



# **Feel The Pages of Freedom**

**Print and Passover**

**At the Bentley Rare Book Museum**

**Peak Communications Agency 2022**

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## **Executive Summary**

The purpose of this campaign is to increase Kennesaw State University student attendance at an upcoming Bentley Rare Book Museum event. The upcoming event at the Bentley Rare Book Museum is a one-day exposition that highlights multiple copies of a rare religious text called the Haggadah. The event will highlight the rarity of the book and its features, as well as supplement the material with the content of the book.

This campaign will encourage students to “Feel the Pages of Freedom” as a way to drive students to the Haggadah event and accomplish our goals. This tag line was created to produce imagery that relates to the hands-on experience with the rare book being offered, tied together with the context of the Haggadah story.

This plan will detail how the campaign will use earned media, shared media, and owned media strategies and tactics to drive students to the event and increase social media engagement for the Bentley Rare Book Museum. During this campaign, social media engagement will include gaining new followers, comments, likes, and reposting of material. The “Feel the Pages of Freedom” campaign will be in effect from March 14 until April 11, 2022.

Our key public has been identified, a SWOT analysis has been created and a competitive landscape has been identified and has been included in the campaign plan. All materials have

been established based in part on data gathered from a survey study conducted from January 31, 2022, through February 2, 2022.

All materials and research referenced in this campaign can be found in the Appendixes.

### **Opportunity Statement**

While the Bentley Rare Book Museum is not yet well known on campus by everyone, the Bentley Rare Book Museum has the potential to build awareness of its museum by promoting the upcoming Haggadah event. A recent survey taken by Peak Communications revealed that 70% of students surveyed were not aware of the Bentley Rare Book Museum. By increasing student engagement at the Bentley Rare Book Museum Haggadah event and increasing awareness of the Bentley Rare Book Museum, our key publics would gain more knowledge of upcoming Bentley Rare Books events through the “Feel the Pages of Freedom” campaign.

### **Client Description**

The Bentley Rare Book Museum is located on the first level of the Sturgis Library at Kennesaw State University. The Museum is Georgia’s first rare book museum and the state’s third-largest museum-grade rare book collection. Bentley Rare Book Museum has collected rare books and the stories behind them for 35 years. During this time, the museum addressed the “how, why, and what” of a book’s homage, rare conditions, and oftentimes forgotten and overlooked books.

The museum holds approximately 10,000 rare books and brings in an average of 200 additional rare books each year. The kind of books the museum exhibits and holds are rare artifacts that focus on the book's history, texture, age, and rarity. Bentley Rare Book Museum invites KSU students to gain the full experience of a rare book by looking, touching, and sometimes smelling it.

The Museum is supported by several organizations, campus organizations, and professors. These support groups include the North Cobb Regional Library, the Museum of History and Holocaust Education, Hillel, and KSU English and History professors. The Museum also partners with Read 4 Unity and Black Coffee Atlanta to stay connected in the community.

What makes the Bentley Rare Book Museum unique is that it focuses on interactions. JoyEllen Williams, the special collections curator, focuses on the students' experiences with the books by engaging in meaningful conversations and allowing the students to touch and feel the rare books exhibited. The museum offers opportunities for related class discussions within the museum and for students to study more on rare books with JoyEllen.

Overall, the Museum piques students' interest with its rare books and artifacts, introducing a style of an exhibition that enhances the experiences of its visitors allowing engaging interactions with the visitors and its books.

### **Goals and Objectives Explained**

Goal 1) This campaign seeks to increase student attendance at the Bentley Rare Book Museum Print and Passover event.

This goal was chosen because of the interview with Peak Communications and JoyEllen. During this interview, JoyEllen mentioned that there is an average of five to seven students who attend her events. The Agency also revealed five students have attended previous events. She is looking to increase that number with purposeful attendance.

Obj 1) In this campaign, Peak Communications plans to achieve student attendance of 70 students or more at the event on April 11.

Based on Peak Communications' previous campaigns for the Print and Passover: Collecting Haggadot at the Bentley Rare Book Museum's event, Peak Communications is expecting to have 70 students attend Print and Passover. In the past, Peak Communications was able to gather 35 students to attend the museum's event; therefore, the goal is to double that number. This number is possible to achieve because there is also a Community Involvement event taking place the same day. As students are leaving the community event, Peak Communications will have the opportunity to invite those same students and individuals to the Print and Passover event.

Obj 2) Increase student awareness of the museum from 30% to 50% of KSU students by the day of the event.

