

FIRST, LET'S LISTEN

A JED: SET TO GO CAMPAIGN



SET TO GO
A JED PROGRAM

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The Problem:

Student mental health has long been an issue, especially as students make the difficult transition from high school to college.

- The preexisting stigma associated with mental health and the college demographic
- The COVID-19 pandemic and its impact on mental health.

The student affairs and athletics departments are the first to see students in their transition from high school to college, and they need to know what to say to students about mental health.

- They underutilize the student leaders at their disposal who can help deliver the message to the general student population.
- College departments remain overwhelmed and unprepared for the continued effects of the pandemic on students, even as the Fall 2021 semester approaches.

College staff needs the *Set to Go Program* to help them **connect with student leaders**, and **listen to students** about mental health issues.

The Solution

Students need effective resources in their transition from high school to college, especially in their first few weeks on campus. College staff needs the proper tools to help their students make a healthy adjustment, without being overwhelmed and overworked.

First, Let's Listen will raise awareness among student affairs, athletic departments and residence life to the importance of using student leaders in the first few weeks on campus. Student leaders will open up the conversation surrounding mental health, giving incoming students a safe and welcoming environment to be open and honest about their worries and mental health struggles.

Student Affairs, Athletic Departments,
Residence life

Student Leaders:
OLs, RAs, Team Captains

Class of 2025

Research and Key Findings

Student Affairs

- A study published in the Journal of College Student Development in 2006 demonstrated that campus-wide interactions with student leaders and student affairs staff enhances student engagement and leadership development. It was also found that students who consider themselves leaders yielded greater benefits from college resources (Thompson, 2006).
- “Student affairs folks are really exhausted right now... they’ve been planning for all these scenarios throughout the summer, to have things change so quickly... it seems like every day is a new twist, having to figure it out” (Anderson, 2020).



Athletic Departments

- Teammates prefer to develop quality relationships with their captains (Mitchel, 2009).
- Student-athletes, coaches and staff tend to minimize mental health or psychological distress because of the expectations of strength, stability and mental toughness inherent in the sports culture (Carr & Davidson, 2017).

Student Mental Health

- “Mental health related hospital visits among 12-17 year olds have increased >30% from 2019-2020” (Brennan, 2021).
- "The problems facing families may have deeper, more enduring effects on children, who don't have the perspective to see the pandemic as a temporary circumstance" (Brennan, 2021).

S

- Access to many diverse student bodies
- Influential role gives way for providing helpful resources to those in need during the first few weeks of their college experience
- The ability to connect with students, host events, and interact with people gives Set to go a better understanding of their audience

W

- Mental health is still a touchy subject
- Normalizing the conversation while relating to the audience
- The pandemic has caused overworked staff

O

- Set to go has a major opportunity to use their social media for this campaign
- The creation of marketing resources are endless: Events for students, direct email marketing, word of mouth, pamphlets, etc.
- Set to go can use their influential standing to host events, programs, and provide resources that students will benefit from

T

- The number of students struggling with mental health is rising everyday
- The pandemic has caused a burnout of students, and staff, as they continue to struggle and feel overworked
- The future of the pandemic is still unknown, leaving Set to go questioning how it will continue to impact the organization



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CALIFORNIA

Economic/Education Decline: "California's community college system is experiencing a systemwide decline of student enrollment this fall, with some campuses reporting double-digit losses. The pandemic also is affecting low-income students in the state. First-time college students with a household income of \$40,000 or less dropped by 22,000 compared to this time last year" (Smith, 2020).



MASSACHUSETTS

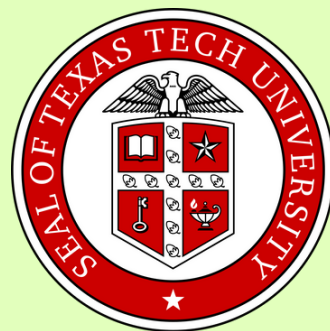
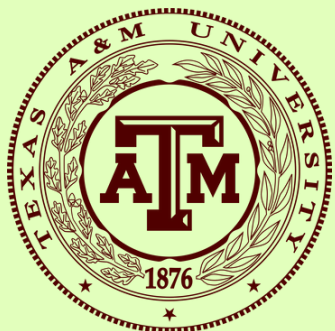
Social Restrictions: "While students are being required to isolate in their dorm rooms, they are not allowed to leave their residence halls to go for a walk"

"Students living in the same residence hall are not allowed to hang out in each others' rooms, and no guests are allowed in residence halls until further notice" (Becker & Lisinski, 2021).

Target Audience

TEXAS

Economic Impact: "More than a third of Texans had to purchase new equipment to continue work or school online, 87% of whom were not reimbursed for their purchases" (Glynn, 2021).



MICHIGAN

Enrollment Decline: "Michigan high school graduates enrolled in college this past fall at the lowest rate in at least a decade, amid a once-in-a-century pandemic." (French & Wilkinson, 2021).



Brandi Hephner LaBanc



College:
UMASS Amherst

Occupation:
Director of
Student Affairs

Zekee Silos



College:
UCSB

Occupation:
Director of
Residence Life

Ross Bjork



College:
Texas A&M

Occupation:
Athletic
Director

Target Audience Overview



Student Affairs

- Dedicated to supporting the academic and personal development of students
- Oversee student activities and coordinate campus events
- This encompasses residence life and student leaders

Athletic Departments



- Oversee all aspects of an athletic program, including hiring coaches, scheduling, budget preparation, promotion, compliance, and facility management.
- Involved with campus events and activities

Advertising Objective

Support the Class of 2025 so they do not feel ashamed or worried discussing mental health struggles

How?

