The University of Georgia
Hugh Hodgson School of Music

Public Relations Campaign Plan

Public Relations Campaigns Team

Erin Regal, Kelly Williams, Taylor Hensley, Nisha Katti, Darby Quillin, Emma West, Megan Duncan, Gracie Shelton, Connor Siegel, Kari Gibbons, Elise Walker

Table of Contents

The University of Georgia
Hugh Hodgson School of Music

Goals, Objectives, Tactics

Master Tactic

Create a PR internship program that encompasses two separate positions: managing all social media campaigns and helping with the coordination of events.

Goal 1

Ensure consistency across all communications materials.

Objective 1: Develop and implement consistent guidelines and design for 100 percent of digital and print materials by May 2016.

> Tactic 1: Create brand guidelines for consistent brand representation and design in all materials.
> Tactic 2: Create a protocol for design, approval and dissemination of promotional materials.

Objective 2: Develop social media guidelines for 100 percent of social media channels by May 2016.

> Tactic 1: Create guidelines for content posted to social media.
> Tactic 2: Develop content calendar for frequency of posting on social media channels.

Objective 3: Gain the participation of 90 percent of the faculty to follow a more collaborative and inclusive interdepartmental communication protocol by May 2016.

> **Tactic 1:** Establish a statement to reflect the goal of strong interdepartmental communication.
> **Tactic 2:** Create a structure and process for internal communication.
> **Tactic 3:** Have a departmental faculty workshop to unite the faculty members on the new protocol, and educate them on the new events and public relations points of contact, brand guidelines and how to utilize the new resources.

Goal 2

Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

Objective 1: Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.

> **Tactic 1:** Have performance groups from the UGA Hugh Hodgson School of Music perform at UGA facilities to promote upcoming events and the School in general at least once a semester.
> **Tactic 2:** Create a strategy for increasing awareness of the UGA Hugh Hodgson School of Music among UGA students through social media.
> **Tactic 3:** Form a strategic partnership with a local Athens restaurant and offer incentives from this establishment, such as discounts or free food, to promote the UGA Hugh Hodgson School of Music.
> **Tactic 4:** Include all UGA faculty emails in the contact list for the weekly UGA Hugh Hodgson School of Music event email-blasts.

Objective 2: Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

> **Tactic 1:** Create a list of all high schools with prestigious music programs across the United States.
> **Tactic 2:** Send recruitment materials to all known prestigious music high schools across the United States.
> **Tactic 3:** Send promotional recruitment emails to music instructors at all known prestigious music high schools across the United States.
> **Tactic 4:** Create simple and informative materials for professors to take to summer festivals and events where high school student recruitment occurs.
> **Tactic 5:** Create social media campaign targeting high school students.

The University of Georgia
Hugh Hodgson School of Music

Master Tactic

Master Tactic

<u>Master Tactic:</u> Create a PR internship program that encompasses two separate positions: managing all social media campaigns and helping with the coordination of events.

This public relations internship program will hire two undergraduate students from the Grady College of Journalism and Mass Communication each semester. One intern will manage social media campaigns and the other intern will be responsible for coordinating events. The internship program will provide a centralized source for social media and event planning, preventing a lack of coordination and synchronization that comes from individual planning within each music departments.

Materials provided with this tactic include detailed instructions on how to post job listings and a job description for each internship position.

Job Listing Instructions

Who

The Public Relations Office will be in charge of revising the job descriptions, recruiting candidates, interviewing and hiring the candidates and managing their experiences and responsibilities throughout the course of each semester.

What

The job description should include the title of the position, location of the internship, skills and qualifications required, information on whether it will be paid or unpaid, duties and responsibilities, instructions on how to apply and a deadline to apply.

Where

Forward an online application or job description to ugagradyjobs@gmail.com and the Grady College of Journalism and Mass Communication communications intern will post it on the weekly newsletter on Tuesdays for Grady College students. Ryan Carty will also send the internships out on the Grady Jobs listserv.

Contact

Ryan Carty
Director of Experiential Programs
Grady College of Journalism and Mass Communication
wrcarty@uga.edu
706-542-5032
Journalism Building, Rm. 239-C

Other Ways to Recruit Interns

Postings are removed from the Grady newsletter after *three* weeks unless otherwise requested. If the Public Relations Office is unable to find two Grady students to fill the internship positions after the posting is removed from the newsletter, other efforts must be made in order to fill those positions. Here are some suggestions:

- HireUGA: You can post employment opportunities on UGA's hireUGA, an online job board at http://career.uga.edu/hireuga/post. Only UGA students and alumni have access to this board. Posting to this job board is free!
- DAWGlink: DAWGLink can be accessed online through the UGA Career Center homepage, http://career.uga.edu.

Sample Intern Job Description A

Hugh Hodgson School of Music Social Media Intern

Athens, GA

We are currently seeking a bright, outgoing and motivated student from the Grady College of Journalism and Mass Communication for our spring internship program. The position requires 10-15 hours per week. Schedules are flexible. The position is unpaid.

Position Summary

The part-time social media intern will provide the UGA Hugh Hodgson School of Music's PR department with core PR and communications support. This position will report to the public relations specialist Clarke Schwabe and assist with social media campaigns, media relations, media monitoring, writing and editing and social media support.

