

## Situational Analysis

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### The Flip the Switch Campaign

The Flip the Switch Campaign is an effort to make students more aware of energy conservation and allow them to take an active role in conserving energy through a campus contest. The campaign is important because it will help teach students life-long habits that will help them become aware and conserve energy in the future.

The campaign is a part of the Campus Conserving Nationals, which includes over 170 schools across the country. The contest can be held between schools or residence halls, and is based off percentage of energy that is reduced. This is the second year of the initiative and the campaign is hoping to make the efforts more widespread and lasting to the individual's participating.

Assumptions about Asheville would show that we are all energy conscience, but that is not necessarily true. Many students who are living in the residence halls are living away from their parents for the first time. Energy consumption is something they are familiar with do to programs/education in their earlier education, but they have never had to be financially responsible for these aspects. The campaign as a whole should educate individuals about the financial and environmental costs of not conserving energy, while teaching them how they can conserve energy and create habits.

The main objective of this campaign is to reduce energy consumption on campus by way of a competition between the residence halls. The stated objective and campaign tagline will be to "engage, educate, motivate, and empower students to conserve resources in their residences." Other goals include being able to conserve energy in a measurable way, help to make students more aware of energy conservation and for students to internalize these skills for the future.

The campaign as a whole will have to compete with department specific organizations, University Productions, and the Student Activities and Integrated Learning center for the student's attention. Other aspects that the campaign will have to compete with are television programs and eating in the residence halls. These activities consume large amounts of energy and are some of the activities that individuals in residence halls enjoy. The best ways to reach

students on campus in the past seem to be a combination between posters, flyers, table brochures (otherwise known as table tents), email blasts, and social media interaction.

Our strategy will be to use a combination of all of these aspects in order to synchronize our image across campus and reach the maximum number of students. In order to increase activity, the campaign is set up in a ‘competition’ format, between the different residence halls. The campaign is also planning special events in order to create more awareness and a buzz on campus. The table following this document lists the members involved with the campaign, along with their responsibilities.

The execution of this campaign will begin immediately and go through February. When the campaign ends on February 26<sup>th</sup>, the results after the campaign should also be publicized so a wrap up portion of the campaign, thanking participants for participating and reminding them that the skills they learned can be carried on. The campaign as a whole should promote one brand image and message. As the campaign progresses, it will be monitored and adjusted to best fit UNC Asheville’s needs. The evaluation of these aspects and the effectiveness will be measured by the amount of involvement with the program throughout the weeks, and the general knowledge that is gained by the student population on energy conservation. It will be evaluated by Sonya DiPalma and the Flip the Switch Coordinators, Kimberly Quick and Alexandra Ulrey.

<b>Campaign Member</b>	<b>Position</b>	<b>Duties</b>
Hunter Bacot <a href="mailto:hsbacot@unca.edu">hsbacot@unca.edu</a>	Multimedia Designer	Logo/Poster Design Table Tents
Richard Edens <a href="mailto:rsedens@unca.edu">rsedens@unca.edu</a>	Videography Director	Campaign Launch Segment 1
Nathalie Holmgren <a href="mailto:nholmgre@unca.edu">nholmgre@unca.edu</a>	Co-Director Social Media Facebook	Facebook page creation & content
Anderson Hurley <a href="mailto:jahurle1@unca.edu">jahurle1@unca.edu</a>	Co-Director Social Media Twitter	Twitter account, 15 strategic tweets

Brianna LaRouche blarouch@unca.edu	Co-Director Social Media Facebook,  Director of Photography	Facebook content, campaign photos (symbol shots meter box, outlet, etc)
Phoenix Richko Martin jmartinr@unca.edu	General content writer	Blog content, feature articles, tweets
Jessie Lovelace jlovelac@unca.edu	Lead writer	News releases
Franklin Camacho flcamach@unca.edu	Special Events Promotion	Campaign Exposure during halftime at BB games; SAVE M.E. (Save My Energy)
Michelle DiPietro Mndipiet@unca.edu	Director of Strategic Planning	Situational Analysis
Jazmine Gayle jtgayle@unca.edu	Lead Blogger	Creation of Blog and Blog Content
Nikki Smith lnsmith@unca.edu	Co-Director, Special Event Promotions	Campaign exposure during halftime BB games; photo montage with narration