👍 Like   💬 Comment   ↪ Share

Post 2:
Looking for a new CSR initiative? Support CCL so we can go full STEAM ahead!

Corporations, foundations and other organizations donating $2,500 or more annually receive recognition on our website (corporate logo with link) and e-newsletter. Donors of $5,000 or more also receive social media recognition, donors of $10,000 or more a private Studio Maker Space session, and donors of $25,000 or more receive a named gift opportunity at CCL!

GOAL 2: TACTICS 📌

II. NEWSLETTER 📄

Key public (audience): STEM employees within Orange County, specifically working within CSR or HR.

Secondary publics (audiences): General STEM employees within Orange County.

Action desired from public(s): Read the Newsletter and bring it to the attention of someone at their workplace to continue or start a corporate partnership.

How does this action tie in to the key public's self interest?: They will feel like they are helping to support future STEM employees while also giving back to the local community.

Overriding message/theme: Your support will help us go full STEAM ahead.

Describe photos/graphics: A small newsletter that explains the benefits of STEAM education for the future of the STEM industry, feature stories of past corporate sponsorships, stats, and other ways to get involved in a corporate setting

Production deadline: March 2020

Production quantity: 250

Means of distribution: Email or electronically send to local STEM businesses and companies within Orange County.

Goal 2:Evaluation ✎

Evaluation Tactics:

Invite five leaders of the Orange County STEM community to tour the new CCL facilities and engage in a makerspace activity by June 2021.
- Compile a local STEM business contact list by March 2021.
- Send out RSVP emails to tour facilities and evaluate responses.
    - What is the Yes/No ratio of responses?
    - What contacts were more likely to say yes?
- Track the follow-through of visiting companies and continued engagement with CCL
- Did the company become a sponsor?
    - Did the company promote CCL?
    - Did the company volunteer with CCL?

Secure a corporate sponsor to donate a minimum of $5,000 by June 2021.
- Track page visits of donation section on the CCL website
- Track emails being sent to CCL from potential corporate sponsors.
- Monitor incoming donations and amounts from corporate sponsors.

Increase LinkedIn engagement by 15% by March 2021.
- Compile LinkedIn data regarding followers, engagement, post frequency in January 2021
- At the end of the spring 2021 internship, reevaluate LinkedIn data
    - Did CCL gain or lose followers?
    - Did CCL grow or diminish engagement on LinkedIn?
    - Did CCL post more on LinkedIn from January 2021-June 2021 than January 2020-June 2020?
    - How many meaningful connections or donor relationships did LinkedIn foster?

Goal 3: Increase Presence ⚑

To increase the visibility of Child Creativity Lab among Orange County PTAs and school district officials

Objectives:
1. Schedule presentations by Child Creativity Lab representatives at various Orange County PTA meetings/significant school district meetings
2. Increase awareness of the CCL name by running features and brochures to notables
3. Partner with another school district by the 2021-2022 school year

Strategy: Present Child Creativity Lab as a leading and accessible source of STEAM education for child while demonstrating the importance of STEAM in school curriculum. By establishing STEAM as a recognizable term, bringing up Child Creativity Lab sequentially puts it in a very effective position for those who are invested in STEAM education outcomes.

Tactics:
1. Write feature articles to be published in local publications to increase visibility of Child Creativity Lab in the Orange County community
2. Send out informational brochures on Child Creativity Lab to PTA members and School District Officials to increase visibility

Goal 3: Message Strategies 💬

Key public: PTA Members and school district officials

Self-interests: You want your children to get the most academic and artistic enrichment out of the extracurriculars they may attend and the programs their school might offer, like sending them to STEAM programs.

Issue or Problem: CCL focuses on underserved and Title I schools, and generally the families of those schools wouldn't also do the workshops and other programs that CCL offers outside of their in-school programs. The only way parents hear about CCL is when their children actually do it as part of an in-school program.

The Nonprofit as a Solution: CCL is able to offer your children immersive STEAM learning through all different sorts of programs, from after-school to in-school to summer programs. They are even starting to offer boxes of activities for children who can't go back into physical learning locations yet.

Appeal: STEM is becoming a more and more valuable skill set every year, and getting your child in early can be attained by getting them involved in STEAM programs like CCL that are a little more fun than, say, your typical computer programming camp for children.

Theme Adapted to the Key Public: "Helping the next generation go Full STEAM Ahead"

Goal 3: Tactics 📌

I. Informational Brochures

Key public (audience): PTA members - particularly senior ranking ones, school board members, and other officials involved in the decision-making process around the curriculum

Action desired from public(s): To make a partnership with CCL and their school/school district in some capacity

How does this action tie in to the key public's self interest? Decision-making members of schools want the best for their students, and they want to find affordable and educational programs for their students

Overriding message/theme: "Go Full STEAM Ahead by partnering with CCL to bring your school workshops that provide experiences that build creative and critical thinking skills"

Describe photos/graphics: The brochure outlines the services that CCL offers and the benefit to the students, with colorful graphics and pictures that display children with their projects

Production deadline: January 2021, before spring semester

Production quantity: 150 copies

Means of distribution: mailed to front offices, handed out at meetings
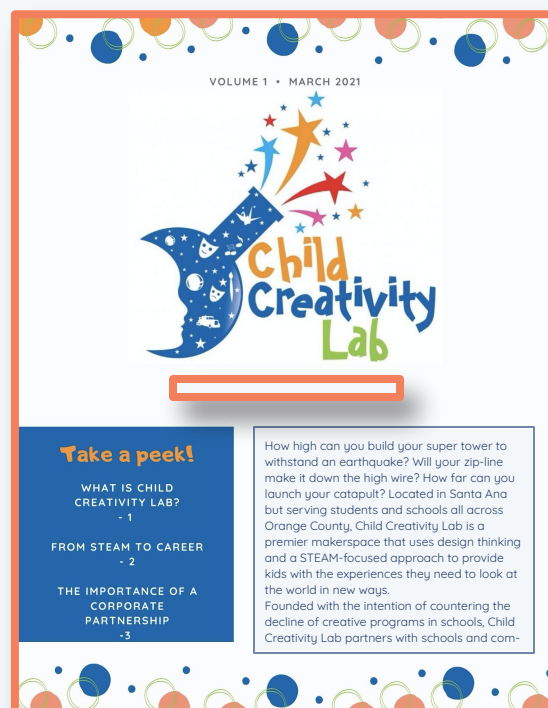
Goal 3: Tactics 📌

II. Feature Article

Key public (audience): Parents looking to sign their children up for summer camps/extracurriculars

Action desired from public(s): To inquire about CCL's services and ultimately sign up their children for a workshop or summer camp, or even to inquire with their school partnering with CCL