Responsibilities

- Assist with media relations, including responding to requests for information and photography.
- Assist with the tracking, monitoring and reporting of media coverage for the UGA Hugh Hodgson School of Music.
- Assist with the writing and editing of press releases, online content and blogs as needed.
- Develop and implement social media plans (contests, etc.).
- Determine appropriate social media platforms and continually experiment and modify in order to increase reach and engagement.
- Other duties as assigned.

Skills and Abilities

- Familiar with Microsoft Office software, social media applications, Google Drive and emerging media.
- Excellent written and oral communication skills.
- Excellent attention to detail, strong organizational skills and ability to multi-task.
- Able to work under deadlines.

Qualifications

- Junior or Senior at UGA
- Public Relations, Advertising or Journalism major
- 3.0 GPA or higher
- Great attitude, enthusiastic, hardworking and dedicated
- Strong writing skills; writing samples must be provided
- 10-15 hours per week during a semester's time period

If interested, please send a cover letter and resume to public relations specialist Clarke Schwabe, at cerbera@uga.edu.

Sample Intern Job Description B
Hugh Hodgson School of Music Event Support Intern

Athens, GA

We are currently seeking a bright, outgoing and motivated student from the Grady College of Journalism and Mass Communication for our spring internship program. The position requires 10- 15 hours per week. Schedules are flexible. The position is unpaid.

Position Summary

The part-time event support intern will provide the UGA Hugh Hodgson School of Music's PR department with core PR and communications support. This position will report to the public relations specialist Clarke Schwabe and assist with coordinating all events.

Responsibilities

- Assist with the research and development of events that the UGA Hugh Hodgson School of Music can potentially participate in.
- Assist with event support including responding to requests for information and photography.
- Assist in communications around event management including timelines, calendars, reports and schedules.
- Assist in some on-site event execution including set up, break down and support.
- Logistical planning, including communicating with vendors, volunteers, partners, artists and performers; ordering supplies; and attending planning meetings and discussions.
- Prepare logistic documents for each event.
- Other duties as assigned.

Skills and Abilities

- Familiar with Microsoft Word and Microsoft Excel
- Excellent written and oral communication skills.
- Excellent attention to detail, strong organizational skills and ability to multi-task.
- Able to work under deadlines.
- Must be able to interact with different types of people while maintaining a professional demeanor.

Qualifications

- Junior or Senior at UGA
- Public Relations, Advertising or Journalism major
- 3.0 GPA or higher
- Great attitude, enthusiastic, hardworking and dedicated
- Strong writing skills; writing samples must be provided
- 10-15 hours per week during a semester's time period

If interested, please send a cover letter and resume to public relations specialist Clarke Schwabe, at cerbera@uga.edu.

The University of Georgia
Hugh Hodgson School of Music

Goal 1, Objective 1

Goal 1

Goal 1: Ensure consistency across all communications materials.

Objective 1: Develop and implement consistent guidelines and design for 100 percent of digital and print materials by May 2016.

Tactic 1: Create brand guidelines for consistent brand representation and design in all promotional materials.

Tactic 2: Create a protocol for design, approval and dissemination of all promotional materials.

Goal 1, Objective 1, Tactic 1

Goal 1: Ensure consistency across all communications materials.

      Objective 1: Develop and implement consistent guidelines and design for 100 percent of digital and print materials by May 2016.

            Tactic 1: Create brand guidelines for consistent brand representation and design in all materials.

Brand guidelines will describe the specific differentiators of the UGA Hugh Hodgson School of Music brand and the positioning that would benefit the School most. It will detail the aspects of the School that should be focused on in communications.

The brand guidelines will establish the official logo of the UGA Hugh Hodgson School of Music, approved colors for use in communications materials and brand fonts. It will also delve into the way the logo should be displayed, and variations of the logo that are not approved.

Materials provided with this tactic include a brand guidelines packet with comprehensive instructions on all aspects of branding the UGA Hugh Hodgson School of Music.

Goal 1, Objective 1, Tactic 2

Goal 1: Ensure consistency across all communications materials.

> **Objective 1**: Develop and implement consistent guidelines and design for 100 percent of digital and print materials by May 2016.

> > **Tactic 2**: Create a protocol for design, approval and dissemination of all promotional materials.

A protocol must exist so that the Public Relations Office has oversight on all promotional materials. This is important since without this oversight, it would be improbable that all materials will follow the appropriate brand guidelines and represent the UGA Hugh Hodgson School of Music brand in a consistent way.

Materials provided with this tactic include a print materials protocol packet with instructions on obtaining approval from the Public Relations Office in the UGA Hugh Hodgson School of Music.

The University of Georgia
Hugh Hodgson School of Music

Goal 1, Objective 2

Goal 1

Goal 1: Ensure consistency across all communications materials.

Objective 2: Develop social media guidelines for 100 percent of social media channels by May 2016.

> **Tactic 1:** Create guidelines for content posted to social media.
>
> **Tactic 2:** Develop content calendar for frequency of posting on social media channels.

Goal 1, Objective 2, Tactic 1

Create guidelines for content posted to social media.

Goal 1: Ensure consistency across all communications materials.

Objective 2: Develop social media guidelines for 100 percent of social media channels by May 2016.

Tactic 1: Create guidelines for content posted to social media.

As all guidelines are meant to do, these social media guidelines provide information on the purpose, messages, frequency, and other aspects of social media. The purpose is to appropriately represent both the UGA Hugh Hodgson School of Music and the University of Georgia brands through social media.

Materials assigned to this tactic include a social media guidelines packet that instructs users on the purpose of UGA Hugh Hodgson School of Music social media, gives general guidelines on effective use of social media, and presents best practices for each social media channel.

