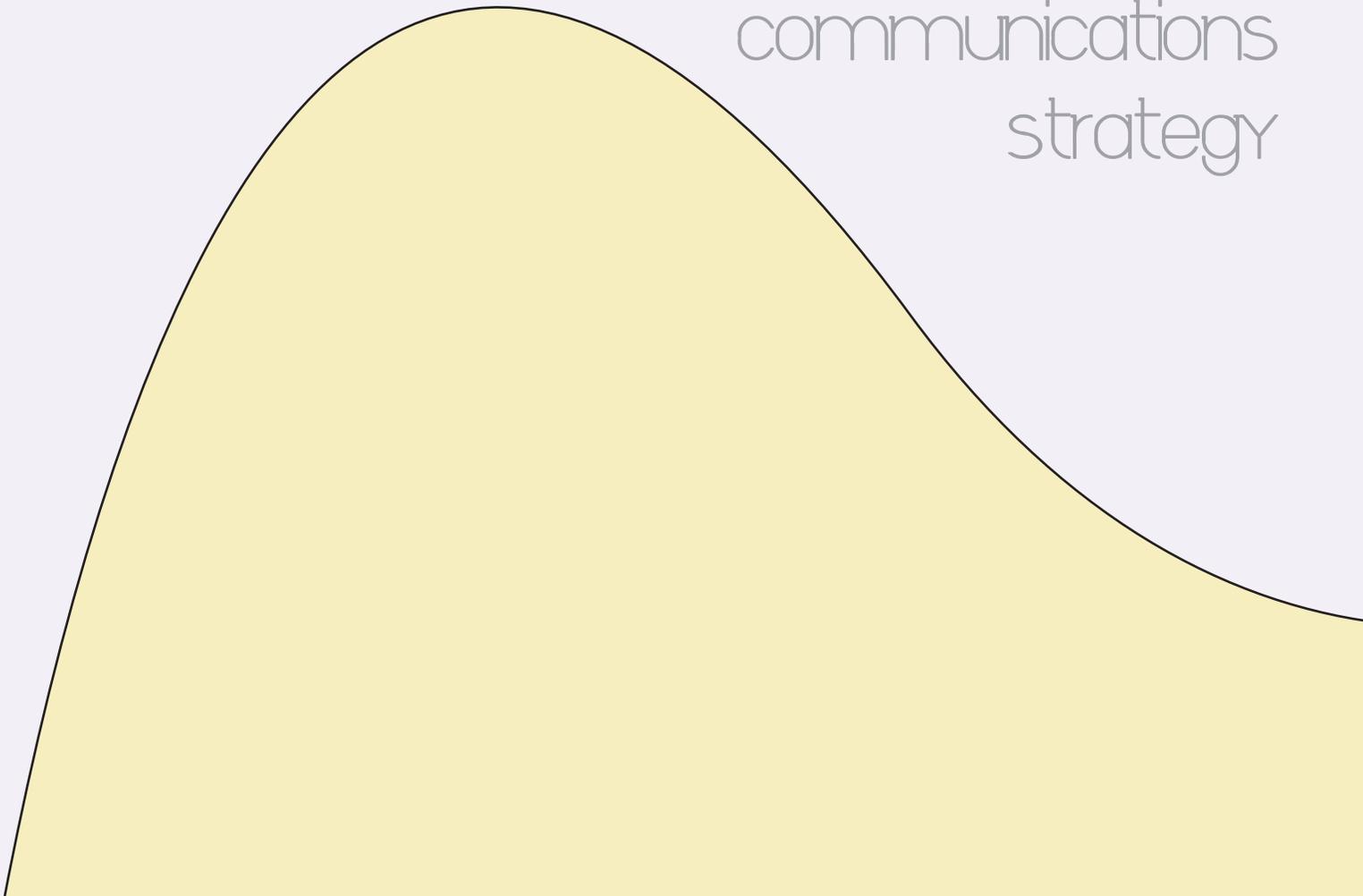


the aye

communications
strategy





Laura Allen
allen.laura10@gmail.com

Emily Dixon
eedixon7@gmail.com

Michael Kulick
kulick.m@gmail.com

Jamison Sheppard
sheppa60@gmail.com

Rebecca Zantjer
rzantjer@gmail.com

contents

Overview	Page 4
Objectives	Page 5
Objective 1: Define The Ave in ways that inspire action and build enthusiasm.	Page 5
Objective 2: Secure buy-in for The Ave from crucial community stakeholders.	Page 6
Objective 3: Share ownership of the project with crucial community stakeholders.	Page 6
Objective 4: Listen and respond to the needs, desires, and suggestions of the Greater Lansing community.	Page 7
Strategy	Page 8
Phase 1: Project leaders meet to review and finalize identity statements for each community stakeholder audience.	Page 8
Phase 2: Identity statements and summit invitations are issued to community stakeholders identified in The Ave Community Map.	Page 9
Phase 3: Social networks are used to build and maintain relationships with community stakeholders and promote the summit and summit hashtag.	Page 9
Phase 4: Audience-based materials are given to community stakeholders to share with their constituents.	Page 10
Phase 5: Summit is hosted at The Avenue Cafe.	Page 10
Example Materials	
Identity Statements	Page 11
Stakeholder Communication Strategies	Page 13
Summit Hashtag Promotion Strategy	Page 28
Summit Agenda	Page 30
Conclusion	Page 32
Attachments	
Community Map	
Personas	

overview

The Ave seeks to be a place where the Greater Lansing can become aware of the hidden creativity and culture of the city. In order to be successful in this mission, The Ave needs to accomplish four objectives which involve defining The Ave, securing buy-in and ownership from critical stakeholders, and listening to the needs and suggestions of the Greater Lansing community.

For the short term, The Ave will accomplish these objectives by reaching out to linchpin community members and organizations and inviting them to participate in a face-to-face summit held at The Avenue Cafe (formerly Gone Wired) in the Fall of 2013. This face-to-face summit will focus on 1) communicating and building enthusiasm for The Ave's mission 2) engaging the community in the design and vision of the project, and 3) listening to the community's needs, desires, and suggestions.

We believe that as this communication strategy develops, The Ave can successfully partner with members of the community who will be able to leverage their social networks to make The Ave a vibrant and active digital placemaking tool. As The Ave builds these relationships, it will be better able to facilitate the needs of their audiences and respond effectively to their needs and desires for an online storytelling platform. The end result of this collaborative effort will be an united Lansing and East Lansing community that is dedicated to supporting and promoting the emerging creativity and culture within the Greater Lansing community. A more vibrant Lansing region will continue to attract and retain young talent, foster business growth and development, and bring increased recognition to the city's creative class.

objectives

This communications strategy has been designed to stimulate the accomplishment of four objectives:

Objective 1: Define The Ave in ways that inspire action and build enthusiasm

Objective 2: Secure buy-in for The Ave from crucial community stakeholders

Objective 3: Share ownership of the project with crucial community stakeholders

Objective 4: Listen and respond to the needs, desires, and suggestions of the Greater Lansing community

Objective 1: Define The Ave in ways that inspire action and build enthusiasm

Currently, The Ave lacks a clear mission and vision statement that comprehensively lays out what the project is attempting to accomplish and why that mission is a compelling one. When we talked with individuals/organizations that had been involved with The Ave, the typical response was that they had participated in the project because they were asked, but didn't really have a solid understanding of what The Ave was. They were universally unable to clearly articulate the goals of the project and how their participation was meant to further those goals.

Even in our interviews with three project founders, we received vastly different responses for whom the audience of The Ave was intended to be and what goals The Ave hoped to achieve with and for that audience. While some flexibility in purpose is wise, it is crucial that The Ave define itself as an organization so that it can effectively garner community support and interest. People will not rally behind a cause they do not understand or a leader who has not given them a vision of the future they can believe in. If The Ave seeks to be both a cause and a leader, it needs to define the problem it's attempting to solve and share a unifying vision for what the Greater Lansing community could look like when it operates as one contiguous creative unit.

Objective 2: Secure buy-in for The Ave from crucial community stakeholders

It is an organizational goal of The Ave to be a place that builds community and defines a place for various stakeholder audiences in the community, including members of Lansing's creative class; MSU/LCC students interested in the arts, creativity, and innovation; and Lansing residents at large who are unaware of their city's hidden creativity and culture.

