

THE CSU HEALTH NETWORK

RAMS PIC HEALTHY

R.E.S.O.U.R.C.E.S.

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JOSH DOLAN, RAYCHELLE EDDINGS, CHAD
NICHOLS, JARED MARLING CHRISTIAN RHEA, &
KATIE SPENCER

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Phase One:
RESEARCH

RAMS PIC HEALTHY

R.E.S.O.U.R.C.E.S.

Executive Summary

Phase I

There is currently a lack of understanding amongst the Colorado State University students about the services offered by the health network. The students simply aren't aware of the multitude of services they have access to. This is where the brand-new CSU Health Center comes into play. With all the services now being offered under one roof instead of multiple locations, CSU students now have easy access to all the services they need. Colorado State has an opportunity to transform the university's perception of the health network with first class facilities sponsored by Columbine Health Systems, UC Health, and Associates in Family Medicine.

The purpose of this plan, put together by Elevated Vision PR, is to offer a solution for the problem. The goal of this campaign is to increase awareness of the services that the Colorado State University Health Network offers, as well as the new building that opens in July.

Secondary research was done to critically analyze their media habits, consistency of posts, interaction, followers, variations in content and other specifics to help establish a better understanding of the health network's various platforms. The research from the media outlets were used to assess student's perception of the health network. The purpose of the secondary research was to gain a thorough understanding of the situation at hand.

Primary research was conducted through two focus groups that involved both CSU males and females. These focus groups helped gain a better understanding of the student's attitudes toward the current health network. The research team also created surveys for all participants included in the focus groups which consisted of eleven questions measuring demographic information as well as their previous use of the health center. Elevated Vision PR conducted interviews with Anne Hudgens, Executive Director and Kate Hagdorn, Associate Director of Communications of the CSU Health Network. These interviews provided vital information for the campaign. With their insights, it was apparent that there is a lack of awareness of the services provided by the health center. For additional information on the direction of the campaign, Elevated Vision PR also visited the site of the new health center to gain a first-hand look of the building and the key areas of the new facility.

Phase II

The goal of this campaign is to increase student awareness of the health center's brand new building and all the services provided. The target and intervening audiences were decided based on the problem, available opportunity, and ideally who would make the biggest impact on this campaign from not only a short-term perspective, but long-term as well. The target audience consists of both freshman females and males living on campus as well as sophomore females and males living off campus. These audiences were selected since the incoming freshman are the next generation of CSU Rams and the CSU sophomores have a few more years until graduation. The goal of this campaign is to build a relationship with each student as a means for them to obtain the most they can out of the CSU Health Network's state-of-the-art. Establishing awareness amongst the Freshman audience allows for a greater form of communication amongst students for years to come, passing down information to one another about the services. The sophomores have the chance to also take advantage of the new facility with their remaining years at CSU. The intervening audiences chosen for this campaign were parents,



professors and residential assistants because of their significance toward influencing the primary audience and directly relaying the campaign's messages. Most of the objectives for the primary audience were predicated toward awareness, however, the campaign does target one behavioral and attitudinal objective as well. For this primary target audience, informational strategies are vital. Several messages will address informing the primary audience about the new location and the services provided by the health network. Also, the campaign aims to appeal to the audiences by using a compliance strategy- offering the possibilities of rewards through participation in the creative concept. All messages will be based on positive emotional appeal, while communicating the creative concept acronym, "R.E.S.O.U.R.C.E.S.," which eludes to specific capacities pertaining to the CSU Health and Medical Center.

The creative concept "Rams Pic Healthy R.E.S.O.U.R.C.E.S." functions to help unify the campaign as well as grab the audience's attention. "R.E.S.O.U.R.C.E.S." is an acronym developed to embody what the new health center will provide for the students. Each letter in the term represents a word or phrase that captures a certain purpose of the health center and helps showcase the services that they provide. For three consecutive weeks, three letters, chronologically, will be "released" around campus as a scavenger hunt, challenging students to take a picture of each corresponding letter of the acronym and submit it via an online portal provided by the health network. Each poster will function aesthetically to inform students about something the health network offers.

Phase III

Elevated Vision PR is approaching the campaign with a bottom-up budget. The total amount is \$29,377.08. A large amount of the budget is geared toward creating an event week for the new health center, particularly the grand opening to all returning students at CSU. The grand opening will include a campus wide barbecue, live music and grand prizes for the winners that will participate in the campaign, totaling out to be \$3,717.98. The event week is subject to cost \$21,708.88, which includes the tactics organized for each specific day of the event week. The most notable tactics of the event week will be the Snapchat Geofilter, the ram head pins, the goodie bags, and massages. The rest of the budget goes toward marketing the creative concept of the campaign. These advertisements include but are not limited to flyers, paid advertisements, posters, LCD projected posters, and a press release. The campaign is scheduled to start at the beginning of the fall semester, August 2017 and is subject to end September 30th, 2017. The implementation begins on the first day of classes, August 21st, with the introduction of the campaign's slogan "Rams Pic Healthy R.E.S.O.U.R.C.E.S.," and ends September 8th with the grand opening barbecue.

The event week is scheduled to debut during the second week of the campaign's implementation the activities will begin on September 5th, ending September 8th. This is a living campaign with active weekly posts to social media, as well as updating to the traditional media (posters around campus). The campaign ends September 30th, 2017 and survey pertaining to the campaign will be distributed to the targeted audiences chosen in this plan. This survey will help evaluate the success or unsuccessful outcomes of the campaign.



Phase I- Research

1.1.1. Secondary Research

A social media sweep was conducted to become familiar with the CSU Health Network's social media platforms: Facebook, Twitter, and Instagram. In this step, we looked at commonalities amongst all their present platforms. We observed media habits, consistency of posts, number of likes/followers, variations in content, external links, and any other specifics to help establish a solid understanding of how the CSU Health Network utilizes their various platforms. To develop a better understanding for the potential publics that may be influenced through this campaign an analysis of the CSU Fact Book was conducted to help further the understating of CSU's current demographics of the student population. Another platform that was analyzed in our research was the CSU Health Network's webpage. Information on the site was vital to further understand what resources the health network provides for the CSU population. Their site was thoroughly evaluated in means of accessibility, helpfulness, and or usefulness for their various visitors.

1.1.2 Primary Research

Qualitative Research Strategies

- Client meeting with members of the CSU Health Network Administrative Staff
- Interview with Anne Hudgens, Executive Director and Kate Hagdorn, Associate Director of Communications at the CSU Health Network
- Conducted two focus Groups as well as distributed survey to all participants involved in the focus groups (*Reference to Appendix D & E*)
- Site visit of the new CSU Health Network

Background information

An informational presentation was given by members of the CSU Health Network's administrative staff. During this presentation, they presented the health network's vision, mission, and objectives for the new facility coming to CSU's Campus, Fall 2017. This informal presentation was followed by two interviews with Kate Hagdorn and Anne Hudgens. The purpose of these interviews was to gain a better understating of what the health network wanted from a freshly organized campus wide campaign promoting the new facility and its new amenities as well as their existing services. These interviews held valuable insights regarding past efforts and current efforts aimed at the CSU population.

Target Research

To understand the psychographics of the CSU student population the focus groups conducted during the research process were revisited to collect information considering the attitudes and perceptions of the student body. Geographical information was gathered through general knowledge of the area surrounding the CSU campus.



Client Meeting

(January 18, 2017)

A client meeting was held to discuss the vision, mission, and objectives the CSU Health Network and their motives to enhance their image amongst the CSU population.

Interview

(A. Hudgens & K. Hagdorn, business communication, March 2017)

The research team developed an interview protocol for Kate Hagdorn and Anne Hudgens. The interview protocol outlined the purpose of the interview, which was to gather more information about the new health center. The protocol outlined 10 questions asking open-ended questions about the new facility and the goals of the CSU Health Network.

Focus Groups

(Feb. 27 & March 1, 2017)

The research team organized two focus group. Both female and male participants were asked a variety of questions regarding their experiences with the health center as well as their opinions on way the health center could improve their overall awareness on campus.

○ Male & Female Focus Groups:

- Included a male or female moderator, note taker, equipment specialist
- Seven participants in each group
- Focus group gathered in one conference room
- Food and beverages were provided as an incentive for the participants

Focus Group Materials

Reference to Appendix A & B

- Both focus groups had a moderator's guide which was assembled by the research team to help the moderators guide a fluid conversation about the CSU Health Network.

Moderator's Guide

- Focused on setting ground rules for each focus group, implying mutual respect for all members of a focus group, compliance with the structure of the focus group, and cooperativeness during each focus group.
- The moderator's guide also informed each focus group participant of their privacy/confidentiality moving forward with the research.
- The moderator's guided finally outlined questions developed by the research team which would help gear the research and help us gain a better understanding of the students' experiences and hopes for the new health center.



Background Survey

Reference to Appendix C

A brief background survey was given to each participant before the start of each focus group. This survey asked basic questions regarding age, gender, major, and other necessary questions to help categorize each participant within the research.

CSU Health Network Site Visit

(March 22, 2016)

Kate Hagdorn organized a tour for the team so that we could get a glimpse into the new health center and the process in which it took for the CSU Health System to get to this phase in implementing the new campus health facility.

I.2. Situational Analysis

I.2.1. Client Profile:

Client

The CSU Health Network offers a variety of services which will now be under one roof for the convenience of students and staff. The Health Network partnered with UC Health and offers medical, dental, optometry, physical therapy, counseling, health education and prevention services.

Past communications

E-mail surveys to students (sometimes with incentives), market in the Collegian as well as on social media, including Twitter, Instagram, and Facebook. CSU Health network has a website that is very engaging and informing, but it needs to engage a wider audience of students.

Location

- Current:
 - Medical Services: Hartshorn Health Center
 - Counseling Services: Aylesworth Hall
 - Health Education and Prevention Services: 1302 South Shields Street
- New:
 - Prospect and College
 - Access to Around the Horn shuttle around campus

Services

- Medical:
 - Allergy clinic
 - Behavioral health
 - Care coordination
 - Dental services
 - Immunizations clinic
 - Laboratory services
 - Massage therapy
 - Medical clinic



- Men's clinic
- Women's clinic
- Nutrition consultation for disordered eat
- Optometry serves
- Pharmacy
- Physical therapy services
- Radiology services
- Sports medicine/orthopedic clinic
- Transgender student services
- Travel clinic
- Triage clinic
- Counseling:
 - Individual and Couple Counseling
 - Group Services
 - Specialized Alcohol and Drug Treatment (DAY Programs)
 - Intensive Post Mental Health Hospitalization Services (iTEAM)
 - Behavioral Health Services within the Medical Clinic
 - 24/7 Emergency Services
 - Consultation with University Colleagues, Parents and Friends

Community Partnerships

- Current:
 - Colorado State University
 - Student Recreation Center
- New:
 - UC Health
 - Associates in Family Medicine
 - Columbine Systems for Health Aging
 - Kendall Reagan Nutrition Center

Mission

(Vision, Mission & Diversity Statement. (n.d.). Retrieved March 23, 2017)

- The mission of the CSU Health Network is to promote the complete physical and mental health of the CSU student community by providing quality health care and comprehensive health education and prevention programming. In addition, the Health Network offers educational opportunities and training programs for all levels of health professionals. Through ongoing research, the CSU Health Network evaluates programs and services and assesses student needs to meet the goal of continuous quality improvement.