Goal 1, Objective 2, Tactic 2

Goal 1: Ensure consistency across all communications materials.

> **Objective 2:** Develop and implement consistent guidelines and design for 100 percent of digital and print materials by May 2016.

>> **Tactic 2:** Develop content calendar for frequency of posting on social media channels.

A content calendar provides organization to social media strategy, going hand-in-hand with the social media guidelines, this calendar is necessary to make sure that the ideals from the strategy document are being followed. It is a place to plan out long term strategy and campaigns, but also to look back at old posts and campaigns, so it serves as a record-keeping tool as well. There are many methods of keeping content calendars, but based on the needs of the UGA Hugh Hodgson School of Music, we recommend following a simple schedule to allow for more creativity, flexibility and opportunities on social media platforms.

Materials provided with this tactic include a content calendar, instructions on its use, as well as sample social media posts to serve as a guideline and reference.

UGA Hugh Hodgson School of Music Content Calendar

Monday		Tuesday		Wednesday		Thursday	
Time	**Type of Post**	**Time**	**Type of Post**	**Time**	**Type of Post**	**Time**	**Type of Post**
Twitter		**Twitter**		**Twitter**		**Twitter**	
9:00 a.m.	Photo/video	10:00 a.m.	Photo/video	9:00 a.m.	Photo/video	9:00 a.m.	Promotion
12:00 p.m.	Community interaction	12:00 p.m.	Community interaction	2:00 p.m.	Community interaction	12:00 p.m.	News
5:00 p.m.	News	5:00 p.m.	Promotion	6:00 p.m.	News	3:00 p.m.	Photo/video
Facebook		**Facebook**		**Facebook**		5:00 p.m.	Promotion
1:00 p.m.	Promotion	3:00 p.m.	News	1:00 p.m.	Promotion	**Facebook**	
Instagram		**Instagram**		**Instagram**		1:00 p.m.	Community Interaction
8:00 a.m.	Promotion	3:30 p.m.	Photo/video	3:30 p.m.	Photo/video	**Instagram**	
3:30 p.m.	Photo/video					3:30 p.m.	Photo/video

Friday		Saturday		Sunday	
Time	**Type of Post**	**Time**	**Type of Post**	**Time**	**Type of Post**
Twitter		**Twitter**		**Twitter**	
9:00 a.m.	Photo/video	9:00 a.m.	Promotion	10:00 a.m.	Photo/video
12:00 a.m.	News	**Facebook**		**Facebook**	
4:00 p.m.	Community interaction	1:00 p.m.	Promotion	3:00 p.m.	News
6:00 p.m.	Promotion				
Facebook					
11:00 a.m.	News				
4:00 p.m.	Promotion				
Instagram					
3:30 p.m.	Photo/video				
6:00 p.m.	Promotion				

UGA Hugh Hodgson School of Music
Content Calendar Instructions

This is a sample social media content calendar to be used as a guide for using and managing the UGA Hugh Hodgson School of Music's social media accounts. The social media accounts will be used to promote events, to inform the public of news updates, to share photos and videos and to engage with the external community. Each social media platform has an optimal time period for when posts receive the most attention and responsiveness from viewers. Facebook has the most engagement on Thursday and Friday between 1:00 p.m. and 3:00 p.m. For Twitter, followers are most active during the work week rather than the weekends, with the best time to post including early in the morning around 9:00 a.m., during the typical lunch break around 12:00 p.m. and in the evening between 5:00 and 6:00 p.m. Instagram is unique as engagement remains fairly consistent throughout the week, with Mondays having the highest spike.

By posting consistently to each account and varying topics, engagement and awareness are likely to increase. Posts do not have to follow this sample content calendar; however, it should be used as a guide to ensure that social media platforms are being used appropriately and effectively. For all YouTube and SoundCloud posts, files should be uploaded regularly. By designating a specific day of the week for uploading material to these two social media platforms, the public relations department can ensure that the public has access to recent audio and video files.

Sample Social Media Posts

Promotion

Twitter: Ever heard a Beatles song played on a steel drum? Tomorrow's your chance. Check out UGA's Steel Band tomorrow in Ramsey Hall @6pm #TheHugh

Photo/Video

Instagram: Did you know that UGA is home to some of the most talented music students in the country? The Wind Ensemble is nationally recognized as one of the most talented ensembles in the country. Check out this student playing with the ensemble in UGA's beautiful Concert Hall #HHSOM #TheHugh #UGAMusic

Community Interaction

Facebook: The Hodgson Wind Ensemble is a nationally recognized leader among its peers for its artistry, precision and musicianship. The Wind Ensemble doesn't just travel around the world playing at a variety of conferences, though. The Hodgson Wind Ensemble is dedicated to service-learning as well.

This year, the Hodgson Wind Ensemble will be traveling to Panama for a service-learning trip. They are currently asking for people to donate instruments that they will repair and give to music students and Schools in Panama. Consider helping the Wind Ensemble in their goal to bring more musical opportunities to students abroad.

If you have any new or used instruments that you'd like to donate, contact Cynthia Turner at cjturner@uga.edu or drop your instruments off at the UGA Band Office. Every donation gives us another opportunity to help students in Panama fulfill their dreams as a musician.

News

Twitter: Want to make your music dreams come true? Join #TheHugh. First fall information session is Sept 11. Click http://bit.ly/1OrtBh3 for more!