How does this action tie in to the key public's self interest? The parents of students want their children to be doing the most that they can with their free time (extracurriculars, summer camps) and they will notice the importance of including STEAM in a young student's curriculum and see that CCL offers great STEAM programs
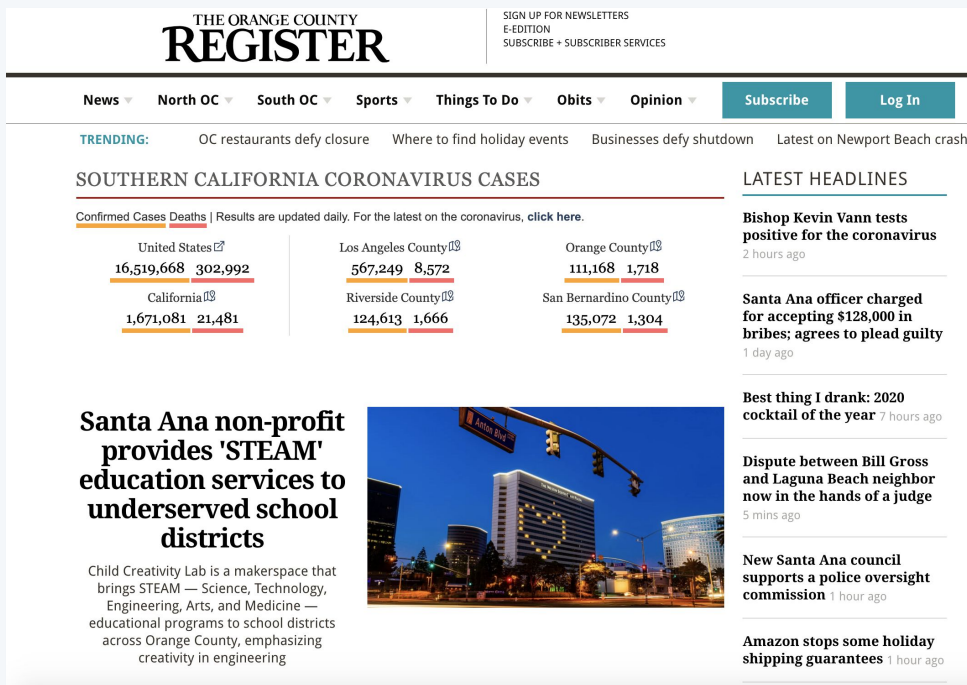
Overriding message/theme: STEAM education is vital to a well-rounded curriculum and CCL offers just that

Describe photos/graphics: Photos of CCL facilities that include students working, students and their finished projects, students working together on projects, etc.

Production deadline: March 2021

Production quantity: as needed

Means of distribution: in relevant Orange County publications (e.g. the OC Register)

Goal 3:Evaluation

Evaluation Tactics:

Schedule presentations by CCL representatives at various Orange County PTA meetings/significant school district meetings

- Compile a list of target schools and school districts
- Compile a list of PTA leadership figures across target schools
- Organize presentations at meetings/events when curriculum decision-makers are present
    - Establish communication with target schools and their notable figures
- Do these schools and their notable know about CCL? Do they know what CCL brings to the table?

Increase awareness of the CCL name by running features and brochures to notables

- Send informational brochures to the aforementioned target schools and persons
- Run feature articles in Orange County publications at as local of a level as possible
    - Features will be run in the spring when parents are considering signing children up for summer programs, extracurriculars, etc.
- Emphasize both the STEAM acronym and CCL at the same time to establish a connection within the mind of the audience
- Do Orange County parents and children know about STEAM? Do they know about CCL? How has traffic to the CCL website increased since running these features?

Partner with another school district by the 2021-2022 school year

- The end goal of this leg of the campaign – to have CCL partnered with another school in time for the next school year
    - Even if school is online with limited services
- How are schools that CCL is in contact with responding?

The Big Idea

Sponsor a "Full STEAM Ahead" Science Competition during the Orange County Fair

Our big idea for the "Full STEAM Ahead" campaign is to sponsor a science fair to be held at the Orange County Fair Summer 2021. Because Schools faced closures during the 2020-2021 school year, many students missed out on school events that are often looked forward to, like science fairs. The "Full STEAM Ahead" science fair would be a great way to promote STEM through a creative lens as well as Child Creativity Lab itself. Local STEM professionals (e.g., UCI professors, Chapman professors, workers in the tech industry, etc.) can be brought in as judges. Along with the typical criteria for science fairs, students will also be judged on the creativity of their projects in order to promote STEAM. The prize for the science fair will be a small college scholarship, provided by corporate donors.
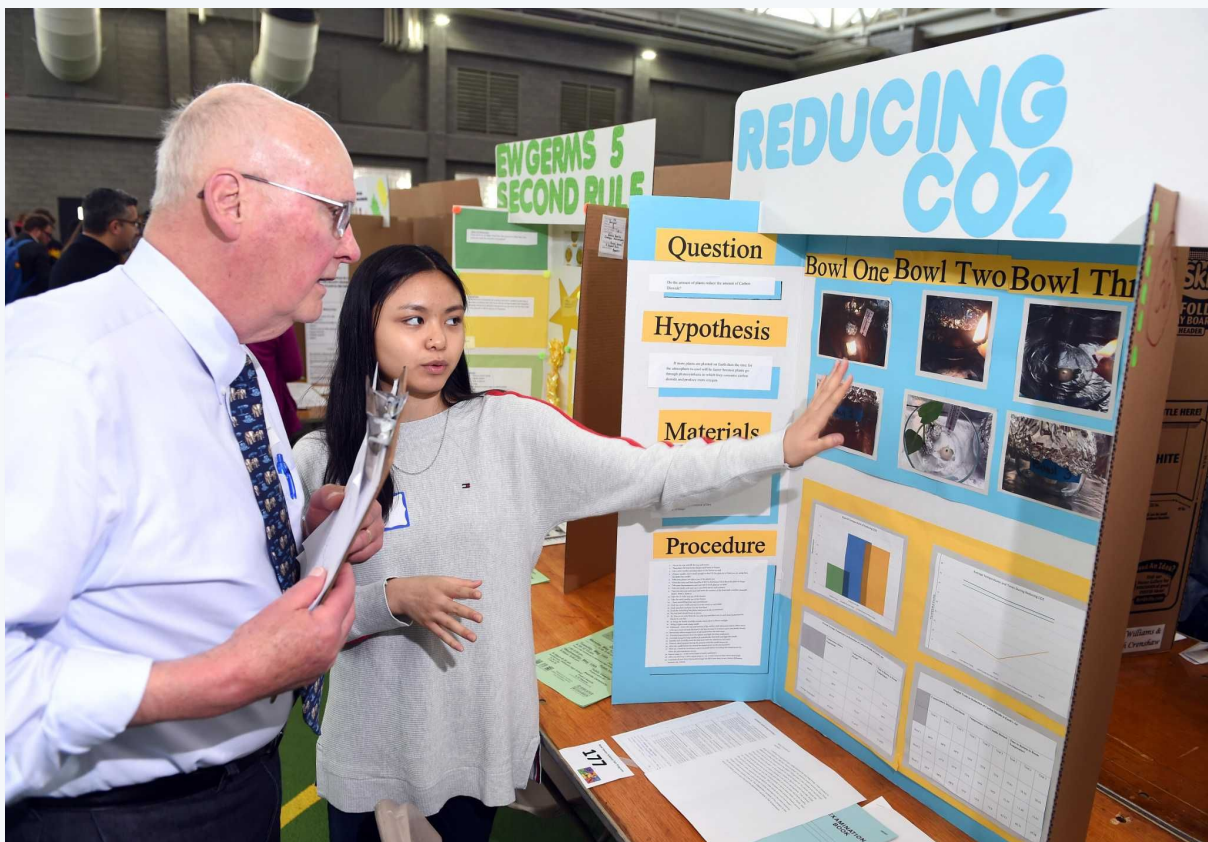
The Big Idea

Pre-Event Tactics:

- Send invites to teachers who have already implemented CCL workshops to promote the event to their students.
- Send packets to teachers and other school administrators with flyers to hand out to students, registration instructions for the students, a STEAM-based lesson plan to increase excitement around the science fair, and fun 'save the date" stickers to put on their students' planners and calendars.
    - Invite students to come pick up supplies at the depot facilities if needed.
- Email media alerts and pitch letters to key media outlets including OC Register, LA Times, and KTLA.
- Invite college students from OC colleges to volunteer and mentor students throughout the event.
- Invite notable STEM professionals to judge the fair.
- Collect corporate donations for the scholarship prize.