Structure

- General:
 - Four story
 - 113,000-square-foot building



- 4.5-acre site
- Site preparation begins Fall 2015
- Site completed July 2017
- Parking:
 - Entrance directly adjacent to University MAX station
 - 120 spaces for public on-site parking (off College Ave at Lake Street)
 - Free for students, patients, and clients during their appointments
 - Additional parking located at parking garage north.

Budget

(Colorado State University. (2016). In-fact: Colorado state university by the numbers [institutional profile]. Retrieved March 2017) & (A. Hudgens & K. Hagdorn, business communication, March 2017)

- Funded through:
 - CSU student fees
 - CSU Health Network revenue
 - Tenant leases
 - Private donations
- Construction costs (estimated):
 - Estimated \$59 million construction costs
 - \$5 million pledged from UC Health
 - \$5 million pledged from Bob and Kitty Wilson (Columbine Health Systems)

1.2.2 Communication Audit

Target Audiences

- CSU Students
- CSU Facility
- CSU Donors

Key Messages

- CSU Health Network Slogan: “*Care for Body and Mind*”
- Promote the complete physical and mental health of the CSU community
- The vision is to lead the university community towards a healthier campus, that promotes student success by providing multidisciplinary healthcare to enhance all aspects of student well-being.

Media Observations

Facebook: @CSUHealthNetwork

- Interaction:
- Follower base: 465 likes, 457 follow
- Content
 - Hashtags (#):
 - Mindful Monday
 - Throwback Thursday



- Groundhog Day
- National Drugs and Alcohol Facts Week
- Great American Smoke out
- Links
 - Journalism and Media communication at CSU
 - Shares Colorado State University videos/events
 - CSU Student Health 101
 - You.Colostate.EDU
- Reviews:
 - Total: 5
 - Only one has a written response
 - Rating: 5 stars
- Posting Habits
- Posted 15x in January

Twitter: @CSUHealthNetwork

- Interaction:
- Follower base: 109
- Following: 116
- Likes: 8
- Tweets: 145
- Content:
- Same as FB
- Links
- Same as FB
- Hashtags
- Same as FB

Instagram:

@CSUHealth

- Interaction:
- Followers: 179
- Following: 52
- Posts: 87
- Content:
- Same Pictures as FB
- Some throwbacks featuring Employees (Throwback Thursday)
- Most Links: 30 on Be Mindful The Mountain
- Hashtags for most liked picture
- [#mindfulness](#) [#health](#) [#mindful](#) [#colostate#csuhealthnetwork](#) [#healthy](#) [#wellbeing#mountain](#) [#colorado](#) [#color](#)
- *Snapchat:*
- 73% of users would open a Snapchat from a Brand they knew
- 77% of college students use at least once per day



- Teamed up with admissions office to incorporate into CSU Explore, an event where high school students visit campus to grow their audience

Recent Campaigns:

- “Get Your Self Tested (GYT)”
- “Tame your Inner Party Monster”
- “Body Acceptance Week”
- “Grow Your Happy”
- “*Get Your Self Tested (GYT)*”
 - Using the tag line “Get Yourself Tested (GYT)” to help bring awareness to have students get themselves tested
 - Posted an Ad on their Facebook page
 - Have Students standing in the plaza
 - Having poster around campus with the “Get yourself Tested” writing on them along with dates and where to go
 - Partnerships with: Creating Respect and Educating Wellness for and by Students (CREWS)
- “*Tame your Inner Party Monster*”
 - CSU is partnered with Tame the Monster marketing campaign to help bring awareness about bad decisions regarding intoxication and “at-risk” behaviors
 - tamethemonster.org
 - #TAMETHEMONSTER
 - Sponsored by: TEAM Wellness & Prevention, Colorado State University, and The City of Fort Collins
- “*Body Acceptance Week*”
 - Feb. 27th- March 3rd
 - A sticky note mural was displayed in the Morgan Library. Giving the CSU student body the chance to write and share a body positive message
 - Each day of the week had a special event related to body acceptance
- “*Grow Your Happy*”
 - This campaign intended to grow student’s thoughts on happiness, aiming to provide the CSU student body with tools to support overall happiness and well-being.
- Use of P.E.R.M.A. acronym
 - Positive Emotions
 - Engagement
 - Relationships
 - Meaning
 - Achievement
- Social Media Platforms:
 - Facebook
 - 480 likes on the page
 - Average is about 9 likes per post
 - Posts are campaigns that they are currently working on
 - The CSU Health Network page has liked 23 other pages related to CSU or the



Fort Collins Community

Twitter

- 126 followers with 163 tweets
- Posts are similar on Facebook
- 9 likes

Instagram

- 205 followers with 105 posts
- Average likes per posts around 10
- Posts are the same as Facebook and twitter

Other Channels:

- E-mail surveys to students
- LCD Screens ADs throughout campus
- The Collegian
- KCSU
- Integrating the “Principles of Community”

1.2.3 Issue Analysis

Issue overview

Students don't know what services are offered, especially at the new health center. The CSU Health Network needs to market where the new health center is for students to navigate it easily. Students need to be aware that they can still use the facility and services even if they aren't on the CSU insurance plan. The health center needs to have a strong message to off campus students as well as on campus. The agency needs to step up overall marketing and engagement with CSU student population

SWOT Analysis

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">· Brand new building· Provides a multitude of services· Quality medical staff	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">· Students don't know what services they offer· Not communicating effectively with transfer students· Social Media isn't being seen· New/different location· Student wait times were longer than students could afford to expend
<p style="text-align: center;">Opportunity</p> <ul style="list-style-type: none">· Provide quality care within the Fort Collins community 24/7· New student/transfer student orientation events and promotion	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">· Lack of trust between doctor and patient· Possible Insurance restrictions

Strengths:

- A brand-new building with an intricate design that offers multiple services and can provide quality healthcare to the community of Fort Collins, more specifically CSU students, at a 24/7 convenience. Previously, the health network was only open Monday-Friday, however with the partnership with UC Health, it allows them to provide students service whenever they need.
- The CSU Health Network is currently constructing a brand new state-of-the-art building located on the southeast side of campus.
- Along with the building comes several services provided by the health network such as: medical, dental, physical therapy and counseling.
- The CSU Health Network's medical staff comes highly accredited; having graduates from Yale and University of Texas.

Weaknesses:

Reference to Appendix G & E

- According to the conducted focus groups, students aren't aware of the extent of services that the health network provides, regardless if the student is enrolled with Colorado State Student Health Insurance Plan.
- Focus group data shows that students felt the health network wasn't reaching out to them, more specifically transfer students, who were left to uncover information about the health network from peers and friends.
- Social media is a critical way to reach a young audience; however, secondary research shows that the CSU Health Network's Facebook following is 457, out of over 30,000 students. Twitter and Instagram numbers are less than 200 each.
- The health network's new location will also be a threat because students may not know where it is relocated. The new building is located on the southeast side of campus, rather than the center of campus like Hartshorn. Students may be unwilling to travel so far while sick.
- When students are showing up without appointments there has been a problem with timeliness according to focus group data. Students have busy schedules and don't feel the need to wait in the health center for substantial amounts of time.

Opportunity:

Reference to Appendix G & E

- New student and transfer student orientations are a chance to promote the services and decrease the confusion about insurance eligibility. Focus group data showed that there was a lack of communication, given that student orientations are mandatory, having an event or some sort of promotion about CSU Health Services would be a perfect place spread awareness.

Threats:

- The biggest threat to the CSU health network is the fact that students put more trust in the doctors they have grown up with and familiarized themselves with as opposed to new doctors at CSU. A doctor-patient relationship is unique, and the patient wants to be as comfortable as possible during the process. Using CSU's services pushes the boundary on that comfort level.
- Students aren't generally aware that they can use the services provided by CSU even if they aren't enrolled with the Colorado State Student Health Insurance Plan. If students believe they aren't included, then they tend to lack interest in the topic. This must be addressed immediately to new students to minimize confusion.

1.3 Problem/Opportunity Statement

Since 1964, Colorado State University health system has been operating out of Hartshorn (and currently is also using Aylesworth, which was built as a residence hall in 1956) when the school had a student population of about 9,000. Since then, Colorado State University has tripled in size and the medical needs for students has radically changed. This is where the brand-new CSU Health Network (medical center has yet to be named) comes into play. With all the services now being offered in one convenient location, the CSU students will have easier access to the services provided by the health network. Colorado State has an opportunity to transform CSU's public perception of the health network, which provides first class facilities thanks to partnerships with the Columbine Health Systems, UC Health, and Associates in Family Medicine. It is yet to be determined if more Colorado State students will use and be a part of the new CSU Health Network.



Phase Two: PLANNING

RAMS PIC HEALTHY

R.E.S.O.U.R.C.E.S.



Phase II- Strategies, Messages, and Tactics

11.1 Goals

- To increase awareness of the new CSU Health Center.
- To raise awareness that the CSU Health Center is available for any student, regardless of their insurance.
- To inform students of all the services offered through the new CSU Health Center.
- To enact students to schedule appointments through the CSU Health Network.
- To improve student's perception of the credibility of the CSU Health Network.

11.2 Target Audiences

11.2.1.1 Primary Audiences

- CSU Female Freshmen living on campus
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description
 - Demographics:
 - Current female freshmen: 2,771
 - Psychographics
 - 61 percent of female students were aware of Hartshorn
 - 86 percent of female students have used the CSU Health Center
 - 14 percent of female students believe Health Center doctors are credible
 - 66 percent of female students only notice the CSU Health Network campaign for mental health
 - Main concern is how much they must pay
 - Geographics (student body)
 - 73 percent of students living off campus
 - 27 percent of students living on campus
 - Media Use
 - 83 percent of women use Facebook
 - 68 percent of women use Instagram
 - *Insert Snapchat followers*
 - Rationale: Young women should specifically be targeted because this is most likely the first time they're on their own. Taking care of themselves physically (especially sexually) and mentally will be especially hard on



them. Women have a harder time adapting to the college atmosphere than men.