The University of Georgia
Hugh Hodgson School of Music

Goal 1, Objective 3

Goal 1

Goal 1: Ensure consistency across all communications materials.

Objective 3: Gain the participation of 90 percent of the faculty to follow a more collaborative and inclusive interdepartmental communication protocol by May 2016.

> **Tactic 1:** Establish a statement to reflect the goal of strong interdepartmental communication.
>
> **Tactic 2:** Create a structure and process for internal communication.
>
> **Tactic 3:** Have a departmental faculty workshop to unite the faculty members on the new protocol, and educate them on the new events and public relations points of contact, brand guidelines and how to utilize the new resources.

Goal 1, Objective 3, Tactic 1

Goal 1: Ensure consistency across all communications materials.

    Objective 3: Gain the participation of 90 percent of the faculty to follow a more collaborative and inclusive interdepartmental communication protocol by May 2016.

        Tactic 1: Establish a statement to reflect the goal of strong interdepartmental communication.

It is very important for the faculty members of the UGA Hugh Hodgson School of Music to understand why interdepartmental communication is essential. Many have realized that interdepartmental communication is a weakness, which needs to be strengthened. Therefore, the following mission statement reflects a commitment to strong interdepartmental communication that will be revealed during the faculty workshop.

UGA Hugh Hodgson School of Music
Interdepartmental Communication Mission Statement

Interdepartmental communication is an important key to success.

The UGA Hugh Hodgson School of Music is dedicated to raising morale, building trust and creating a place for discussing department issues. Increased communication will engage faculty and staff in the goals of the organization and help each professor deal with information overload. This will ultimately lead to increased workplace satisfaction and organizational unity.

For the School to be successful, employees at all levels need to be aware of what is happening at the School and have the opportunity to provide feedback on daily policies, as well as goals for the future.

As an organization, we are aware that effective and productive communication is crucial to a healthy workplace. We recognize the benefits of effective interdepartmental communication. We have made improved interdepartmental communication a strategic initiative.

Successful interdepartmental communication is critical for the continued well-being of the faculty and the UGA Hugh Hodgson School of Music.

Goal 1, Objective 3, Tactic 2

Goal 1: Ensure consistency across all communications materials.

> **Objective 3:** Gain the participation of 90 percent of the faculty to follow a more collaborative and inclusive interdepartmental communication protocol by May 2016.

> > **Tactic 2:** Create a structure and process for internal communication.

Successful implementation of the brand and social media guidelines created for the UGA Hugh Hodgson School of Music depends on universal compliance by faculty members to be effective. The materials included in those guidelines, such as logos, need to be placed in a central location where all faculty members looking to design materials can follow these guidelines and get all the materials they need. Therefore, we propose the creation of a Google folder on Google Drive that contains all the materials for the UGA Hugh Hodgson School of Music. This folder should also be the location where all departments upload the documents and materials that they create, so that these are accessible to all other departments.

When individual departments make materials and distribute them, or do promotion of any sort, other departments need to know. The University of Georgia's Strategic Communications listserv is used on the university level for internal communication. When specific departments engage in campaigns, they let all other university departments know via this Strategic Communications listserv so that relevant departments can promote the campaign as well. So, the process we recommend is to use the UGA Hugh Hodgson School of Music faculty listserv in this way. When a music department is engaging in promotional activities, it should inform all other UGA Hugh Hodgson School of Music departments of its activity via the existing UGA Hugh Hodgson School of Music faculty listserv.

A last important part of the process of internal communication is the creation of an internal calendar. Since Google Calendar is a collaborative software, and the UGA Hugh Hodgson School of Music will be using Google Drive already, we recommend using Google Calendar as a collaborative method to keep track of all events occurring. Faculty should upload the dates for any campaigns and promotions they are engaging in into the calendar, and the Public Relations Office should do the same for UGA Hugh Hodgson School of Music events and campaigns.

Materials included in this tactic are instructions to create a Google folder in Google Drive, to use the faculty listserv for internal communication about upcoming promotion and campaigns, and to create a Google Calendar.

UGA Hugh Hodgson School of Music
Google Drive Folder Creation

Link to Google Drive: www.drive.google.com

A private folder on Google Drive can be created through a UGA Hugh Hodgson School of Music Google account. The reason that this should not be created with someone's personal Google account is because it is then tied to that individual, and if he or she leaves the School at some point, the Google folder ownership will leave with them. The public relations specialist Clarke Schwabe will be in charge of creating this Google folder and will be responsible for its management.

Instructions

1. Log into a Google account at www.drive.google.com .
2. Create a new folder through the controls on the left side.
   a. New > Folder
3. Title this folder "UGA Hugh Hodgson School of Music." This will be the main folder for the School and will contain sub-folders for brand materials and individual departments.
4. Within the main UGA Hugh Hodgson School of Music Google folder, create a sub-folder for "Brand Materials." Make this folder "View Only" in settings, to prevent anything from being added or taken out from this folder without the permission of the Public Relations Office.
   a. New > Folder > Rename: Brand Materials
5. Upload brand guidelines, social media guidelines and new logos into this folder.
   a. New > Documents
6. Within the main UGA Hugh Hodgson School of Music folder, create identical folders for each department, so they each have a place to upload items.
7. Share the Google folder to all faculty members in the UGA Hugh Hodgson School of Music.
   a. On the top right of the Google folder, there is a small icon of a person with a plus sign next to it. This icon indicates the share settings of this folder.
   b. Click on the icon of a person with a plus sign next to it.
   c. Make sure the option for link sharing reads "Anyone with the link **can edit**"
   d. Copy this link and send it via the faculty listserv to all faculty and staff members. Include instructions for them to add this folder to their own Google Drive so they have access to it without having to use this link.