As mentioned earlier, 70% of students surveyed were not aware of the Bentley Rare Book Museum. If the campaign increased the number of students that are aware of the museum to 50%, then those students might also be aware of the "Print and Passover" event, and hopefully, those students will attend.

Goal 2) This campaign seeks to increase social media engagement.

According to the survey that is also listed in the Appendix of this plan provided by Peak Communications, only one student (2.78%) heard about the museum through social media, but out of 143 students, 94 of them actively use the platform Instagram. This tells us that students are engaged on the social media platform, but just not with the museum.

Obj 1) Increase student engagement on Instagram by reaching 20 new followers by the end of the campaign.

As mentioned previously, there were 94 students out of 143 who surveyed said that they are active on Instagram. With students using this platform the most, it is decided that reaching at least 20 new followers will increase activity on the KSU Rare Books' page.

After analyzing the museum's Instagram, there are over 1,000 followers, but the page averages 22-24 likes per post. With these numbers of likes, the current followers the Bentley Rare Book Museum has means there is not much engagement. While Peak Communications' goal is to gain more followers for the museum, the objective is to gain followers for engagement. With the number of followers on the Instagram page, it is possible to use this amount to attract more students to the event.

Obj 2) This campaign seeks to generate 10 comments on each social media post created by the museum related to the Print and Passover event.

The top platforms used on the survey included Instagram, Twitter, and Facebook. With increased commenting on the social media platforms, the material will be boosted to larger audiences and more students will have information about the event.

### **Key Public**

The key public for the Bentley Rare Book Museum is Kennesaw State University students. According to the Peak Communications survey, the library is a resource that 30% of KSU students have had the opportunity to hear about the Bentley Rare Book Museum. However, there is a lack of attendance when it comes to open house events. For events, most students find out about them through word of mouth (20%) and social media (16.07%). The Bentley Rare Book Museum does have social accounts; however, it is not reaching students. Research on the key publics gave us insight into ways to best reach them. These results can be found in the appendix 2 and guide the platforms that will be used to deliver strategies and tactics. Students use Instagram to stay up to date with the events that are happening around campus; therefore, it will reach students who are unaware of the Bentley Rare Book Museum. According to Curator JoyEllen, students in the History and English departments are aware of the Bentley Rare Book Museum. Therefore, Instagram posts, stories, and reels will help us get the word out to as many students as possible.



### **Competitive Landscape**

The largest group of competitors for the Bentley Rare Book Museum the day the Print and Passover event is happening is other KSU events. Currently, KSU has Community Impact Day, Career Planning Information Table, and KSU Jazz Combos scheduled for the same day. This presents three events that students could go to instead of the Haggadah event. It is also important to note that individual clubs and other organizations can add events this day as the day gets closer in the calendar, presenting more competition. Since the plan is trying to attract students at the university, our campaign will need to consider how to make the Haggadah event stand out to the students to compete with other on-campus event options that day. Factors that could come into effect when students are choosing to attend the Bentley Rare Book Museum event or another on-campus event include food availability, interest in the topic or organization, and promo items available.

The Zuckerman Art Museum is another competitor. While both the Bentley and the Zuckerman are museums, they offer different items in their collections. The Zuckerman is more of a traditional museum. The Zuckerman is open daily to visitors, so it is a competitor the day of the Haggadah event, even though there is not a specific event happening. While Zuckerman and Bentley Rare Book Museum have worked together on events in the past, Zuckerman is holding its own event in April. This separation provides competition because it adds more promotions that could distract and prevent students from receiving information about the Haggadah event.

Bentley Rare Book Museum needs to be aware of the competition in the form of student time. This event is happening close to religious holidays that students could spend their time preparing for instead of attending this event. Many students are also starting to get spring fever during this time and would rather spend any extra time they have away from school.

### **SWOT Analysis**

A SWOT analysis is used to identify an organization's strengths, weaknesses, opportunities, and threats. The analysis looks at both external and internal factors that affect an organization and helps form a strategy. "Strengths" are what give the Bentley Rare Book Museum an advantage over its competitors, whereas "weaknesses" indicate disadvantages that are specific to the organization. "Opportunities" and "threats" are external situations that are either positives or negatives that affect the general community and that could propose risks. This analysis will help better visualize what the organization is doing well and help devise an action plan for the campaign.