For The Ave to succeed in their desired capacity, it will need the goodwill, support, and social capital of major players in each of these intended audiences. In talking with members of The Ave's intended audiences it is clear that, currently, many of these stakeholders are unaware of the project and, thus, have no impetus to actively support and develop the project. It is critical that The Ave reach out to these target stakeholders through genres and media venues that are familiar to each audience, while maintaining the identity of The Ave and linking The Ave's identity with the goals and objectives of their target audiences.

Objective 3: Share ownership of the project with crucial community stakeholders

After key audience stakeholders have been identified and contacted, it will be crucial that they have opportunities to take ownership of the project. The Ave seeks to be a tool and resource for the community. Its chances of being successful in this are greatly increased if the community itself has the opportunity to inform and direct the way The Ave is designed and operated.

Our research and interviews showed that, currently, ownership of the project rests in the hands of very few people. This not only limits how much work gets done on the project, but it also alienates the project from the people and organizations it is trying to help most. At this stage it seems like The Ave is talking a lot *about* the community; perhaps it's time The Ave transitioned to talking *with* the community.

Objective 4: Listen and respond to the needs, desires, and suggestions of the Greater Lansing community

Finally, once The Ave has defined itself, reached out to community stakeholders, secured their partnership, and allowed these members to take ownership of the project, it will be crucial to listen to their ideas and respond appropriately to their needs and suggestions. Listening to the audience will allow The Ave to have a more intrinsic understanding of what the community is looking for in a digital placemaking space. Processing the ideas and comments of community stakeholders will give The Ave the opportunity to build a digital platform that is responding to the real, stated needs of the audience. The finished product of this listening will be a communications plan that is built from the ground-up and, since it came from the community itself, has a strong chance of being well-received by the target community.

Leadership means both talking and listening, both vision and consensus. A leader builds a web of relationships within the profession and articulates the themes that are emerging in the thinking of the profession as a whole.

-Philip Agre

strategies

In the section above we defined four major objectives for The Ave and discussed why we believe those objectives are essential to the ongoing health and vitality of your organization. In this section we will outline a communications strategy that contains specific tasks and tactics that will allow The Ave to begin accomplishing those objectives.

This strategy contains six phases, all designed to take place within six months. The strategy begins with the development of identity statements and culminates in a face-to-face community stakeholder summit hosted at The Avenue Cafe in Fall 2013. In order, these phases are:

Phase 1: Project leaders meet to review and finalize identity statements for each community stakeholder audience. (5 months until summit)

Phase 2: Identity statements and summit invitations are issued to community stakeholders identified in The Ave Community Map. (2-4 months before summit)

Phase 3: Social networks are used to build and maintain relationships with community stakeholders and promote the summit and summit hashtag. (1 month before summit)

Phase 4: Audience-based materials are given to community stakeholders to share with their constituents. (2 weeks before summit)

Phase 5: Summit is hosted at The Avenue Cafe.

Phase 6: New social media strategy is developed based on summit proceedings. (After summit)

Phase 1: Project leaders meet to review and finalize identity statements for each community stakeholder audience.

In order to define The Ave and create a mission and vision statement that will inspire action and build enthusiasm (Objective 1), the project leaders (Vincent Delgado, Jennifer Estill, and John Monberg) should meet together to review and finalize three identity statements. These three identity statements, although centered around the same mission, will be tailored to incorporate the various “buzz words” of the targeted professional field and will convey the aspect of The Ave’s mission that is most relevant to the interests of each

community stakeholder.

To aid in this process, our team has drafted sample mission and vision statements for each community stakeholder audience (members of Lansing’s creative class; MSU/LCC students interested in the arts, creativity, and innovation; and Lansing residents at large who are unaware of their city’s hidden creativity and culture). These samples are located in the Identity Statements section on page 11 of the communications strategy.

Phase 2: Identity statements and summit invitations are issued to community stakeholders identified in The Ave Community Map.

In the second phase of the communications strategy, the identity statements and summit invitations are used to reach out to community stakeholders who, based on their own mission statements, could benefit from partnering with The Ave. These organizations, listed in the Community Map spread sheet attached to this document, have expressed interest in arts, creativity, innovation, and/or are spaces where creative individuals tend to gather. This list of organizations also includes community “connective spaces,” or areas where members of The Ave’s target audience tend to meet and socialize.

During this phase of the strategy, The Ave will get in touch with these organizations, from each of the key audience stakeholders, share their specially crafted identity statement with this organization, and invite them to attend the summit. See the Stakeholder Communications Strategies pages for ideas and model materials for how this outreach can be accomplished effectively.

Phase 3: Social networks are used to build and maintain relationships with community stakeholders and promote the summit and summit hashtag.

Phase three consists of building on the momentum from phase two. As individuals and organizations become curious about The Ave and express willingness to participate in the summit, The Ave can begin to build relationships by asking weekly questions to the group, sharing information resources, and listening in to conversations between various community stakeholders and their constituents (and inserting comments when appropriate). Examples of this communication work can also be found in the Stakeholder Communications Strategies section on pages 13-28 of this report.

Phase 4: Audience-based materials are given to community stakeholders to share with their constituents.

Two weeks before the summit, The Ave should reinvoke all the conference attendees and begin promoting the summit hashtag in earnest. The Ave should also provide all summit attendees with promotional materials so that they can broadcast their attendance and participation to their own social networks. These promotional materials can include a flyer for the summit, a link to the summit's webpage and hashtag feed, and links back to The Ave's website. See the Summit Promotional Strategy section of page 28 of this report for more details.

Phase 5: Summit is hosted at The Avenue Cafe.

Phase five, the summit, is the culmination of the current social media strategy. After defining itself in relation to the rest of the Greater Lansing community, getting participant buy-in from various community stakeholders, and building enthusiasm around the ideas of promoting creativity and culture between Lansing and East Lansing, it is time to get all the stakeholders in one room and let meaningful conversations develop.

The summit will get the community talking about the creativity and culture in Lansing and how that creativity can be shared with both East Lansing residents and Lansing residents who are unaware of the creative cultural events happening within their own town. As these conversations happen, participants can talk back to The Ave and (more importantly) to each other using the summit hashtag. Interested community members who could not attend the summit can also provide input by monitoring and responding to the summit's Twitter hashtag channel. As ideas emerge and are listened to, The Ave will be able to more clearly see the needs of their intended audience and can share ownership of the project with multiple members of the community.

identity statements

Included below are drafts of possible identity statements that we believe would position The Ave well within its desired audience communities. These identity statements should be reviewed and finalized by project founders at least five months in advance of the summit and posted on The Ave website.

Identity Statement 1: For MSU/LCC Students Interested in Arts, Creativity, and Innovation

The Ave exists to connect MSU and LCC students with creative individuals and organizations within the Greater Lansing community. We work to build a community that connects students interested in the arts, innovation, creativity and culture with like-minded organizations in the Greater Lansing area. This partnership will have the following results:

- Organizations in the Greater Lansing area will benefit from an influx of young talent.
- Students will network with professionals in the area and develop portfolio pieces/experiences that make them competitive in the job market.
- Students will feel at home in the Lansing region and become connected with the place.
- Students will want to live and work in the Lansing region post graduation.

Identity Statement 2: For Members of Lansing's Creative Class

The Ave exists to redefine the Lansing region as a vibrant creative city and cultural center. The Ave seeks to tell the often overlooked stories of Lansing's creative businesses, organizations, and individuals. We are seeking to build a digital space where Lansing creatives can share narratives about creativity in the Lansing region. The creation of this space will have the following goals:

- Increase exposure to the pre-existing arts, creativity, and innovation work happening across the Greater Lansing region.
- Foster a sense of community and transparency amongst Lansing's creative class, leading to networking, collaboration, and partnering of resources.

- Invite young creatives to participate in Lansing’s creative scene.
- Recognize the economic and social value the creative class brings to the Greater Lansing region.

Identity Statement 3: For Lansing Businesses and Connective Statements

The Ave exists to foster economic, cultural, and social connections between residents of East Lansing and Lansing by rebranding the city of Lansing as a creative and cultural center. We seek to encourage and facilitate interactions between previously disparate sectors of the city in order to better connect East Lansing and Lansing residents with the culture and place of the Greater Lansing region. These interactions will have the effect of:

- Stimulating businesses by attracting students to the Lansing region and, thus, collecting on the collective buying power of the university.
- Connecting Lansing residents with the lesser-known creative and cultural sectors of the city.
- Fostering a spirit of collaboration and ownership amongst businesses and organizations.

