**Project #1: Sigma Alpha Recruitment**

Sigma Alpha is a professional/social sorority for women in the College of Agriculture and Natural Resources. In recent years, the sorority has had trouble recruiting new women into the organization. One thought on this trouble is bad press. Some former members used to be heavy drinkers/partiers, and older MSU students sometimes tell younger women to steer clear of the organization for that reason.

Primary Objective: To increase the number of new members and the overall image of Sigma Alpha within CANR at MSU.

Target audience: Female undergraduates in CANR

Potential media: Brochure, fliers, WWW, events, campus media (TV/radio ads, State News, etc.).

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Project #2: Agricultural Communicators of Tomorrow (ACT)
ACT is a professional organization for students at Michigan State University interested in communications, public relations, advertising, and telecommunications in the agricultural and natural resources industry. In recent years, ACT has been combined with National Agriculture Marketing Association (NAMA). NAMA tended to be the major focus of the organization.

Primary Objective: To increase the number of new members and the overall image of ACT within CANR at MSU.

Target audience: Undergraduates in CANR and CAS

Potential media: Brochures, newsletter, fliers, WWW, events, campus media (TV ads and radio, State News, etc.).

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<td><a href="mailto:hirstkar@msu.edu">hirstkar@msu.edu</a></td>
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Project #3: Marketing Field Crop Pest Ecology and Management

Background: This new MSU Extension bulletin (Michigan Field Crop Pest Ecology and Management E-2704) was developed and written by an interdisciplinary team of MSU specialists. It is designed to provide information and useful strategies for managing pests (insects, weeds, diseases, nematodes). It includes case studies of three Michigan farms, management tables in each section and a synthesis of how management practices influence the cropping system. Availability: Through MSU Extension bulletin system. Price: $12 per copy

Primary Objective: MSU Extension is well-versed in connecting with traditional agriculture audiences, but this bulletin has applicability beyond conventional farming groups (e.g. home gardeners, organic growers, FFA classes, etc.). We would like help identifying potential nontraditional audiences and building awareness with these groups. We’re especially looking for new, different and very innovative ideas for marketing this bulletin. Don’t worry about budget at this point—if you come up with a big idea that we are very excited about, we’ll look for funding sources.

Target audience: Extension educators, NRCS, SCD, Michigan Groundwater Stewardship Program and other farmer educators, farmers, agriculture instructors.

Potential media: Brochures, fliers, other print media, broadcast, WWW, events, educational/informational programs. We strongly encourage suggestions for new media or new ways of using traditional media.

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</table>
Project #4: Tenth Anniversary of Political Science’s Modern Democracy Symposium

Ten years ago the MSU Dept. of Political Science put together an annual “Modern Democracy Symposium” that has become one the best-known centers for political debate in the country. Each year the department selects a timely public policy topic for in-depth study, which includes special courses and a lecture series as well as an annual conference and a resulting book publication. The award-winning Symposium has achieved wide acclaim from all corners.

Three years ago New York real estate developer Sam LeFrak stepped forward to endow and name the annual year-end conference as the “LeFrak Forum”. The Department has now approached LeFrak about additional financial support which would allow the entire program, not just the year-end conference, to hereafter operate under the LeFrak name, as well as fund an expansion of the program. The Department wishes to produce a marketing plan and materials envisioning what it would look like to fully incorporate the entire Symposium within the “LeFrak Forum” name, as well as to give Sam LeFrak back-credit for all the good that’s been done over the Symposium’s first ten years. The Department would also like to use these materials with other prospective funders, to leverage further financial support for program expansion.

The target audience would be #1 the Sam LeFrak family as they contemplate additional funding, #2 Sam’s friends and associates in New York / New England (Sam’s firm corresponds with a 5,000 name mailing list and they all received notification announcing his original Forum investment and updates since), and #3 various foundations who appreciate the Symposium/Forum’s unique distinction among political philosophy/policy programs at major universities nationwide (MSU’s Symposium/Forum is unparalleled in expressly ensuring that the western political tradition will be represented/included in the debate and study of the annual Forum topic). The objective is to secure the new gift from LeFrak and to present the expanded Forum to friends and associates (perhaps as a means of honoring him), and also to targeted foundations.