Utilizing the UGA Hugh Hodgson School of Music Faculty Listserv for Internal Communication

Whenever the UGA Hugh Hodgson School of Music or one of its departments is engaging in a campaign or promotion of some sort, it's important to make sure all of the faculty and staff of the UGA Hugh Hodgson School of Music do so as well. This is necessary for three reasons:

1) To keep every department aware and in the loop about the activities going on in the UGA Hugh Hodgson School of Music;

2) Individual departments can promote the activities of the School in general or other departments to help with promotion or campaigns if they know what is going on;

3) To give individual departments ideas on how to promote their own programs based on the promotion other departments are engaging in.

When the Public Relations Office or individual departments are going to engage in promotional activities or campaigns, they should send a quick email to the faculty listserv as an "FYI" for all others. This email should include information such as:

- The goal of the promotion or campaign
- The time frame of the promotion or campaign
- Materials such as graphics, logos and handouts being used in the promotion or campaign
- Hashtags being used in the promotion or campaign
- Sample of Facebook, Twitter and Instagram posts that will be used in the promotion or campaign
- A call to action, if the poster wants other departments to participate as well

UGA Hugh Hodgson School of Music
Google Calendar Creation

You can create a new calendar and invite other people to view or edit it. When you create an event, you'll see an option to choose which calendar to add the event to.

NOTE: You can only create a calendar and edit its sharing settings from a computer, not the mobile app.

Instructions

1. Open Google Calendar on a computer.
2. On the left, click the arrow next to **My calendars**.
3. Select **Create a new calendar**.
4. Name this calendar "UGA Hugh Hodgson School of Music Calendar" or "HHSOM Calendar."
5. Under **Share with specific people**, add the email address of the person you want to share with.
6. For **Permission Settings**, choose an option in the drop-down menu.
7. Click **Add person**, if they aren't already added.
8. Click **Create calendar**.

IMPORTANT: To get your new calendar to show up on your Android phone or tablet, you'll need to turn on sync for that calendar.

Once you click **Create calendar**, the people you shared your calendar with will get an email invitation to view your calendar. If they click the link in the email, your calendar will be added to their "Other calendars" list.

The only way to let people who don't have Google Calendar view your calendar is to make it public.

Goal 1, Objective 3, Tactic 3

Goal 1: Ensure consistency across all communications materials.

> Objective 3: Gain the participation of 90 percent of the faculty to follow a more collaborative and inclusive interdepartmental communication protocol by May 2016.

>> Tactic 3: Have a departmental faculty workshop to unite the faculty members on the new protocol, and educate them on the new events and public relations points of contact, brand guidelines and how to utilize the new resources.

A workshop is necessary to unite all the faculty members behind the concept of interdepartmental communication. All faculty and staff members must be willing to be cooperative and communicative about the steps they are taking to promote their departments. Along with this, all the faculty members need to be educated on exactly what the new guidelines entail, how to use them, and who to go to for help on public relations and event planning.

Our suggestion is to hold a catered workshop in order to attract and educate faculty and staff members. Everyone may not be able to attend the workshop, so we recommend holding two workshops. However, for those that will not be able to attend either of the events, a detailed email with information will be sent out.

The event should be held at the beginning of the semester, ideally within the first week or two of classes starting back. We recommend holding the event on 20 Jan. 2016 at 12:15 p.m. and 21 Jan. 2016 at 12:30 p.m. In order to attract more faculty members we suggest holding the workshop during lunchtime and having it catered. Lunch can add some added incentive to attend the meeting.

All faculty members should be invited, as well as all administrative staff. For optimum convenience the meeting should be held in the UGA Hugh Hodgson School of Music. Staff can be invited through the staff wide listserv. It is also recommended to create a sign-up list, so that you can better plan the catering for both days. We recommend the workshops be catered by Zoe's Kitchen. The menu should include a variety of sandwiches and sides, dessert and drinks.

Materials included with this tactic are four different email drafts from Dr. Dale Monson for different scenarios, a budget, a timeline of events and a sample PowerPoint presentation with all of the information we suggest should be covered during this workshop.

Workshop Guidelines

Email Inviting Staff to Workshop

Dear_____,

You have been invited to the Hugh Hodgson School of Music Rebranding Workshop. We will cover all of the changes we are making in regards to our brand, communication efforts, and future goals for our national reputation.

There will be two dates for the workshops; Jan. 20 at 12:15 p.m. and Jan. 21 at 12:30 p.m. Lunch will be provided both days. They will be located in room ___ in the Hugh Hodgson School of Music. The workshop should take no longer than an hour, and your attendance is highly encouraged. Please R.S.V.P to the workshop you will be able to attend by going to the Google Doc associated with it and writing your name. Also, on the R.S.V.P document please indicate if you have any dietary restrictions.

> January 20th, 2016 12:15 p.m.
> (Link to Google Doc)
>
> January 21st 2016 12:30 p.m.
> (Link to Google Doc)

We hope all of you will be able to attend this event. We look forward to seeing everyone.