An Aside:

When we met with John Monberg for the second time, he expressed concern with the idea of creating mission and vision statements for The Ave, stating that they could limit the project and prevent it from expanding organically. However, we also see the need for The Ave to define itself as a prerequisite to garnering community support. We intend that these identity statements provide The Ave with the necessary defining language to start conversations with like-minded organizations and give them the broad picture of what The Ave hopes to accomplish. Rather than being an end point, we see these mission statements as a springboard for future discussions about what The Ave could, should, and will be.

stakeholder communication strategies

As mentioned in the Strategy section of this document, our team has compiled three separate social media communications strategy documents, each targeted at one of the intended audiences for The Ave: 1) MSU/LCC students interested in arts, creativity, and culture; 2) Lansing area residents and small business owners; and 3) members of Lansing's creative class.

Below, these strategies are broken up between their respective personas. For each persona, we list a series of strategies The Ave can use to build relationships with members of this audience, provide sample materials for the Ave to incorporate in their social media strategy, and assign timelines and responsibilities for the completion of each strategy.

Persona 1: Students Interested in Art, Creativity, Culture, and Innovation

Target Audience

Based on our ethnographic observations, demographic data, and best practices research, the first persona we have identified is a persona for The Ave's communication strategy: A Creative Studies and Communications Graduate Student. We chose this first persona for a few reasons. In the East Lansing and Lansing area students consume one of the largest percentages of the areas population.

As major consumers and users of different medias and businesses in the area, they play a major role in the use of social media outlets. Creating relationships with students will only produce more relationships with additional students, as they are especially interconnected in the social media world.

Secondly, this group was identified as a primary intended audience throughout our interviews with Vincent Delgado. When we spoke with him, he particularly emphasized that it was a goal of The Ave to connect the creative students of East Lansing with creative busi-

nesses and organizations in the Greater Lansing region. This second persona outlines the type of student that Dr. Delgado had envisioned and provides more concrete recommendations for how The Ave can successfully connect with those audiences.

In order to be successful, The Ave will need to be supported by students and graduate students that are living in the Lansing and East Lansing area. Michigan State University is home to many involved students that would create a large audience for the The Ave. Below we provide the detailed persona of a graduate student that should be targeted:

persona 1

Alexis Swanson Graduate Student

She enjoys creative life outside of campus and wants to give more to the community, not just hanging around a bunch of undergrads but getting involved and supporting the Lansing community.

"It would be a good idea having one Facebook page for all the businesses, and each business could have an admin access, which would be great so that users could just have one place to look for deals and happenings."



Internet Usage

Facebook: She uses mostly for connecting and keeping up with new people from work and people that she no longer lives near. She uses Facebook to talk to friends, stay connected with family; mostly personal reasons, also to hear about events, in Lansing and East Lansing.
Twitter: She uses to follow celebrities, friends, and coworkers. Also it is where she gets news about events.
Alexis uses other social media websites such as Youtube and LinkedIn to connect and be affiliated with different outlets.

News Outlets

Alexis get's news and information from Green Door's website, Gone Wired website, City Pulse and Mac's Bar website for entertainment also word of mouth and school department emails.

Personal Information

Profession: Graduate Student at Michigan State University and currently has an internship in Lansing

Location: Apartment in Lansing

Age: 23 years old

Home Life: In Lansing she lives with two roommates who also go to MSU. Back at home are her two parents who both still work, and her two sisters live in different cities

Attire: Casual clothing, usually jeans and a t-shirt to class and dresses up when working or going out

Hobbies: In Lansing she likes to go to the Arabic Market, shop, get food and drinks with friends and enjoys going to cafes to study

Communications Strategies

In order to communicate with these audiences, our team recommends the following communication outlets and genres.

1. Facebook Page and Group

Facebook assesses the union and linkage of social capital, mainly be leveraging one's ability to stay connected with members of a community. Regression analyses conducted on

results from a survey of undergraduate students suggest a strong association between use of Facebook and the three types of social capital, with the strongest relationship being to bridging social capital[1].

We recommend creating a Facebook page as well as Facebook group for The Ave. Graduate students, along with undergraduates, are heavy users of Facebook. One out of every five page views on the Internet are views of Facebook profiles[2]. Studies also show that Facebook amongst college students is not only used for personal reasons (i.e. keeping up with friends, family, and coworkers), but also to connect to specific places and keep up with current events.

This Facebook page should be created five months in advance of the summit and should add all groups/individuals from the Community Map who have Facebook accounts and profiles.

2. Twitter and Hash-Tag

We also propose that The Ave create a Twitter account and spend 15 minutes every other day posting tweets and retweeting relevant Tweets from the community. College users and urban residents in general are heavy users of Twitter . Of all Twitter users, 35% of Twitter users are in urban areas and a combined 40% of users are ages 18-34 [3]. Furthermore, Twitter can be easily accessed from both mobile and laptop applications and content delivered from Twitter fits well into the daily stream of student communications.

The summit hashtag (#theave13) should follow each tweet related to the summit (more information about how to do this is discussed in the Hashtag Promotion Strategy document on page 28). This will promote consistency across the tweets and will allow followers to easily recognize The Ave and create connections between various outlets of social media.

Beginning four months prior to the summit, The Ave should create a Twitter page and begin the process of tweeting and retweeting relevant content. Included below are a series of sample tweets that The Ave can use to begin building relationships with this group and examples of tweets that should be retweeted by The Ave:

@TheAve: Excited for Silver Bells tonight? Come see Lansing light up!

@The Ave: Report ranks Lansing as more creative than Chicago and Seattle <http://link.url>

@TheAve: RT@BeerLovesLansing “Money can’t buy you happiness, but it can buy you beer, & I don’t know about you, but beer makes me pretty damn happy!”

@TheAve: RT@MOTMevents Concert at The Loft this Friday. Come hear local talent!

sample tweets



3. Email Relevant Student List-servs

At Michigan State University, involvement is a large component to the success and “closeness” of fellow student organizations and departments amongst the University. In the department of Creative Studies and Communications (as well as every major), there is the ability to send and receive information that relates and regards the projected major. The Ave should send invitations to the summit via these list-servs. This will accomplish the purpose of informing large amounts of students within this persona demographic without having to collect large amount of email addresses from individuals. Emails received through a list-serv are also deemed more credible (according to our interview data) and, thus, are more likely to be read and responded to. Included below is a sample email The Ave could send through these listservs.

To: PW@msu.edu
From: The Ave
Subject: Invitation to The Ave Creativity, Branding, and Placemaking Summit

sample email



Everyone here at The Ave would like to extend a special invitation to attend The Ave 2013 summit. The summit is free and is being held on this date at The Avenue Cafe (formerly Gone Wired) on Lansing’s Michigan Avenue. The goal of this summit is to connect MSU students interested in arts, creativity, innovation, and culture with other creative individuals, businesses, and organizations within the Lansing community.

While the summit will feature some keynote speakers, the focus of the day will be on engaging conference attendees in conversations with each other and generating community ideas about how to promote, foster, and maintain a spirit of innovation within the city of Lansing.

Check out the attached summit invitation or visit us on Facebook (URL) or Twitter for more information. Even if you’re unable to attend the summit in person, feel free to contribute and respond to ideas by following the summit hashtag #theave13. See you there!

Vincent Delgado

P.S. **Who is The Ave?** The Ave exists to connect MSU and LCC students with creative individuals and organizations within the Greater Lansing community. We work to build a community that connects students interested in the arts, innovation, creativity and culture with like-minded organizations in the Greater Lansing area.

Want to get involved with The Ave? Chat with us on Twitter @TheAve or send me an email at delgado1@msu.edu.

Strategy Summary and Timeline

Here's a brief summary of our team's proposed communications strategy for this target audience, along with a timeline for implementing the proposed strategy.

Create a Facebook Page and Group

- Goal: Create a Facebook page for The Ave. Include all the vital information, such as links, summit details, mission statements, logo, etc.
- Timeline: 5 months before summit.

Create a Twitter

- Goal: Create a Twitter page and begin following businesses/individuals identified in the Community Map who have Twitter accounts. Begin spending 15 minutes every other day attending to the Twitter account.
- Timeline: 4 months before summit.