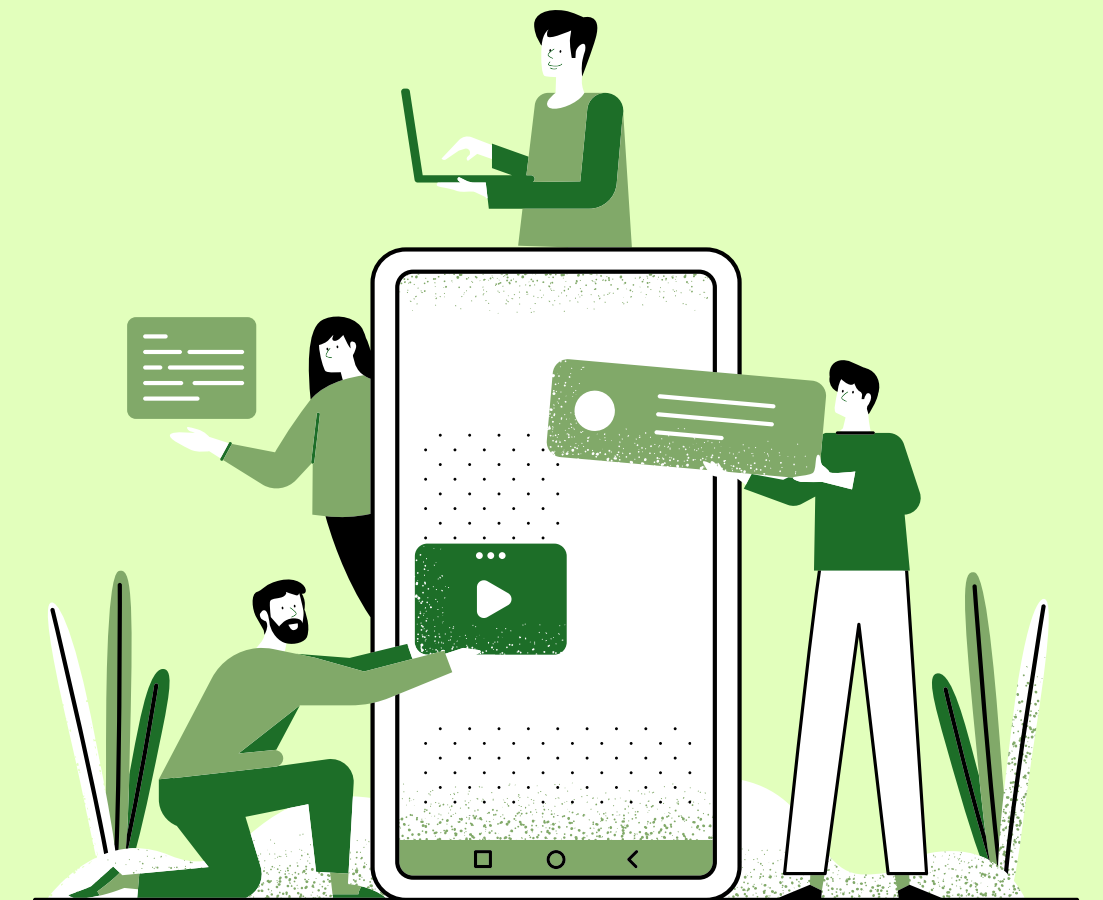
Utilize college staff and student leaders to create a culture of "listening" on campuses across the country

Desired Response

- Normalize open, honest conversations about mental health
- Help college staff and student leaders establish a culture of "listening"
- Create an openness around mental health for incoming freshmen