- CSU Male Freshmen living on campus
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description:
 - Demographics:
 - Current male freshmen: 2,185
 - Psychographics:
 - 40 percent of male students know the services provided at Hartshorne
 - 84 percent of male students have used Hartshorne
 - 78 percent of male students believe the doctors are credible
 - Geographics:
 - (Refer to freshmen women statistics)
 - Media Use:
 - 75 percent of men use Facebook
 - Rationale: Young men are typically more irresponsible, especially when they're adjusting to college life. They're described as "lazier" and as such they probably won't take the time to take care of themselves. The health center convenience would be well suited to this archetype.
- CSU Female Sophomores
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description
 - Demographics: 2,771 estimating student return from freshmen year to sophomore year
 - Psychographics:
 - (Refer to freshmen women psychographics)
 - Geographics:
 - (Refer to freshmen women geographics)
 - Media Use:
 - (Refer to freshman women media use)
 - Rationale: Like previously stated for the female freshmen living on campus, we need to target women because they are more prone to anxiety disorders, panic attacks, and develop disorders more quickly. With the hectic and changing environment in college, having an easily accessible resource to help would be particularly useful for them. Women also should be aware of the specific services provided for them with the women's clinic, testing for STD's, and access to birth control.
- CSU Male Sophomores
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description
 - Demographics: 2,185 estimating student return from freshmen year to sophomore year



- Psychographics:
 - (Refer to freshman male psychographics)
 - Geographics:
 - (Refer to freshmen men geographics)
 - Media Use:
 - (Refer to freshmen men media use)
- Rationale: Like previously stated for the male freshmen living on campus, we need to target them because they develop more severe disorders, with more antisocial personality disorders as well as more substance use problems.

II.2.1.1 Objectives

- To inform 45 percent of students living on the CSU campus about the new health center's location by September 30th, 2017.
- To inform CSU students of the new services (relaxation pods, meditation room, reflection space) at the health center by 40 percent by September 30, 2017.
- To educate CSU freshman and sophomore females of the accessible resources provided specifically for them by 20 percent by December 31, 2017.
- To educate CSU freshman and sophomore males of the accessible resources provided specifically for them by 20 percent by December 31, 2017.
- To increase the awareness of the CSU freshman and sophomores of the variety of health services that the CSU Health Network provides, by the end of the Fall semester, December 31, 2017.
- To generate awareness amongst 50 percent of students living on campus about their accessibility to the health network services, regardless of insurance provider.
- To acclimate the credibility of the CSU Health Network medical staff amongst the primary audiences by 12.5 percent by December 31, 2017.
- To increase traffic of appointments at the CSU Health and Medical Center by 10 percent by December 31, 2017.

II.2.1.2 Intervening Audiences

- CSU Parents and Guardians
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description:
 - 4,456 multiples by an estimated 2 parents per house hold equals 9,912 legal guardians
 - Wide range of in state and out of state families
 - Rationale: Parents and guardians have a major impact on their child's medical providers. However, young adults may not be as informed as their parents. Reaching out to parents and having them fully understand the services provided by the CSU Health Network is beneficial towards hitting the primary audiences.



- CSU Faculty
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description:
 - 1,846 total teaching faculty
 - Faculty on tenure-track appointments who are ethnic minorities: 16%, up from 11% in 2007-08
 - Faculty on tenure-track appointments who are women: 37%, up from 30% in 2007-08
 - Female total employee count at CSU 3,787
 - Male total employee count at CSU count 3,435
 - Rationale: It is important to establish a relationship with students and instructors. If the instructors are properly informed about the services provided by the health network then that allows for conversation within the classroom which will in turn help inform students about the health center.
- CSU Residential Assistant Staff
(Reference to CSU Fact book, Business Insider, and Focus Groups)
 - Description:
 - Total Female RA's 136
 - Total Male RA's 164
 - Rationale: Incoming students will be eager to experience college life and take advantage of anything that CSU must offer. Resident assistants are assigned dormitory halls (x number of students) and establish relationships with them. One of the ways to inform students of health services is through conversations with their resident assistant.

II.2.1.2 Process Objectives

- CSU Parents and Guardians
 - To get 50 percent of parents to talk to their kids attending CSU about utilizing the health networks services by August 15, 2017.
- CSU Faculty and Staff
 - To get 25 percent of CSU instructors teaching 100 & 200 level courses to inform their students about the health network by September 11, 2017.
- CSU Residential Assistant Staff
 - To get 40% of the residential assistants to engage in conversation with their residents about the health network facility and its services by September 11, 2017.



II.4 Communication Strategies

II.4.1 Creative Concept

The purpose of the creative concept, “Rams pic healthy R.E.S.O.U.R.C.E.S.” functions to help unify the campaign as well as grab the audience's attention. “R.E.S.O.U.R.C.E.S.” is an acronym developed to embody what the new health and medical center will provide for the students. Each letter in the term represents a word or phrase that captures a certain purpose of the health and medical center and helps showcase the services that they provide. The slogan also emphasizes on the wordplay ‘pic’ which alludes to the fact that they will be taking a picture of each letter in the acronym and submit it via an online-portal for a chance to win the grand prize during the hosted event week. An online-portal will be specifically created on the Colorado State University Health Network website for students to submit their pictures.

The acronym “R.E.S.O.U.R.C.E.S.” is specifically used as a tool to create awareness amongst the target audience about the services that the health network provides for CSU students. The acronym stands for as follows:

R: Relaxation

The new health and medical center is bringing something unique and exciting to campus. There are now relaxation pods for students to use (including taking naps) when school or life is getting stressful and an individual has some free time in their day to simply go relax and relieve their stress.

E: Ease your mind

This phrase is in relation to the relaxation pods as well as the counseling services that the new health and medical center will provide to the students. During our focus groups, we were informed that stress levels take away from mental stability; they valued doing well in college and suggested it requires a positive and healthy mindset. With this insight, this phrase emphasizes the ability to *ease your mind* with the services provided on campus at the health center. By targeting on campus students, the campaign will be reaching the primary audience.

S: Services

This term represents the multitude of services that the new health and medical center will offer. It is vital for students to be informed about the health center’s new location as well their services. Many students within our focus groups agreed that they were misinformed about what services are provided at the health center. With this message, the campaign will implement retention of the services provided for all CSU students to use.

O: On campus

This phrase highlights the fact that the health and medical center is on campus and is very accessible to students whether they want to drive, bike, or walk. The new health and medical center accommodates all transportation systems and is not far from classes or the dorms. In our research, we found that CSU students are unaware of the proximity to a health provider. So, with this message it will help the primary audience understand that they have a health and medical center organized to assist the CSU population.

U: Utilize

This term is used to encourage CSU students to distinguish how beneficial the health and medical center can be to their success at CSU. In our focus groups, we gain some insight on why there is a lack of utilization of the facility, and the CSU students suggested that they were



informed that the health network only accepted the CSU Student Health Insurance Program (SHIP). Which is in fact incorrect according to the interview with Kate Hagdorn. They most recently started accepting private insurers, as well as partial acceptances of Medicaid. With this term, the campaign will generate awareness to encourage CSU students to utilize their own individualized insurance plans at the health center.

R: Recovery

This term references the variations in ways a CSU student would need assistances through any recovering process. A recovering process can be subject to addiction, emotional distress or trauma, athletic injury, or any other potential incident resulting in the stages of recovery. The health and medical center has methods and services to assist in a CSU student's recovery. This message will also target the CSU students that don't receive annual checkups, suggestion they consider receiving a checkup through the health center.

C: Checkup

This term is used to remind the CSU students that regularly attend biannual or annual checkups with their physicians, that they can health is essential to evaluating and maintaining their health. This message will also target the CSU students that don't receive annual checkups, suggesting they consider receiving a checkup through the health center.

E: Evaluate your health

This phrase emphasizes on the resources that are provide through the CSU Health Network. They have on staff nutritionists that CSU students can meet for consultations regarding weight loss, dietary needs/ restrictions, and other nutritional guidance.

S: Set up your appointment

This phrase is the last letter in the R.E.S.O.U.R.C.E.S. acronym which suggests the CSU students to set an appointment with the health and medical center after recognizing what each letter represents and how these resources are there for them to use at their disposal with proximity to the CSU campus. This term solidifies the last segment in the campaign.

II.4.2. Primary Audience 1: CSU Female Freshman Living on Campus

II.4.2.1 Message Strategies

- For this primary target audience, informational strategies are vital. Several messages will address informing our primary audience about the new location and the services provided by the health network. Also, we will be appealing to our audience using a compliance strategy - offering the possibilities of rewards through participation in the creative concept. All messages will be based on positive emotional appeal, while communicating the acronym, R.E.S.O.U.R.C.E.S., provided by the health and medical center and the central focus of the creative concept.

II.4.2.2 Messages

- Discover the multitude of "R.E.S.O.U.R.C.E.S." provided by the health network.



- “The Hunt Begins: 1) Find the letters around the campus 2) Take a ‘pic’ of the letter 3) Submit to the CSU Health Network online portal.”
- Explore the new health and medical center location.
- CSU Health Network is available to all students, regardless of insurance plan.
- CSU offers services specifically geared towards the female anatomy.

II.4.2.3 Media Strategies

- Media strategies used to communicate with this primary target audience will be from both controlled and uncontrolled perspectives. The use of uncontrolled media allows for the messages to attain credibility and at the same time by using controlled methods, the campaign can ensure that each message of the campaign is being exposed to the primary targeted audiences. In means of carrying the messages throughout the campaign a variety of medias will be used, including print, traditional new media, and social media. Through the research surrounding the CSU Health Network’s past communications with the CSU population, it was vital to organize this campaign based on the positive ways they have communicated their prior messages.

II.4.2.4 Tactics

1. Poster “Rams Pic Healthy R.E.S.O.U.R.C.E.S.”
View Appendix F
Controlled: These posters describe the span of the first three weeks of the campaign plan
2. Posters will be distributed at Rec Center, LSC, Morgan Library and CSU Health Center to promote the first segment of our campaign
 - Rationale: These are going to signify the start of the campaign and to bring awareness to our creative concept “R.E.S.O.U.R.C.E.S.” They will be displayed in these buildings because they will have the most foot traffic of our targeted audience.
3. Press Release with visual to Collegian
View Appendix F
 - Uncontrolled because the health network won’t have direct control in how the Collegian conveys the message of the information given to them.
 - Rationale: An uncontrolled media tactic allows for the campaign to establish a sense of credibility, since the information is coming from an outside source. The Collegian is the most-read traditional media source on campus.
4. Instagram posts
 - Every Monday of the campaign the agency will post to Instagram with the posters that will be presented that week. First week they will post the R.E.S.O.U.R.C.E.S poster, and R.E.S poster. The second week they will post O.U.R., and the event week poster. The third week they will post C.E.S poster, and a picture of people



participating in the events of the day on Tuesday, Wednesday, Thursday, and Friday.

- Rationale: Instagram is the highest used social media source for women. Even if it is just exposure, the audience will be able to recognize the activities on campus from the posts, and be able to use it as a reference for the future activities.

5. Posters “R” “E” “S”

View Appendix G

- Controlled because the posters are created and distributed by the health network.
- Individual posters of the letters “R” “E” “S” will be placed in Duerell, AV and Brayden due to the high traffic areas of our targeted audience. Each poster, with one letter containing our creative concept acronym, will visually explain how that letter corresponds to services offered by the health network.
- Rationale: The posters will be strategically placed in the dining halls, and the central places of campus that accrue the most foot traffic. Our target audience lives on-campus and will more than likely, eat at the dining facilities, thus being exposed to the campaign.

