

Franco's List Promotions Plan Spring 2016

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Overview

Biannually, Character Council hosts Franco's List, an event where 30 University of Nebraska-Lincoln students are selected from a nomination pool to be formally recognized for their acts of integrity and contributions to the UNL community. These students are nominated by friends, faculty and supervisors.

Because the event relies on nominations, Character Council needed a promotion plan. As head of promotions for the Franco's List, I was responsible for planning the promotions, coordinating efforts within the Franco's List committee and executing many of the tasks.

As a result of the promotions efforts, Character Council received 81 nominations, the most Character Council has ever received and 28 more nominations than the previous semester's event.

Below is the plan, press release and social media posts, all of which I personally created. Members of the social media committee were responsible for scheduling and posting the social media content. The poster was designed and created by all members of the Franco's List committee (the Franco's List graphic was created by a graphic designer employed UNL).

Franco's List Timeline and Promotion Plan

Timeline:

Promotion Start Date: March 1st, 2016

Nomination Due Date: April 1st, 2016

Nominees Selected: April 5th, 2016

Script Due: April 12th, 2016

Franco's List: April 20th, 2016

Nomination Goal: 75

Promotions:

Residence Hall Posters

- Contact reslife@unl.edu and submit graphics/Franco's list information in early February

Next at Nebraska Email

- Send information at <http://newsroom.unl.edu/announce/nextatnebraska/submit> . Submit mid-February and continue submissions weekly.

Social Media Announcements

- Work with Character Council social media committee to post information about Franco's List. Post each Friday starting March 4th, continuing with March 11th, March 18th, March 24th, and April 1st.

News Release

FOR IMMEDIATE RELEASE

FOR MORE INFORMATION:

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Franco's List Now Accepting Nominations
Event Seeks to Recognize Students of Integrity

LINCOLN, Neb. – March 1, 2016 – Character Council is asking University of Nebraska-Lincoln students and faculty to nominate students for Franco's List. The event recognizes students of good character who have made a positive impact either at UNL, in the lives of others or in the community. Nominations are submitted at go.unl.edu/integrity and are due April 1.

After the nomination period, members of Character Council will select the students to be recognized at the Franco's List award ceremony on April 20.

“Franco's List is similar to the Dean's List, but the Dean's List recognizes students for academics and Franco's List recognizes students for their acts of integrity,” said Character Council President Jerica Burgess.

The UNL Character Council is a student organization within the Center for Civic Engagement. The organization was founded by Vice Chancellor for Student Affairs Dr. Juan Franco. Character Council seeks to promote integrity at UNL through the Show Your Red campaign, which includes Franco's List, High Five Friday and UNL Shout Outs. For more information on Character Council, visit engage.unl.edu/show-your-red.

About Character Council

The University of Nebraska-Lincoln (UNL) Character Council is a student organization within the Center for Civic Engagement created by Vice Chancellor of Student Affairs Dr. Juan Franco. Character Council exists to recognize others for their acts of integrity and promote the building blocks of integrity—Citizenship, Commitment, Caring, Dependability, Open-mindedness and Respect. Character Council organizes High Five Friday, runs UNL Shout Outs on Facebook and Twitter, and hosts Franco's List biannually.

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Social Media Posts and Timeline

Facebook Posts:

March 11: Do you know a student who deserves to be recognized for their good character or their positive impact in their community? Nominate them for Franco's List! Nomination forms are found at go.unl.edu/integrity and are due April 1. For more information on Franco's List, visit bit.ly/1nwsUat.

March 18: Before you go on spring break, make sure to nominate someone for Franco's List! Franco's List is an event that recognizes students for their integrity and good character. Nomination forms are found at go.unl.edu/integrity and are due April 1. For more information on Franco's List, visit bit.ly/1nwsUat.

March 25: Character Council hopes you're enjoying your spring break! Don't forget to nominate a student of good character for recognition at Franco's List. Go to go.unl.edu/integrity to fill out a nomination form. Nominations are due April 1. For more information on Franco's List, visit bit.ly/1nwsUat.

April 1: Hello Huskers! Today is the due date for Franco's List nominations. If you know a student who deserves to be formally recognized for their acts of integrity and their positive impact in their community, nominate them today! The nomination form is completed at go.unl.edu/integrity. For more information on Franco's List, visit bit.ly/1nwsUat.

Twitter:

March 11: Know a student who deserves to be recognized for their good character? Nominate them for Franco's List @ go.unl.edu/integrity by April 1

March 18: Don't forget to nominate a student who makes a difference at UNL for Franco's List. Complete the form at go.unl.edu/integrity by April 1

March 25: Only one more week to nominate a student of integrity for Franco's List! Make sure to complete the form @ go.unl.edu/integrity by April 1

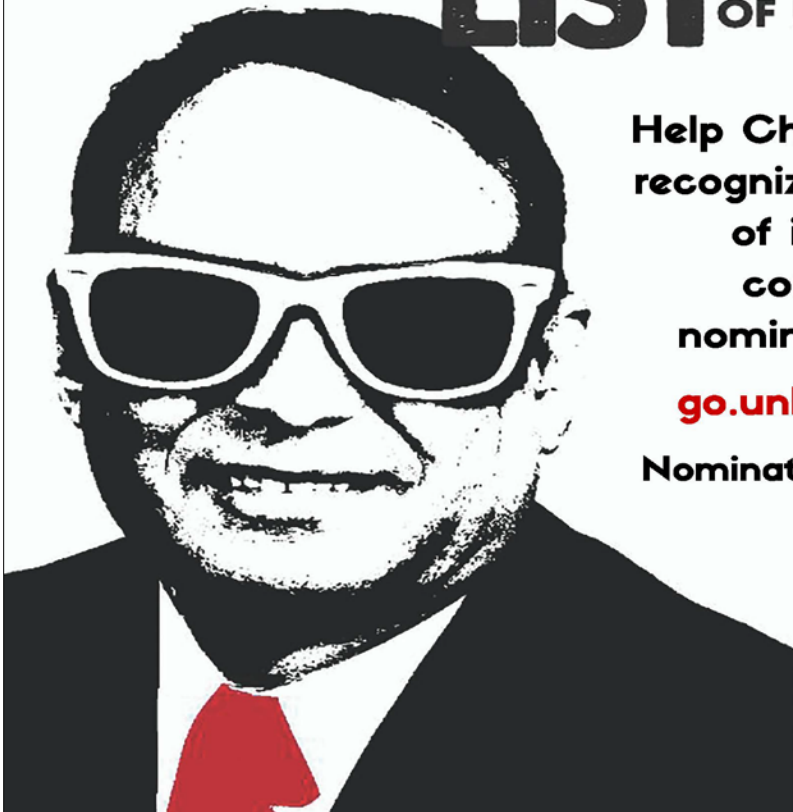
April 1: Today's the last day for Franco's List nominations! Complete the form @ go.unl.edu/integrity so we can recognize students of integrity

Poster

NOMINATE SOMEONE FOR

FRANCO'S LIST

UNIVERSITY
OF NEBRASKA-
LINCOLN



Help Character Council
recognize UNL students
of integrity by
completing a
nomination form at
go.unl.edu/integrity

Nominations Due April 1st