Brand Voice

Informative, empathetic, imperative



The Big Idea

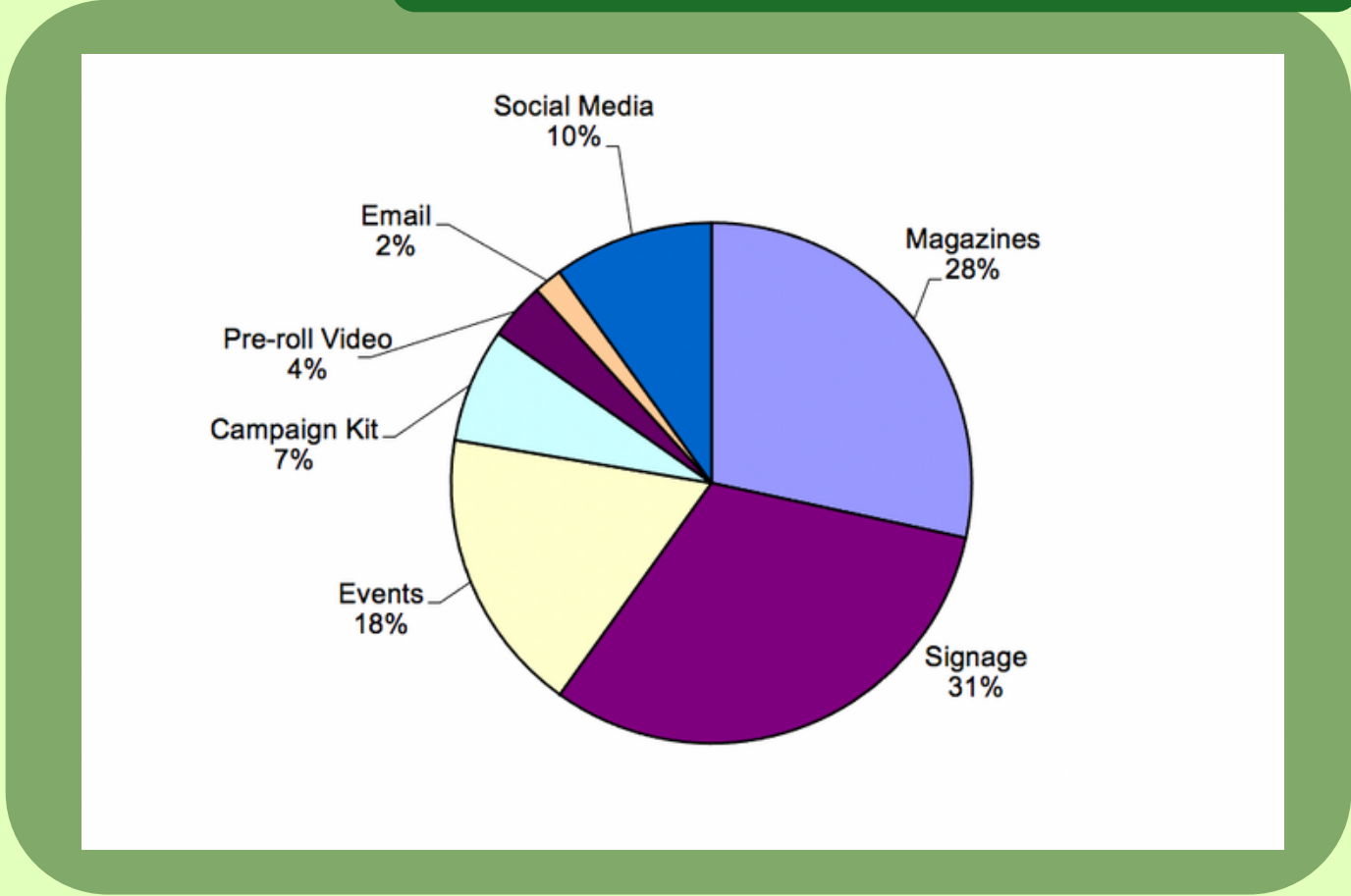
Set To Go will help Student Affairs and Athletic Departments across the Nation be ready to **listen** to students during the first weeks of the fall semester, a crucial transition period.

The Media Plan

Objectives

- Launch an effective media plan that targets professionals who work directly with student leaders and college students across selected campuses to raise awareness for our campaign.
- Synchronize content being displayed on media channels to communicate a coherent message to our target audience.

Media Budget Allocation



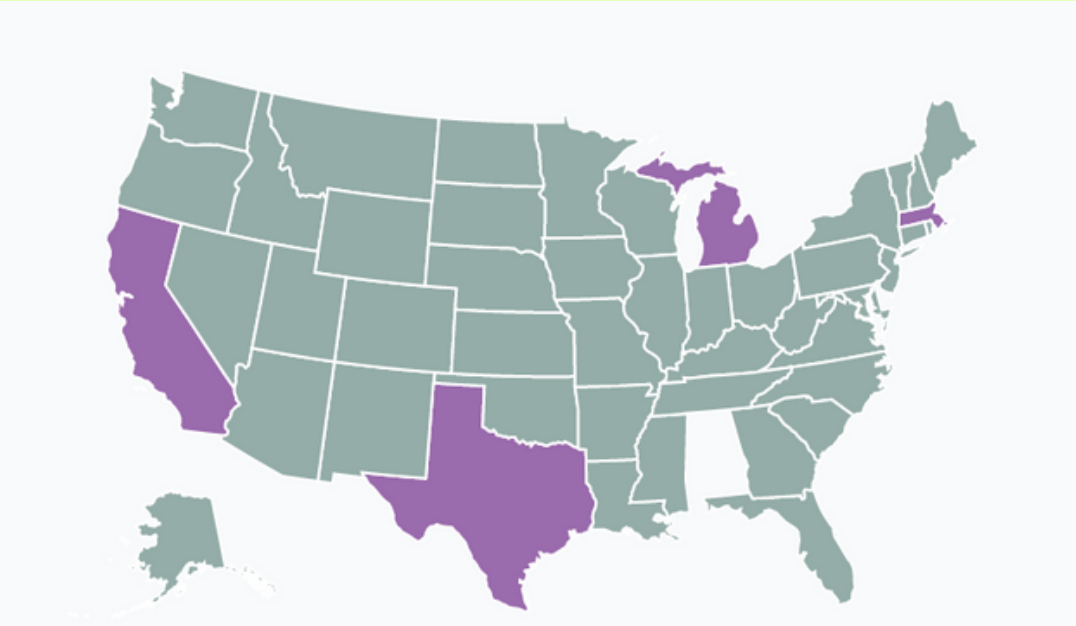
Media Channels

Traditional

- Magazines
- Signage: Decals & Posters
- Events: Mid Semester Wellness Week
- T-Shirts
- Campaign Kit

Digital

- Email
- Video
- Social Media
 - Facebook
 - Instagram
 - Twitter



Key Market Areas

Media Justifications

Magazines

- Times Higher Education
- Change: Magazine of Higher Learning
- Tribal College Journal
- American School Board Journal

We will place ads in higher education magazines to effectively target our audience.

Signage

We will be creating posters and decals to raise awareness about JED Set To Go's "First, Let's Listen" campaign. Posters will be located in student affairs/athletic departments office suites. Decals can be placed on office/resident directors dorms.

Social Media

We will run paid advertisements on both Instagram and Facebook. We will also be posting content on our Facebook, Instagram and Twitter profiles. Using social media allows us to reach all the different schools on minimal platforms.

Campaign Kit

Our campaign kit will be sent to each of our target schools to provide them with the opportunity to order our campaign materials. It also includes the agenda for our Mid Semester Wellness Week event for students.