> Best,
> Dr. Monson

Email Reminding Staff of Workshop

This is a friendly reminder that next week we will be hosting the UGA Hugh Hodgson School of Music Rebranding Workshop. You are strongly encouraged to attend. Important information will be discussed regarding our rebranding efforts, modified processes for getting materials approved and our national image

If you have not done so already, please R.S.V.P. using the appropriate link below. Lunch will be provided on both days. On the R.S.V.P document please indicate if you have any dietary restrictions.

> January 20th, 2016 12:15 p.m.
> (Link to Google Doc)
>
> January 21st 2016 12:30 p.m.
> (Link to Google Doc)

We hope all of you will be able to attend this event. We look forward to seeing everyone.

> Best,
> Dr. Monson

Thank You E-mail

Thank you for attending the UGA Hugh Hodgson School of Music Rebranding Workshop. We hope that you found the information to be informative and that you are on board to help us rebrand the UGA Hugh Hodgson School of Music.

Please contact us with any questions.

    Thanks,
    Clarke Schwab

*Attached to this email will be both the link to the Google folder with all the documents and a PDF version of the documents given out at the meeting.

Email for Non-Attendees

You are receiving this email because you were unable to attend one of our rebranding workshops. In order to make the UGA Hugh Hodgson School of Music the best it can be, we need everyone's participation in evoking these changes. Attached you'll find the PowerPoint we used during the workshop as well as all of the documents we handed out.

Please look over all of these materials and feel free to contact me with any questions.

Thanks,

Clarke Schwab

Budget

This budget is of a sample menu that could be served during the workshop. There are 73 faculty members and 28 additional staff members, so it was estimated that potentially 35 would attend each day. This is a sample budget and would be modified depending on actual event attendance. We recommend that when actually ordering the food, you plan on ordering for five extra people to ensure that there is enough for everyone and to cover yourself for any surprise guests. The food cost also includes the cost of plates, silverware, napkins and cups. Prices for print materials are based on the prices at Tate Print and Copy.

Item	Price	Quantity	Cost
Sandwich Trays w/sides included	$7.39 per person	40	$295.60
Hummus Trio Tray	$31.49 flat cost	Serves 20-30 (2)	$62.98
Limeade	$7.99 per gallon	3	$23.97
Sweet Tea	$6.99 per gallon	3	$20.97
Large Cookie Bowl	$45.99	Feeds 25-40 people	$45.99
			Total: $449.51
			X2 Days = $899.02
Print Materials	.40 colored print per page	800 Total (branding guidelines 10 pages for 80 attendees)	$320.00

Logistics Timeline

Date	Action
Jan. 5	Reserve room in the UGA Hugh Hodgson School of Music
Jan. 7	Send out initial email announcing event
Jan. 15	Send out reminder email.
Jan. 19	Look at RSVP list and order catering.
Jan. 19	Print workshop materials
Jan. 19	Look over and finalize PowerPoint and workshop materials.
Jan. 20 and 21	Days of workshop
Jan 22	Send out emails to those who could not attend informing them of what they missed.
Jan 22	Send out thank you emails to those who attended and recap important information covered.

Workshop Timeline

Time	Action
11:45	Get food and set up room for workshop. • Make sure technology for PowerPoint is working, information sheets are set out, and food is ready. The brand identity guidelines should be placed at each seat.
12:30-12:45	Staff and faculty should arrive and make plates. Allow for at least 15 minutes for everyone to arrive and get settled. Use your judgement to determine if this time period needs to be extended or shortened, based on the needs of the attendees.
12:45-1:15	Presentation
1:15-1:30	Questions
1:30	Workshop ends
1:30-2:00	Clean up

Workshop Agenda

Rebranding

Discuss who we are as the UGA Hugh Hodgson School of Music, what we stand for, and why rebranding is necessary. Emphasize that the Hugh Hodgson School of Music lacks a strong national reputation and we are working on changing that. Emphasize the importance of having all the staff on board in order to make this possible.

Brand Guidelines

> <u>Visual Elements:</u> Promotional materials should consist of the colors red, black, white, grey and silver. There are specific shades listed in the packets.

> <u>Photography:</u> Photography and videos are an excellent way to show what the UGA Hugh Hodgson School of Music is all about.

> <u>Font:</u> The fonts to be primarily used are Helvetica and Galliard. This should be kept in mind when you are designing promotional materials.

> <u>New Logo:</u> Discuss how there hasn't been a consistent logo for the UGA Hugh Hodgson School of Music and how this logo should be used by everyone. Go over proper use and improper use. Show examples of proper sizing and colors.

Interdepartmental Communication

Google Drive: All materials from this meeting, including the brand guidelines, social media guidelines and logos will be included in the UGA Hugh Hodgson School of Music Google folder for all faculty members to use. Also, there will be folders for each department to upload their own promotional materials so other departments can look at and make use of them.

Faculty Listserv: Make all faculty and staff understand the process of sending out information about any promotional activity they are engaging in over the UGA Hugh Hodgson School of Music listserv. This is so every department knows all other department's promotional activities.

Google Calendar: Faculty and staff will be able to view a master calendar of all events going on throughout the UGA Hugh Hodgson School of Music, and learn how to create these events themselves. All major events should be included on the Google Calendar and it should be utilized by all faculty and staff. This will help unify the different departments and strengthen communication efforts.