During-Event Tactics:

- Host the STEAM science fair at the Orange County fair
- Invite students and parents to come set up their project and poster board.
- Have judges go around and score each project based on a predetermined rubric.
- Provide press kits and informational brochures about the importance of STEAM.
- Announce winning student project, and award the winning student with a college scholarship, sponsored by various corporate donors.

Post-Event Tactics:

- Send thank you cards to all volunteers.
    - Include internship promotion with thank you cards to college students.
- Publish the winning student and their project on all online platforms.

Communications Confirmation table 🎯

Key Public	Self-Interests	Primary Messages	Influentials	Objectives	Strategies	Tactics
Interns and potential interns in the OC area	To build a resume revolving around marketing. To give back to the community and Title I schools in particular.a	"Help us go Full STEAM Ahead by joining the CCL team. Build your portfolio and give back to the community."	Peers and faculty at school. Potential employers. Friends and significant others.	Develop an internship program to help CCL maintain their social media presence and implement various marketing campaigns.	- Develop and maintain a Linkedin presence highlighting internship program - Increase LinkedIn engagement by 15% by March 2021 - Have a group of 3+ interns by Summer '21 - Ensure work done by interns aids CCL's success	- Create an infographic advertising the internship program. Post it on social media and post physical copies around college campuses. - Contact college career departments within Orange County so they can post the internship listing on applicable job sites for college students. - Create a task sheet for interns outlining main marketing goals and specific tasks. First round one interns should focus on creating a style guide for CCL. All interns should focus on creating a visually consistent social media presence.
Donors and potential donors in the OC area	To actively support efforts to increase STEAM education in the OC community, to see increased STEAM efforts within schools and organizations, to feel good about meaningful donations to a local organization.	Support our community so we can go Full STEAM Ahead.	LinkedIn posts from Child Creativity Lab, CSR departments, trade magazines for STEM companies, colleagues, bosses, other professionals in the STEM field, notable OC STEM organizations.	To increase Child Creativity Lab's visibility among influentials in the Orange County corporate and STEM communities to establish corporate partnerships and donors.	- Increase LinkedIn engagement by 15% by March 2021 - Invite five leaders of the Orange County STEM community to tour the new CCL facilities and engage in a makerspace activity by June 2021 - Secure a corporate sponsor to donate a minimum of $5,000 by June 2021	- Address potential OC STEM partners on LinkedIn by following their conversations and creating a call to action through LinkedIn posts. - Deliver a "thank you for your support" packet to corporate donors, which would include a personal thank you, a free workshop coupon for a corporate event, and documentation of a recent event or class put on by CCL to show what their donations went to. - Design a one-page ad that we can post in STEM-oriented trade magazines and hang up in various STEM office locations in Orange County.
School Board Employees and PTA Members	To ensure that your children/ students are getting the best possible education that their school districts can offer	"Help your children prepare for a lifetime of interest in both sciences and the arts by going full STEAM ahead"	After school program flyers and websites, community center bulletins, summer camp literature	Increase the awareness of CCL among influential school district figures and communicate the importance and effectiveness of STEAM	-Invite five significant figures from target school districts to tour the new CCL facilities and partake in makerspace activities by June 2021 -Secure two new school districts by late 2021	-Reach out directly to PTA Presidents and school board employees with a pitch -Put advertisements in literature where target audience would see it, like local children's activities magazines and online forums/bulletins that advertise extracurriculars

BUDGET

Item	Quantity	Cost per Unit	Total Cost
Internship Flyer	15 flyers per school (four schools) = 60 flyers	$0.55	$33.00
Media Pitch Email	1	$0.00	$0.00
Corporate E-Newsletter	1	$0.00	$0.00
Thank You/Welcome Booklet	50	$1.90	$90
OC Register Ad	1	$362	$362
Promoted LinkedIn posts	PPC pricing for sponsored posts	PPC	$300
		SUM:	*$785.00*

Full STEAM Ahead Competition at OC Fair

Item	Quantity	Cost per Unit	Total Cost
Invitations (Postcard)	400	$1.00	$400.00
Photographer	1		$250.00
Booth	3 days	$135.00	$405.00
Email Media Alert	1	$0	$0
Thank you cards	15	$5	$75
		SUM:	*$1,130.00*
		TOTAL SUM	***$1,915.00***

Calendar

January

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4 Contant career services at local colleges regarding the internship opportunity, send flyer for them to post in the office	5	6	7	8	9
10	11 Post internship flyers at local colleges (15 per school)	12	13	14	15 Finish LinkedIn posts drafted copy	16
17	18 Promote LinkedIn posts	19 Promote LinkedIn posts	20 Promote LinkedIn posts	21 Promote LinkedIn posts	22 Promote LinkedIn posts	23 Promote LinkedIn posts
24 Promote LinkedIn posts	25 Promote LinkedIn posts	26 Promote LinkedIn posts	27 Promote LinkedIn posts	28 Promote LinkedIn posts	29 Promote LinkedIn posts	30 Promote LinkedIn posts
31						

Calendar

February

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 First day of Internship Program, Spring 2021	2 Intern Orientation	3	42 Intern Orientation	5 Submit OC Register Corporate Sponsor Ad	6
7	8 Remainder of February content calendar due (interns)	9 Intern posts on social media	10 Intern posts on social media	11 Intern posts on social media		13 Intern posts on social media
14	15	16 Intern posts on social media	17	18 Intern posts on social media	19 Send corporate thank you packets with referral information	20 Intern posts on social media
21	22 Send out E-Newsletter to local OC STEM businesses	23 Intern posts on social media	24	25 Intern posts on social media	26	27 Intern posts on social media
28						

Calendar

March

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 March content calendar due (interns)	2 Intern posts on social media	3	4 Intern posts on social media	5	6 Intern posts on social media
7	8	9 Intern posts on social media	10	11 Intern posts on social media	12	13 Intern posts on social media
14	15	16 Intern posts on social media	17	18 Intern posts on social media	19	20 Intern posts on social media
21	22	23 Intern posts on social media	24	25 Intern posts on social media	26	27 Intern posts on social media
28	29	30 Intern posts on social media	31			

Calendar

April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Intern posts on social media	2	3 Intern posts on social media
4	5 Apri content calendar due (interns)	6 Intern posts on social media	7	8 Intern posts on social media	9	10 Intern posts on social media
11	12	13 Intern posts on social media	14	15 Intern posts on social media	16	17 Intern posts on social media
18	19	20 Intern posts on social media	21	22 Intern posts on social media	23	24 Intern posts on social media
25	26	27 Intern posts on social media	28	29 Intern posts on social media	30	

Calendar

May

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 May content calendar due (interns)	4 Intern posts on social media	5	6 Intern posts on social media	7	8 Intern posts on social media
9	10	11 Intern posts on social media	12	13 Intern posts on social media	14	15 Intern posts on social media
16	17	18 Intern posts on social media	19	20 Intern posts on social media	21	22 Intern posts on social media
23	24	25 Intern posts on social media	26 Interns prep for Summer Intern Transition	27 Intern posts on social media	28 Interns prep for Summer Intern Transition	29 Intern posts on social media
30	31 Last day of Spring Internship Program					