Send Emails Through Various Student Listservs

- Goal: Send email through listservs which are widely circulated among members of this target audience.
- Timeline: 2 months before summit.

Responsibility

Our team believes that Dr. Vincent Delgado is the member of The Ave who is the most well-suited to implement the proposed communications strategy for this first persona. This recommendation is based on the fact that Dr. Delgado works at Michigan State University, as a professor in the Residential College in the Arts and Humanities and is from the Lansing area.

In this capacity, he already has connections and social capital within the university and is the most likely to come into frequent contact with members of this target audience.

Secondly, Dr. Delgado teaches on civic engagement. As such, he has experience articulating the importance of students getting involved in their local communities as well as what true engagement with a community involves. Finally, since he is intrinsically motivated to connect students in East Lansing with the creative community in Lansing, we believe that he will find this process both enjoyable and worthwhile.

References:

1. Ellison, N.B., Steinfield, C., & Lampe, C. (2007). The benefits of Facebook, "friends;" Social capital and college students' use of online social network sites. *Journal of Computer-Mediated Communication*, 12(4), article 1. <http://jcmc.indiana.edu/vol12/issue4/ellison.html>

2. Taken from the "Adults and Social Networking: Data Memo" released by the Pew Internet and American Life project. 2009.

3. Taken from Fieldhouse Media's study on Twitter and college students located at <http://www.fieldhousemedia.net/twitter-use-of-college-students-rising-rapidly/>

4. Demographic information powered by Social Explorer.

Persona 2: Lansing Residents and Small Business Owners

Target Audience

Based on our ethnographic observations, demographic data, and best practices research, we have identified a second persona for The Ave's communication strategy: a Lansing resident and small business owner. We chose this second persona for two reasons. First, when we talked with Dr. John Monberg, he identified Greater Lansing residents as being one of the audiences for The Ave, stating that The Ave seeks to be "a place where the Greater Lansing community can be aware of hidden culture and creativity."

Second, as we began doing preliminary research for The Ave we noticed that the majority of businesses along Michigan Avenue were non-franchised and/or privately owned stores, restaurants, and social spaces. Further demographic research showed that in three of Lansing's census tracts, 20-40% of the census respondents reported being self employed. The existence of other organizations such as LEAP and Michigan Business Connect also speak to the growing number of Lansing residents who are small business owners.

In order to be successful, The Ave will need to gain the support and goodwill of both the Lansing residents it seeks to connect with creativity and culture and the small business owners who constitute the heart of Michigan Avenue and have a direct stakeholder interest in the continued economic development of Lansing and East Lansing. Thus, we combined these two target audience groups into one persona, as seen below:

persona 2



Personal Profile

Sarah is a hardworking educated business owner in Lansing who was born and raised in this city. She went to Western Michigan University for school and then came back to her home town of Lansing to live, work, and start her family. Currently, she is interested in the city's culture and arts, but isn't actively involved in any one arts and culture group in particular. She is supportive to the community and seeks to be involved, which is what brought her to become interested in The Ave.

Personal Information

Profession: Owner of previously named "Gone Wired Café" now "The Ave" on Michigan Avenue

Location: Lansing, Michigan

Age: 40 years old

Home Life: Married and living with her husband, has two children who are moved out of the home

Attire: Casual clothing, button up shirt, cardigan and jeans

News Outlets: She gets information from Lansing State Journal and City Pulse, local newspapers, word of mouth. She also has a community bulletin board that she monitors at her restaurant. She interacts a lot with the people who come into the coffee shop and learns a lot about local organizations/news from them

Internet Usage

Uses the Internet mostly for business reasons (i.e. email) and occasional Google searches for getting directions somewhere or to do some online shopping for her and her husband. Uses Facebook a lot for personal reasons, such as keeping up with her children. She Currently does not have a Twitter or any other social media sites.

Communications Strategies

In order to communicate with these audiences, our team recommends the following communication outlets and genres.

1. Send E-Mails to Local Business Owners

Michigan Avenue is full of small businesses that are owned by Lansing residents. The Ave needs to connect with these people to get them interested in the goals of the project by demonstrating how The Ave will work to bring more traffic to their businesses and make Lansing a better place in which to live and do business.

Since only 30% of individuals aged 35-44 have a social networking profile (and since these social networking profiles are used almost solely for personal reasons), connecting with them via Facebook or Twitter will either be impossible (don't have profiles) or not well received (don't want to do "business" when they come to the site).

This demographic is, however, used to using e-mail and, as business owners, are likely to check their email frequently. Once the identity statement for this group is approved, the identity statement should be circulated throughout the business owner groups via e-mail to 1) inform them of the project and gauge their level of interest and 2) receive feedback on what parts of the identity statement resonate with business owners/residents and which can be improved upon to make The Ave better-suited to the needs of the community.

Here's an example of what that e-mail could look like:

Dear Manager/Business Owner of _____,

We, The Ave project [hyperlink to The Ave site] would like to extend an invitation to become an active member business in The Ave. We are a community based organization built around creating a vibrant, creative, and innovative Greater Lansing area. We believe that your business _____ has shown a sincere effort to create a community that is driven by the people in Lansing. We would like to set up a meeting with you as soon as possible to see how you and your business can become another hub of community building for The Ave.

Please let us know when and where is easiest for you to sit down. We look forward to hearing from you.

Best Regards,
The Ave

2. Get Lunch on The Ave

After the initial conversation is made with businesses owners and a small e-mail exchange has taken place, it will be worthwhile to make a face-to-face contact with those business

sample email



owners who seem the most interested and/or have the most social capital in the Lansing area. Our team recommends getting out and talking face-to-face with the real people who make up the Lansing community.

During our research phase, our team spent a lot of time in ethnographic research on The Ave. By far some of the greatest insights into this project came from meeting and getting to know the people behind the names and statistics used in this communications strategy. In the twelve weeks leading up to the summit, we recommend getting lunch with at least six key community business owners (see Community Map for more details).

3. Summit Invitations via Snail Mail

We recommend sending the invitations to the summit via snail mail for two reasons. First, older generations tend to appreciate the time and special effort that goes in to producing and sending a physical document, especially if that document includes a hand-written note or personal touch. Sending a physical invitation would convey the idea that their participation in the summit is a priority for The Ave, increasing the likelihood that they will respond favorably.

Second, business owners are in the habit of receiving and checking their mail daily. An invitation from The Ave is likely to get opened soon after it is received.

Note: It is critical that these invitations contain an easy way for interested attendees to respond. This could include a pre-addressed response card or an e-mail address they can respond to.

These invitations should be sent out one month in advance of the summit. Here is an example of the content to include in the summit invitation:

sample note



SAVE THE DATE: OCT. ____
What: The Ave 2013 Summit
Where: The Avenue Cafe, 2021 E. Michigan Ave, Lansing, MI, 48912
Who: The movers and shakers of the Greater Lansing art, creative, and student communities join together for a day of community and placemaking. Discussions on how to make The Ave a resource available to all people and how to best facilitate creative growth for Lansing.
Please RSVP to: _____ by Sept. 31st by email _____ or Facebook

4. Advertisement and Invitation in City Pulse

One month before The Summit, weekly ads should be placed in City Pulse to advertise and invite similar members of the Lansing community (whose names we might not have included on the Community Map) to participate. This advertisement should be run weekly and be updated as members RSVP to the summit. Here’s an example of what this advertisement could look like:

sample advert



Do you like working and living in the Greater Lansing area? Want to have a voice in the formation of the best way to create a creative community? Please join us for The Ave 2013 Summit this October at The Avenue Cafe where we'll discuss the growing power of a creative city, enhancing student relations with Lansing, and how to make residents, artists, and students the real creative class for Lansing. [URL for the event]

5. Summit Invitation Follow-Up Email

Two weeks before the summit a follow-up email should be sent reminding people of the location, time, and purpose of the summit. Asking for a hard RSVP for food planning purposes may prompt people to reply more definitively. It would be wise to also include a sample agenda to give people a more clear idea of what will be occurring as well as giving them the option to leave at a certain time if they have other business to attend.

Strategy Summary and Timeline

Here's a brief summary of our team's proposed communications strategy for this target audience, along with a timeline for implementing the proposed strategy.