Sample Workshop Presentation

The University of Georgia
Hugh Hodgson School of Music

Rebranding Workshop

HHSOM Mission Statement

The mission of the Hugh Hodgson School of Music—in accord with The University of Georgia's threefold commitment to teaching, research, and service—is to seek excellence, applying national and international standards, in:

(a) Offering instructional programs at the undergraduate and graduate levels to prepare students for a wide variety of professional careers in music performance, scholarship, composition, and music education/therapy; providing a major in music in the context of the liberal arts degree; and offering educational experiences and opportunities to take part in musical performance to all members of the University community;

(b) Contributing to the knowledge and literature of music through scholarship/research, performance and composition; Providing educational programs in music for professionals and non-professionals, and contributing to the quality of life of the University community and general public through a variety of musical presentations.

The University of Georgia
Hugh Hodgson School of Music

Rebranding Workshop

Communications Mission Statement

The school is dedicated to raising morale, building trust and creating a place for discussing department issues. Increased communication will engage faculty and staff in the goals of the organization and help each professor deal with information overload. This will ultimately lead to increased workplace satisfaction and organizational unity.

• What are your opinions on the communications mission statement?

Visual Elements

- Design
  - Clean, classic, simple
  - Colors: red, black, grey/silver
    - Specific shades are listed on your handout
  - Use of white space
- Photography
- Font
  - Helvetica and Galliard
- New Logo
  - Please use one of these logos on all of your future print material, email signatures

Logos

Horizontal Logo

The University of Georgia
Hugh Hodgson School of Music

The University of Georgia — Recommended minimum size:
Hugh Hodgson School of Music 2.125" x .4133"

Stacked Logo

The University of Georgia
Hugh Hodgson
School of Music

The University of Georgia — Recommended minimum size:
Hugh Hodgson 1.75" x .5303"
School of Music

The University of Georgia
Hugh Hodgson School of Music

How Not To Use Logos

The University of Georgia
Hugh Hodgson School of Music

Do not change the scale or the placement of the arches or logotype in relation to each other.

The University of Georgia
Hugh Hodgson School of Music

Do not use the logo in any color other than approved brand colors and color variations on the previous page.

The University of Georgia
Hugh Hodgson School of Music

Do not stretch, distort or alter the logo in any way.

The University of Georgia
Hugh Hodgson School of Music

Do not apply any special effects, such as drop shadows, glow effects or any gradient colors.

The University of Georgia
Hugh Hodgson School of Music

Materials Approval Process

- Must be designed in accordance with brand identity guidelines
- Must get promotional materials approved by Clarke Schwabe
  - ccschwabe@uga.edu
- Must be submitted for review, 3 weeks prior to dissemination
- Face to face meeting with Clarke or an intern is required before approval
- Allow 3-5 days for review

The University of Georgia
Hugh Hodgson School of Music

Rebranding Workshop

Interdepartmental Communication

- Google Drive
  - (Insert Google Drive Link)
  - What to use Google Drive for
- Faculty Listerv
  - (Insert listerv address)
  - How to use the listerv
- Google Calendar
  - (Insert Google Calendar Link)
  - What to use Google Calendar for

The University of Georgia
Hugh Hodgson School of Music

Rebranding Workshop

Social Media Guidelines

- Social media guidelines
- Discuss plan for social media

The University of Georgia
Hugh Hodgson School of Music

Thank You For Your Time

The University of Georgia
Hugh Hodgson School of Music

The University of Georgia
Hugh Hodgson School of Music

Goal 2, Objective 1

Goal 2

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

Objective 1: Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.

> **Tactic 1:** Have performance groups from the UGA Hugh Hodgson School of Music perform at UGA facilities to promote upcoming events and the School in general at least once a semester.

> **Tactic 2:** Create a strategy for increasing awareness of the UGA Hugh Hodgson School of Music among UGA students through social media.

> **Tactic 3:** Form a strategic partnership with a local Athens restaurant and offer incentives from this establishment, such as discounts or free food, to promote the UGA Hugh Hodgson School of Music.

> **Tactic 4:** Include all UGA faculty emails in the contact list for the weekly UGA Hugh Hodgson School of Music event email-blasts.

Goal 2, Objective 1, Tactic 1

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 1:** Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.
>
> > **Tactic 1:** Have performance groups from the UGA Hugh Hodgson School of Music perform at UGA facilities to promote upcoming events and the School in general at least once a semester.

A very large reason that faculty members and students at the University of Georgia do not frequent UGA Hugh Hodgson School of Music events is that there is no knowledge of these events within the UGA community. However, due to Athens being such a musically-oriented area, music is of large entertainment value to UGA residents, and purely being aware of the existence of music events would push many students and faculty members to consider attending more often.

An easy way to increase awareness of the UGA Hugh Hodgson School of Music is to have performance groups perform at UGA facilities to promote upcoming events or the School. There are many venues and resources to make this happen, but we suggested a few options.

Materials attached to this tactic include a set of event examples that the UGA Hugh Hodgson School of Music can make use of if deciding to perform at various UGA facilities. This event guide gives event suggestions, dates, and ways to promote the event.

Event Examples

As part of the initiative to get the UGA Hugh Hodgson School of Music's name out in the UGA community, here a few events that the performance groups can host.

Concert on The Lawn Series

Starting in March, different orchestras and quartets will perform in the Myers quad, in front of Russell Hall, and in front of Reed Hall.

> Myers Quad: Night Under the Stars (Jazz Band Orchestra)
> Russell Hall: Concert on the Lawn (Hodgson Wind Ensemble)
> Reed Hall: Music While You Study (Men's Glee Club and Women's Glee Club)

The main publics for these events will be the first-year students living in the dorms where the concerts take place. UGA Hugh Hodgson School of Music students will be on hand to promote upcoming events and hand out flyers for the School.