Email

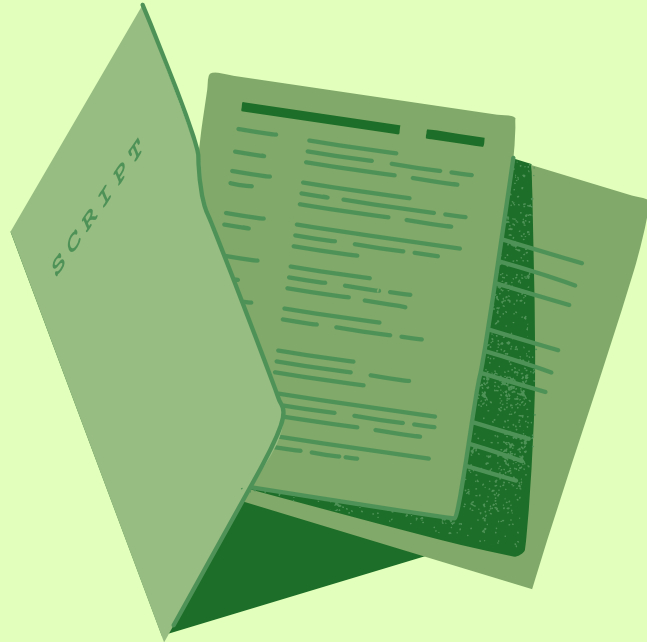
Student affairs, athletic departments, and residence life staff are constantly looking at email, so this is an effective way to raise awareness among are target audience.



Media Schedule

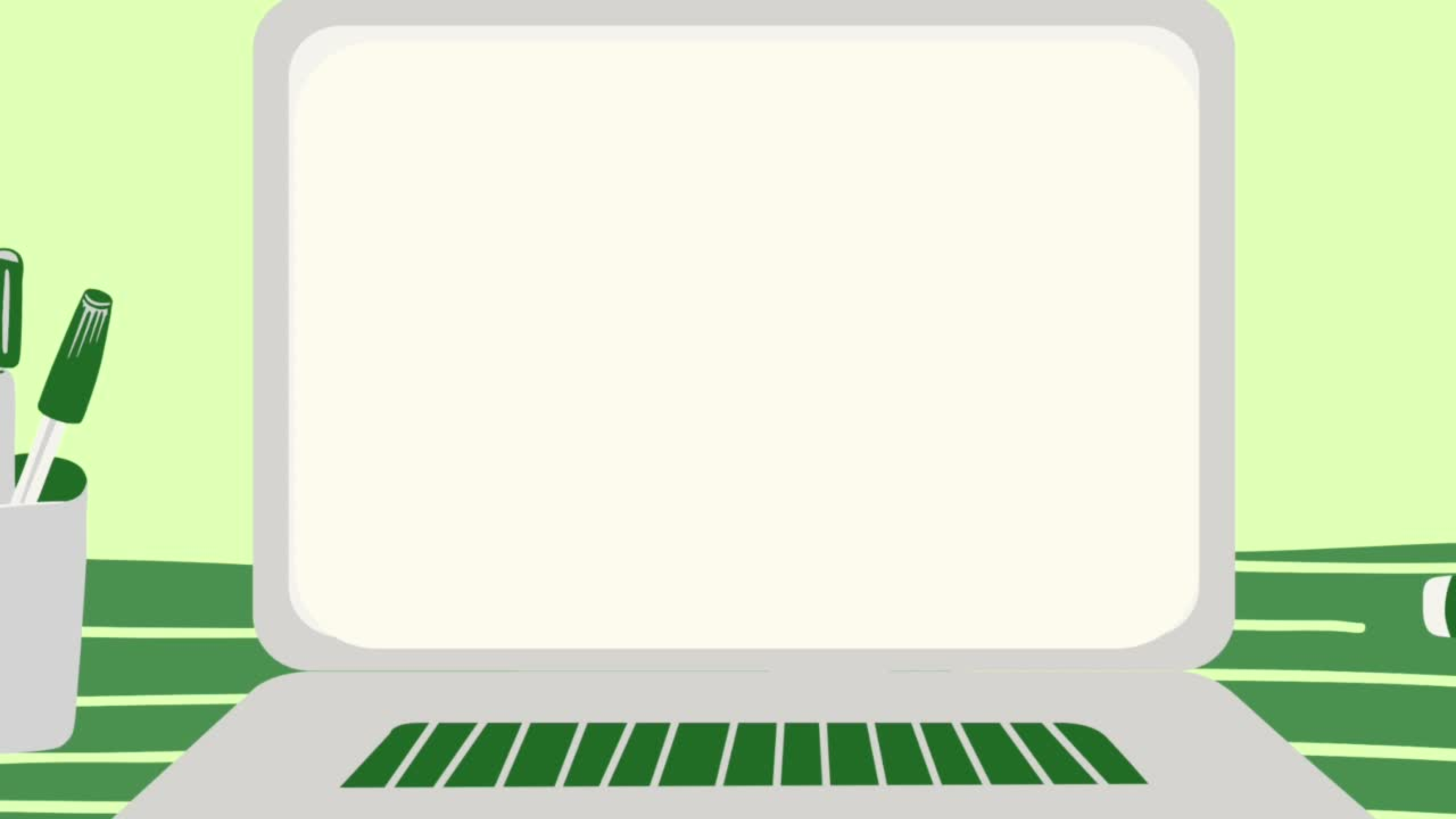
MEDIA SCHEDULE	July	August	September	October	COST
Traditional Media					
Magazine Ads					\$8,000
Signage					\$10,200
Campaign Kit					\$2,000
Events					
Mid Semester Wellness Week					\$5,000
Digital Media					
Email Marketing					\$500
Video					\$1,500
Social Media					
Owned Media Posts					
Facebook & Instagram Ads					\$2,800
					\$30,000

Creative Executions: Video



We asked the class of 2025 what they were most concerned about and staff responded.