Calendar

June

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Send out media pitch email to Roxana Kopetman at the OC Register regarding science fair article	2	3	4	5
6	7 Follow up with Roxana Kopetman	8	9	10	11 Finalize Corporate sponsor awards for Full STEAM Ahead award	12
13	14 First day of Internship Program, Summer 2021	15 Intern Orientation	16	17 Intern Orientation	18	19
20	21 Remainder of June content calendar due (interns)	22 Intern posts on social media	23 Intern posts on social media	24 Intern posts on social media	25 Intern posts on social media	26 Intern posts on social media
27	28	29 Intern posts on social media	30 Intern posts on social media			

Calendar

July

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Intern posts on social media	2	3 Intern posts on social media
4	5 July content calendar due (interns)	6 Intern posts on social media	7 Intern posts on social media	8 Intern posts on social media	9 Intern posts on social media	10 Full STEAM Ahead competition at OC Fair
11	12	13 Intern posts on social media	14 Intern posts on social media	15 Intern posts on social media	16 Send thank you notes to corporate sponsors	17 Publish winning student spotlight on all CCL platforms
18	19	20 Intern posts on social media	21 Intern posts on social media	22 Intern posts on social media	23	24 Intern posts on social media
25	26	27 Intern posts on social media	28 Intern posts on social media	29 Intern posts on social media	30	31 Intern posts on social media

Meet the Team

Mandy Tapfer
Public Relations and
Advertising major with a
Business themed inquiry

Ava Altmann
Public Relations and Advertising
major with a minor in
Documentary Production

Eli Gwin-Kerr
Public Relations &
Advertising major,
Economics major

Special thanks to Christopher Trela and Tracey Hill

Appendix

- Orange County low-income families with children in school, participating in afterschool programs, camps, etc.
- Current donors
- Potential donors
- Current volunteers
- Potential volunteers
- Elementary schoolers
- Middle schoolers
- High schoolers
- Various Orange County Unified School Districts (e.g., NMUSD, SAUSD)
- POC and BIPOC parents in the Orange County area
- OC STEM corporations with grant money
- Public school teachers
- Soon-to-be teachers
- STEM professionals
- Parents in the STEM field

ORIGINAL RESEARCH 🔍

Introduction

To guide our PR campaign for Child Creativity Lab, we conducted interviews with the CEO and a key staff member, sent out a survey regarding the value of STEAM education as well as community awareness of Child Creativity Lab, and visited the new CCL facilities in Santa Ana, California. This research gave our team incredible insight about Child Creativity Lab, including more information about the audiences they serve, how the organization is supported, the main objectives of our campaign; increasing volunteer staff through a new internship program and establishing a roadmap for a more cohesive social media presence.

We also learned that a challenge we will face in our campaign is adapting operations in the new future to work with COVID guidelines. We learned that STEAM education often requires teachers and students to be hand-on. . Through our interviews, we found most of CCL's operations were in-person and, more specifically, in the classroom. Due to school closures, most educational opportunities are conducted in a new, virtual format. We knew we needed to keep this in mind during our campaign's creation.

ORIGINAL RESEARCH 🔍

Interview with CEO Tracey Hill

We interviewed Tracey Hill, the Chief Executive Officer of Child Creativity Labs, to get a better understanding of the organization's PR needs. She provided key information about where CCL gets its funding (i.e., Individual Donors, Corporate Partnerships, and Grants), and the primary audiences that we should be reaching in our campaign (i.e., Funders, Education-based Institutions, and Parents and Kids). We gained understanding about the operations of CCL, specifically tied to their recent move to new facilities.

It was also helpful to hear about a past initiative: to get youth involved with the organization. We learned what made them successful pre-COVID and how we could adapt them to the current COVID climate. Our campaign will be focused on revamping education efforts now that schools are online, since CCL operated mainly in-person within Orange County schools. Finally, Tracey pointed out two main goals she hopes to accomplish through this campaign: increasing volunteer staff through a new internship program and establishing a roadmap for a more cohesive social media presence.

Interview with Tiffany Hayden

Talking with Director of Operations Tiffany Hayden provided insight into company culture at Child Creativity Lab and the organization's greatest needs. Hayden emphasized how much the small size of the non-profit plays a role. CCL has three employees working in-office and about seven instructors, four of which were hired within the last month. Though the team is small, CCL employees are normally with the organization for a long time, with some of their instructors being a part of the organization since its founding.

Because CCL is so small, Hayden has her hand in many different facets of the organization. In general, she is in charge of handling the day-to-day runnings of the organization. Right now, that means answering emails, handling volunteers, ordering supplies, planning events, and taking out the trash. When they brought on their new instructors, Hayden was involved in the hiring process.

The size of the organization also impacts its top priorities. Last fall, the biggest priority was materials. This fall, funding is what's most important. The coronavirus has led to a lot of children centers (e.g., the Boys and Girls Club, and the Y) taking care of children all day long, rather than just after school. These centers are looking to organizations like Child Creativity Lab to help them fill the many hours kids are at the facilities..
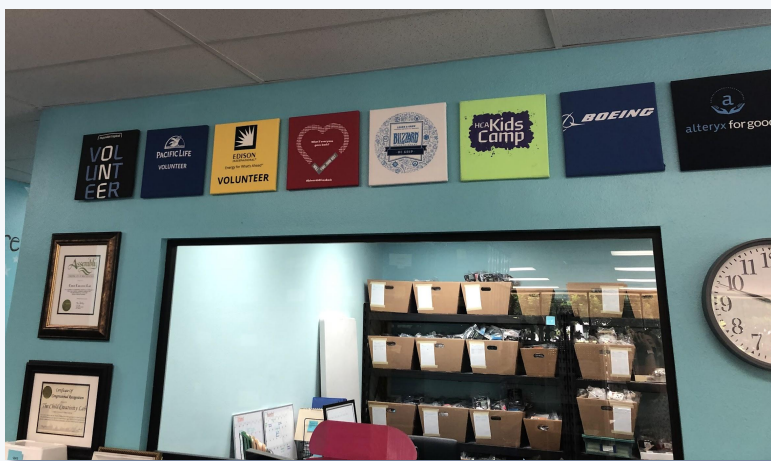
ORIGINAL RESEARCH 🔍

SITE TRIP

The field trip was a visit to the new Child Creativity Labs facilities in Santa Ana, California. The first thing that we noticed upon arriving was that the facilities were located within a business park and most of the surrounding buildings were corporate offices, some in the STEM field. This provides an excellent opportunity for corporate partnerships with these businesses, because the physical proximity creates a sense of relevance and convenience, as well as aligning with the overall STEM initiatives.

When we first entered, we saw a bunch of promotional collateral, including brochures and posters, on a table by the door. After taking a closer look, we determined it was important information but also realized we had not seen these flyers anywhere digitally on the Child Creativity Lab platforms. This provides an opportunity for content that we can include as we create the roadmap and build up CCL's online presence.

Tracey Hill, the CEO of CCL, showed us around the facilities and we were able to see the makerspace, the upcycling item depot, and various staff offices. Something that stood out was the sustainability aspect of the item depot, as this was not really mentioned previously in our organization research. Many younger generations value sustainability which also intersects well with promoting the importance of a STEAM education, and we feel that this provides excellent potential for something we could work into our campaign.