Introduction E-mail to Local Business Owners

- Goal: Introduce The Ave's identity statement; garner community support; look for feedback on the project; start conversations.
- Timeline: 3-4 months before the summit.

Get Lunch on The Ave

- Goal: Face-to-face conversation with local business owners about Lansing, the community, and strategies for building place; secure buy-in and form relationships; find a new favorite lunch place.
- Timeline 2-3 months before the summit.

Summit Invitations via Snail Mail

- Goal: Demonstrate each business' value to The Ave; begin getting commitments to attend summit
- Timeline: 1 month before the summit.

Summit Advertisement in City Pulse

- Goal: Broadcast news about the summit and issue an open invitation to the community; show the ongoing progress of the summit.
- Timeline: Weekly, beginning one month prior to the summit.

Follow-up Summit Invitation Email

- Goal: Finalize RSVPs to summit; get information for planning purposes; share agenda and get feedback on it
- Timeline: 2 weeks before summit.

Responsibility

Our team believes that Dr. John Monberg is the member of The Ave who is the most well-suited to implement the proposed communications strategy for this second persona. This recommendation is based on three observations.

First, it was Dr. Monberg who suggested that this audience should be a primary focus of The Ave. In both our interviews with him, he explicitly recommended that our team research the best ways to interact with persons fitting the persona identified above. Second, Dr. Monberg has had contact with a number of these individuals for his work on the Our Michigan Avenue project. Furthermore, his experience with that work demonstrates his ability to articulate how creating a sense of community and empowerment can lead to better economic and social conditions for a city.

Finally, Dr. Monberg's experience in economics and industry makes him better able to identify with the small business owners and understand how they can relate placemaking, culture, and creativity with economic capital.

References:

1. Taken from the ACS 2005-2009 Census Tract data as reported by Social Explorer at < <http://www.socialexplorer.com.proxy2.cl.msu.edu/pub/maps/map3.aspx?g=0&mapi=ACS+2005-2009+Census+Tract&themei=1>>
2. Taken from the "Adults and Social Networking: Data Memo" released by the Pew Internet and American Life project. 2009.
3. Demographics based on research compiled by Social Explorer.

Persona 3: Lansing's Creative Class

Target Audience

Based on our ethnographic observations, demographic data, and best practices research, the third audience we have identified for The Ave's communication strategy is Lansing's creative class, which categorizes persons engaged in a variety of different genres of creativity and culture such as musicians, artists, designers, photographers, videographers, etc. The creative class is a crucial audience for the growth and success of The Ave since they are those most intimately involved in the emerging culture of creativity. Furthermore, since the creative class comprises a significant portion of Lansing's population, and is already highly networked within itself, connecting key members of the creative class with the goals of The Ave will help The Ave accumulate social, intellectual, and economic capital.

Jennifer Estill identified Lansing's creative class as an intended target audience. During our stakeholder interview, she emphasized that connecting the culture of Lansing and East Lansing is a primary goal to The Ave's success. Her focus rested on the idea that there are so many "up and coming" creative services and outlets hidden inside the community of Lansing which should be sought out and connected with. Jennifer saw the sharing of stories on The Ave's website as an important medium of sharing the stories of Lansing's creative class with the rest of the Greater Lansing community.

Based on the type of person Jennifer described and our own interviews with members of the Lansing and East Lansing creative class, our team developed the following persona as an example of the type of individual The Ave should seek to connect with.

persona 3



Carmon Sawyer
Lansing's Creative Class



"It is so important to actually make a point of reaching out to someone's responses-follow up- personal responses are crucial."

"I'm like oh hey I'm a videographer but I know this design guy, here is this and this and his contact - the creative class is really interconnected"

He is impressed with Lansing's art scene, everyone seems to know each other and is connected in some way; young people are taking an active interest in connecting, especially amongst the creative class.

Personal Information

Profession: Videographer in downtown Lansing

Location: Lives in a loft in Lansing

Age: 27 years old

Home Life: He is currently in a relationship (nothing serious) and living alone in his loft. Back home he has a younger brother who is in college and parents who still live in metro Detroit area

Background: Grew up in metro Detroit and got his degree at MSU in the RCAH major; specializing in video productions. He started working with video and photography in high school and would video and broadcast friends bands and shows

Attire: Jeans and a t-shirt usually, but for larger events and work he will dress nice, wearing a button up and dress pants, but usually likes to just keep it "casual"

Hobbies: Likes to attend shows, go out at night in Lansing to the bars, and check out new things. He is very interested in any of the creative sectors

Communication Outlets
Brochures and Flyers are a huge way for artists of all types to spread information on events and personal work, especially with designers. As a videographer it is a fast way to transfer information at events.

Internet Usage
Twitter: This is his largest use of the Internet. Tweets daily, numerous times, sometimes just "bogus" stuff but mainly professional things such as links to some of his creative works, retweets of coworkers or friends work. But uses it as his main social media source and claims that most people in this profession do.
Facebook: Uses it a lot for personal means-friends, family, coworkers, especially to keep up with events
Email: He uses email for professional purposes and obligations

Communications Strategies

In order to communicate with these audiences, our team recommends the following communication outlets and genres.

1. Use the Facebook Page to Connect with Creatives

A Facebook page for The Ave will help connect the already tight-knit community of the Lansing creative class. As one videographer interviewed for this project said, “if there is a cool event on Facebook I always check it out and know that when I make an event, it is open for everyone to see.”

Other research statistics already cited in the first persona research strategy demonstrate that large numbers of individuals engaged with the arts and culture in urban areas use the Internet to receive news and updates about cultural events, community news, and local businesses.

Once The Ave’s Facebook page is created by Vincent Delgado (see persona 1 strategy), The Ave should engage in the following two specific activities to build relationships with members of the creative class on Facebook.

First, The Ave should post links to the events and works of Lansing’s creative class. This activity will demonstrate that The Ave truly cares about these individuals and is interested in helping promote their work. Here’s an example of what this kind of activity could look like:

sample post



SCENE: Metrospace is hosting Sunday Soup today. Come hear and pitch ideas for micro lending projects in the arts and place making in East Lansing and Lansing. Click below for more information [Post to the Event Page]

Second, The Ave should send messages to individuals who “like” The Ave. As people begin to friend The Ave on Facebook, it will be important to connect with them individually. The Ave should create a message that would be sent to individuals who like The Ave. The message should include the identity statement created earlier in the communications strategy and give the reader a chance to immediately begin engaging The Ave in conversation. This messaging is a critical component of the strategy. The creative class is already highly connected with each other (reference our ethnographic observation and interview notes). If The Ave can successfully connect with a handful of Lansing’s creative class, you will be able to leverage their social networks to expand the influence and understanding of The Ave amongst similar audiences. A few individuals can recommend that similar friends also friend The Ave and begin promoting The Ave by word-of-mouth marketing.

2. Twitter and Hash-Tag

Based on our research and interviews, Twitter is used as a primary outlet for social media

within the creative class. The first thing that needs to be created is a Twitter page for The Ave. Once the page is created it needs to be frequently updated with tweets of different stories, events, pictures or other things going on in Lansing.

Our group recommends alternating days with Vincent Delgado and dedicating 15 minutes to posting and retweeting relevant tweets from the community (see that strategy for examples of what these could look like). The more The Ave can engage and support creative artists at the individual level, the more likely they are to become personally invested in the project and win community buy-in from this audience.

3. Distribute Summit Invitations on Community Boards

During our interviews for this project, multiple members of the creative class remarked that they got information about local events via flyers and brochures. In addition to this, our ethnographic observations show that there are a number of active community corkboards distributed throughout various businesses along Lansing's Michigan Avenue. One month prior to the summit, we recommend posting invitations to the summit on these community bulletin boards. These invitations should give links back to The Ave website, email, Facebook, and Twitter pages so that interested individuals can easily talk back to The Ave. Brochures should also incorporate the summit hashtag.

4. Distribute Summit Invitations on Facebook and Twitter

While the summit may already have been mentioned casually in Facebook and Twitter conversations, beginning one month before the summit, specific Tweets/status updates announcing the summit, its goals, time, and location should be distributed to The Ave's social network. A .jpeg version of the summit invitation can be made the cover photo of the Facebook page. And the following example status updates and tweets can be issued. These invitations (or slight modifications of them) should be posted weekly until the summit is held.

sample tweets

“Are you excited for #theAve13 yet? We're only 8 days away and already have 129 people confirmed, have your RSVP yet? [link to event page]”

“Did you know #theAve13 is going to be @theAvenue next month? MI beers and wines and local talent are always there, check em out!”