6. Snapchat Takeover

- Controlled because the health network is going to schedule with ACSU and script out what will be said in each clip of the takeover.
- CSU allows for Snapchat takeovers on Tuesdays. On Tuesday of the first week corresponding with the campaign, ASCU President and Vice President will introduce the campaign and then introduce the first three letters of the acronym as location that you can find them. Finally, they will inform the students how and where to submit their pictures.
- Rationale: Research showed that CSU Snapchat has over 10,000 viewers. This is one of the most effective ways to introduce the campaign to our audience being that their audience hits a wide margin of students.

7. Plaza Tabling

- Controlled because the agency will create the flyer that will be handed out.
- Flyers detailing the R.E.S.O.U.R.C.E.S. information including the event week and grand prize awards will be handed out on the plaza.
- Rationale: Almost every student (especially Freshman) will have to pass the plaza during some point. The agency will have people placed at the plaza all day on August 21st, not only handing out flyers but also talking to the students.

8. Survey

- Uncontrolled
- Surveys will be emailed to Freshmen students and Sophomore students at the beginning of the school year asking them questions on their awareness of the Health Center. The incentive will be a CSU Hoodie.
- Rationale: This will be the measurement on if the agency did their job by raising awareness about the new Health Center. Emailing



them is the best option because it is the quickest and easiest option for both the students and the agency. The incentive of the CSU Hoodie will grab the freshmen's particularly attention because they will be new on campus and will want some CSU to merchandise.

9. LCD Projected Posters

View Appendix F

- Controlled because the health network will create the poster
- The LCD Posters will appear every week in conjunction with the R.E.S.O.U.R.C.E.S posters around campus. They will be identical to the posters on the various locations on campus.
- Rationale: The LCD Poster will be seen by multiple students in the LSC, CSU Plaza, Durrell, and Moby. This will provide multiple exposure, and catch the students that didn't happen to go to the locations decided for the material posters.

10. O.U.R Poster

View Appendix H

- Controlled because the posters will be created by the health network.
- Individual posters of the letters "O" "U" "R" will be placed in Durrell, AV and Brayden due to the high traffic areas of our targeted audience. Each poster, with one letter containing our creative concept acronym, will visually explain how that letter corresponds to services offered by the health network.
- Rationale: The posters will be strategically placed in the dining halls, and the central places of campus that accrue the most foot traffic. Our target audience lives on-campus and will more than likely, eat at the dining facilities, thus being exposed to the campaign.

11. KCSU PSA

- Uncontrolled because it is an interview and can go in any direction.
- The agency will meet with KCSU and ask them to promote the event week, with a personal interview with the creative concept director, putting emphasis on Friday, the Grand Opening.
- Rationale: KCSU will provide another outlet for the event to be heard by the students. Three weeks into school, freshmen should've come across the station, and sophomores should already have knowledge of the station. The creative concept director will be able to describe the key elements of the event week that will motivate students to be involved, especially leading to Friday.

12. C.E.S. Poster

View Appendix I

- Controlled because the posters will be created by the health network.
- Controlled because the posters will be created by the health network.
- Individual posters of the letters "C" "E" "S" will be placed in Durrell, AV and Brayden due to the high traffic areas of our targeted audience. Each poster, with one letter containing our creative



concept acronym, will visually explain how that letter corresponds to services offered by the health network.

- Rationale: The posters will be strategically placed in the dining halls, and the central places of campus that accrue the most foot traffic. Our target audience lives on-campus and will more than likely, eat at the dining facilities, thus being exposed to the campaign.

13. Tuesday Massages

- Controlled because it will be set-up by the health network.
- Three masseuses will be hired to give massages on the plaza. While flyers are being handed out the students will have the opportunity to get free five minute massages on the way to class.
- Rationale: The massages are the bait to bring the students to the Health Network stand where more information about the event week will be available, and specific information about the relaxation pods that will be available at the Health Network year-round.

14. Tuesday Flyers for the relaxation pods

- Controlled because the flyers will be created by the health network.
- On the same Tuesday as the massages, the health network will be handing out flyers to students explaining that the new health center offers relaxation pods, inviting them to try them out.
- Rationale: The reason for “selling” the idea of relaxation pods is because it is a unique idea that the health network offers. It gives students a place on-campus to relax and/or sleep as opposed to the library.

15. Wednesday Plaza tabling

- Controlled because it will be running by the health network.
- The health network will have representatives on the plaza at tables, informing students of the informational forum that Wednesday, students who approach the table receive goodie bags after they follow the Facebook and Instagram page.
- Rationale: The forum will pertain to female health concerns, which become a large importance throughout young adulthood.

16. Wednesday Informational Forum

- Uncontrolled because the health network only has so-much say in the messages conveyed throughout the forum. Students will have a chance to speak, thus not being in full control.
- The forum will specifically focus on the female anatomy, and the primary health concerns that young, college-aged females must deal with.
- Rationale: College is a time of maturity, education and fun. College becomes a safer experience when females are educated on the topic of health.

17. Invitational Flyer

View Appendix J

- Controlled because it is created by the health network.
- The flyer will be distributed throughout campus on Wednesday and Thursday of the hosted event week, inviting students to attend



- the barbecue and discover which Ram student won the grand prize(s).
- Rationale: Most our targeted audience should already have some awareness of the barbecue being held because it was explained at the beginning of the campaign, however this serves as a reminder that the barbecue is this Friday and be prepared for a fun time.
18. Friday Grand Event Barbecue
- Uncontrolled because the health network doesn't have a direct say in how the audience will perceive the event
19. Friday Grand Opening Meet and Greet with CSU Health Network Physicians
- Controlled and is the most credible, due to its face-to-face method of interaction with the audience
 - Students will be able to get acquainted with the medical staff of the health center to establish a solid and trustworthy doctor-patient relationship.
 - Rationale: According to our focus group data, students were less trustworthy of campus medical staff, meet and greets help with the credibility of the medical staff and allow for students to feel in a more comfortable environment when going to the health center.
20. Physician Bios
- Controlled because the health network will be creating the bios.
 - The physician bios serve as a purpose to establish credibility of the health network medical staff.
 - Rationale: According to focus group data, students were less trustworthy of campus medical staff. Physician bios allow for students to identify the credentials of the medical physicians to establish trust within the staff.

II.4.2. Primary Audience 2: CSU Male Freshman Living on Campus

II.4.2.1 Message Strategies

- (Refer to primary audience 1 - CSU Female Freshman living on-campus)

II.4.2.2 Messages

- (Refer to primary audience 1 - CSU Female Freshman living on-campus, messages 1-4)
- Young adult males are more susceptible to drug and alcohol use

II.4.2.3 Media Strategies

- (Refer to CSU Female Freshman living on-campus)

II.4.2.4 Tactics

1. Thursday Plaza Tabling

- Controlled because it will be running by the health network.
- The health network will have representatives on the plaza at tables, informing students of the informational forum held later that same Thursday, students who approach the table will get goodie bags.
- Rationale: The forum will pertain to male health concerns, which become a large importance throughout young adulthood.



2. Thursday Informational Forum
 - Uncontrolled because the health network only has so-much say in the messages conveyed throughout the forum. Students will have a chance to speak, thus not being in full control.
 - The forum will specifically focus on the male health concerns, specifically focusing on male nutrition, drug recovery and sex education. This is also a time to go in-to detail with our audience and eliminate confusion about what health insurances are covered by the health network.
 - Rationale: College is a time of maturity, education and fun. College becomes a safer experience when males are educated on the topic of health. Research shows that males are more vulnerable to alcoholism and drug addiction. According to focus groups, the topic of health insurance coverage was confusing to students on whether they could use the facilities or not
3. Poster “Rams Pic Healthy R.E.S.O.U.R.C.E.S.”
 - (Refer to Primary Audience 1)
4. Facebook posts (R.E.S.) (O.U.R.) (C.E.S.)
 - (Refer to Primary Audience 1)
5. Press Release with Collegian
 - (Refer to Primary Audience 1)
6. Posters “R” “E” “S”
 - (Refer to Primary Audience 1)
7. Flyers of “Rams Pic Healthy R.E.S.O.U.R.C.E.S.”
 - (Refer to Primary Audience 1)
8. Snapchat Takeover
 - (Refer to Primary Audience 1)
9. Plaza tabling
 - (Refer to Primary Audience 1)
10. Survey
 - (Refer to Primary Audience 1)
11. LCD Poster
 - (Refer to Primary Audience 1)
12. O.U.R Poster
 - (Refer to Primary Audience 1)
13. KCSU PSA
 - (Refer to Primary Audience 1)
14. C.E.S. Poster
 - (Refer to Primary Audience 1)
15. Tuesday Messages
 - (Refer to Primary Audience 1)
16. Tuesday Flyers for the relaxation pods
 - (Refer to Primary Audience 1)
17. Invitational Flyer
 - (Refer to Primary Audience 1)
18. Friday Grand Event Barbecue
 - (Refer to Primary Audience 1)
19. Friday Grand Opening Meet and Greet with Doctors
 - (Refer to Primary Audience 1)



- 20. Physician Bios
 - (Refer to Primary Audience 1)

II.4.2. Primary Audience 3: CSU Female Sophomores

II.4.2.1 Message Strategies

- (Refer to primary audience 1 - CSU Female Freshman living on-campus)

II.4.2.2 Messages

- (Refer to primary audience 1 - CSU Female Freshman living on-campus)
- The proximity of the health network should encourage off-campus students to use the facility as opposed to elsewhere.

II.4.2.3 Media Strategies

- (Refer to primary audience 1 - CSU Female Freshman living on-campus)

II.4.2.4 Tactics

1. Wednesday Plaza tabling
 - (Refer to Primary Audience 1)
2. Wednesday Informational Forum
 - (Refer to Primary Audience 1)
3. Poster “Rams Pic Healthy R.E.S.O.U.R.C.E.S.”
 - (Refer to Primary Audience 1)
4. Facebook posts (R.E.S.)(O.U.R.) (C.E.S.)
 - (Refer to Primary Audience 1)
5. Press Release with Collegian
 - (Refer to Primary Audience 1)
6. Posters “R” “E” “S”
 - (Refer to Primary Audience 1)
7. Flyers of “Rams Pic Healthy R.E.S.O.U.R.C.E.S.”
 - (Refer to Primary Audience 1)
8. Snapchat Takeover
 - (Refer to Primary Audience 1)
9. Plaza tabling
 - (Refer to Primary Audience 1)
10. Survey
 - (Refer to Primary Audience 1)
11. LCD Poster
 - (Refer to Primary Audience 1)
12. O.U.R Poster
 - (Refer to Primary Audience 1)
13. KCSU PSA
 - (Refer to Primary Audience 1)
14. C.E.S. Poster
 - (Refer to Primary Audience 1)
15. Tuesday Messages
 - (Refer to Primary Audience 1)
16. Tuesday Flyers for the relaxation pods
 - (Refer to Primary Audience 1)
17. Invitational Flyer
 - (Refer to Primary Audience 1)
18. Friday Grand Event Barbecue



- (Refer to Primary Audience 1)
- 19. Friday Grand Opening Meet and Greet with Doctors
 - (Refer to Primary Audience 1)
- 20. Physician Bios
 - (Refer to Primary Audience 1)