Creative Executions: Social Media, Twitter

 **SetToGo**
@JEDSetToGo

"I'm barely eating because I don't like the dining hall food" [#FirstLetsListen](#)
[#ClassOf2025](#)

12:00 PM · Jan 1, 2021 · [Twitter Web App](#)

278 Retweets **243** Quote Tweets **789** Likes

 **SetToGo**
@JEDSetToGo

"My roommate is causing me so much stress" [#FirstLetsListen](#) [#ClassOf2025](#)

12:00 PM · Jan 1, 2021 · [Twitter Web App](#)

278 Retweets **243** Quote Tweets **789** Likes



Find us on
Facebook

Creative Executions: Social Media, Facebook

 **SetToGo** ▶ **Public**
Today at 6:00am · 🌐

"They didn't tell me I'd just be riding the bench" - Class of 2025.


First, let's listen to what the class of 2025 needs us to know.

#FirstLetsListen #ClassOf2025

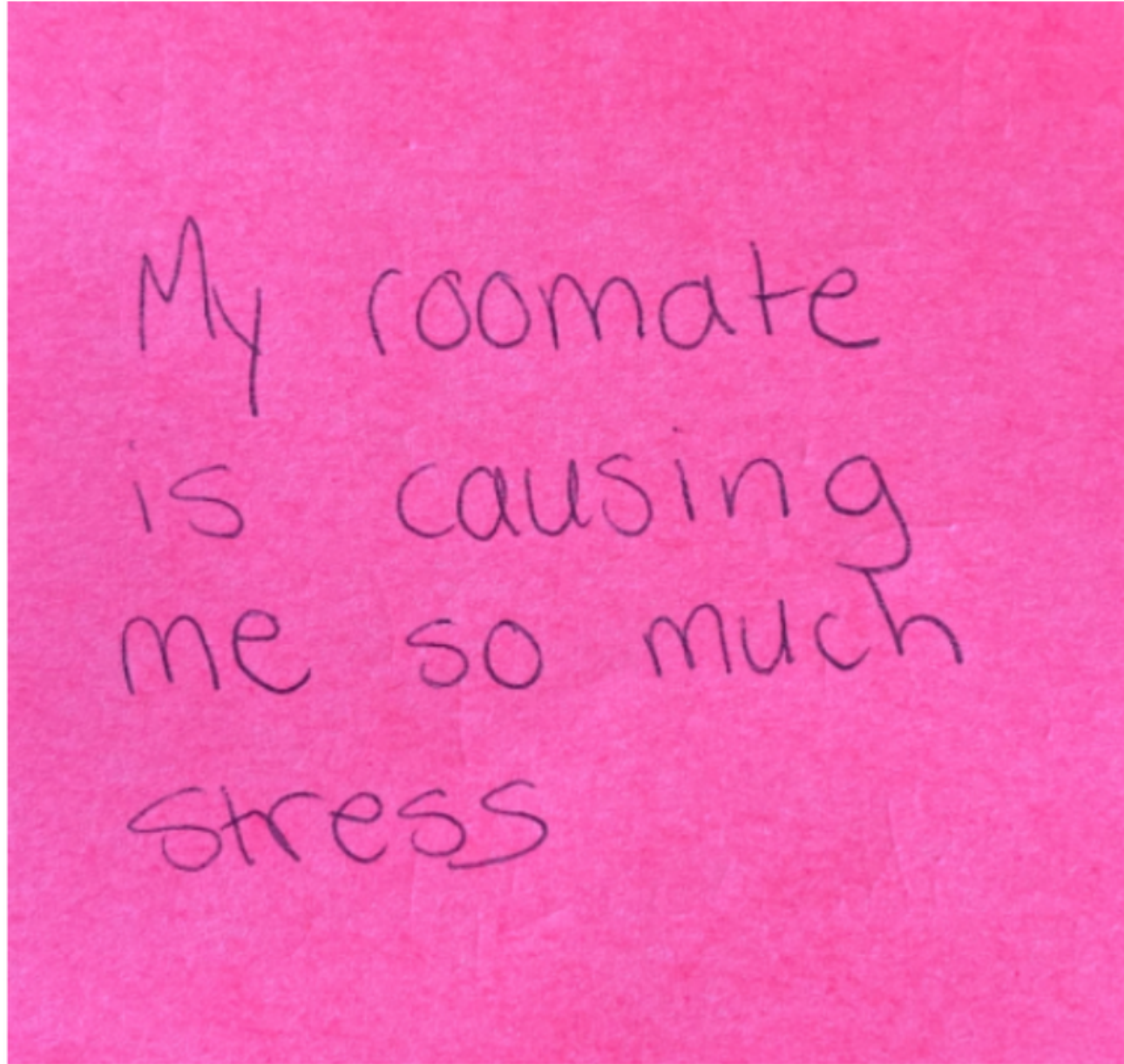
 Like  Comment  Share




 David and 435 others


 Write a comment...    