“Make sure to use #theAve13 for all Summit 2013 related ideas and suggestions! We love Twitter and will keep an eye on this”

sample posts

“We have officially announced the date and times for Summit 2013! Please RSVP using the below event [Insert Facebook event link] and let your friends know, spots are sure to fill up”

“Do you like the way Lansing and East Lansing have combined creative classes? Well

let's chat at The Ave Summit 2013 this coming October. Please message us with any ideas and suggestions you may have, or comment below”

“Cannot wait to see almost 130 people next week for Summit 2013! What a turnout, make sure if you have friends who want to come that they have RSVP'd at our event page here [Insert event Facebook page]

Strategy Summary and Timeline

Here's a brief summary of our team's proposed communications strategy for this target audience, along with a timeline for implementing the proposed strategy.

Leverage Facebook for Creative Persons

- Goal: Post three events weekly that promote Lansing's creative scene. Send messages to individuals who friend The Ave on Facebook.
- Timeline: 3-4 months before summit.

Update Twitter

Goal: Alternate spending 15 minutes per day tweeting and retweeting information about Lansing's creative class and promoting the summit via the summit hashtag (#theave13) and the hashtag promotion strategy.

Timeline: 3-4 months before summit

Design Brochures and Flyers

- Goal: It has been demonstrated that flyers and brochures for various artists is a good way to proclaim their work before it is seen. Digital versions may also be made and they can be handed out at the summit.
- Timeline: 1 month before summit

Distribute Summit Invitations on Facebook and Twitter

- Goal: Post weekly about the summit and give details about its purpose and location
- Timeline: Weekly, beginning one month before summit.

Responsibility

Our team believes that Jennifer Estill is the member of The Ave who is the most well suited to implement the proposed communications strategy for this third persona. This recommendation is based on the fact that Jennifer Estill works for Red Head Design and is already a part of Lansing's creative class. She is most likely to already be involved with different members of the creative class.

Secondly, as a member of the target audience she is best positioned to be able to clearly

articulate the mission and vision of The Ave as it relates to creative individuals and can articulate the benefits of participating in interdisciplinary initiatives such as The Ave. Finally, by working in the design industry, Jennifer Estill had demonstrated a keen sense for design that will enable her to make the brochures and flyers for this strategy in a way that resonates with previous design work and is visually attractive.

References:

1. Taken from the “Adults and Social Networking: Data Memo” released by the Pew Internet and American Life project. 2009.
2. Taken from Fieldhouse Media’s study on Twitter and college students located at <<http://www.fieldhousemedia.net/twitter-use-of-college-students-rising-rapidly/>>
3. Demographic information powered by Social Explorer.
4. Please reference Research Report on ethnographic observations and interview content.

hashtag promotion strategy

For 2013 Summit, we propose creating a predetermined hashtag for the conference, such as #theave13. This hashtag will give you, summit attendees, and interested persons unable to attend the summit the following functionalities:

- inspire conversations
- crowdsource ideas
- make and maintain relationships
- share knowledge and research

Using a hashtag allows any Twitter user to quickly see all the conversations that are happening at an event and gives summit attendees ways to interact with each other digitally, even if they can't interact in person (either because they do not know each other or are sitting far away from each other). Hashtags also offer low-maintenance, low-entry ways for people to begin entering conversations. If a participant is too afraid to speak publicly, they may be more comfortable tweeting out a message or retweeting comments that they agree with. Twitter hashtags are a great way of monitoring the temperature of the room and democratizing the conversation practices of an event.

#theave13

We chose to suggest the hashtag #theave13 for three reasons. First, this hashtag is not being used. This reduces the chance that irrelevant content will get included in the summit's Twitter stream and eliminate audience confusion. Second, the hashtag is short (9 characters). Since each Tweet can be a maximum of 140 characters, this leaves plenty of space for summit attendees to post meaningful content. Finally, #theave13 is easy to spell, easy to remember, and relevant to the subject matter of the summit. This increases the chance that attendees will remember the hashtag and reduces the opportunities for misspellings.

It is crucial that a Twitter hashtag is determined before the summit begins and promoted in advance. Summit attendees are going to want to talk about their participation in the project. If everyone uses the same "Twitter language" to do so, it will be easier to gather all the conversations in one central place and to build energy around the event. As soon as an official hashtag is determined, The Ave can promote that hashtag in the following ways:

- Tweet it out to the summit community (see Example 1: Twitter Hashtag Announcement)
- Attach it to e-mail signatures
- Display it prominently at the summit (i.e. on posters, screens, napkins, folders, etc.)
- Combine it with other forms of audience engagement

While the first three points are somewhat self-explanatory, we would like to expand on the final suggestion a bit further. Our research shows that not all members of the Lansing community are heavily involved with Twitter. While the use of a hashtag is a phenomenal way to reach out to the Twitter community, using a hashtag-only model for user interaction could exclude key audiences. The hashtag should be combined with other forms of audience feedback including an old-fashioned comment card box and follow-up emails with summit attendees.

Example 1: Twitter Hashtag Announcement

@TheAve.Us: FYI to all The Ave 2013 Summit Attendees, the official hashtag is #theave13. Look forward to hearing from you all April 5!

References:

Gahran, Amy “How to Start a Twitter Hashtag”
< <http://www.contentious.com/2008/11/20/how-to-start-a-twitter-event-hashtag/>>

Tradeshaw Social Media, “Event Hashtags- a guide to using them.” < <http://tradeshawsocialmedia.com/event-hashtags-a-guide-to-using-them/>>

Twitter Developers, “Best Practices for Hashtags.”
< <https://dev.twitter.com/media/hashtags>>

Jaume, Jasmine, “Six Does and Don’ts of Using Twitter Hashtags for Events.”
< <http://www.business2community.com/twitter/six-dos-and-donts-of-using-twitter-hashtags-for-events-0291177>>

BizBash, “15 Ways to Promote Hashtags at Events.”
< <http://www.bizbash.com/1-write-it-on-the-wall/gallery/94796>>

summit agenda

Once invitations have been issued, relationships formed, and a summit time and hashtag announced, The Ave will be prepared to host a summit that fosters deep conversations about the challenges and opportunities of rebranding and reconnecting the Greater Lansing Region.

Borrowing heavily from the ideas listed in the Project for Public Spaces *Placemaking Chicago* guide, we propose the following agenda for the summit.

Itinerary

Coffee and Networking
30 minutes before summit

As people arrive, encourage them to buy a beverage and talk informally amongst themselves. This starts the community-building process.

Welcome and Introductions
30 minutes

Vincent Delgado, John Monberg, and Jennifer Estill introduce themselves and articulate the goals of the summit

Breakout Session 1
60 minutes

Audience splits into groups of 20-25 people with a designated mediator in each group

Part 1: Individual Introductions
20 minutes

Each attendee shares name, affiliation, and purpose in attending summit

Part 2: Icebreaker game or activity
20 minutes

Each group participates in a guided activity meant to break silence and get individuals used to communicating with each other

Part 3: Brainstorming Session
20 minutes

Groups use large pieces of paper to record ideas on a relevant topic chosen by The Ave, such as creative persons/place in Lansing, ways to attract students to The Ave, etc.

Reporting Back
10 minutes

One representative from each group summarizes and shares the group's findings with the entire summit.

Walking Session

40 minutes

The audience tours the three The Ave projects closest to the summit location. Stakeholders use this time to share more broadly their vision for The Ave.

Breakout Session 2

30 minutes

Audience splits back into groups and spends 30 minutes generating ideas about what makes Lansing a place.

Report Back

10 minutes

A representative from each group shares their section's ideas with the rest of the summit.

Lunch on The Ave

60 minutes

Summit attendees split into groups of 10 (approximately) and eat lunch at one location on Michigan Avenue they are unfamiliar with. Conversations during lunch are used to create a buzz of energy.

Breakout Session 3

30 minutes

New groups of 20-25 are formed. These groups draw maps or build models of what an ideal Michigan Ave would look and feel like. Maps are shared back to the group.

Final Reports Back

10 minutes

A representative from each group shares their section's ideas with the rest of the summit.