Overall, the visit was very informative in learning more about the day-to-day operations of CCL and understanding how the organization is adapting it's in-person programs to a virtual format. We got a lot of insight about strategies or aspects of CCL that would work well in a promotional campaign.
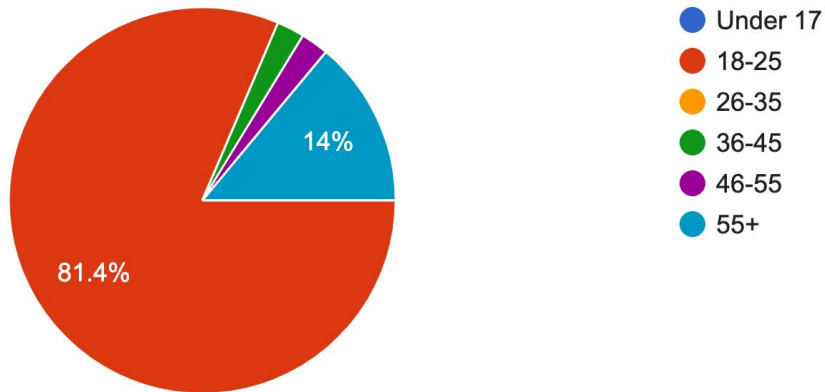
Survey Findings

Age Range
43 responses

Legend:
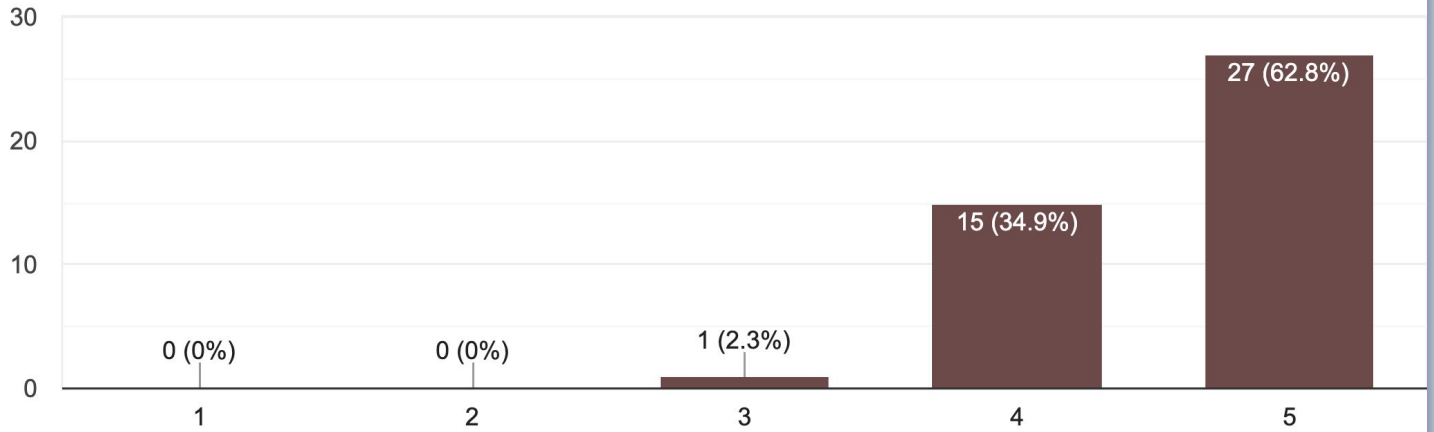- Under 17
- 18-25
- 26-35
- 36-45
- 46-55
- 55+

81.4%
14%

Survey Findings

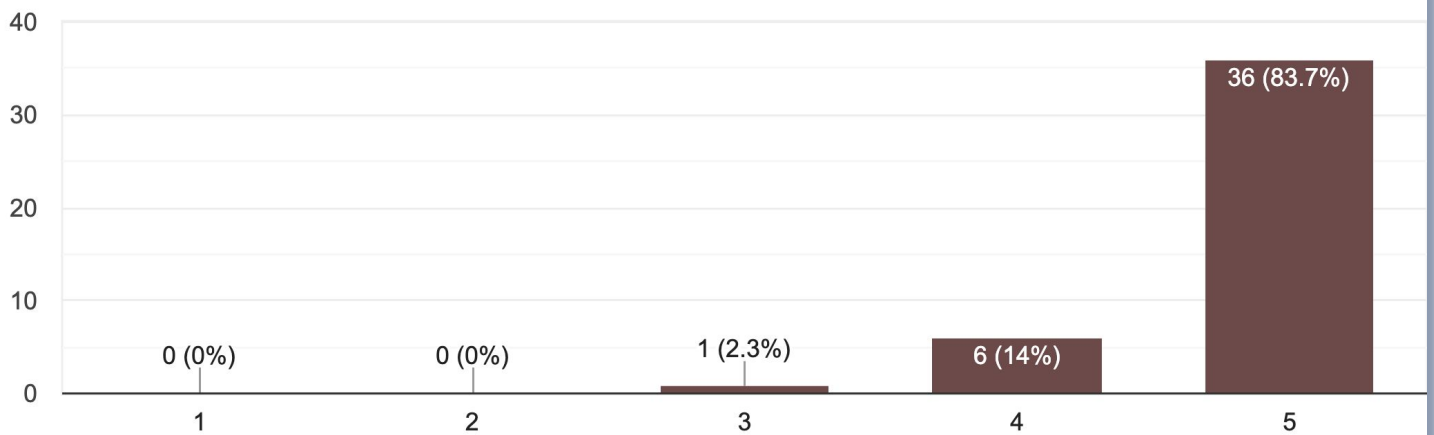**In your opinion, how important is STEM education?**
43 responses

1 being very unimport, 5 being very important

In your opinion, how important is creativity in education?
43 responses
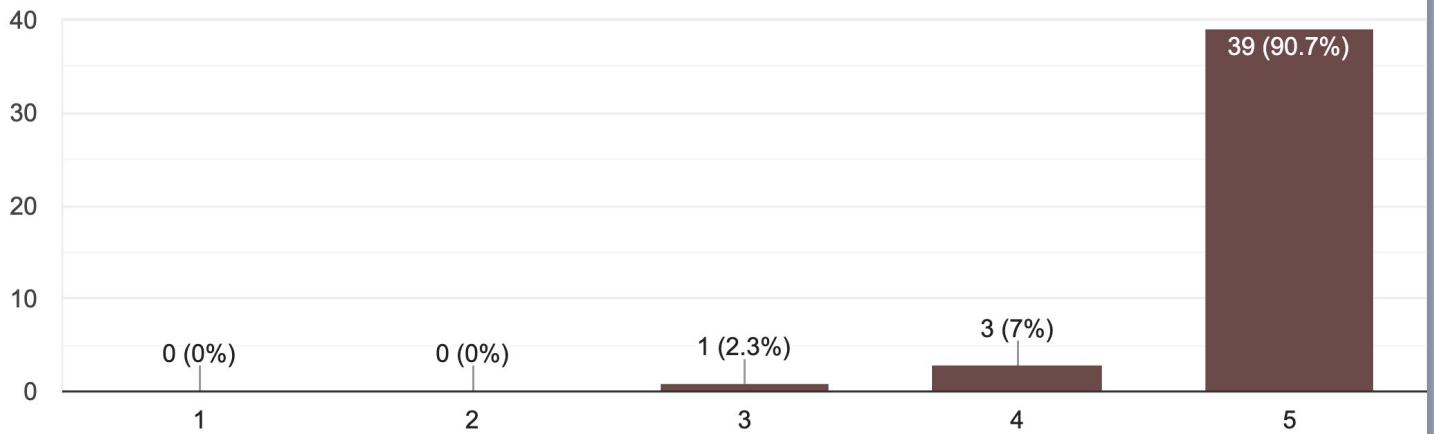

1 being very unimportant, 5 being very important

Survey Findings (cont.)

