A Creative Project (HONRS 499)

by

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Explanation of the Project

This project is an awareness campaign designed for the Honors College/Westminster College Student Program. In recent years there have been several instances when fewer students than the number slated to be accepted into the program have applied; consequently, each of those years several students have missed out on a valuable and rewarding educational and cultural experience. There is a need for students to become acquainted with the Honors College/Westminster College Program so that more students will take advantage of the opportunities that such an overseas study program offers. The purpose of this awareness campaign is to make qualified students aware of the program, its benefits and their eligibility to participate in it.

My first step was to determine the target audience. Who did I want to reach? My first answer was all eligible students; however, it wouldn't be feasible to try and contact every student with a 3.4 or better grade point average. Obviously the target audience had to be narrowed down. Since the majority of students attend Westminster in their junior year, it followed that all eligible sophomores should be included, and since there might also be juniors who would be interested in attending Westminster in their senior year, it followed that first semester juniors should also be included.

The next step was to determine some general goals and objectives. I decided that the first goal of the plan would be to increase student awareness of the Honors College/Westminster College Student Program. The second goal would be to emphasize the positive differences in the program as compared to other overseas study programs. Determining the objectives, or ways to achieve the goals, was a little bit harder. I decided on five objectives, all of which would involve producing some type of written and/or visual material which would promote awareness and highlight
the program's positive differences. My next task was to produce sample copies or explanations of the "tools" I would use to fulfill each objective. All of those samples are contained later on in this document.

After deciding on the goals, objectives and tools, I tackled the final step, developing a suitable time frame for the program. I decided that it would be best to start working on the campaign in the beginning of August before the students return from summer vacation and to end it in January shortly before the application deadline. The timeline would be set up on a weekly basis with one or two tasks to be completed each week. I started it out with basic awareness tools like sending letters to the students and then had it move up to more involved planning like developing a brochure and planning an information session. The rationale behind this format is that the awareness would become an ongoing process. Almost every month the students would receive information in some form: letters in September; brochures and posters in October; and information sessions in November and January, complete with speakers and a video.

It is my hope that the Honors College will find the materials contained in this creative project a suitable guideline for an awareness plan of their own.
Problem Statement

Many Ball State students who are eligible for overseas study in England through the Honors College/Westminster College program are not aware of the opportunity. This is due to the fact that the Honors College/Westminster College Program is not well known on the Ball State Campus.

Target Public

Ball State students with a cumulative grade point average of 3.4 or better who are sophomores or first semester juniors

General Goals and Objectives

Goals: To increase student awareness of the Honors College/Westminster Student Program.

To emphasize the positive differences in the Honors College/Westminster Student Program as compared to other overseas study programs.

Objectives: To send letters about the program to all eligible sophomores and first semester juniors.

To develop a brochure about the program to be distributed to interested students.

To design a publicity poster about the program.

To plan and execute two information sessions about the program.

To produce a video about the program.
Dear Charles,

I am pleased to inform you that you are eligible to enter the Honors College’s student competition for admission to Westminster College, Oxford, England, for Fall Semester 1992. Twelve students will be accepted, and two additional students will be named as alternates. This is the eighth year that the program has been in existence.

Affording a panoramic view of the spires of Oxford University’s Colleges, Westminster College is located in the area of Hinksey high on a hill. The center of Oxford is close to the college, allowing students to enjoy fine book stores, museums and sites of historical interest, including the many Colleges of Oxford University. With London only an hour away by train or bus, students will also have ample opportunity to visit London and its many attractions.

Students who are selected to attend Westminster College will enroll in four classes, enabling them to earn twelve (12) semester hours of Ball State credit. The four courses will be selected by each student from Westminster College’s autumn term class listing, and Ball State’s fall semester course catalog. At least one course must be from each listing. Scheduling will be coordinated after student selection is made.

Students will live in Westminster College’s residence halls, and will eat in the college dining hall with the college’s four-hundred resident students. All regular extra-curricular and social activities open to Westminster’s students will also be available to Ball State students.

The Honors College/Westminster College Student Program provides students with a unique overseas experience. Much of the education received there is not contained in books or taught in a classroom and cannot be measured in terms of a grade. Students experience British life and culture firsthand, as well as that of other countries if they choose to travel on weekends or during the October lecture break. Studying at Westminster allows students to exchange knowledge and establish friendships while learning to appreciate and understand another culture.

I hope that you will seriously consider applying to study at Westminster College for Fall Semester 1992. Please return the attached interest form to the Honors College office by September 30. On behalf of the Honors College, I hope to hear from you soon.

Sincerely,

Dean of the Honors College
Interest Form for the Honors College/Westminster College Student Program 1992

Name ________________________________________________________________

Year ________________________________________________________________

Major ______________________________________________________________

Minor ____________________________________________________________

Campus Address ____________________________________________________

Phone ______________________________________________________________

Please check one or more of the following:

_____ Yes, I would be interested in attending an information session.

_____ Yes, I would like some more information about the program.

_____ No, I am not interested.
Sample Copy for the Brochure

An Introduction to The Honors College/Westminster College Student Program
The Honors College/Westminster College Student Program enables students to experience British life and culture firsthand. It is a truly unique program, allowing for constant interaction between the two cultures. It is not a program where students go overseas to be tourists. At Westminster, the visiting students live in the college residence halls with Westminster's students and eat in the college dining hall with them. All regular extra-curricular and social activities open to Westminster's students are also open to Ball State students. Visiting students have the opportunity to become an integral part of Westminster's student body. In the past, Ball State students have joined many of the Westminster's student societies, competed as members of the their sports clubs and appeared in the annual fall play. Although not technically considered to be a student exchange program, the Honors College/Westminster College Student Program is an exchange in a much more important way. It is an exchange of knowledge, friendship, appreciation and understanding between students of two different cultures.