II.4.2. Primary Audience 4: CSU Male Sophomores

II.4.2.1 Message Strategies

- (Refer to primary audience 1 - CSU Female Freshman living on-campus)

II.4.2.2 Messages

- (Refer to primary audience 3 - CSU Female Sophomores)

II.4.2.3 Media Strategies

- (Refer to CSU Female Freshman Media Strategies)

II.4.2.4 Tactics

1. Thursday Plaza tabling
 - (Refer to Primary Audience 2)
2. Thursday Informational Forum
 - (Refer to Primary Audience 2)
3. Poster "Rams Pic Healthy R.E.S.O.U.R.C.E.S."
 - (Refer to Primary Audience 1)
4. Facebook posts (R.E.S.)(O.U.R.) (C.E.S.)
 - (Refer to Primary Audience 1)
5. Press Release with Collegian
 - (Refer to Primary Audience 1)
6. Posters "R" "E" "S"
 - (Refer to Primary Audience 1)
 Flyers of "Rams Pic Healthy R.E.S.O.U.R.C.E.S."
 - (Refer to Primary Audience 1)
7. Snapchat Takeover
 - (Refer to Primary Audience 1)
8. Plaza tabling
 - (Refer to Primary Audience 1)
9. Survey
 - (Refer to Primary Audience 1)
10. LCD Poster
 - (Refer to Primary Audience 1)
11. O.U.R Poster
 - (Refer to Primary Audience 1)
12. KCSU PSA
 - (Refer to Primary Audience 1)
13. C.E.S. Poster
 - (Refer to Primary Audience 1)
14. Tuesday Messages
 - (Refer to Primary Audience 1)
15. Tuesday Flyers for the relaxation pods
 - (Refer to Primary Audience 1)
16. Invitational Flyer
 - (Refer to Primary Audience 1)
17. Friday Grand Event Barbecue



- (Refer to Primary Audience 1)
- 18. Friday Grand Opening Meet and Greet with Doctors
 - (Refer to Primary Audience 1)
- 19. Physician Bios
 - (Refer to Primary Audience 1)

II.4.2. Faculty and Staff

II.4.2.1 Message Strategies

- For this audience, informational strategies are vital. They have a personal connection with the Freshman students as a resource to go to for their various needs. They then need to know what is offered by the Health Network, and know enough information about the campaign to encourage the students to participate.

II.4.2.2 Messages

- The CSU Health Center is a convenient one stop option for students for all their mental and physical needs

II.4.2.3 Media Strategies

- Facebook
 - The posts to Facebook will also be informational for the intervening audiences as exposure to the events.
 - Rationale: When the intervening audience sees the posts, they will be prompted to talk to their students about it or have ready information about the events because of the fresh reminders.

II.4.2.4 Tactics

- Emails
 - Relaying information to students about services provided

II.4.2. CSU RA's

II.4.2.1 Message Strategies

- Refer to faculty and staff

II.4.2.2 Messages

- The CSU Health Center is a convenient one stop option for students for all their mental and physical needs.

II.4.2.3 Media Strategies

- Refer to Faculty and Staff Media Strategies

II.4.2.4 Tactics

- Emails
 - Educate about the services and insurance and communicating to their students



II.4.2. CSU Parents

II.4.2.1 Message Strategies

- This audience needs both emotional and informational strategies. They care about the student's well-being, so they need the information to address their student's various needs.

II.4.2.2 Messages

- Your students physical and mental needs can be addressed away from home.

II.4.2.3 Media Strategies

- Facebook
 - Parents will be invited to like the Facebook page in the emails sent to them.
 - Rationale: Parents like to be kept involved in their students' lives, personally inviting them to like the page to be kept in the loop about the various activities as well as services that their students can be involved in.

II.4.2.4 Tactics

- Email
 - Educate about the services and insurance communicating with their students about the opportunities as well as the ease of accessibility.

Phase Three:
IMPLEMENTATION

RAMS PIC HEALTHY

R.E.S.O.U.R.C.E.S.





Phase III: Implementation

Phase III.1 Planning Matrix

Public	Objectives	Concerns, Needs, Interests	Key Messages	Media Tactics
CSU Freshman Women on Campus	50% of freshman tours to visit the Health Center during orientation To inform incoming students of the insurance To increase awareness of services offered to women	Confidentiality, convenience based on location and time, ease of scheduling appointments and ability to contact their health providers at the Health Center	The CSU Health network provides quick and efficient care. The CSU Health network accepts a wide variety of insurance. The CSU Health network provides services for maintaining sexual health.	-Posters “Rams Pic Healthy...” -Posters “R.E.S” -Posters “O.U.R.” -Posters “C.E.S.” -KSCSU Radio PSA -LCD Posters -CSU Snapchat Takeover -Instagram Posts (Posters and Physician bios) -Facebook Posts (Posters and Physician Bios) -Press Release -Plaza Tabeing (1 st Monday of fall semester 2017) -Survey Via Email -Flyer (Invitation to Event) -Tuesday Massages -Tuesday Flyers (Relaxation pods) -Wednesday Plaza Tabeing -Wednesday Informational Forum -Friday Grand Event BBQ -Grand Opening Meet/ Greet

Public	Objectives	Concerns, Needs, Interests	Key Messages	Media Tactics
<p>CSU Freshman Men on Campus</p>	<p>To increase awareness of resources dedicated to sexual health and substance abuse provided at the Health Center</p>	<p>Confidentiality with sexual and mental health service appointments. Convenience based on location and time.</p>	<p>The CSU Health network provides services for maintaining sexual health.</p> <p>The CSU Health network provides services for maintain sexual health.</p>	<ul style="list-style-type: none"> -Posters “Rams Pic Healthy...” -Posters “R.E.S” -Posters “O.U.R.” -Posters “C.E.S.” -KSCSU Radio PSA -LCD Posters -CSU Snapchat Takeover -Instagram Posts (Posters and Physician bios) -Facebook Posts (Posters and Physician Bios) -Press Release -Plaza Tabeing (1st Monday of fall semester 2017) -Survey Via Email -Flyer (Invitation to Event) -Tuesday Massages -Tuesday Flyers (Relaxation pods) -Wednesday Plaza Tabeing -Wednesday Informational Forum -Friday Grand Event BBQ -Grand Opening Meet and Greet With Physicians -Thursday Tabeing -Thursday informational forum
Public	Objectives	Concerns, Needs, Interests	Key Messages	Media Tactics



<p>CSU Sophomore Women</p>	<p>To inform students of the insurance. To increase the awareness of the new services and location. To increase awareness of services for women.</p>	<p>Convenience based on location and time, payment options, accessibility, credibility of the doctors, relevance.</p>	<p>The proximity of the health network should encourage off-campus students to use the facility as opposed to elsewhere.</p> <p>The doctors at the Health Network are credible.</p>	<ul style="list-style-type: none"> -Posters “Rams Pic Healthy...” -Posters “R.E.S” -Posters “O.U.R.” -Posters “C.E.S.” -KSCSU Radio PSA -LCD Posters -CSU Snapchat Takeover -Instagram Posts (Posters and Physician bios) -Facebook Posts (Posters and Physician Bios) -Press Release -Plaza Tabeing (1st Monday of fall semester 2017) -Survey Via Email -Flyer (Invitation to Event) -Tuesday Massages -Tuesday Flyers (Relaxation pods) -Wednesday Plaza Tabeing -Wednesday Informational Forum -Friday Grand Event BBQ -Grand Opening Meet and Greet With Physicians
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Public	Objectives	Concerns, Needs, Interests	Key Messages	Media Tactics
<p>CSU Sophomore Men</p>	<p>To inform students of the insurance. To increase awareness of new location. To increase awareness of new services</p>	<p>Credibility of the doctors, payment options, convenience based on location, relevance.</p>	<p>The proximity of the health network should encourage off-campus students to use the facility as opposed to elsewhere.</p> <p>The doctors at the Health Network are credible.</p>	<ul style="list-style-type: none"> -Posters “Rams Pic Healthy...” -Posters “R.E.S” -Posters “O.U.R.” -Posters “C.E.S.” -KSCSU Radio PSA -LCD Posters -CSU Snapchat Takeover -Instagram Posts (Posters and Physician bios) -Facebook Posts (Posters and Physician Bios) -Press Release -Plaza Tabeing (1st Monday of fall semester 2017) -Survey Via Email -Flyer (Invitation to Event) -Tuesday Massages -Tuesday Flyers (Relaxation pods) -Wednesday Plaza Tabeing -Wednesday Informational Forum -Friday Grand Event BBQ - Meet and Greet with Physicians -Thursday Tabeing -Thursday informational forum



Public	Objectives	Concerns, Needs, Interests	Key Messages	Media Tactics
CSU RA	To increase awareness of the Health Center's relocation and services on campus	The students have a resource that is quickly accessible for any of their health needs when they come to the RA with concerns.	The CSU Health Center is a convenient one stop option for students for all their mental and physical needs	- Email
CSU Faculty	To increase awareness of the Health Center's relocation on campus	That students are receiving the care they need in a timely fashion to avoid unnecessary class skips and keeping these issues and appointments within the CSU community so that they can receive more support.	Students and faculty have a quick route to get to the health network.	-Email

Publics	Objectives	Concerns, Needs Interests	Messages	Media Tactics
Parents of CSU Students	To generate awareness amongst every parent of new/incoming students about the services the health center offers including insurance plans prior to their freshman orientation.	Easy usability to schedule appointments on their own without parents help and comfort with attending appointments alone	The CSU Health Network has all the necessary amenities for all the student's individual health directed needs.	-Emails to parents of CSU students



Phase III.2 Schedule

Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks
Initial introduction posters 1. Design the posters (to include Instagram and Facebook entry details) 2. Edit the poster 3. Print the posters 4. Distribute posters at locations	Media Director Copy Director	1. 08/07/17 2. 08/09/17 3. 08/11/17 4. 08/14/17	1. 08/08/17 2. 08/10/17 3. 08/14/17 4. 08/15/17		
Facebook Post 1. Write the post introducing R.E.S.O.U.R.CES 2. Edit Post 3. Post to Facebook	Media Director	1. 08/11/14 2. 08/12/14 3. 08/21/17	1.08/11/14 2.08/12/14 3.08/21/17		
R.E.S. Posters 1. Design the posters (to include Instagram and Facebook entry details) 2. Edit the poster 3. Print the posters 4. Distribute posters at locations	Media Director Copy Director	1. 08/14/17 2. 08/16/17 3. 08/18/17 4. 08/20/17	1. 08/15/17 2. 08/17/17 3. 08/18/17 4. 08/20/17		
Initial Poster 1. Write the post introducing R.E.S.O.U.R.CES 2. Edit Post 3. Post to Facebook	Media Director	1. 08/14/17 2. 08/16/17 3. 08/18/17	1.08/14/17 2.08/16/17 3.08/21/17		



Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks
O.U.R. Posters 1. Design the posters (to include Instagram and Facebook entry details) 2. Edit the poster 3. Print the posters 4. Distribute posters at locations	Media Director Copy Editor	1. 08/21/17 2. 08/23/17 3. 08/25/17 4. 08/28/17	1. 08/22/17 2. 08/24/17 3. 08/25/17 4. 08/28/17		
(C.E.S) Posters 1. Design the posters (to include Instagram and Facebook entry details) 2. Edit the poster 3. Print the posters 4. Distribute posters at locations	Media Director Copy Editor	1. 08/28/17 2. 08/30/17 3. 09/01/17 4. 09/04/17	1. 08/29/17 2. 08/31/17 3. 09/01/17 4. 09/04/17		
KCSU PSA 1. Draft the releases 2. Meet with the directors 3. First implement the PSA 4. Second implement of the PSA	Creative Concept Director Media Director	1. 08/10/17 2. 08/12/17 3. 08/22/17 4. 08/28/17	1. 08/10/17 2. 08/12/17 3. 08/22/17 4. 08/28/17		Interview with the Creative Concept Director



Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks
Snapchat Geofilter 1. Design the filter 2. Edit the filter 3. Schedule snapchat dates/times 4. Display Geofilter	Creative Concept Director Social Media Director	1. 08/28/17 2. 08/30/17 3. 08/31/17 4. 09/05/17	1. 08/29/17 2. 08/31/17 3. 09/01/17 4. 09/05/17		
Collegian News Release 1. Prepare for interview 2. Write points 3. Design visual-aid describing the R.E.S.O.U.R.C.E.S. acronym for Collegian story 4. Send to the Collegian for review 5. Publish in the Collegian	Media Director Copy Editor	1. 08/14/17 2. 08/16/17 3. 08/17/17 4. 08/20/17 5. 08/21/17	1. 08/15/17 2. 08/17/17 3. 08/18/17 4. 08/20/17 5. 08/21/17		Media director meets with Collegian
Snapchat Takeovers 1. Plan stories 2. Schedule time to meet with ASCSU members and devise their duties for the story 3. Meeting with/for Cam 4. Finalize details/script for the Snapchat story 5. First implementation of the story 6. Second implementation of the story	Social Media Directory	1. 08/07/17 2. 08/10/17 3. 08/11/17 4. 08/18/17 5. 08/22/17 6. 09/05/17	1. 08/07/27 2. 08/10/27 3. 08/11/17 4. 08/18/17 5. 08/22/17 6. 09/05/17		
LCD Advertisement 1. Design Advertisement 2. Edit advertisement 3. Schedule time with the LSC 4. Finalize advertisement 5. Implement Advertisement	Creative Concept Director	1. 08/11/17 2. 08/14/17 3. 08/16/17 4. 08/20/17 5. 08/21/17	1. 08/12/17 2. 08/15/17 3. 08/16/17 4. 08/20/17 5. 08/21/17		



Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks
Faculty, Staff, RA, and Parents informational email <ol style="list-style-type: none"> Draft to be sent to intervening audiences Edit and finalize email Send email 	Copy Editor	<ol style="list-style-type: none"> 08/14/17 08/14/17 08/17/17 	<ol style="list-style-type: none"> 08/14/17 08/14/17 08/17/17 		All emails will have same general information but personalized to individual messages
Collegian News Release <ol style="list-style-type: none"> Touch base with Collegian about article (schedule interviews) Schedule when we want it to be issued 	Project Manager	<ol style="list-style-type: none"> 08/28/17 08/30/17 	<ol style="list-style-type: none"> 08/28/17 09/05/17 		Second new release about event week
LCD Advertising (RESOURCES) <ol style="list-style-type: none"> Design Advertisements Edit Advertisements Schedule time with LSC Finalize Advertisement Implement RES Implement OUR Implement CES 	Creative Concept Director	<ol style="list-style-type: none"> 08/07/17 08/09/17 08/10/17 08/14/17 08/16/17 08/28/17 09/05/17 	<ol style="list-style-type: none"> 08/08/17 08/09/17 08/10/17 08/15/17 08/21/17 08/28/17 09/05/17 		
RESOURCE Facebook posts <ol style="list-style-type: none"> Write out series of posts Align the dates with the LCD posters Finalize edits 	Social Media Director Creative Concept Director	<ol style="list-style-type: none"> 08/14/17 08/16/17 08/18/17 	<ol style="list-style-type: none"> 08/14/17 08/16/17 08/18/17 		

Action Step	Responsible Person	Scheduled Start Date	Target completion Date	Actual Completion Date	Remarks
Event Week Plan RESOURCE WEEK 09/05/17-09/08/17	Whole Team	08/14/17 - 08/18/17	09/05/17-09/08/17		
Tuesday of RESOURCE week 1. Schedule masseuse 2. Design/Print Flyers 3. Distribute onto designated couches	Account Manager Media director Copy Editor	1. 08/29/17 2. 08/30/17 3. 09/05/17	1. 08/30/17 2. 09/01/17 3. 09/05/17		
Wednesday of RESOURCE week 1. Schedule Plaza Space 2. Collect items for goody bag assembly 3. Print slips for goody bag assembly 4. Schedule room in LSC 5. Host information forum 6. Distribute goody bags	Whole team	1. 08/30/17 2. 09/01/17 3. 09/01/17 4. 08/23/17 5. 09/06/17 6. 09/06/17	1. 08/30/17 2. 09/02/17 3. 09/02/17 4. 08/24/17 5. 09/06/17 6. 09/06/17		
Thursday of RESOURCE week 1. Host information forum 2. Distribute goody bags	Whole Team	1. 09/07/17 2. 09/07/17	1. 09/07/17 2. 09/07/17		



Action Step	Responsible Person	Scheduled Start Date	Target Completion Date	Actual Completion Date	Remarks
Friday of RESOURCE week 1. Gather ingredients and bbq supplies 2. Set up tent and food supplies, and decorations (grill, etc)	Whole Team	1. 09/07/17 2. 09/08/17	1. 09/08/17 2. 09/08/17		
CSU Health Network Physician Bio's via Instagram & Facebook 1. Organize posts to include a photo of the physician, their credentials, a quote, and a fun fact about them. 2. Post to both Instagram and Facebook 3. Two post per week on Tuesday and Thursday 4. Repeat for three weeks, from the 11 th - 29 th	Social Media Director	1. 09/07/17 2. 09/12/17 3. 09/12/17 4. 09/14,19, 21,26,28/ 17	1. 09/07/17 2. 09/12/17 3. 09/12/17 4. 09/14,19, 21,26,28/ 17		



Phase III.3 Budget

	Per Item Cost	Total Projected Cost	Sponsored Credit	Actual Projected Cost
Graphic Designer (24 hours)	75.00	1800.00	0.00	1800.00
Print Color Copies of "Rams Pic Healthy Resources" Poster	0.13	65.00	0.00	65.00
Print Flyers (Black and White, 1,200)	.05	60.00	0.00	60.00
Print Colored Copies of "R.E.S.O.U.R.C.E.S" Poster (40)	14.99	599.60	0.00	599.60
Ad in Collegian (4 columns by 7 inches)	7.40	843.60	0.00	843.60
Ad on LCD Screens (4 hours on 20 screens)	90.00	3600.00	0.00	3600.00
Poster Space (20 spots in two weeks)	25.00	500.00	0.00	500.00
Story in Collegian	150.00	150.00	0.00	150.00
Reserve CAM the Ram Mascot	50.00	100.00	0.00	100.00



	Per Item Cost	Total Projected	Sponsored Credit	Actual Projected
Massage (3 people for 3 hours)	45.00	405.00	0.00	405.00
Snapchat GEO tag	1500.00	1500.00	0.00	1500.00
Pins (2,500)	2.00	5000.00	0.00	5000.00
Tent Rental (1 Day)	1200.00	1200.00	0.00	1200.00
Rubber Bands (3,000 buy in bulk)	54.00	54.00	0.00	54.00
LSC Room Rental (2 hours for 2 days)	500.00	1000.00	0.00	1000.00
Glow in the Dark Condoms (2,500)	.65	1625.00	0.00	1625.00
Chapstick (3,000)	.22	660.00	0.00	660.00
Toothbrush (2,500)	.31	775.00	0.00	775.00
Toothpaste (2,500)	.30	750.00	0.00	750.00
Stress Ball (2,500)	.99	2575.00	0.00	2575.00
Granola Bars (2,500)	.20	500.00	0.00	500.00
Stickers (2,500)	.08	201.90	0.00	201.90
Hamburgers (1,000)	.50	500.00	0.00	500.00
Hamburgers Buns (1,000)	.15	155.00	0.00	155.00



	Per Item Cost	Total Projected Cost	Sponsored Credit	Actual Projected
Hot Dogs (1,000)	.29	290.00	0.00	290.00
Hot Dog Buns (1,000)	.15	155.00	0.00	155.00
Water (78 cases)	6.38	498.00	0.00	498.00
Chips (2,000)	.37	740.00	0.00	740.00
Fruit Snacks (2,000)	0.11	220.00	0.00	220.00
Teeth Whitening	460.00	460.00	0.00	460.00
Gift Card for Bookstore	100.00	100.00	0.00	100.00
Stadium Box Experience (Sponsored by Athletic Department)	12,000.00	12,000.00	12,000	0.00
iPad Mini	299.99	599.98	0.00	599.98
Massage	50.00	50.00	0.00	50.00
Event Décor	545.00	545.00	0.00	545.00
Event DJ (4 hours)	300.00	1,200.00	0.00	1,200.00
Total		29,377.08	12,000	29,377.08



Phase Four: Evaluation

RAMS PIC HEALTHY

R.E.S.O.U.R.C.E.S.