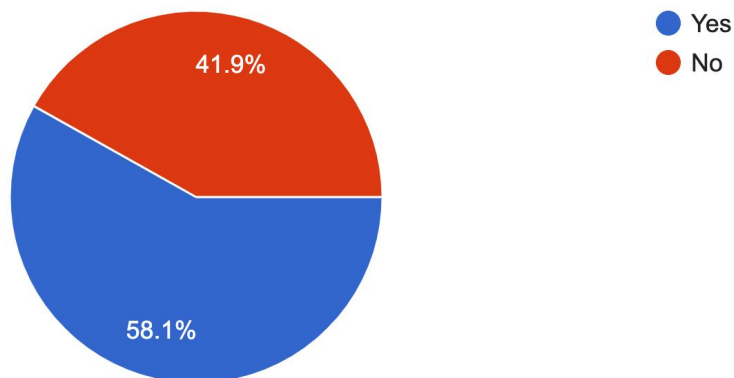In your opinion, is there value in incorporating creativity within a STEM curriculum?

43 responses

				39 (90.7%)
0 (0%)	0 (0%)	1 (2.3%)	3 (7%)	

1 being not valuable at all, 5 being very valuable

Are you familiar with the term STEAM?

43 responses

- ● Yes
- ● No

41.9%

58.1%

Survey Findings (cont.)
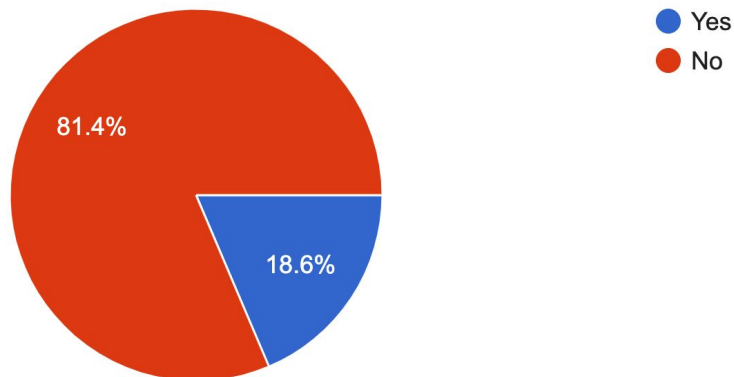
In your opinion, is there value in creativity in STEAM curriculum?

43 responses
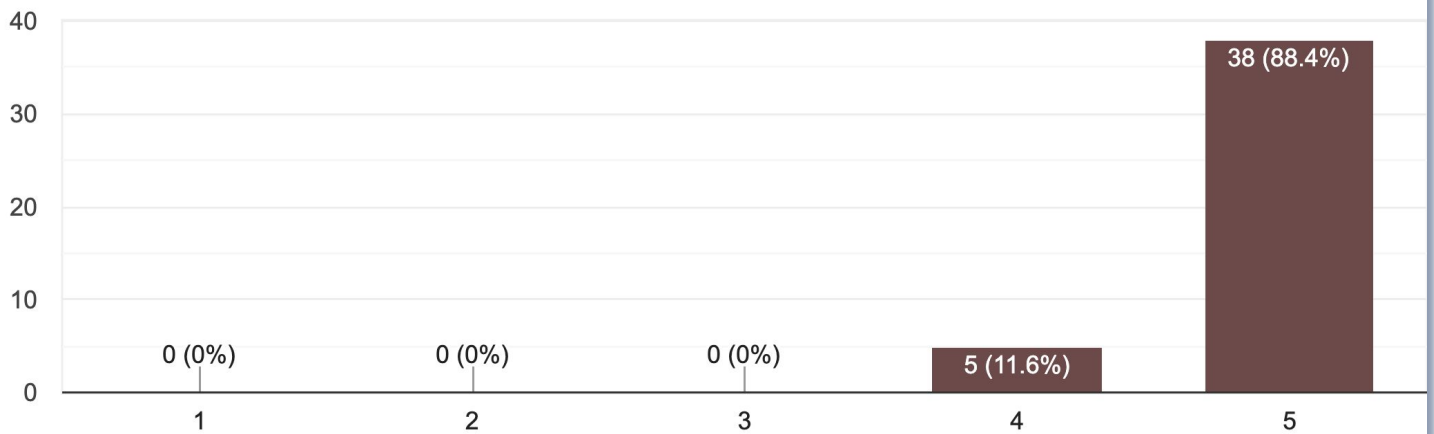
1 being not valuable at all, 5 being very valuable

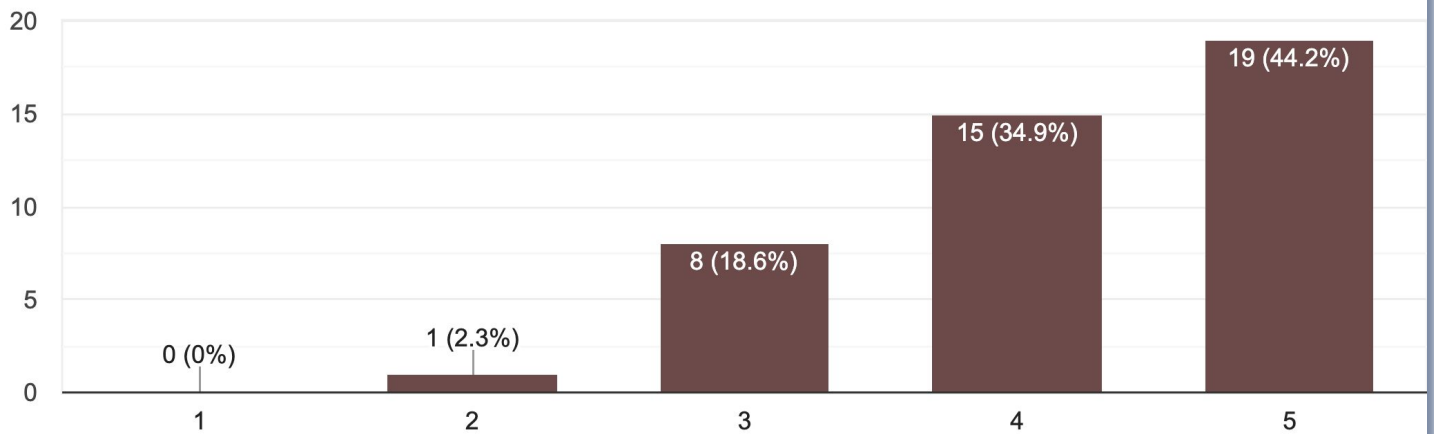Are you familiar with the term "makerspace"?

43 responses

- Yes
- No

81.4%

18.6%

Survey Findings (cont.)