Strengths	Weaknesses
<p>Research shows that students that have attended past events will attend events again</p> <p>KSU professors are supportive</p> <p>Instagram is a solid tool for sharing information</p>	<p>According to Peak Communications research, many students are not aware of the Bentley Rare Book Museum</p> <p>Not everyone is aware of the Bentley Rare Book Museum is attending events</p> <p>Students do not have strong feelings about the Bentley Rare Book Museum. Instead, they are neutral about it.</p>
Opportunities	Threats
<p>Less COVID protocols at KSU</p> <p>High Student Population</p> <p>Students are looking for new things to do on campus</p>	<p>Covid outbreak</p> <p>Other KSU Events</p> <p>Travel for religious holidays</p> <p>"Spring Fever"</p>

The Bentley Rare Book Museum is well supported by KSU professors and faculty who often guide their students to attend or visit the museum. According to Curator JoyEllen Williams, she and the Bentley Rare Book Museum have partnered with professors and staff in the past on class material and events for students in select classes to attend. Williams also stated that she has an advisory group of faculties from the English, Arts, and Humanities departments. Often students who have attended events have heard about them through their professors. According to research done by Peak Communications, those who have attended events hosted by the Bentley Rare Book Museum generally state that they would attend again in the future.

Unfortunately, Bentley Rare Book Museum's weaknesses on campus are its location, as it is often overlooked, or KSU students are unfamiliar with where it is. According to Peak Communications research, over 70% of KSU students surveyed were not aware of the Bentley Rare Book Museum, which is one of the reasons attendance at events is low. According to the research found by Peak Communications, 50% of KSU students are neutral about whether the Bentley Rare Book Museum is interactive, and 43% are neutral about the working of the Bentley Rare Book Museum. With such high percentages of students feeling indifferent about the Bentley Rare Book Museum, it might be challenging to change opinions.

Bentley Rare Book Museum faces many opportunities as with the KSU coming back to life after two years of online school, many students are looking for new things to do on campus. Students are eager to return to a full social calendar and ways to fill their time. Along with the campus coming back to life, KSU has lessened the restrictions and protocols regarding COVID-19 and

mask mandates. KSU has also been fortunate enough to grow the student population this year to 42,000 students. The increase in students creates an opportunity for the Bentley Rare Book Museum to reach new people.

Some of the threats that Bentley Rare Book Museum faces for its events are other KSU organizations and registered student organizations holding events during the same time. Many RSO's host in-person events during popular times on campus to increase foot traffic to their events. With so many events coinciding, it will increase students having to pick between attending one thing over the other. Many religious holidays take place during April, from Palm Sunday, Good Friday, Passover, and Easter. Many students travel back home to attend these holidays with their families, which decreases the student population on campus. These holidays will impact the Bentley Rare Book Museum as the event takes place between two hectic holiday weekends. Lastly, KSU Students will be experiencing "Spring Fever" as they will be in a post-spring break rut and getting ready for summer and graduation. As well as, the weather will be nicer, and they will want to be outside more rather than wanting to attend events inside.

### **Strategies and Tactics**

The "Feel the Pages of Freedom" campaign will focus on three main strategies; earned media, shared media, and owned media strategy.

### Earned Media Strategy

The earned media strategy is overall action ideas that outside sources share with key publics thanks to positive relationships with the organization. The purpose of earned media for this campaign is to gain publicity on campus. Tactics are the methods of how the team will execute the strategy. Our earned media tactics include having professors post the event information on D2L and using Scrappy's Bucket List.

Through research completed by Peak Communications, a target list was compiled for professors who work in related studies and teach information related to the Print and Passover Event. Related studies include History, English, Anthropology, Religious Studies or other Humanities and Social Sciences areas of study. The email to professors will be sent by Lauren Chapman, who is the media relations contact on the team. This will be effective for our campaign because the research showed that 23% of KSU students receive their event information from D2L or course instructors. Having professors add this material will increase the number of students that see the event information, as otherwise, it would not be presented on D2L. The pitch letter to send to professors is available in the appendix 3.

Scrappy's Bucket List is a Kennesaw State initiative that is intended to invite students to become more involved on campus. The Bucket List challenges students to complete 63 items before graduation. Working with Scrappy's Bucket List will allow the Haggadah event to be a possible item on the list. This tactic allows an incentive to be added for attending the event and will also

allow our campaign to effectively track attendance data as we will get a firm number of how many people “tapped in” at the event. The press release to send to Scrappy’s is available in the appendix 3.

### Shared Media Strategy

A shared media strategy is actions that members of the community help create and distribute within the target audience. The purpose of shared media is to have outside voices help drive the campaign’s messaging and distribution. Our shared media tactics are focused on social media platforms: Instagram, Twitter and Facebook. Research has shown that 16% of KSU students surveyed receive most of their news about campus events from social media.