Phase IV: Evaluation

IV.1 Output Measures

IV.1.2 Tactics

- Poster “Rams Pic Healthy R.E.S.O.U.R.C.E.S”
 - Production
 - Record the date the poster was created by
 - Control the message creation
 - Record the date of message creation
 - Distribution
 - Count the number of Posters placed
 - Record the date the poster was set up
 - Exposure
 - Count the number of students who saw the posters via the survey
- Press Release with Collegian
 - Production
 - Monitor message creation
 - Record the date of message creation
 - Distribution
 - Record the number of newspapers the press release was sent to
 - Exposure
 - Count the number of newspapers that ran the story
 - Count the number of newspapers picked up from individual stands
 - Count the number of newspapers that ran the story online
- Posters “R” “E” “S”
 - Production
 - Record the date the poster was created
 - Control message creation
 - Distribution
 - Count the number of posters handed out
 - Record the date the posters were handed out
 - Exposure
 - Record the amount of people who have seen the poster via the survey
- Flyers of “Rams Pic Health R.E.S.O.U.R.C.E.S.”
 - Production
 - Record the date the poster was created
 - Control message creation
 - Distribution
 - Count the number of flyers handed out
 - Record the date the flyers were handed out
 - Exposure
 - Record the number of students who heard saw the flyer via the survey
- Snapchat Takeover

- Production
 - Record the date of the takeover
 - Control the message
- Distribution
 - Record the date and time the Snapchat Takeover story was posted
- Exposure
 - Count the number of views the takeover had
- Plaza Tabling
 - Production
 - Record the date of the plaza tabling
 - Monitor event set up
 - Distribution
 - Count the number of goodie bags handed out
 - Exposure
 - Count the number of students who attended the forums
 - Count the number of students who showed up at the table
- LCD Poster
 - Production
 - Record the date the poster was created
 - Monitor the message
 - Distribution
 - Count the number of LCD posters displayed
 - Record the date the poster was displayed
 - Exposure
 - Count the number of students who saw the poster via survey
- O.U.R. Poster
 - Production
 - Record the date the poster was created
 - Control message creation
 - Distribution
 - Count the number of posters handed out
 - Record the date the posters were handed out
 - Exposure
 - Record the amount of people who have seen the poster via the survey
- KCSU PSA
 - Production
 - Monitor the radio event
 - Distribution
 - Record start time of radio event
 - Record end time of radio event
 - Exposure
 - Count the number of students who listened to the PSA via survey
- C.E.S. Poster
 - Production
 - Record the date the poster was created
 - Control message creation
 - Distribution
 - Count the number of posters handed out
 - Record the date the posters were handed out

- Exposure
 - Record the amount of people who have seen the poster via the survey
- Tuesday Messages
 - Production
 - Record the date of massages
 - Distribution
 - Count the number of masseuses
 - Exposure
 - Record the number of students who received massages
- Tuesday Flyers for the relaxation pods
 - Production
 - Record the date the flyer was created by
 - Create the message
 - Distribution
 - Count the number of flyers passed out
 - Record the date the flyer was passed out
 - Exposure
 - Record the number of students who saw the flyer via survey
- Informational Forum(s)
 - Production
 - Create the message of the forum
 - Record the date of created message
 - Distribution
 - Record the date of forum
 - Exposure
 - Count the number of students who attended forum
- Invitational Flyer
 - Production
 - Record the date the flyer was created by
 - Create the message
 - Distribution
 - Count the number of flyers passed out
 - Record the date the flyer was passed out
 - Exposure
 - Record the number of students who saw the flyer via survey
- Friday Grand Event Barbecue
 - Production
 - Record when food was ordered
 - Record when food was picked up
 - Monitor event set up
 - Distribution
 - Record start time of barbecue
 - Record end time of barbecue
 - Exposure
 - Count the number of students who attended
- Friday Grand Opening Meet and Greet with Doctors
 - Production
 - Monitor the meet and greet
 - Record the date of meet and greet
 - Distribution

- Record when meet and greet started
 - Record when meet and greet ended
 - Exposure
 - Count how many people attended the meet and greet
- Physician Bios
 - Production
 - Monitor creation of message
 - Record the date message was created
 - Distribution
 - Record the number of bios created
 - Exposure
 - Count the number of students who have seen the bios via survey
- Process Objectives
 - Process Objective 1: To get 50 percent of parents to talk to their kids attending CSU about utilizing the health networks services by August 15, 2017.
 - Production
 - Monitor creation of email
 - Record date of email creation
 - Confirm accuracy in message
 - Distribution
 - Record the date emails were sent out
 - Exposure
 - Count the number of emails sent out
 - Measure the number of parents who discussed it with their child via survey
 - Process Objective 2: To get 25 percent of CSU instructors teaching 100 & 200 level courses to inform their students about the health network by September 11, 2017.
 - Production
 - Monitor creation of email
 - Record date of email creation
 - Confirm accuracy in message
 - Distribution
 - Record the date emails were sent out
 - Exposure
 - Count the number of emails sent out
 - Process Objective 3: To get 40 Percent of the residential assistants to engage in conversation with their residents about the health network facility and its services by September 11, 2017.
 - Production
 - Monitor creation of email
 - Record date of email creation
 - Confirm accuracy in message
 - Distribution
 - Record the date emails were sent out
 - Exposure
 - Count the number of emails sent out

IV.2. Outcome Measures

IV.2.1. Primary Target Audience: CSU Freshmen females living on campus

- Impact objective 1: To educate CSU freshman and sophomore females of the accessible resources provided specifically for them by 20 percent by December 31, 2017.
 - The education of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report education of the resources by 20 percent.
 - Example survey questions:
 - Are you aware of the resources provided by the health center?
 - Please list all the services provided by the CSU Health Network.
 - Impact objective 2:
 - To inform 45 percent of students living on campus about the new health center location by September 30th, 2017.
 - The knowledge of the new location will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report education of the resources by 45 percent.
 - Example survey question:
 - Are you aware of the new location of the CSU health center? Y/N
 - Impact objective 3:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the health services provided.
 - Example survey question:
 - Are you aware of the variety of health services that the health network provides? Y/N



- Please list all the services offered at the health center that you can remember.
- Impact objective 4:
 - To generate awareness amongst 50 percent of students living on campus about their accessibility to the health network services, regardless of insurance provider.
 - The awareness of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the accessibility of health services regardless of the student's insurance provider by 50 percent.
 - Example survey question:
 - Do you know if your personal insurance provider is accepted at the CSU health network? Y/N
- Impact objective 5:
 - To increase traffic of appointments by 10 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they have visited the CSU health center by 10 percent.
 - Example survey question:
 - Have you visited the CSU health center? Y/N

IV.2.2. Primary Target Audience: CSU Freshmen males living on campus

- Impact objective 1:
 - To educate CSU freshman and sophomore females of the accessible resources provided specifically for them by 20 percent by December 31, 2017.
 - The education of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report education of the resources by 20 percent.
 - Example survey question:
 - Are you aware of the resources provided by the health center?



- Please list all the resources provided by the CSU Health Network.
- Impact objective 2:
 - To inform 45 percent of students living on campus about the new health center location by September 30th, 2017.
 - The knowledge of the new location will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report education of the resources by 45 percent.
 - Example survey question:
 - Are you aware of the new location of the CSU health center? Y/N
- Impact objective 3:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the health services provided.
 - Example survey question:
 - Please list all the services offered at the health center that you can remember.
 - Are you aware of the variety of health services that the health network provides? Y/N
- Impact objective 4:
 - To generate awareness amongst 50 percent of students living on campus about their accessibility to the health network services, regardless of insurance provider.
 - The awareness of this objective will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the accessibility of health services regardless of the student's insurance provider by 50 percent.
 - Example survey question:
 - Do you know if your personal insurance provider is accepted at the CSU health network? Y/N

- Impact objective 5:
 - To increase traffic of appointments by 10 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they have visited the CSU health center by 10 percent.
 - Example survey question:
 - Have you visited the CSU health center? Y/N

IV.2.3. Primary Target Audience: CSU Sophomore females living off campus

- Impact objective 1:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the health services provided.
 - Example survey question:
 - Are you aware of the variety of health services that the health network provides? Y/N
 - Please list all the services offered at the health center that you can remember.

- Impact objective 2:
 - To inform students of the new services (relaxation pods, meditation room, reflection space) at the health center by 40 percent by September 30, 2017.
 - The knowledge will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the new services offered by the health center by 40 percent.
 - Example survey question:

- Please list a few of the new services now offered at the CSU health center.
- Impact objective 3:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the health services provided.
 - Example survey question:
 - Are you aware of the variety of health services that the health network provides? Y/N
 - Please list the health services that the health network provides
- Impact objective 4:
 - To acclimate the credibility of the CSU Health Network medical staff amongst our primary audiences by 12.5 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they trust the physicians and feel more comfortable at the health center by 12.5 percent.
 - Example survey questions:
 - Do you trust the credibility of the physicians at the CSU health center?
 - Do you feel that you are taken care of by the physicians at the health center?
 - Do you feel comfortable at the health center?
- Impact objective 5:
 - To increase traffic of appointments by 10 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they have visited the CSU health center by 10 percent.
 - Example survey question:
 - Have you visited the CSU health center? Y/N

IV.2.4. Primary Target Audience 1: CSU Sophomore males living off campus

- Impact objective 1:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by females at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the health services provided.
 - Example survey question:
 - Are you aware of the variety of health services that the health network provides? Y/N
 - Please list all the services offered at the health center that you can remember.

- Impact objective 2:
 - To inform students of the new services (relaxation pods, meditation room, reflection space) at the health center by 40 percent by September 30, 2017.
 - The knowledge will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they report an increase in awareness of the new services offered by the health center by 40 percent.
 - Example survey question:
 - Please list a few of the new services now offered at the CSU health center.

- Impact objective 3:
 - To increase the awareness of the CSU freshman and sophomores of the variety of health services that the health network provides, by the end of the Fall semester, December 31, 2017.
 - The awareness of this objective will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students

- at the end of the campaign and see if they report an increase in awareness of the health services provided.
- Example survey question:
 - Are you aware of the variety of health services that the health network provides? Y/N
 - Please list the health services that the health network provides
- Impact objective 4:
 - To acclimate the credibility of the CSU Health Network medical staff amongst our primary audiences by 12.5 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they trust the physicians and feel more comfortable at the health center by 12.5 percent.
 - Example survey questions:
 - Do you trust the credibility of the physicians at the CSU health center?
 - Do you feel that you are taken care of by the physicians at the health center?
 - Do you feel comfortable at the health center?
- Impact objective 5:
 - To increase traffic of appointments by 10 percent by December 31, 2017.
 - The traffic will be measured through surveys completed by males at the beginning and end of the campaign, as well as if/when they are scheduling an appointment
 - Comparing data from the survey taken by students at the beginning of the campaign to the survey taken by students at the end of the campaign and see if they have visited the CSU health center by 10 percent.
 - Example survey question:
 - Have you visited the CSU health center? Y/N

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Appendices

Appendix A

Moderator's Guide -- Female Students

Welcome them to the group and thank them for their time and participation in this study.

Explain that we are in the process of creating a PR campaign to increase awareness for the new CSU Health Center on Prospect and College.

Introduce yourself and your team - the note taker and the media staff, in addition to anyone else from the team that might be present.

Announce that refreshments are available and ask them to enjoy while they fill out the background survey. They do not have to put their names on the survey.

Ground Rules --

This is a space to be respectful of one another's thoughts and ideas, so please conduct yourself in such a way that respect is clear. Please let us know if you want something you said to be done so off-the-record so we can remove it. You will be videotaped during this focus group, but no names or information shared today will be identified outside of the group.

Questions –

1. Please introduce yourself and tell us if you've ever tried to make an appointment with CSU Health Services - online, over the phone or in person.
2. Give us a 1 - 10 awareness level of the CSU health systems, including Hartshorn and the counseling center in Aylesworth?
3. Have you ever used the services at the CSU health system?
Prompt: if no one has, or few have, ask if they know anyone who has
4. How credible do you feel the CSU health system is?
Prompt: Does the building of the new center increase credibility? Why or why not?
5. How would your comfort level change between seeing a doctor at CSU versus a doctor somewhere else?
6. How does the CSU Health Network make themselves known to students on campus?
Prompt: Can you give an example of something either positive or negative you've seen regarding the health center?