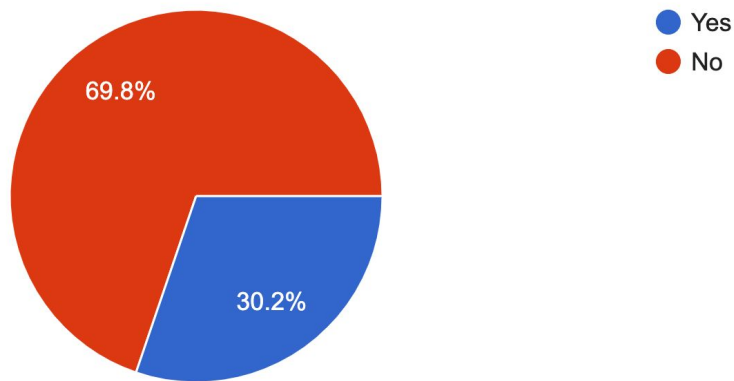### In your opinion, would makerspaces foster creativity?
43 responses

1 being it would foster no creativity, 5 being it would foster a lot of creativity

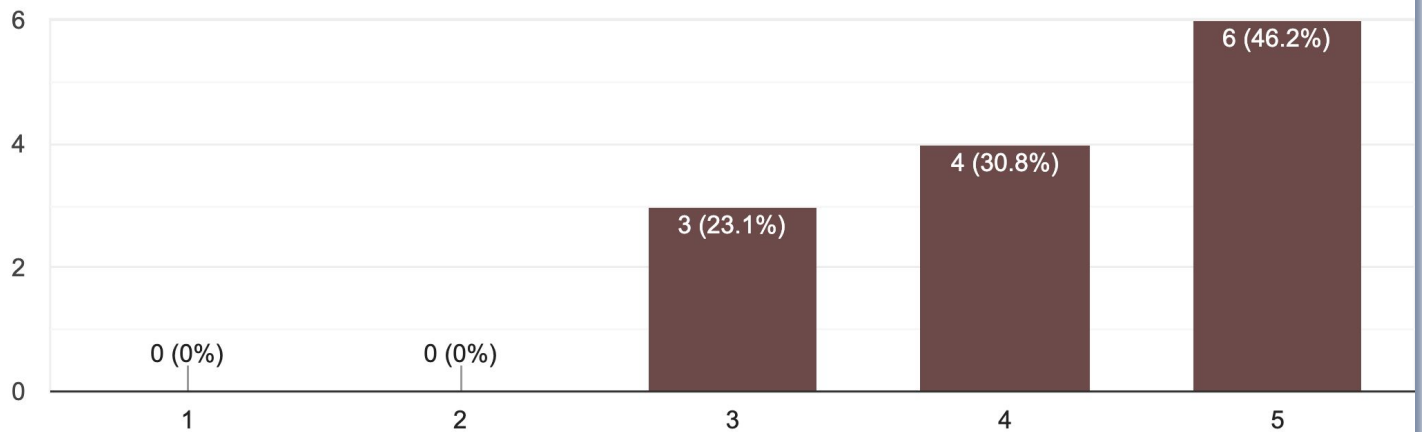### Have you been to a makerspace?
43 responses

- Yes
- No

69.8%

30.2%

Survey Findings (cont.)

How was your experience at a makerspace?

13 responses

1 being not good at all, 5 being very good

## We asked them to describe their experiences in a few words:

- It was incredible to incorporate my creativity abilities with my interest in science.
- A part of a classroom or library where there are open materials with no set instructions on what to do. Just create.
- it is definitely helpful for like engineering and hands on learning but i like learning about things that can't necessarily be hands on like cancer research
- I was able to bounce ideas off of others and felt inspired for new ideas
- I got to observe a creative makerspace through an organization I work with that allowed young children to play and create while also learning important school lessons. After talking to the students, they all said the experience was a positive one for them and they would like these spaces to be available to them in the normal school curriculum.
- Makerfare was really interesting , educational and fun
- I mean I'm a bit of a creative control freak in the sense that when it comes to having artsy or productive ideas i think i'm definitely right and there were other people involved and i didn't want to dictate the room so it was sort of fun but not the best example. also the people sucked
- Interactive, had a lot of freedom, and fun (not too serious) but still felt like I was learning a lot
- My son (age 14) spends a lot of time at makerspaces, where he can do projects and do engineering experiments

ORIGINAL RESEARCH 🔍

Survey Findings (cont.)

Are you familiar with Child Creativity Lab?

43 responses
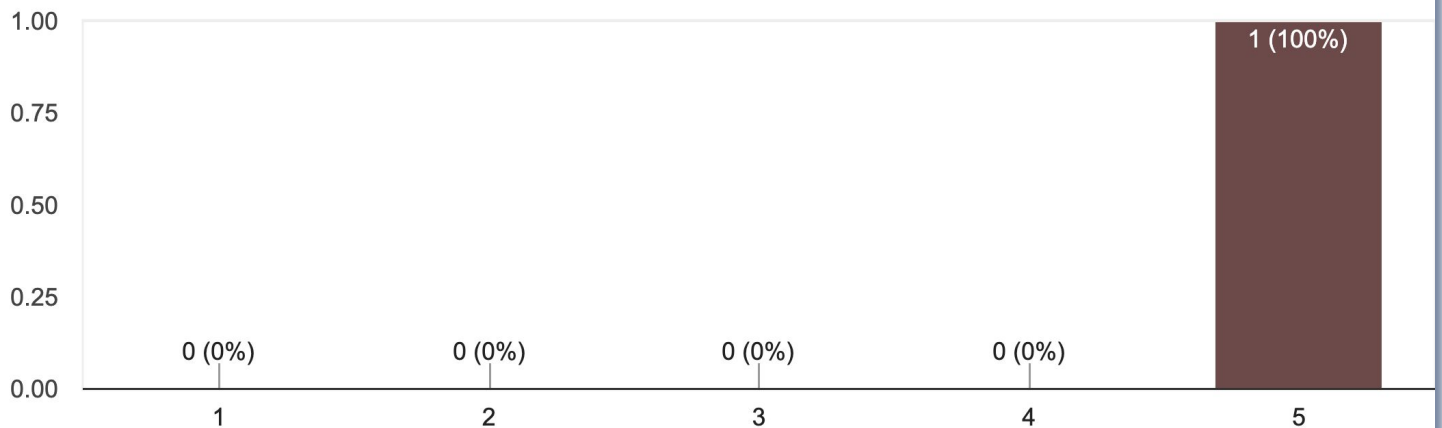
- 🔵 Yes
- 🔴 Somewhat
- 🟠 No

97.7%
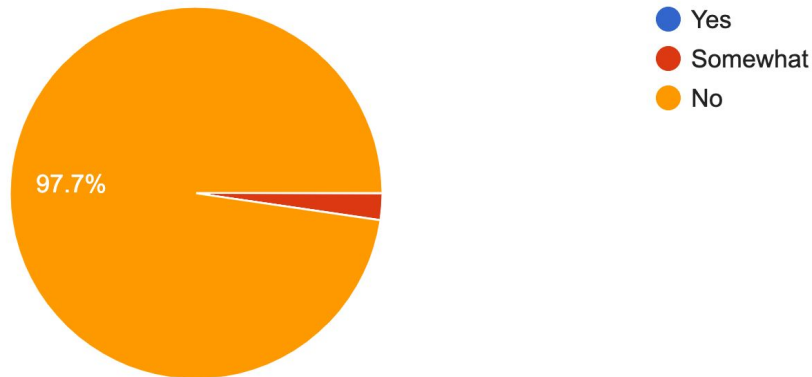
We asked what they knew about Child Creativity Lab:

- I think it's basically like arts and crafts workshops, like a mobile makerspace for kids to get engaged in their creative side if they don't get those resources at home or at school.