On Instagram and Facebook, the campaign will focus on posts, stories and reels. Utilizing these features on Instagram and Facebook will allow The Bentley Rare Book Museum to have permanent pictures on their social media accounts, share moments that last for 24 hours, and have videos that also stay on the page. Twitter will only focus on posts. These mediums of messaging will spread behind-the-scenes information about the event and help drive curiosity. The messaging will be similar on each platform but there will be slight modifications of the posts so they will fit the requirements of each site and best reach the intended audience. Information about the event will be posted on each platform while behind the scenes content will be exclusive to Instagram stories and reels. Other social media users will add likes and comments to our

material, as well as follow the page and reshare our content to their own pages, with their own copy. Please refer to appendix 1 below.

### Owned Media Strategy

The owned media strategy consists of materials that the campaign team creates and has full control over. The purpose of an owned media strategy is to get the exact information out without concerns about it being altered or false. The owned media tactics this campaign will be using are flyers, bookmarks, infographics, posters, tabling and yard signs.

Flyers with the Print and Passover information will be posted on bulletin boards and in parking garages. This will be helpful because having the flyers posted in high student traffic areas will increase the number of students that see the event information and possibly attend the event. To gain university permission to post the flyers on bulletin boards we must present the flyers to the office of each building and once approved they will be stamped. The flyers, upon permission, will be hung in all the academic buildings as well as the student center.

Tabling events will happen on campus, where the campaign team will hand out flyers, bookmarks and share information about the Print and Passover event. This will help to spread information about the event by having personal interactions sharing the information by word of mouth as well as through promotional materials for long-term event exposure. The poster with



event information and QR code will be at the tabling event as well for easy referencing and redirecting. A poster that features the event information will be used at the tabling event. This poster will have the Print and Passover information on it and will feature a QR code that links to the museum's Instagram account. This will help us spread information about the event and redirect people to the museum's Instagram - allowing for more followers, comments, likes and prolonged exposure to social media campaign material. To get permission to table the campaign team must reserve a spot through student activities.

Bookmarks that feature pictures of book spines on one side and information about Print and Passover on the other side will be handed out in the library and at the tabling event. This tactic will be useful because it is a reusable item that will allow people to see the event information multiple times as they use and see their bookmark.

Lastly, yard signs will be placed around campus to have Print and Passover information presented in high student traffic areas for long periods of time. This will be effective as the signs are constant reminders of the event for students while also not being something they have to personally keep up with.

All collateral can be found in appendix 1 below.





**Budget**

For this campaign budget, multiple quotes have been compiled for each item that would be needed. The prices below are based on a review of multiple bids from different vendors, and vendors were selected based on cost and ability to provide required services. To account for vendor problems and possible shipping costs, the middle quote for each item has been included in the budget.

<b>Item</b>	<b>Quantity</b>	<b>Average Price</b>
Flyers	250	\$50
Bookmarks	200	\$50
Poster	1	\$30
Yard Signs	10	\$120
<b>Total</b>	—	<b>\$250</b>