As far as potential forms of media that could be used, initial reaction would foresee a glossy overview piece which could be used on an ongoing basis and which summarizes the history of the LeFrak Forum and provides bios/pictures/quotes from Sam and Ethel LeFrak (note: a Symposium brochure was prepped five years ago but never released). Also, an annual beginning-of-the-year announcement piece and end-of-the-year report piece for each year’s program, providing a rationale for twice-yearly contact of the LeFrak mailing list and target foundations list. All promos would serve to highlight LeFrak’s leadership in the success of the Forum, trumpeting the program’s accomplishments and spotlighting specific enhancements made possible by the latest gifts, and program officials are open to additional marketing methods to help accomplish this objective.

A special opportunity exists this year: a possible theme would be to tie all of this into a year-long celebration of this year’s completion of the tenth year of Symposium programming.

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Ag-Com Senior
Journalism Senior
ANR COMM Senior
ANR Comm International Relations Junior
Project #5: D & D Building

D&D Building has been around for more than 30 years. Depending on the job we are the General Contractor, Construction Manager, or sometimes a subcontractor for commercial construction.

Problem: We have no Marketing team. Our goal is to reach out to more clients and let them know our past projects, employee background and our history. Our media needs would be a new color scheme; it is outdated, for letterheads, business cards, envelopes, etc. right now it is puck green. We also need a Portfolio(resume), web page,(both internal and external), tri-fold brochures, a video for new employee orientation. We can use about anything, but I can prioritize them. If you need it, I can give a presentation to the team to what we have and what is needed. We also will pay any costs for the materials, cost is not an issue.

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616-949-6315 (night)

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Project #6: Area of Expertise Teams Web Page

Within each Area of Expertise, a team will be configured consisting of Provost-appointed staff and research and Extension faculty. The team will be associated with appropriate academic department, institutes, centers or programs on campus.

1. AOE teams have co-chairs; one from the campus and another from off-campus
2. AOE teams develop their own micro-vision, and operating procedures
3. AOE teams have an interdisciplinary, problem-solving, customer-orientated focus
4. AOE teams develop a plan for program delivery and curricula for staff development
5. Involvement of stakeholders is expected, including stakeholder information input for program/project selection direction and evaluation.
6. Each AOE Agent member has an opportunity to select a mentor.
7. AOE teams are expected to be entrepreneurial and generate resources for enhanced programming.

Purpose: The AOE web pages are designed to share information and communicate primarily to extension personnel including specialists and agents. A secondary audience could be commodity organizations. Neither audience is fully aware of the purpose or content of the web pages.

Possible media may include: a flyer, display for extension conference, posters, newsletter articles, email, etc.

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<td>Ag Ed. Ex. Jr.</td>
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Project #7: Michigan Recreation and Park Association (MRPA)

Founded in 1935, the Michigan Recreation and Park Association (MRPA) is a nonprofit association with nearly 2,000 members representing the public and private sectors of the recreation and park profession. MRPA is comprised of a diversity of professionals including tourism, recreation, parks, therapeutics, senior citizens, resorts, arts, athletics, education, business and industry. MRPA represents the interests of leisure service professionals and citizen advocates throughout Michigan.

Problem: Currently, there is little information available to the general public on the benefits of parks and recreation. A campaign could be designed to enhance awareness of the potential benefits.

Potential media: A video (#1 priority) needs to be produced to promote the benefits of parks and recreation. Brochures, flyers, news releases, etc. could also be beneficial.

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Project #8: Agricultural and Natural Resources Education and Communication Systems (ANRECS)

ANRECS is a new Department composed of AEE, Outreach Communications and ANR Computer Services. The Department wants to inform their audience of the new curriculum and linkages to the agricultural industry. Audiences include faculty, staff, students, alumni, agricultural and natural resources industry professionals, MSUE and all of the MSU community.

Potential media: brochures, newsletter, fliers, WWW, campus media (TV ads and radio, State News, etc.).

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Project #9: CANR Autumnfest

In November of each year, the College of Agriculture and Natural Resources conducts Autumnfest in conjunction with a home football game. The event is geared toward alumni, students, faculty, and the agricultural and natural resources industry.

Goal: Increased participation

Potential media: Potential media: brochures, newsletter, fliers, WWW, campus media, video, (TV ads and radio, State News, etc.).

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<td>214 Van Hoosen</td>
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