Is your association with Child Creativity Lab positive or negative?

1 response

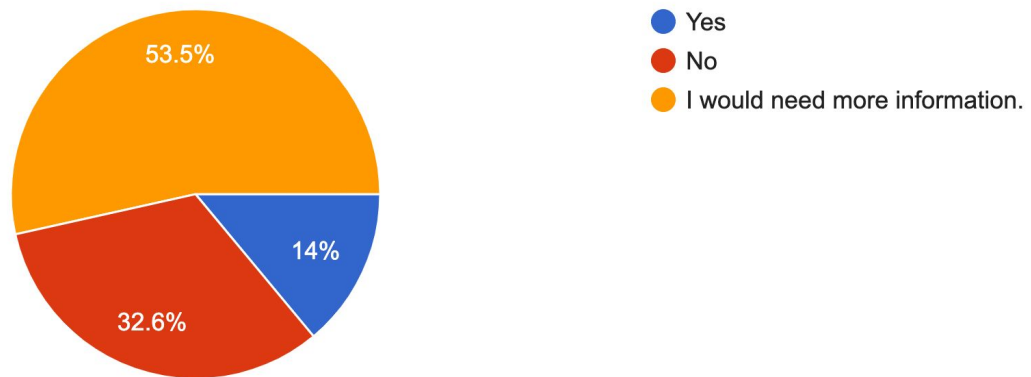|				1 (100%)
0 (0%)	0 (0%)	0 (0%)	0 (0%)	
1	2	3	4	5

1 being very negative, 5 being very positive

ORIGINAL RESEARCH 🔍

Survey Findings (cont.)

Are you interested in volunteering or interning for Child Creativity Lab?
43 responses

- 🔵 Yes
- 🔴 No
- 🟠 I would need more information.

53.5%
14%
32.6%

What interests you most?
35 responses

Interest	Responses
Interning (marketing, public relations,…	24 (68.6%)
Teaching classes	12 (34.3%)
Volunteering on-site	14 (40%)
Fundraising	3 (8.6%)

Trend Research
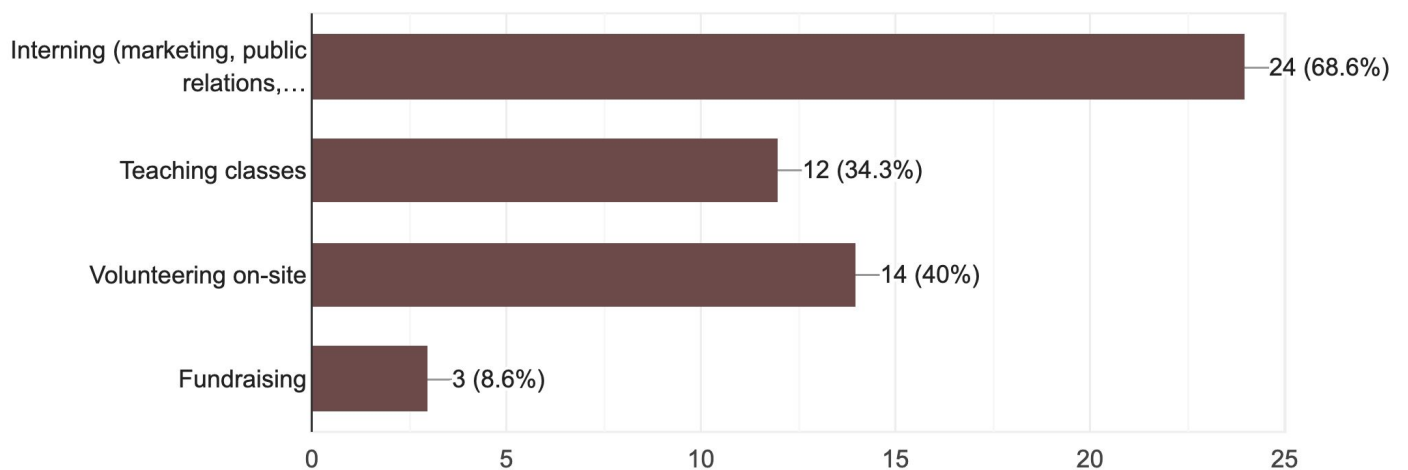
Orange County Kids in STEAM

Amid the current COVID-19 pandemic, there has been an increased focus on innovation in education. Schools in Orange County are finding creative ways to provide socializing opportunities for their students virtually or at a distance, from outdoor classes to live Zoom hangouts. There is also new attention given to the parents; at the Laguna Parent Participation School in Mission Viejo, for example, parents will be a part of small group discussions once a week when the school starts. The school's staff will make videos of activities that parents can follow along with their kids. Additionally, at least 500 child care programs throughout Orange County have closed permanently. As a result, there is an increased reliance on nonprofit educational-based organizations, like that of Child Creativity Lab. This means that we are in a critical time where there is both a need and relevance for our organization.

Some trends we've found regarding promotional and fundraising campaigns surrounding STEAM-based activities for children in Orange County are summer camps, science-fairs/competitions, and virtual challenges. These events have served to not only promote the mission of the organizations but to raise money as well. There has also been an increase in the tech side of STEAM, with a lot of programming around coding and computers and other subjects that can inspire creativity in children in a virtual setting. Additionally, many organizations have been relying on parent facilitation and volunteers as well as collaboration with the California Department of Education and local school districts to fund and staff various events and programs.

Social Media Trends for Non-Profit Organizations

It can be difficult for businesses to create content amid the COVID-19 crisis. Due to CDC Guidelines limiting the number of people that can gather together, it's difficult for businesses to create content for promotion. That being said, a variety of social media accounts have gotten creative with the content they're releasing. For example, one article from The Washington Post claims that PowerPoint-style presentations are the latest trend. This style of post has primarily been utilized by social justice organizations, however, the strategy could be just as applicable to a non-profit in order to raise awareness regarding the issues the organization addresses. For example, a non-profit focusing on climate change could create a swipe-through Instagram post regarding environmental topics such as the wildfires in California or the diminishing ozone layer. The most important aspect of these posts is that the information being shared is reliable and seen as trustworthy by the reader. This can be achieved through citations.

The majority of non-profit organizations see the value in social media. In fact, 48% of non-profits believe social media is very valuable. However, the purpose of social media will vary from organization to organization. In general, non-profits use social media to share news, create brand recognition, educate others about the cause and mission, fundraise, recognize donors, and recruit employees and/or volunteers. Understanding a non-profit's goal(s) is key to picking social media strategies.

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Trend Research

Social Media Trends for Non-Profit Organizations (cont.)

For example, world renowned non-profit World Wildlife Fund (WWF) uses the hashtag #EarthHour to help promote getting people to turn off their lights for one hour during the day on March 25 of each year. This strategy was employed to achieve a specific goal while also promoting awareness for the organization's mission. Every strategy should correspond with key performance indexes (KPIs) that would indicate success. One of WWF's KPI may have been the number of posts to #EarthHour on March 25.

A non-profit aiming towards educating youth needs to understand the needs of parents. Studies have shown that parents are looking for support from other parents, expert advice, and connections with other parents on social media. Providing these things could lead to increased brand recognition and social media engagement.

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