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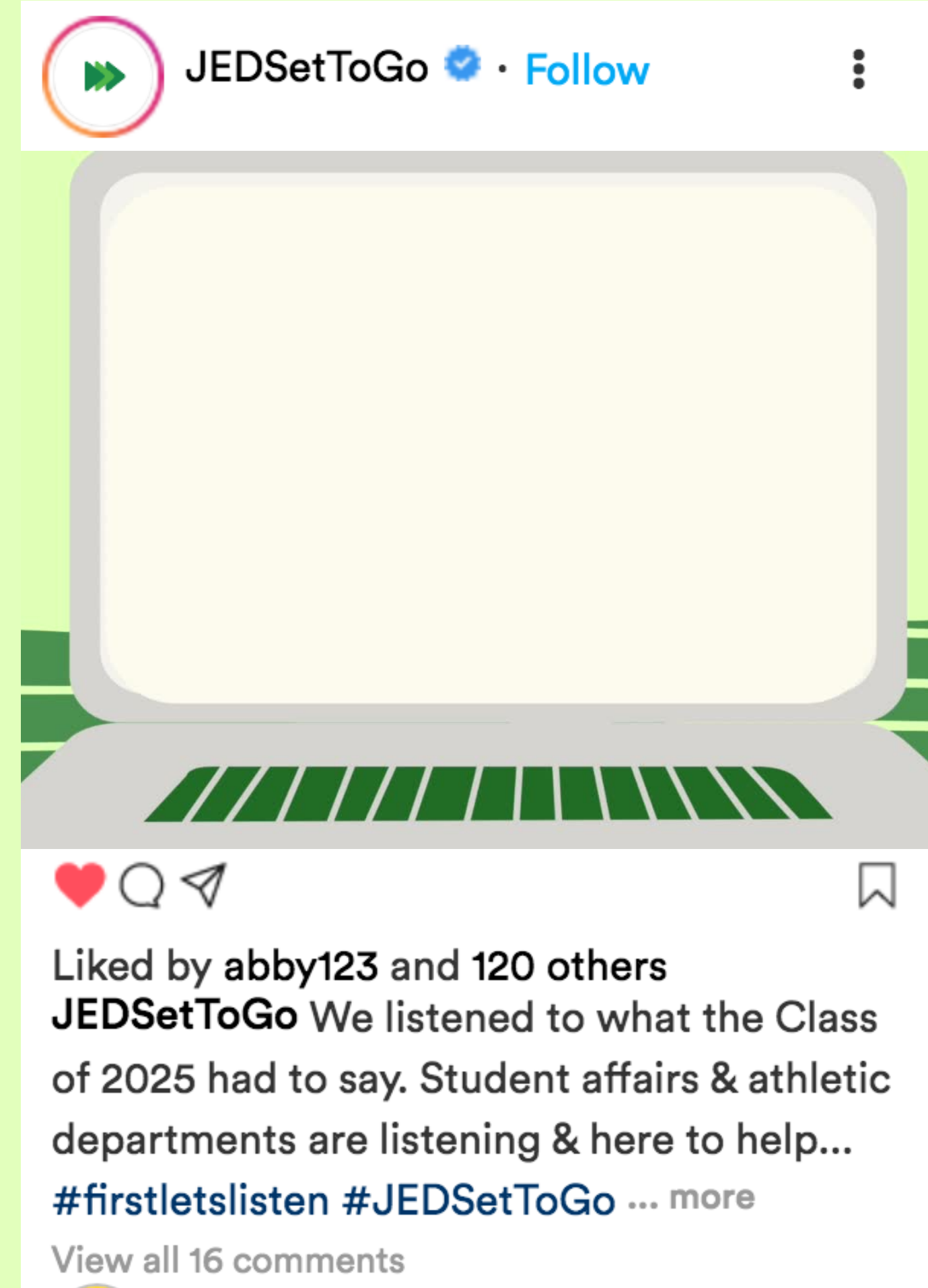
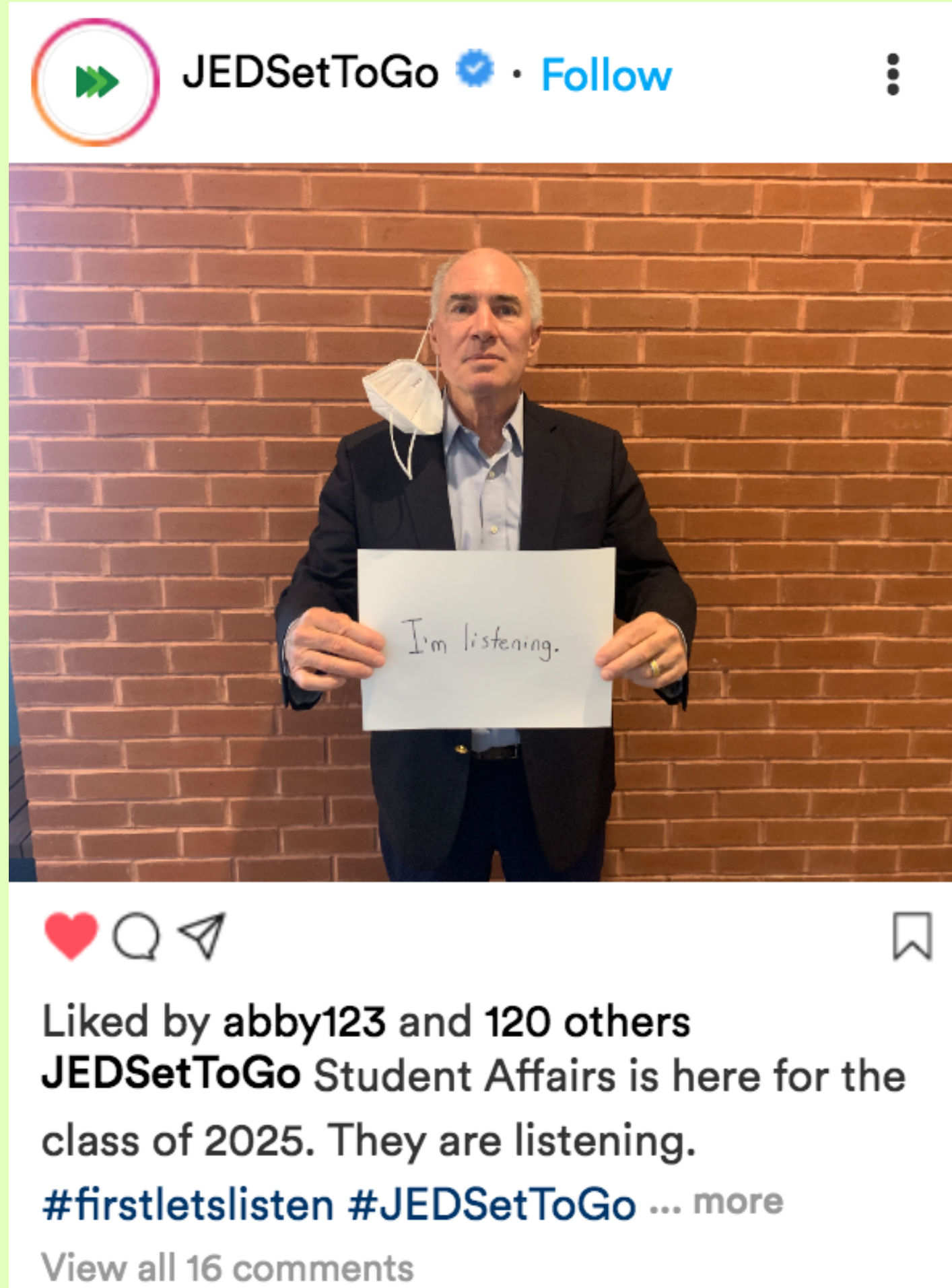