**Evaluation Plan**

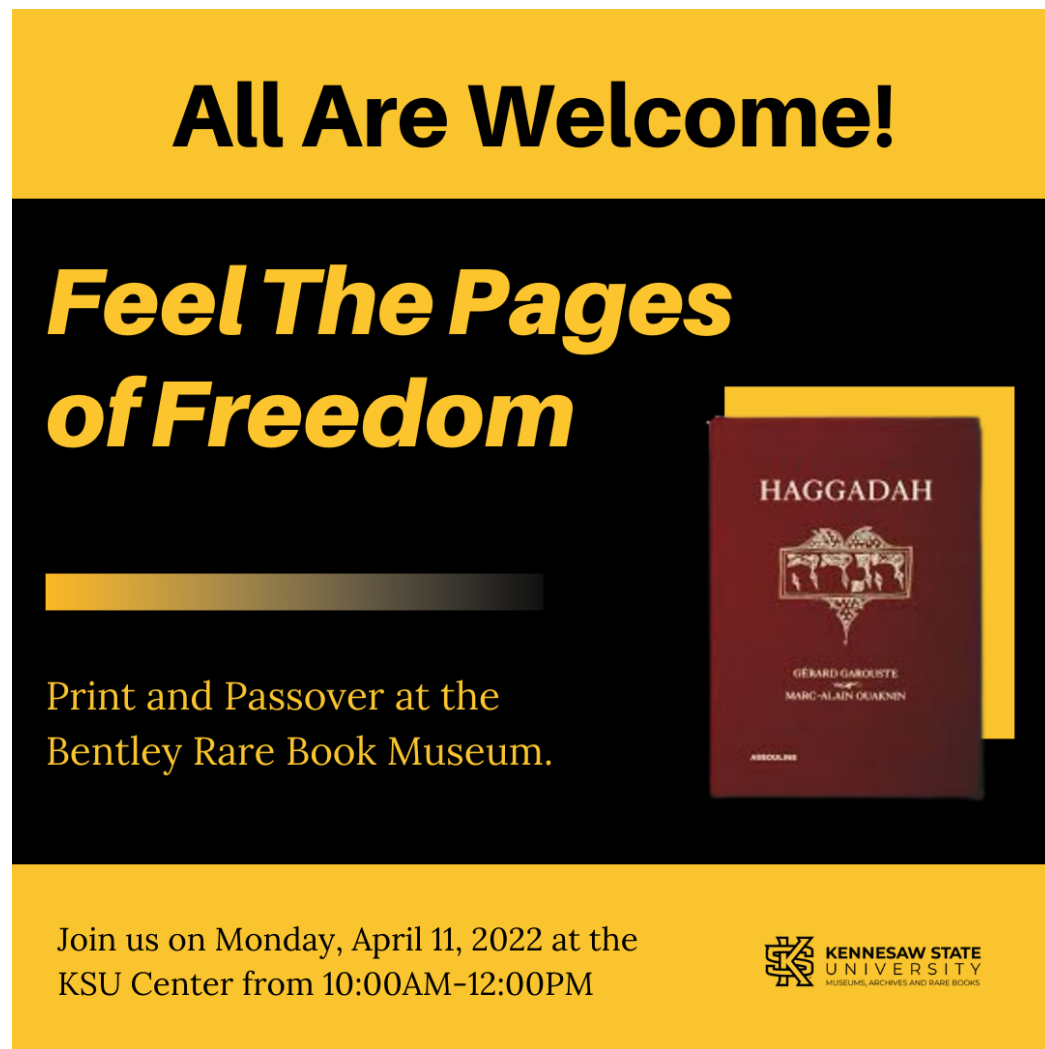
After the event and the end of the campaign, Peak Communications will conduct a post-campaign survey through Qualtrics. This survey will ask questions about how many people have heard of the Bentley Rare Book Museum, how many people have attended its events and students’ perception of the Bentley Rare Book Museum. The survey will be distributed in a

similar way to Peak Communications' pre-campaign survey, by distributing flyers across campus and disseminating the survey link across social media and class GroupMe's. The questions in the post-campaign survey will allow Peak Communications to evaluate how student perception has changed over the course of the campaign. Peak Communications also plans to have data from Scrappy's Bucket List's check-in to evaluate attendance at the event. The plan to collect this data is to list the Print and Passover event on OwlLife under the Bentley Rare Book Museum. Once this is done, we can connect one of KSU's tap-in devices to a computer and use OwlLife's attendance counter program to keep track of students who tap into the event. Once the event has ended, we will be able to access the total number of people who attended the event. Peak Communications can use this number to compare actual attendance to the campaign's objective for attendance.

Social media engagement will be evaluated through the insights feature on different social media platforms, which we can gain access to through JoyEllen. Social media insights allow us to track how our audience is engaging with the page during our campaign. This feature also allows Peak Communications to look back on page engagement for the past six months, which gives the data for how our audience interacted with the page before, during, and post our campaign. This engagement data includes how much the audience liked, shared, and commented on the Bentley Rare Book Museum's posts over the past six months. After the campaign ends, we expect the evaluation to last approximately two weeks. Results will be ready by April 24th.

**Appendix 1: Collateral**

Instagram Post:



Caption: All are welcome to #feelthepagesoffreedom and join us April 11th for a rare showcasing of the Haggadah 📖

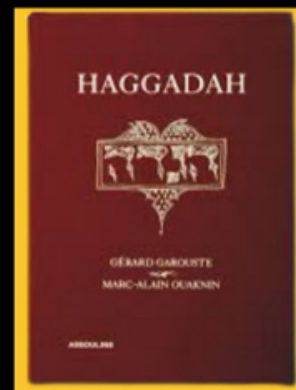
The Bentley Rare Book Museum will be showing rare editions of the Haggadah, including versions in different languages and versions that were bound and created in different ways.

