



Case Study:

Campus Engagement and Outreach

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California Lutheran University won the 2013 Late Night Snack Photo Contest by collecting photos of over 650 community members posing with the Late Night Snack cut-out. Read on to hear their advice on how to get creative and make the most of outreach efforts on campus.

How did you best engage all actors (students, clubs, staff, faculty, etc.)?

Lisa: We...

- Researched event happenings on campus during the two-week contest period and attended each to talk about Fair Trade and get more students involved in the contest
- Tabled in a high traffic area and shared information about Fair Trade, entering students into a raffle for Ben & Jerry's Ice Cream if they participated
- Got freshman involved by offering an ice cream party to the Freshman Seminar group with the most creative Late Night Snack Photo. By making it a contest, nearly all freshmen participated. We weren't afraid to ask anyone and everyone around campus to pose for a picture!

What was your biggest challenge?

Lisa: We thought the hardest part would be getting students involved, but most were happy to participate. The biggest challenge was actually trying to fit a one-minute speech about what Fair Trade is and why it matters into the question "Would you like to take a picture for us?"

What worked to get students involved?

Lisa: Creating contests and offering Fair Trade prizes was a great way to encourage people to participate. Bringing Fair Trade to the students by tabling in high traffic areas, going to already planned events, and catching students in classes was another successful way to get lots of people involved. Making participation as easy as possible was key.



What didn't work?

Lisa: Approaching students one at a time was inefficient, and we found that people were much more likely to participate if they were in a group. Also, expecting students to take their own initiative to get involved wasn't realistic, because, let's face it, students have their own priorities.

Who on campus helped you the most?

- Freshman Seminar Peer Advisors
- Community Service Center interns
- Student Life staff
- Various club members
- A few very enthusiastic students!

What advice do you have for other campaigns?

- Create contests and incentives for participants- offering fun Fair Trade prizes is a great way to encourage involvement
- Tap into larger events and groups on campus, because people are much more willing to engage as groups than as individuals. Make plenty of cut-outs to pass around!
- Don't be afraid to ask! Teachers, staff and administrators were much more willing to get involved than was expected.