Closing Statements and Thanks

Goals

Content

To conduct real community involvement and growth for the Greater Lansing creative class and students of MSU/LCC along with the businesses of the area this conference will have as many people of these three groups in a single place for a number of activities and discussions.

Attendance

Target total attendance for the summit is 150 people. Ideally this attendance would be a mix of 25-40 business owners and/or managers, 30-50 undergraduate and graduate students, 30-50 artists and people involved in the creative community, and 10-30 general public attendees.

conclusion

In its mission to connect the creative classes of East Lansing and Lansing and rebrand the Greater Lansing region as an area of increasing creativity and innovation, The Ave faces a number of communications challenges. It is our hope and belief that the strategies we have outlined above will help The Ave navigate these challenges and begin building meaningful relationships with members of their intended audiences.

Our team welcomes any feedback, responses, and further inquiries into the action plan we have suggested. Please feel free to contact us at the email addresses listed on the cover page of this document.

Thank You and Best Wishes,

Laura, Emily, Jamison, Michael, and Rebecca

Alexis Swanson

Graduate Student

“It would be a good idea having one Facebook page for all the businesses, and each business could have an admin access, which would be great so that users could just have one place to look for deals and happenings.”

She enjoys creative life outside of campus and wants to give more to the community, not just hanging around a bunch of undergrads but getting involved and supporting the Lansing community.



Internet Usage

Facebook: She uses mostly for connecting and keeping up with new people from work and people that she no longer lives near. She uses Facebook to talk to friends, stay connected with family; mostly personal reasons, also to hear about events, in Lansing and East Lansing.

Twitter: She uses to follow celebrities, friends, and coworkers. Also it is where she gets news about events.

Alexis uses other social media websites such as Youtube and LinkedIn to connect and be affiliated with different outlets.

News Outlets

Alexis get's news and information from Green Door's website, Gone Wired website, City Pulse and Mac's Bar website for entertainment also word of mouth and school department emails.

Personal Information

Profession: Graduate Student at Michigan State University and currently has an internship in Lansing

Location: Apartment in Lansing

Age: 23 years old

Home Life: In Lansing she lives with two roommates who also go to MSU. Back at home are her two parents who both still work, and her two sisters live in different cities

Attire: Casual clothing, usually jeans and a t-shirt to class and dresses up when working or going out

Hobbies: In Lansing she likes to go to the Arabic Market, shop, get food and drinks with friends and enjoys going to cafes to study

Sarah Smolen
**City Resident/
Business Owner**



“I love the density of people and neighborhoods In Lansing I have a long-term perspective on the city because I’ve lived through all the stages here.”

Personal Profile

Sarah is a hardworking educated business owner in Lansing who was born and raised in this city. She went to Western Michigan University for school and then came back to her home town of Lansing to live, work, and start her family. Currently, she is interested in the city’s culture and arts, but isn’t actively involved in any one arts and culture group in particular. She is supportive to the community and seeks to be involved, which is what brought her to become interested in The Ave.

Internet Usage

Uses the Internet mostly for business reasons (i.e. email) and occasional Google searches for getting directions somewhere or to do some online shopping for her and her husband. Uses FaceBook a lot for personal reasons, such as keeping up with her children. She Currently does not have a Twitter or any other social media sites.

Personal Information

Profession: Owner of previously named “Gone Wired Café” now “The Ave” on Michigan Avenue

Location: Lansing, Michigan

Age: 40 years old

Home Life: Married and living with her husband, has two children who are moved out of the home

Attire: Casual clothing, button up shirt, cardigan and jeans

News Outlets: She gets information from Lansing State Journal and City Pulse, local newspapers, word of mouth. She also has a community bulletin board that she monitors at her restaurant. She interacts a lot with the people who come into the coffee shop and learns a lot about local organizations/news from them

Carmon Sawyer

Lansing's Creative Class



"It is so important to actually make a point of reaching out to someone's responses-follow up- personal responses are crucial."

"I'm like oh hey I'm a videographer but I know this design guy, here is this and this and his contact - the creative class is really interconnected"

He is impressed with Lansing's art scene, everyone seems to know each other and is connected in some way; young people are taking an active interest in connecting, especially amongst the creative class.

Communication Outlets

Brochures and Flyers are a huge way for artists of all types to spread information on events and personal work, especially with designers. As a videographer it is a fast way to transfer information at events.

Internet Usage

Twitter: This is his largest use of the Internet. Tweets daily, numerous times, sometimes just "bogus" stuff but mainly professional things such as links to some of his creative works, retweets of coworkers or friends work. But uses it as his main social media source and claims that most people in this profession do.

Facebook: Uses it a lot for personal means-friends, family, coworkers, especially to keep up with events

Email: He uses email for professional purposes and obligations

Personal Information

Profession: Videographer in downtown Lansing

Location: Lives in a loft in Lansing

Age: 27 years old

Home Life: He is currently in a relationship (nothing serious) and living alone in his loft. Back home he has a younger brother who is in college and parents who still live in metro Detroit area

Background: Grew up in metro Detroit and got his degree at MSU in the RCAH major; specializing in video productions. He started working with video and photography in high school and would video and broadcast friends bands and shows

Attire: Jeans and a t-shirt usually, but for larger events and work he will dress nice, wearing a button up and dress pants, but usually likes to just keep it "casual"

Hobbies: Likes to attend shows, go out at night in Lansing to the bars, and check out new things. He is very interested in any of the creative sectors

Organization Name	Mission/About Statement (Description)	Contact Person	Position/Title	Twitter Handle	Facebook Page	Tumblr	Website	Email
Lansing Creative Organizations/Stakeholders								
The Arts Council of Greater Lansing	Founded in 1965, the Arts Council of Greater Lansing (ACGL) provides education, funding, resources, and consulting services to hundreds of artists and 140 arts and cultural agencies throughout the capital region. Committed to empowering both the people who like art and the people who make art, the ACGL actively works with its constituents and alongside area leaders to promote the value of the arts and to make the arts possible in the greater Lansing region.	Leslie Donaldson	Executive Director	@artscouncilgl	https://www.facebook.com/ArtsCouncilGL	x	www.lansingarts.org	info@lansingarts.org
Greater Lansing Potter's Guild	The Greater Lansing Potters' Guild has been operating as a non-profit, member-run, educational cooperative dedicated to the art of ceramics since 1969. Student classes, community outreach programs and semi-annual sales are important parts of the Guild's agenda. The guild facility is a working studio in Haslett, Michigan, with spacious work areas, a variety of kilns to provide a full range of creative possibilities, and a meeting room with an extensive library.	x	x	x	https://www.facebook.com/GLPottersGuild	x	http://www.glp.org	info2@glpg.org
Old Town Commercial Association	The Old Town Commercial Association is a non-profit organization dedicated to the revitalization of Lansing's Old Town through socioeconomic development, historic preservation, business recruitment and community outreach.	Louise Gradwohl	Executive Director	@oldtownlansing	https://www.facebook.com/OldTownLansing	http://oldtownlansing.tumblr.com/	http://www.iloveoldtown.org/	oldtown@oldtownmainstreet.org
Greater Lansing CVB	The mission of the Greater Lansing Convention & Visitors Bureau is to positively impact the area's economy by marketing the region as a travel destination. What that boils down to is we want you to love Greater Lansing just like we do. Whether you're traveling for a sports tournament, professional conference or to visit our many attractions, we want your trip to be successful, memorable and, of course, just plain fun.	Jack Schripsema	President	@GreaterLansing	http://www.lansing.org/	http://greaterlansing.tumblr.com/post/4202636	http://www.lansing.org/	jschripsema@lansing.org
Accelerate Lansing	Accelerate Lansing is a non-partisan, grass-roots organization committed to accelerating civic engagement, urban revitalization, neighborhood empowerment, and cultural enrichment in the Greater Lansing. Through our commitment in these areas, Accelerate Lansing will strive to attract and infuse students, recent graduates and talented professionals in our region, while pursuing projects that ensure the future vibrancy and prosperity of the Lansing community.	x	x	@LoveLansing	https://www.facebook.com/accelerate.lansing	x	http://www.acceleratelansing.org/	x