 Like  Comment  Share


 David and 435 others

 Write a comment...    

Creative Executions: Social Media, Instagram



Creative Executions: Magazine Ads



- class of 2025 student

I miss home

SEEKING SUPPORT FOR YOUR STUDENTS?

**FIRST,
LET'S LISTEN**

Visit settogo.org for more information



STUDENTS MENTAL HEALTH MATTERS

**FIRST,
LET'S LISTEN**

"I am so overwhelmed"
- class of 2025 student

Visit settogo.org for more information

Creative Executions: Decals



Creative Executions: Posters

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"I've been feeling really homesick lately."

-MSU student, c/o 2025

I'M LISTENING.

The transition from high school to college is a lot to handle on your own. My door is always open if you need someone to talk to. Make an appointment on Canvas or see if I am available.



#FirstLetsListen

"I thought I'd be getting more playing time, not riding the bench"

-MSU student, c/o 2025

I'M LISTENING.

The transition from high school to college is a lot to handle on your own. My door is always open if you need someone to talk to. Make an appointment on Canvas or see if I am available.



#FirstLetsListen

"I'm worried I won't do as well as I did in high school."

-MSU student, c/o 2025

I'M LISTENING.

The transition from high school to college is a lot to handle on your own. My door is always open if you need someone to talk to. Make an appointment on Canvas or see if I am available.



#FirstLetsListen

Creative Executions: Campaign Kit

We will be providing one campaign kit in the mail to each of our 12 targeted schools. The kit will include:

- Informational flyer
- 1 T-shirt
- 2 Decals
- Mid Semester Wellness Week agenda
- Order form



Creative Executions: Direct Email

Subject: Set To Go Presents "First, Let's Listen"

To: Director of Student Affairs, Director of Athletics, Director of Residence Life at select Massachusetts, Michigan, California, and Texas colleges and universities

Is the administration at your institution feeling burnt out? Has COVID-19 taken a toll on your college community's mental health? Are you worried about supporting the incoming Class of 2025? If you answered yes to any of these questions, we are here for you as you navigate how to support the incoming first year students.

Set To Go is a nonprofit organization that focuses on supporting young adult's emotional health through their transition to life after high school. This fall we are launching the "First, Let's Listen" campaign which focuses on creating a culture where Student Affairs and Athletic Departments understand and advocate for the importance of listening so the Class of 2025 feels comfortable voicing their concerns, positively impacting their mental health.

We have attached several resources for your university to utilize in normalizing the conversation around mental health on your campus.

Visit our website to access additional resources and learn more about Set To Go.

You have been the supporters for so long. Let us support you.

Sincerely,
Set To Go

Public Relations and Promotions

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NASPA Conference

The National Association of Student Personnel Administrators (NASPA) is an organization made up of over 13,000 student affairs professionals at 1,400 colleges. Every year, NASPA has an annual conference for their members. This year, a Set To Go representative will speak at the conference to promote and educate student affair professionals of the First, Let's Listen campaign. This is a fantastic networking event that will propel Set To Go's brand awareness and hopefully create a cultural shift of "listening" on college campuses across the country.

Mid-Semester Wellness Week

We have created various events for the colleges in this campaign to implement on their campuses during the week of midterms. The events include ideas such as residence life programs and t-shirt giveaways. The purpose of this week is to have seven days of an increased focus on listening during a time when stress levels are heightened for students, especially freshmen. These events should create a sense of community on campus, normalize the conversation of mental health, and boost the morale of students and staff.



PR & Promotions (cont.)

The Mid-Semester Wellness Week will consist of on campus events to educate students on good mental health practices and how to support friends and classmates who are struggling. We also have come up with the following activities that the student activities department can use:

- **Sticky Note Quote**
- **Wear Green:** Wear green Tuesday to show your support for those struggling with mental health.
- **T-Shirts:** Encourage sports teams and orientation leaders to wear JED Foundation t-shirts.
- **Keynote Speaker:** Frank King, comedian and writer for the Tonight Show living with depression, speaks on mental health and suicide prevention via a Webinar hosted by JED.