Flyer:

# All Are Welcome!

Monday, April 11, 2022 at the KSU Center  
from 10:00AM-12:00PM

**Feel The *Pages* of  
Freedom**



Print and Passover: Collecting Haggadot at the  
Bentley Rare Book Museum Exhibition

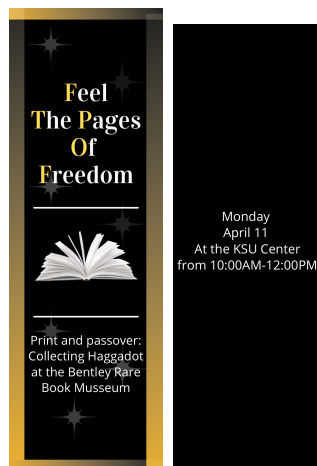
Get the chance to experience a one of a kind  
Haggadah



Yard Sign:

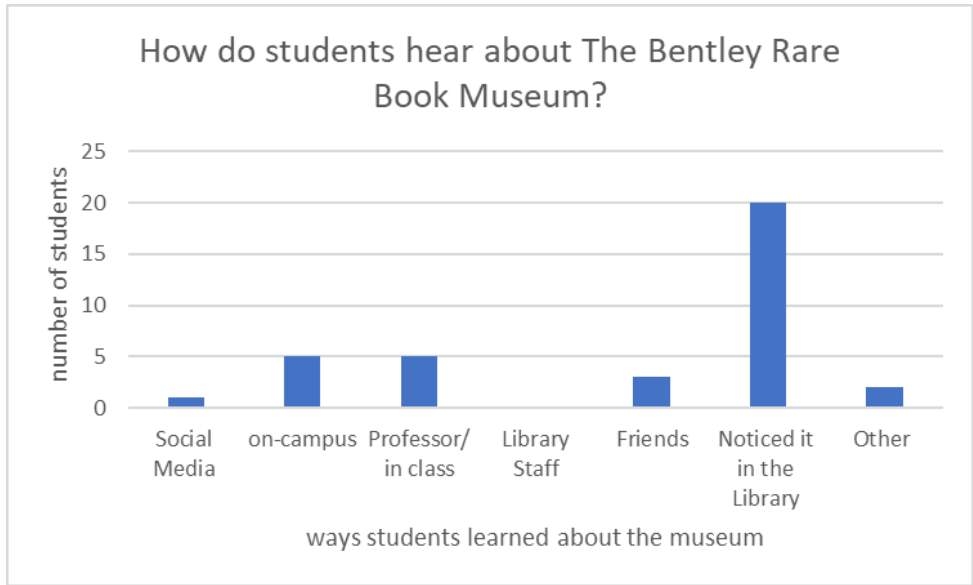
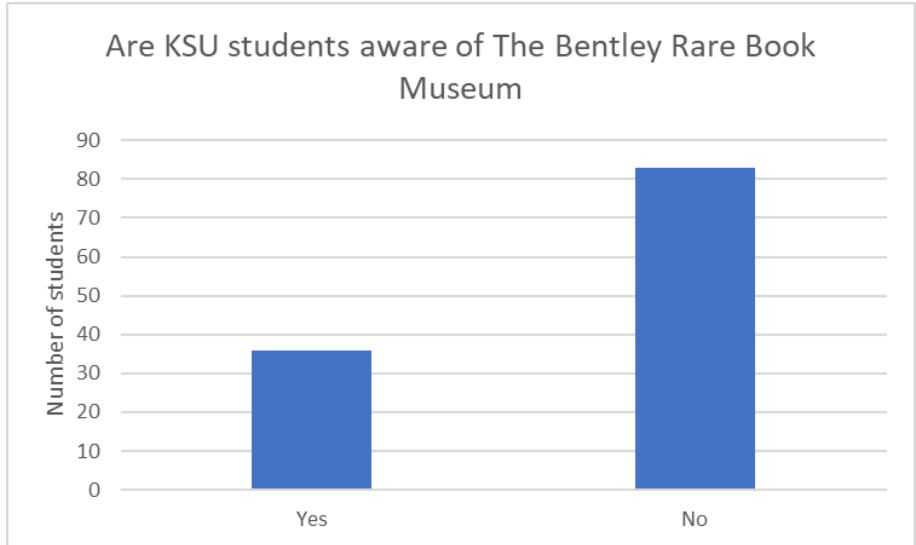


