



Proposal

Fall 2016

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Background

frank is a gathering for social change communicators. It is an opportunity to connect with others, define the field and learn how to win on the issues we all work to overcome. At *frank* 2017, change makers will celebrate the moments that define them and will create dozens of new ones.

The three-day event, taking place from Feb. 28, 2017 to March 3, 2017, will showcase substantive talks and discussions catered to those talks with the speakers and other franksters.

Those who use strategic communications to drive social change will host the talks. In the past, the gathering has welcomed Jenny Lawson, Rich Neimand, and Andy Burness among others.

The gathering draws its inspiration from Frank Karel, as vice president for communications for the Robert Wood Johnson and Rockefeller Foundations. Karel, who spent his 30-year career using communication for social change, recognized, above all, the critical importance of strategic communication in taking on the world's most important challenges.

As part of his vision to build the field of public interest communications, Frank and his wife Betsy endowed a chair in public interest communications at his beloved alma mater, the College of Journalism and Communications at the University of Florida. The chair is responsible for building a curriculum in public interest communications, mentoring and advising students who plan to build careers in the field, identifying connections with other fields and establishing community among those who work in public interest communications. The *frank* gathering is an integral component of that mission.

Situation Analysis

frank has the opportunity to continue to establish itself as a unique and important gathering for the discussion of social-change communications. Alpha PRoductions will again help to reinforce *frank*'s position as a gathering that left a positive and everlasting experience for all speakers and guests in attendance.

The following identifies and analyzes *frank*'s strengths, weaknesses, opportunities and threats:

Strengths

Influential, diverse speakers: The lineup of speakers for *frank* demonstrates the power behind social-change communication through a representation of diverse minds and backgrounds. Invitees will be driven to attend the gathering largely in part to hear and learn from the speakers.

Location and facility: The *frank* gathering will be held at the Hippodrome Theatre, which boasts a 268-seat professional theatre. Speakers will check in at the designated hotel located in downtown Gainesville near the Hippodrome. Furthermore, Gainesville's climate during the last week in February will be ideal for speaker and guests to explore the city during their stay.

Passionate, determined staff: The staff in charge of making sure *frank* is a success all share a common passion that is sure to produce quality results, with no detail being too small. This passion is truly what is at the heart of *frank*.

Past success: With *frank*'s past gatherings in February 2014, 2015 and 2016, a foundation of positivity and a fun learning environment will encourage participants to attend again and share the experience with their personal networks. Furthermore, with the experience of the last gatherings, the *frank* team knows where extra attention needs to be paid to make this year's programming even more of a success.

Weaknesses

Complex nature of the event: The three-day event entails many moving parts that must ultimately come together as one for the experience to be complete for all speakers and guests.

Opportunities

Becoming a leading gathering for social-change communications: Given the number of great minds that will be in attendance at the gathering, *frank* has the opportunity to continue to establish itself as a well-known and esteemed leading event for social change communications among audiences at a national level.

Adding to the legacy of Frank Karel: A successful *frank* gathering will, without a doubt, continue to carry on the name of Frank Karel and further instill his legacy of using strategic communications for positive social change.

Becoming a 'must' experience before graduation: Given the positive experiences of past volunteers (ambassadors), *frank* has a unique opportunity to continue recruiting from word-of-mouth from previous students. *Frank* is a well-known name in the College of Journalism and Communications, leaving many students to wonder how to get involved with such a fun, engaging event that is sure to surpass last year's level of excitement and buzz.

Threats

Unfamiliarity within external networks: Due to its short history, *frank* is not likely to be previously known in networks outside the University of Florida. However, given the success of the past gatherings, previous speakers and participants can help spread the word about the importance of the *frank* gathering and using strategic communications to implement social change.

Goals

The overarching goal of this campaign is to ensure that the *frank* gathering is as successful as possible. This entails gathering volunteers who are motivated and passionate about the ideals of *frank* and do everything in his/her power to ensure the positive aura around *frank* in 2017.

In order to meet the goal, Alpha PProductions is prepared to work hand in hand with *frank*, assisting tasks before, during and after the gathering.

Measurable Objectives

The following outcome objectives specify desired results from Alpha PProductions' work with *frank*:

Volunteers:

- To initiate volunteer recruitment, host volunteer training seminars and complete volunteer training from September 31, 2016, to January 26, 2017.
- To ensure that *frank* is appropriately staffed with all the volunteers required by January 26, 2017.

Task Assistance:

- To assist the internal *frank* team with any projects and/or tasks as needed leading up to and during the gathering in February.

Research

In order to achieve the goal of ensuring that the *frank* gathering is as successful as possible in 2017 and the years to come, we will conduct research both before and after we implement our strategic plan.