City Pulse	City Pulse is a free alternative weekly newspaper. More than 21,000 papers are distributed every Wednesday to over 455 locations in Greater Lansing. City Pulse has 42,000 to 63,000 readers a week.	Berl Schwartz	Editor and Publisher	@CityPulse	https://www.facebook.com/LansingCityPulse	x	http://www.lansingcitypulse.com/	publisher@lansingcitypulse.com	
LEAP Student Organizations Interested in Arts/Creativity	The Lansing Economic Area Partnership (LEAP) is a coalition of area leaders committed to building a prosperous and vibrant region where businesses can thrive. To do this, we help entrepreneurs start new businesses, help existing businesses grow, and attract new businesses to the region.	Robert L. Trezise, Jr.	President and CEO	@LeapInc	http://www.facebook.com/pages/LEAP-Inc/252323681503193	x	http://www.purelansing.com/	info@purelansing.com	
The Alliance of Creative Students	The Alliance's charge is to build a network of resources and enhance a sense of community among young creatives in greater Lansing. The Alliance will help to build a strong, reciprocal relationship between the emerging and established arts communities of the greater Lansing region.	Tabor Rajeski-Vits	Alliance Outreach Director	x	http://www.facebook.com/pages/The-Alliance-of-Creative-Students/259159237456899	x	http://www.lansingarts.org/ProgramsSe	vitsabo@msu.edu	
Middle of the Mitten	Nonprofit community events group that connects Michigan's musicians, artists, and entrepreneurs. Host of the Middle of the Mitten festival in January and Rock for Relief fundraiser in April	Joel Heckeman	President, MOTM events	@MOTMevents	http://www.facebook.com/MiddleOfTheMitten/info		http://motmevents.tumblr.com	http://motmevents.wordpress.com	
The Creativity Exploratory at MSU	An innovative, practice-based addition to the College of Arts and Letters curriculum, the Creativity Exploratory offers a unique learning environment designed to enhance CAL majors. In hands-on informal learning experiences, students and faculty will collaborate on projects that integrate skills from various majors.	Bump Halbritter Brooke Hawkins Katie Pastor Sarah Matthews Kathryn Palczewski Chelsea Kirksey Rachael Hodder	Director CE Fellow/Student CE Fellow/Student CE Fellow/Student CE Fellow/Student CE Fellow/Student CE Fellow/GraduateStu					http://ce.cal.msu.edu/	
The Center for Service-Learning and Civic Engagement	The mission of the Center for Service-Learning and Civic Engagement at Michigan State University is to provide engaged, issues and service-focused, community-based, mutually beneficial, and integrated learning opportunities, building and enhancing commitment to academics, personal and professional development, and civic responsibility.	Karen McKnight Casey Nicole Springer	Director Associate Director					http://www.servicelearning.msu.edu/	caseyk@msu.edu spring57@msu.edu
Clay Club	Our goal is to connect potters, ceramic artists and students of our MSU community. We exchange ideas, share information and form friendships. Everyone including non-art students are welcome!	Tomo Kobayashi, Bryan Adams	President, Public Relations		https://www.facebook.com/spartan.ceramics				spartan.clayclub@gmail.com
Art History Association	provides students with resources to prepare them for the field. Events and meetings include gallery tours and career workshops	Jon Frey	Associate Professor		http://www.facebook.com/MSUAAHD				freyjona@msu.edu

Writer's Bloc	Since its inception in 2005, Writers' Bloc has strived to serve the professional writing community at Michigan State University. We provide support, resources, community building opportunities, and information to Professional Writing students at MSU and serving as an access point for students to voice concerns and recommendations to benefit the professional writing program.	Allegra Smith, Julia Fellows	President, Vice President		http://www.facebook.com/groups/7661449215/		https://www.msu.edu/~wbloc/eboz	allegrasmith@gmail.com
MSU Fashion Design Student Association	To connect all interested in the fashion industry and further enhance collaborative and individual design.	Theresa Winge Amanda McFee	Advisor and contact	x	https://www.facebook.com/pages/MSU-FDSA/215646991825182	x	x	msufdsa@gmail.com
AIGA	We are Michigan State University's Student Group for the AIGA, the professional association for design (Detroit Chapter). We are a group of passionate design students looking to reach out into our community and bring the joy of design to everyone! We also facilitate studio tours and workshops on design open to any member of the AIGA or community. -To create awareness in Kresge & across campus -To inspire peers through group activities -To engage community through meaningful design	Kelly Salchow MacAthur	Associate Professor of Design	x	http://www.facebook.com/aigamsustudentgroup	x	x	aigamsustudentgroup@gmail.com
Community Music School	Founded on the belief that music dramatically enhances the quality of life, Michigan State University's Community Music School (CMS) offers opportunities for the study, appreciation, and therapeutic use of music while nurturing the musical development of all individuals. CMS is the outreach division of the MSU College of Music.	Katie Pletka	CMS Registrar	@msucms	http://www.facebook.com/pages/Michigan-State-University-Community-Music-School/35172353537		http://www.cms.msu.edu/	commusic@msu.edu
Broad Art Museum	It is a student organization dedicated to celebrating diversity and creating connections through art and culture while promoting the Broad Art Museum.	Lauren Shelton	MSU Students for the Broad Art Museum, media coordinator	@msusbam	https://www.facebook.com/pages/MSUSBAM		http://broadmuseum.msu.edu/	msusbam@gmail.com
Lansing Art Works	Art collective built around the fusion of contemporary art in East Lansing and Lansing	Augusta Morrison	Board Member	@LansingArtWorks	https://www.facebook.com/lansingartworks	http://lansingartworks.tumblr.com/	http://www.lansingartworks.com	lansingartworks@gmail.com
Lansing Neighborhood Businesses/Connective Spaces								
The Loft	The Loft was born in April of 2010. The club was opened with live music in mind. With a capacity of 400, it is the perfect midsized room for a midsized market. The club is located in the heart of the Stadium District in downtown Lansing. The room is also versatile enough to hold private parties ranging from corporate events and wedding receptions to smaller birthday parties.	Jerome White	Promoter	@TheLoftLansing	http://www.facebook.com/theloftlansing	x	http://theloftlansing.com/	jerome@theloftlansing.com

Everybody Reads	Everybody Reads exists to provide services and resources to mid-Michigan's underserved individuals, families and communities by offering a comprehensive bookstore and neighborhood center. Further it is our goal to make certain that every individual can see their faces and hear their stories in our collection, regardless of everything.	Scott Harris	Owner	x		http://www.facebook.com/EverybodyReads	x	http://becauseeverybodyreads@sbcglobal.net
Gone Wired Cafe	Gone Wired Cafe is an eclectic neighborhood hangout on Lansing's Eastside - one of the most diverse neighborhoods in the entire country. We're hard to categorize as we are more than a "coffee shop" but also a community center, nonprofit boardroom, study lounge, rendezvous point, and art gallery.	Colleen	Owner	x		http://www.facebook.com/gonewired?fref=ts	x	http://www.letseat.at/gonewiredcafe.com
City of East Lansing	The City of East Lansing prides itself on offering quality services to a quality community. Our mission statement is "Quality Services for a Quality Community"	Mikell Frey	Communications Coordinator		@CityofEL	http://www.facebook.com/cityofeastlansing?ref=ts&fref=ts	x	http://www.cityofeastlansing.org
Mac's Bar	With a critically acclaimed roster spanning decades Macs has repeatedly worked her way into the rock n roll North American touring scene, and has been a fixture in pollstar and billboard ever since. Hosting such a diverse mix of national music is mac's strength however carving a midwest niche for herself was a long and arduous process, much akin to the distillation of a fine scotch or the character and complexity achieved in the creation of an artisinal beer, but it has made her famous.	x	x		@MacsBar	https://www.facebook.com/MacsLansing	x	http://www.macsbar.com/
Allen Neighborhood Center	Well developed community and place making organization.	Joan Nelson	Director		@AllenNbCenter	https://www.facebook.com/AllenNeighborhoodCenter	x	http://allenneighborhoodcenter.org
Greater Lansing Visitor's Bureau	Governmental brach built on improving Lansing and Greater Lansing's reach and community development				@GreaterLansing	www.facebook.com/GreaterLansingCVB?v=box_3	x	http://www.lansing.org/
Mid-Michigan Program for Greater Sustainability	Larger organization based around the growth of the tri-county region. Using the base of the tri-county planning commission MMPGS is becoming a place for people to share ideas and place making	Michael Kulick	Communications Associate	X		X	X	http://ideas.midmichiganenergy.org