7. What are your feelings surrounding inclusivity or judgment within the CSU Health Center?
8. As a female, how would you feel going to a CSU doctor for women's health issues? How do you feel about the adequacy of the services they provide?
Prompt: Does the current location play a role in your comfort levels of receiving care for female related issues?
9. Are any of you transfer or international students?
Prompt: If yes, has the CSU Health Network done anything to reach out to you specifically as a transfer/international student?
Prompt: If yes, are there any issues that encourage or discourage you from using CSU health services?
10. Are there any other factors that limit you from using the Health Center?
Prompt: Location? Wait times? Equipment? Professionalism? Peers? Personal beliefs? Anything else?
11. If you have experienced a situation where a doctor's office made you feel particularly comfortable or uncomfortable, what caused that?
12. What are you doing personally to ensure good health? How much do you value your physical/mental/emotional health?
Prompt: do you have health related hobbies, i.e., hiking, running, frisbee?
13. As a CSU student, is there anything you would like to see change with the CSU Health System?
Prompt: Is there something you would like to know more about? Tuition increase? Parking?

Have the note taker read back a summary of what was discussed.

14. Is there anything you'd like to add about CSU Health Network or the new health center?

Thank the participants for their time and input.

Appendix B

Moderator's Guide -- Male Students

Welcome them to the group and thank them for their time and participation in this study. Explain that we are in the process of creating a PR campaign to increase awareness for the new CSU Health Center on Prospect and College. Introduce yourself and your team - the note taker and the media staff, in addition to anyone else from the team that might be present. Announce that refreshments are available and ask them to enjoy while they fill out the background survey. They do not have to put their names on the survey.

Ground Rules --

This is a space to be respectful of one another's thoughts and ideas, so please conduct yourself in such a way that respect is clear. Please let us know if you want something you said to be done so off-the-record so we can remove it. You will be videotaped during this focus group, but no names or information shared today will be identified outside of the group.

Questions --

1. Please introduce yourself and tell us if you've ever tried to make an appointment with CSU Health Services - online, over the phone or in person.
2. Give us a 1 - 10 awareness level of the CSU health systems, including Hartshorn and the counseling center in Aylesworth?
3. Have you ever used the services at the CSU health system?
Prompt: if no one has, or few have, ask if they know anyone who has
4. How credible do you feel the CSU health system is?
Prompt: Does the building of the new center increase credibility? Why or why not?
5. How would your comfort level change between seeing a doctor at CSU versus a doctor somewhere else?
6. How does the CSU Health Network make themselves known to students on campus?
Prompt: Can you give an example of something either positive or negative you've seen regarding the health center?
7. What are your feelings surrounding inclusivity or judgment within the CSU Health Center?
8. As a male, how would you feel going to a CSU doctor for men's health issues?



How do you feel about the adequacy of the services they provide?

Prompt: Does the current location play a role in your comfort levels of receiving care for male related issues?

9. Are any of you transfer or international students?
Prompt: If yes, has the CSU Health Network done anything to reach out to you specifically as a transfer/international student?
Prompt: If yes, are there any issues that encourage or discourage you from using CSU health services?
10. Are there any other factors that limit you from using the Health Center?
Prompt: Location? Wait times? Equipment? Professionalism? Peers? Personal beliefs? Anything else?
11. If you have experienced a situation where a doctor's office made you feel particularly comfortable or uncomfortable, what caused that?
12. What are you doing personally to ensure good health? How much do you value your physical/mental/emotional health?
Prompt: do you have health related hobbies, i.e., hiking, running, frisbee?
13. As a CSU student, is there anything you would like to see change with the CSU Health System?
Prompt: Is there something you would like to know more about? Tuition increase? Parking?

Have the note taker read back a brief summary of what was discussed.

14. Is there anything you'd like to add about CSU Health Network or the new health center?

Thank the participants for their time and input.

Appendix C

Background Survey

Please take a moment to fill out the following survey:

1. What year are you in school? (circle one)
 Freshman Sophomore Junior Senior Graduate Student
2. What is your age? _____
3. What is your gender? _____
4. What is your major/minor? (if applicable) _____
5. Are you a transfer student? If so, what year did you transfer? _____
6. Do you live on or off campus? (circle one) On Off
7. Are you a full-time or part-time student? (circle one) Full-time Part-time
8. Do you have health insurance through the CSU Health Network? (circle one)
 Yes No
9. Do you see a health care provider in Fort Collins? (circle one) Yes No
10. Have you ever received care through the CSU Hartshorn Medical Center?
 Yes No
11. Where do you most prefer to get your CSU related news?
 _____ CSU website
 _____ The Collegian (print or online)
 _____ Other campus media (please specify): _____
 _____ Facebook
 _____ Other social media (please specify): _____
 _____ Other (please specify): _____

Thank you for completing the background survey.



Appendix D

Female Focus Group BACKGROUND QUESTIONNAIRES

1. Year in School
 Sophomore: 3
 Junior: 2
 Senior: 2

2. Age
 20: 5
 21: 2

3. Gender
 Female: 7

4. Major/Minor
 Business/Spanish
 Biology
 Health and Exercise Science
 Mechanical Engineering
 Psychology/French
 Political Science
 Social Work/Women's Studies

5. Transfer Student
 Yes: 1
 No: 6

6. Live On/Off Campus
 On: 2
 Off: 5

7. Full-time/Part-time Student
 Full-time: 7
 Part-time: 0

8. Health Insurance Through CSU Health Network
 Yes: 0
 No: 7

9. See Health Care Provider in Fort Collins



- Yes: 2
No: 5
10. Ever Receive Care Through Hartshorn
Yes: 5
No: 1
No Answer: 1
11. Preferred Sources for CSU News
CSU Website: 3
Collegian: 1
Other Campus Media: 1
Facebook: 5
Other Social Media: Instagram 1
Other: CSU Emails 1
The Source 1

Appendix E

Male Focus Group BACKGROUND QUESTIONNAIRES

1. Year in School

Freshman:	2
Junior:	4
Senior:	1

2. Age

19:	2
20:	2
21:	2
22:	1

3. Gender

Male:	7
-------	---

4. Major/Minor
 Apparel & Merchandising
 International Studies & Economics/Business & International Development
 Geophysics
 HDFS
 No Answer 2

5. Transfer Student

Yes:	1
No:	6

6. Live On/Off Campus

On:	3
Off:	4

7. Full-time/Part-time Student

Full-time:	6
Part-time:	1

8. Health Insurance Through CSU Health Network

Yes:	2
No:	5

9. See Health Care Provider in Fort Collins



Yes: 1
No: 5
No Answer: 1

10. Ever Receive Care Through Hartshorn

Yes: 4
No: 3

11. Preferred Sources for CSU News

CSU Website: 0
Collegian: Print 1, Online 1
Other Campus Media: Twitter 2
Facebook: 2
Other Social Media: 0
Other: CSU Emails 2

Appendix F

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.

THE HUNT BEGINS

ENTER TO WIN A SUITE
EXPERIENCE
 IN THE NEW STADIUM!

- 1. FIND LETTERS AROUND CAMPUS**
- 2. TAKE A PIC 📷 OF EACH LETTER**
- 3. SUBMIT ALL LETTERS BY SEPTEMBER 7TH TO**
WWW.HEALTH.COLOSTATE.EDU

OTHER GRAND PRIZES INCLUDE:
CSU APPAREL,
MASSAGE PACKAGES,
AND MORE!



RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.

COLLECT THEM ALL AND WIN!

R	E	S
RELAXATION	EASE YOUR MIND	SERVICES
O	U	R
ON CAMPUS	UTILIZE	RECOVERY
C	E	S
CHECKUP	EVALUATE YOUR HEALTH	SET UP AN APPOINTMENT

Appendix G

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.

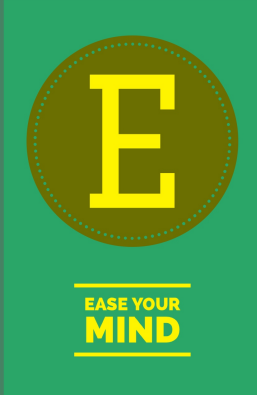


RELAXATION

COME ENJOY THE NEW RELAXATION PODS AT THE HEALTH CENTER

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



EASE YOUR MIND

MANAGE YOUR STRESS TO BREEZE THROUGH COLLEGE WITH EASE

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



SERVICES

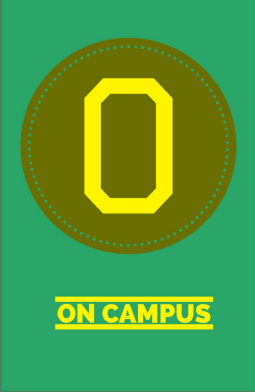
MEDICAL, COUNSELING,
 EYE EXAMS, DENTAL AND MANY MORE! COME STOP BY!

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!



Appendix H

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



ON CAMPUS

THE CSU HEALTH & MEDICAL CENTER IS CONVENIENTLY LOCATED WITHIN **WALKING DISTANCE** FROM YOUR DORM OR CLASSROOM.

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



UTILIZE

THE CSU HEALTH NETWORK ACCEPTS ALL INSURANCES. HAVE QUESTIONS? COME ASK US.

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



RECOVERY

ASSISTED GUIDANCE IN VARIOUS RECOVERY **PROGRAMS, MENTAL, PHYSICAL, AND ATTITUDINAL**

SEPTEMBER 5-8TH, COME VISIT THE NEW CSU HEALTH & MEDICAL CENTER!



Appendix I

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



CHECKUP

ANNUAL, BIENNIAL
 CHECKUPS HELP MAKE
 SURE YOU'RE HEALTH IS IN TUNE

**SEPTEMBER 5-8TH, COME VISIT
 THE NEW CSU HEALTH & MEDICAL CENTER!**

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



**EVALUATE
 YOUR HEALTH**

STAY ON TOP OF YOUR
 HEALTH WITH OUR
 PREVENTIVE SERVICES

**SEPTEMBER 5-8TH, COME VISIT
 THE NEW CSU HEALTH & MEDICAL CENTER!**

RAMS PIC HEALTHY
R.E.S.O.U.R.C.E.S.



**SET UP YOUR
 APPOINTMENT**

DON'T BE LATE, SET UP AN
 APPOINTMENT ANYTIME

**SEPTEMBER 5-8TH, COME VISIT
 THE NEW CSU HEALTH & MEDICAL CENTER!**



Appendix J

YOU'RE INVITED!

TO: CELEBRATE YOUR R.E.S.O.U.R.C.E.S.
WHAT: CAMPUS WIDE BBQ
WHEN: SEPTEMBER 8TH 1-4PM
WHERE: NEW CSU HEALTH & MEDICAL CENTER



CSU HEALTH NETWORK
COLORADO STATE UNIVERSITY

RAMS PIC HEALTHY R.E.S.O.U.R.C.E.S.

COME ENJOY:

-  **FOOD**
-  **LIVE MUSIC**
-  **TOURS**
-  **THE RELAXATION PODS**
-  **GRAND PRIZES**

TIP: BRING THIS FLYER TO THE HEALTH CENTER TO RECEIVE A RAM HEAD PIN!