The first phase of research will begin immediately. The team will familiarize themselves with the topic of social change communication and also look to see what is trending in the field. This will establish a background that can be used to teach other Alpha PRoductions members about *frank* and social change communication, as well as prepare the team for when they staff the event in February. Lastly, this phase of research will lead to increased efficiency and effectiveness when completing tasks leading up to the event.

Phase two of research will occur after the gathering has ended. Alpha PRoductions will create an online survey that will be distributed to volunteers who assisted the *frank* gathering. This will allow Alpha PRoductions to gain insight into the minds of the volunteers and also to better prepare for *frank* volunteer recruitment in the years to come. The survey will strive to determine the level of satisfaction volunteers had with various aspects of *frank*.

Schedule of Tactics

Alpha Productions will be responsible for completing the following tasks by the indicated tentative date:

Phase I: Pre-gathering

Recruit Volunteers (09/31/2016 - 01/26/2017): Alpha PRoductions will recruit volunteers to staff the *frank* gathering. Volunteers will be known as *frank* ambassadors. Recruitment of creative and energetic volunteers will be a top priority. Alpha PRoductions will edit the training manual for volunteers as well as incorporate training sessions to boost volunteer morale. The Alpha PRoductions team will decide what attire the volunteers will wear for the event. The team will also create a reward system, such as tokens or pins, for volunteers who complete training sessions. The *frank* graphic design team will create the design for the pins based on an idea provided by the Alpha PRoductions team. Alpha PRoductions will coordinate in ordering the pins with the *frank* team and distribute them to volunteers.

Phase II: During gathering

Staff *frank* gathering (02/28/2017- 03/03/2017): Alpha PRoductions will be responsible for recruiting volunteers and help staff the *frank* gathering as needed. This will be extended beyond the *frank* account team to include Alpha account executives and account associates from other accounts. All volunteers will be required to possess a high level of knowledge and understanding of *frank*, as well as act and dress professionally at all times.

Instill *frank* throughout gathering (02/28/2017- 03/03/2017):: Alpha PRoductions will ensure that all the volunteers behave with complete professionalism and show creativity. It will also ensure the volunteers are friendly and courteous and understand what *frank* is about. In this way, Alpha PRoductions will train the volunteers to become ambassadors who will instill the values of *frank* throughout the gathering.

Phase III: Post-gathering

Distribute thank you notes and mementos (03/13/2017): Alpha PRoductions will distribute the thank you notes to all *frank* volunteers. Graduating volunteers will receive a *frank* graduation cord. Non-graduating volunteers will receive a *frank* pin designed by *frank*'s graphic design team based on an idea from Alpha PRoductions.

Distribute surveys for volunteers (03/20/2017): Alpha PProductions will generate and send online surveys to *frank* volunteers. The information received from the survey will be used in the second phase of research to improve the *frank* volunteer recruitment and training.

Timeline

The following are tentative timelines for fall 2016 and spring 2017:

Fall 2016

Task	Month	September					October					November					December				
	Week	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Research																					
Volunteers																					
Evaluation																					

Spring 2017

Task	Month	January					February					March					April				
	Week	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
Research																					
Volunteers																					
Evaluation																					

Evaluation

The success of the *frank* communications plan should be evaluated in March 2017.

The evaluation will be based on the set objectives outlined in the communications plan. Alpha PProductions will work to ensure that all tasks for events before, during and after the gathering meet the established expectations. Alpha PProductions will also work to ensure that the *frank* scavenger hunt runs smoothly and that the restaurants participating in the smoke-free event are receptive to *frank's* ultimate goal. Also, it will procure that the overall transition of the *frank* gathering from one event to the next should be as smooth and efficient as possible with the help of volunteers.

Alpha PProductions will be responsible for conducting a survey for volunteers. Questions for volunteers will pertain to volunteer recruitment methods, training methods and responsibilities given.

Some suggested sample questions to ask when evaluating volunteer engagement:

- Were volunteers satisfied with the work they contributed?
- What changes do they suggest for future recruitment?
- Were assigned tasks reasonable and explained well?

Conclusion

An Alpha PProductions team will be dedicated to *frank* for the entire 2016-2017 school year. This team will consist of one account executive and four account associates. Aleks Karczmierz, the Alpha PProductions assistant managing director, will oversee this team and account.

Alpha PProductions will start the semester for *frank* with research to better understand how to strategically accomplish tasks in the most efficient and effective manner. The rest of the year will include the implementation of Alpha PProductions' plan to help ensure that the *frank* gathering is as successful as possible for all parties involved.

Alpha PProductions looks forward to continue working with *frank* this year!