



# ESLARP Ignite Consultation



# Introduction

Image  
Publicity  
Follow-up

Image

# Why IMAGE

- Unknown Identity/Goals are hard to sell
- Memorable
- Attraction
- Organization of Infrastructure

# Mission/Vision Statement Issues

- Doesn't represent group goal
- Uninspiring, especially to undergraduates
- Minimal link to students, only research
- No mention of East St. Louis
- A lot of vague definitions

# Mission/Vision Statement Action Plan

- 1) Group meeting with discussions on
  - ~goals
  - ~future aspiration for organization
- 2) Should represent East St. Louis and undergraduate connections (personal development)
- 3) Bring in a facilitator w/ specialization skills in mission/vision statement planning to aid with creation

# Logo Issues

- The current logo is generic
  - Lacks connection to University of Illinois and the project



# Logo Action Plan

- Expand design
- Anyone can design it
- Make it a contest on the website or Newsletter
- Needs to have connection to Illinois and ESLARP
- Needs to be recognizable, put on all posters and emails, and website

# Name (ESLARP) Issues

- Not accommodating to word of mouth
- Hard to remember name and acronym
- Not catchy

# Name Action Plan

- If name is too important create a slogan
  - ~Needs to be catchy
  - ~Simplify
  - ~Also could be part of a competition with the logo

# Publicity



# Awareness Issues

- Student base is not diverse
- Students have misconceptions about ESLARP's educational intention
- Not many students know about its existence

# Awareness Action Plan

- Goal: To increase visibility on campus and in community

Activities	Who's Responsible	Timeline	Comments
Lecture hall speaker	Faculty, interns, volunteers, course participants	At the end of each semester	Target big freshman courses from various departments
Volunteers Fairs/Quad Day	RSO members and volunteers	Beginning of semester and event dates	Sign-up sheet for emails
Chalk the Quads/Bulletin Boards	RSO members and volunteers	Continuous	Printing should be free through college

# Awareness Action Plan

Activity	Who's Responsible	Timeline	Comments
Residence halls	RDs, RAs, MAs, Desk Clerks	Anytime	Bulletin boards, events, hold meetings, LEADS
Online Publicity	Volunteers	Continuous	CUvolunteer.org Listserve Facebook (events)
Emails	Anyone	Beginning of semester/ continuous	Email Academic and athletic advisors, Greek system
Paid Advertisements	Staff	Continuous	Daily Illini WPGU T-shirts

# RSO Issues

- No student body is representing it
- There is no RSO
- Very little campus involvement

# RSO Action Plan

- Goal: To create an RSO that will involve more undergraduates to enhance the program

Activities	Who's Responsible	Timeline	Comments
Create RSO	2 students + 1 faculty	As soon as possible	Be affiliated with a college (FAA)
Increase awareness	Members, executive board	Continuous	Refer to slides on awareness
Establish network	Members	Continuous	Network with the Greek system, other RSOs/service groups

# Internship Issues/Opportunity

- Not enough student perspective
- Students are really interested in paid/non-paid internships
- Responsibility for students

# Internship Action Plan

- Goal: To establish an undergraduate internship program to assist the staff in a more professional manner

Activities	Who's Responsible?	Timeline	Comments
Advertise for interns	Faculty, Staff	As needed	Virtual Job Boards, Career Center, Bulletin Boards, Advisors
Provide duties	Faculty, Staff	Before hiring	Graphic Design, Marketing
Create opportunities for career development	Faculty, Staff	After graduation	

**Follow-Up**

# Follow-Up Issues

- Limited post-trip student reflection
- Lack of closure following FAA 291 trip to ESL
  - What did you take away from this experience?
  - How were the ESL residents positively impacted?



# Post-Trip Action Plan

- Mandatory discussion section following FAA 291 trip
  - Survey
  - Short follow-up group presentation; journal
  - Cultural House representative speaker
- Specially trained faculty to facilitate ESL trip
  - Organize/encourage reflection period at end of bus ride home
    - Leave a positive message with students to better spread program via word mouth
    - Fire-up the students

# Closure Action Plan

- Progress Newsletter
  - Monthly Email
  - Web-site posts
- Keep the connection with ESL residents
  - Facebook
  - IM
  - Email



Questions?