Suicide Prevention Speaker | The Mental Health Comedian

Frank King is an inspirational in-demand suicide prevention and mental health recovery speaker for...

 Frank King / reed.m.lambert

Creative Executions: Posters

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#FirstLetsListen



Midterm Week, FA 2021

Hear from comedian Frank King, make a donation to JED's mental health initiatives, get an exclusive t-shirt, and participate in fun events all week.

Sign up in the link in your email.

PR & Promotions (cont.): T-Shirt



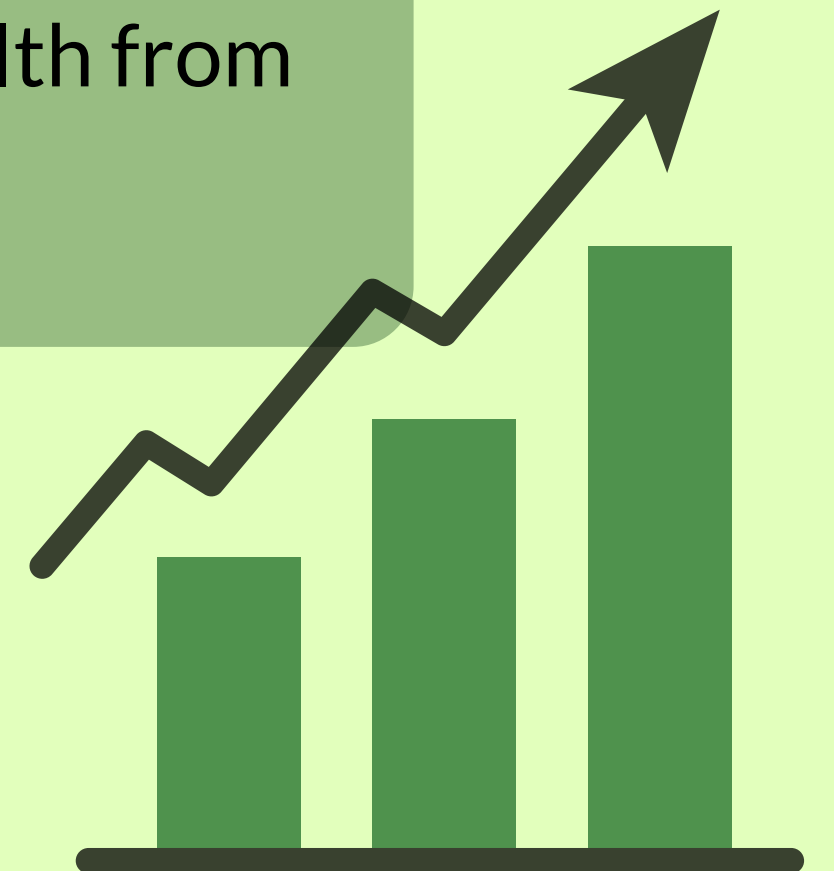
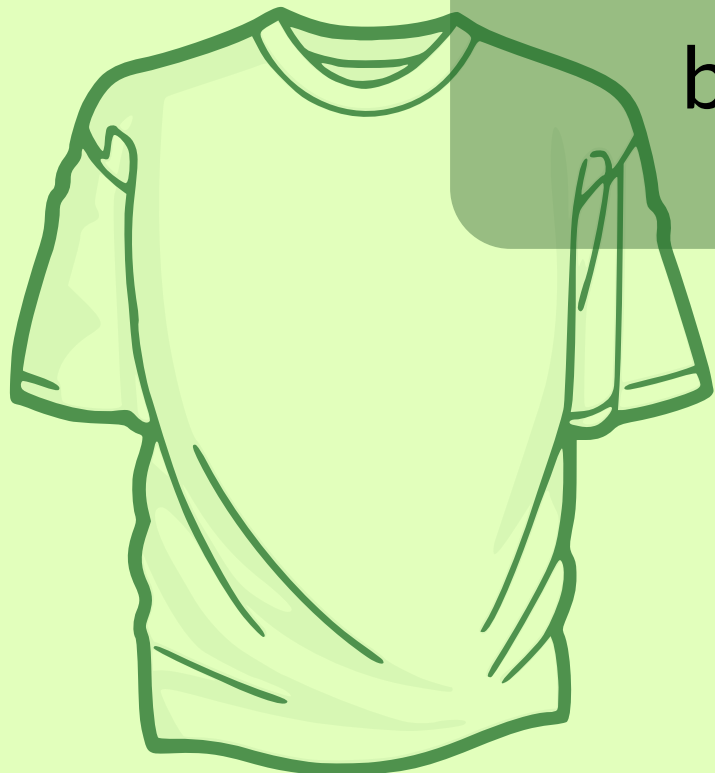
I'M LISTENING.
SET TO GO
A JED PROGRAM

#FIRSTLETSLISTEN
SET TO GO
A JED PROGRAM

We intend to develop T-Shirts promoting our First, Let's Listen Campaign for each of our targeted schools. JED can send an order form to each school selected for this campaign in order to increase awareness and connect students with student leaders and student affairs and athletics staff.

Assessment and Evaluation

- The effectiveness of the campaign will be measured through how many t-shirts and decals we sell as well as through analytics from Facebook and Instagram ads.
- We will be able to tell if our target audience is seeing our campaign through using Facebook and Instagram's analytics
- We will know our target audience is changing their behavior by seeing more involvement on campus regarding mental health from both administration and students.



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