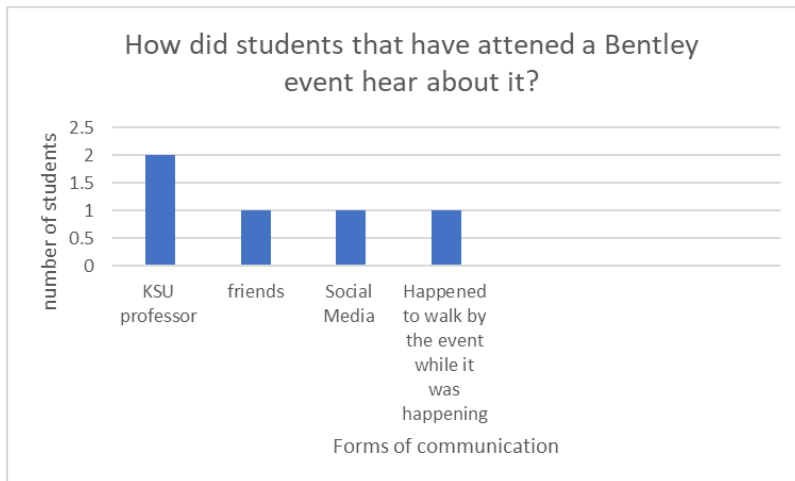
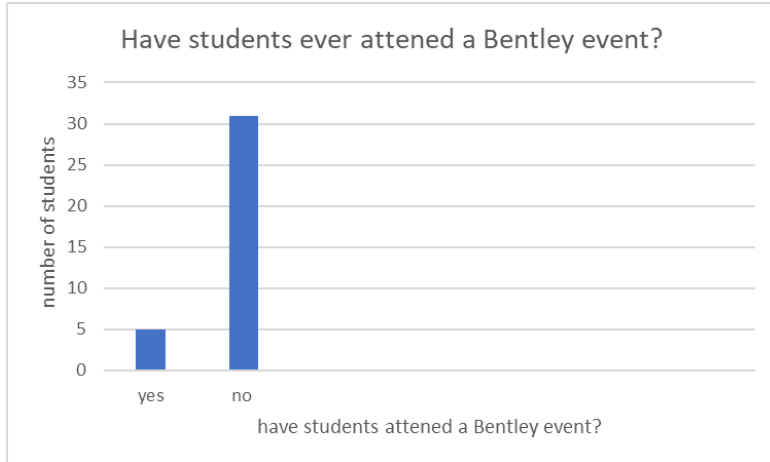
Bookmark:



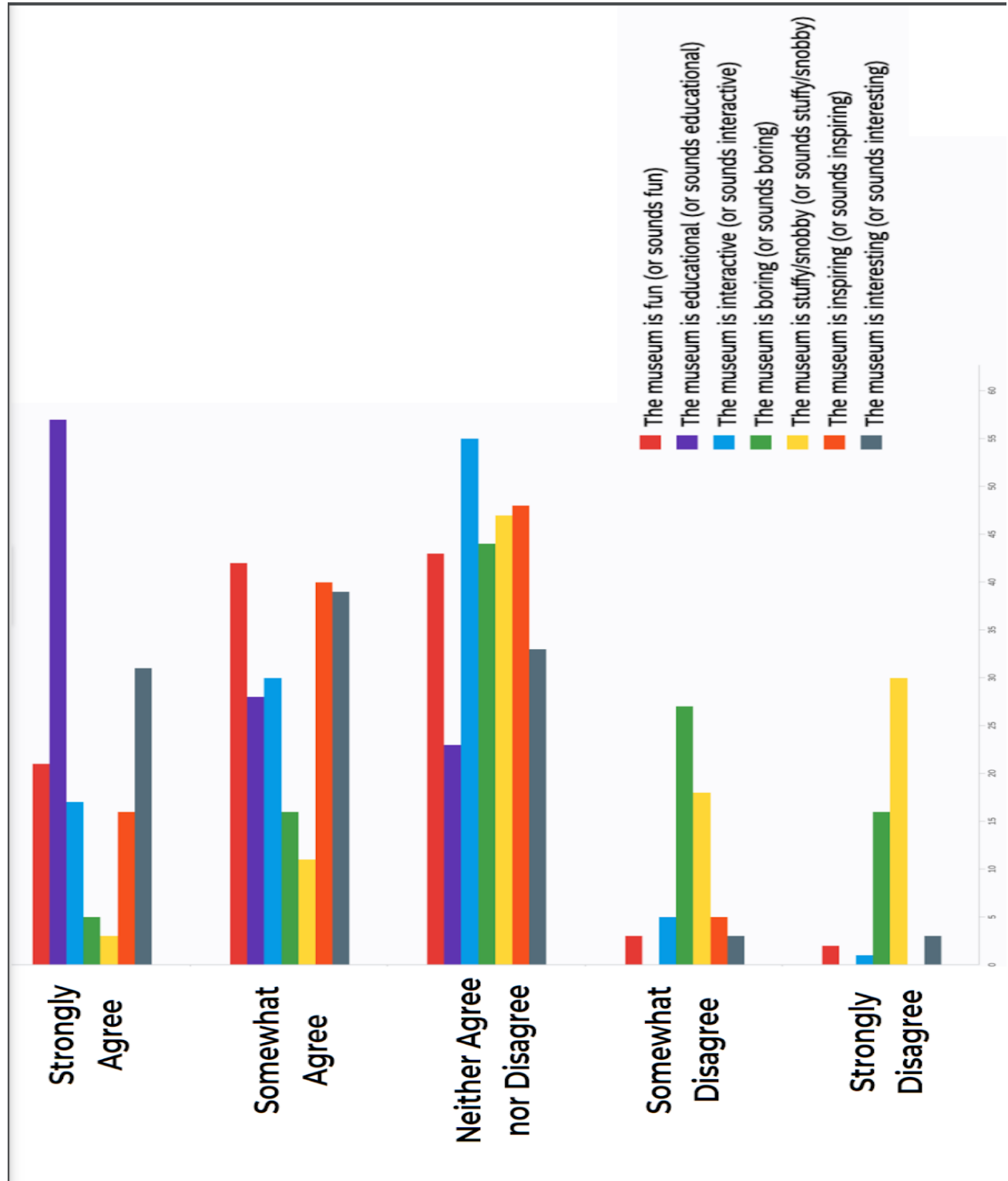


**Appendix 2: Research data:**





Students' Perspective about the Bentley Rare Book Museum



### **Appendix 3: Copywrite Material**

Scrappy's Bucket List



For Immediate Release

Media Contact: Lauren Chapman  
678-435-7908, [lchapm24@students.kennesaw.edu](mailto:lchapm24@students.kennesaw.edu)

### **The Bentley Rare Book Museum Offers Information That Extends Outside the Classroom**

#### Open House Event Invites Guests to Feel the Pages of Freedom

The Bentley Rare Book Museum is offering a special event on April 11, 2022, where guests will be able to get hands-on with rare Haggadot texts. Anyone who visits the exhibit located at the KSU center from 10:00 a.m. to 12:00 p.m. will see multiple rare versions of the Haggadah as well as get hands on guidance and information about the texts from curator JoyEllen Williams. This event is an extension of the Bentley Rare Book Museum that offers events and open houses for students year-round.

This is an opportunity for students to learn more about different cultures, historic books and religious connections to material objects. We are hopeful that this event could be added to Scrappy's Bucket List. A short description of the event and a graphic is included below.

#Feel the Pages of Freedom

Print and Passover: Collecting Haggadot at the Bentley Rare Book Museum

All KSU students have a chance to get hands on with a collection of rare books called Haggadot. Curator JoyEllen Williams will be at the KSU center on April 11 from 10 a.m.-12 p.m. sharing all her knowledge about these fascinating rare texts, that are a once in a lifetime experience to see. Be sure to stop by!

**All Are Welcome!**

Monday, April 11, 2022 at the KSU Center  
from 10:00AM-12:00PM

**Feel The Pages of Freedom**

Print and Passover: Collecting Haggadot at the Bentley Rare Book Museum Exhibition

Get the chance to experience a one of a kind Haggadah



 **KENNESAW STATE UNIVERSITY**  
MUSEUMS, ARCHIVES AND RARE BOOKS

D2L Professors:



**Subject Line: Print and Passover event extends information outside the classroom**

The Bentley Rare Book Museum is offering a special one-day event on April 11, 2022, where guests will be able to get hands-on with rare Haggadot texts. Anyone who visits the exhibit located at the KSU center from 10:00 a.m. to 12:00 p.m. will see multiple rare versions of the Haggadah as well as get hands-on guidance and information about the texts from curator JoyEllen Williams.

This is an opportunity for students to learn more about different cultures, historic books, and religious connections to material objects. We are asking you to share this information with your classes by posting it on D2L to allow your students easy access to the event information. If you choose to post this information to your D2L, a summary and graphic is included below.

*#Feel the Pages of Freedom*

Print and Passover: Collecting Haggadot at the Bentley Rare Book Museum

All KSU students have a chance to get hands-on with a collection of rare books called Haggadot. Curator JoyEllen Williams will be at the KSU center on April 11 from 10 a.m.-12 p.m. sharing

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**All Are Welcome!**

Monday, April 11, 2022 at the KSU Center  
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**Feel The Pages of  
Freedom**

HAGGADAH

GÉRARD GABRIËLITE  
MARIE-ALAIN OLSENEN

Print and Passover: Collecting Haggadot at the  
Bentley Rare Book Museum Exhibition

Get the chance to experience a one of a kind  
Haggadah



 **KENNESAW STATE  
UNIVERSITY**  
MUSEUM, ARCHIVES AND RARE BOOKS

For more information reach out to:

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