Westminster College
Westminster College was established in 1851 at Horseferry Road in London and moved to the area of Hinksey, just outside Oxford, in 1959. Set high on Harcourt Hill, it overlooks the city of Oxford, affording a panoramic view of the spires of Oxford University's Colleges. The college itself is beautifully landscaped and surrounded by forty acres of playing fields. Westminster College provides each of its students with a strong academic background in their chosen field of study, and is privileged to be informally linked with Oxford University. The center of Oxford is close to the college, allowing students to enjoy the historic atmosphere and sights of the city, including Oxford University's many colleges. London is only an hour away by train or bus, providing students with ample opportunity to enjoy its many attractions.

Course Information
Students who are selected to attend Westminster College will enroll in four classes, enabling them to earn twelve (12) semester hours of BSU credit. The four courses will be selected by each student from Westminster College's autumn term class listing, and courses offered by Ball State. At least one course must be from each of institution's listing. Scheduling will be coordinated after student selection is made.

Travel Opportunities
Students who are chosen to participate in the program will have extensive travel opportunities. Not only will they tour Great Britain before the beginning of the autumn
term at Westminster, but they will also have the opportunity to travel wherever they wish during Westminster's October lecture break. In past years students have visited Holland, Belgium, Ireland, France, Germany, Austria and Italy to name only a few of their destinations. Some students have even traveled as far as Egypt. Closer to the college, there will be five weekly field trips to areas of interest such as Stonehenge, Bath, Stratford, Windsor Castle and Blenheim Palace. Weekends are an excellent time for students to take shorter trips and to enjoy the beauty of the English countryside.

**Application Process**

Applicants for the Honors College/Westminster College Student Program must have an overall grade point average of 3.4 or better. They must submit an application form provided by the Honors College accompanied by a one page statement of purpose and a current resume. Finalists will be selected based upon the submitted application materials. They may be interviewed by members of the program's Advisory Committee. If the committee cannot come to a decision, finalists may be asked to submit additional written materials such as an essay.
Proposed photographs for the brochure:
Information Session Agenda

Opening remarks by the dean of the Honors College

Presentation of the video

Student speakers

Question and answer period

Closing remarks by the dean of the Honors College
Sample Video Script (1 Page)

The Westminster Experience

1991 Ball State University

Video

TITLES

FS NARRATOR STANDING IN FRONT OF BENEFICENCE AT BALL STATE

Audio

MUSIC: (UP AND UNDER)

NARRATOR: Hi, I'm __________________________.

Welcome to the Westminster Experience.

You know, when I first started classes here Ball State I never dreamed that overseas study would be a part of my college education, but it was, and it's something I'll never forget. I'd like for you to join me now as I remember my Westminster experience.

(V.O) This is Westminster College. My home away from home for three months. I made many close friends there and learned a lot about the English people and their culture.

(V.O.) Westminster is close to the center of Oxford. I spent a lot of time enjoying the historic atmosphere of the city and the architecture of Oxford University's Colleges.

Note: FS stands for full shot and V.O. stands for voice over.
Time line

August 1991
WEEK 1
- draft letter to send to eligible students
WEEK 2
- compile list of eligible students
WEEK 3
- contact students on campus who have attended Westminster about speaking at an information session and about providing pictures and slides for a video
WEEK 4
- contact University Media Services about producing the video

September 1991
WEEK 1
- send letter to eligible students with a return deadline of September 30
WEEK 2
- deadline for students to provide pictures and slides for the video
- begin developing brochure
WEEK 3
- brainstorm for poster ideas
- meet with University Media Services to discuss video
WEEK 4
- begin developing poster design
- revise draft of brochure

October 1991
WEEK 1
- sort letter responses and set tentative date for information session
- provide University Media Services with a script for the video
- video production begins with projected finish date of October 30
WEEK 2
- send copy ready brochure to the printer
- finalize poster design and send to printer
WEEK 3
- determine official date, location and time for open information session
- confirm student speakers for information session
WEEK 4
- send copies of brochure to interested students along with a notice of the information session
- place posters in classroom buildings, the student center and dorms
November 1991
WEEK 1
- view finished video
- set agenda for information session
WEEK 2
- contact Daily News about putting information session in the "Days Ahead" column
- set a tentative date for a second information session in January
WEEK 3
- take care any remaining details regarding the information session
- announcement appears in "Days Ahead" column
WEEK 4
- information session
- ask presenting students to speak at January information session

December 1991
WEEK 1
- determine official date, location and time for January information session

Christmas Break

January 1992
WEEK 2
- contact Daily News about "Day's Ahead" column
WEEK 3
- take care of any remaining details regarding the information session
- announcement appears in "Days Ahead" column
WEEK 4
- information session