- Use the UGA Snapchat story to promote the event.
- Use Twitter to promote each concert series.
- Create Facebook events to promote attendance.

Music While You Eat

Starting January, different ensembles will perform each month at one dining hall during dinner time to promote upcoming events for the UGA Hugh Hodgson School of Music.

January: The Niche
February: O-House
March: Snelling
April: Bolton
May: The Village Summit

Main publics for these performances will be all UGA students and faculty that visit the dining halls for dinner. UGA Hugh Hodgson School of Music students will be on hand to promote upcoming events and hand out flyers for the School.

- Use the UGA Snapchat story to promote the event.
- Use Twitter to let the UGA students know when the ensembles will perform.

Flash Mob

Prior to any given home basketball game, either members of the Redcoat Band or brass orchestra will do a flash mob near the student gates or within the Stegeman Coliseum.

- T-Shirts for the UGA Hugh Hodgson School of Music can be given out to students as they go into the game.
- Use the UGA Snapchat story to promote the event.

Performance at Greek Life Houses

Portions of the ensembles will go around to the different Greek houses on Milledge Avenue and the Greek Circle on Monday night to perform at the weekly chapter events.

Starting February 1, 2016, ensembles will visit one chapter per week until all 18 Panhellenic sororities are covered. They will not perform on spring break. Any senior performers will be at hand to introduce the ensembles and promote any events happening for the week at the UGA Hugh Hodgson School of Music.

- Use Twitter and Instagram to inform the UGA community which houses were visited.
- Contact with the sororities a week before the performance's desired date.

Goal 2, Objective 1, Tactic 2

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

Objective 1: Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.

Tactic 2: Create a strategy for increasing awareness of the UGA Hugh Hodgson School of Music among UGA students through social media.

Since students are so active on a variety of social media platforms, it is important to connect with them via social media while targeting them. The easiest and most cost-effective way to get to this unreached population is to engage them via social media. We have thought of a few different ideas to engage students on social media platforms like Facebook, Twitter, Instagram, Snapchat and YouTube.

Materials attached to this tactic include a few different social media campaign ideas and strategies to boost the social media presence of the UGA Hugh Hodgson School of Music in order for UGA students to engage and connect with it more.

Social Media Campaign: UGA Students

Launch Hashtag Contest:

#MySoundUGA

This hashtag will be utilized on Twitter, Instagram and Facebook accounts. Participants in the hashtag contest will share a picture or blurb of them participating in their own favorite extracurricular activity in order to share what makes their own 'sound'. 'Sound' in this case refers to a unique expression of oneself that gives someone the ability to establish themselves on their social media platform through the use of our hashtag in publication. The winner of the contest will be re-blogged on the social media sites and will receive UGA Hugh Hodgson School of Music swag and event tickets with a plus-one ticket. This plus-one ticket will allow another person to become engaged with the UGA Hugh Hodgson School of Music and potentially be a guest for future events.

There is the potential for both guests to share exciting moments on social media accounts, creating positive re-establishment of School's awareness. The seats reserved for them should be best in the house, so they may upload pictures sharing the 'good seats'. This campaign will be implemented by public relations specialist Clarke Schwabe or his interns.

Creating Event Hashtags

Communicate with social media audiences before and during performances and events using two or more hashtags. When promoting the School, use things such as #HHSOM, #HughHodgson or #UGAMusic

When promoting the specific event use hashtags like #BenjaminTurk or #FacultyRecitalSeries. Also, use any hashtag relating to a specific event that could reach a wider audience, such as a community, genre of music, descriptor, emotion or related field of interest.

Upload video content from YouTube channel to further engage audience and increase views on videos.

Re-Brand YouTube Channel

Create playlists to organize videos among previously agreed upon categories. Upload video content on a regular basis, which is consistent with schedule of events. Reach more viewers by promoting the YouTube videos on other social media platforms.

Social Media Scavenger Hunt

Create a social media scavenger hunt as promotion for the largest fall concert. This should be led by either the public relations specialist Clarke Schwabe or by his interns during the week leading up to the event. Contest should happen once a day during the week of the event. There will be clues announced on the social media accounts describing the whereabouts of a prize somewhere on campus or in the downtown Athens area, which will be tickets for the given event.

The locations chosen should be historically significant to music in Athens, such as hiding a pair of tickets at Wuxtry or behind a sculpture dedicated to a local artist. Pictures of the winners should be published on social media, and to win the prize, you must be required to follow the UGA Hugh Hodgson School of Music's Twitter, Instagram and Facebook accounts.

Create a Snapchat Account

A Snapchat account will create a community of awareness and involvement for the UGA Hugh Hodgson School of Music. This allows individuals to discover more about the school through the mobile application. Snapchat is an important social media avenue to use because it is one of the most widely used applications students have to stay up-to-date with campus events and information.

Snapchat will give the UGA Hugh Hodgson School of Music the added benefit of bringing people together over a specific event. Users will have the ability to add their story to an event, making it a much more personal experience for each Snapchat user. By utilizing the 'My Story' feature in Snapchat, application users have the ability to upload their own photo and video content from any UGA Hugh Hodgson School of Music event to be published on your Snapchat Story. UGA Hugh Hodgson School of Music will be able to approve the content that will be displayed under the 'My Story' feature. This will increase student awareness and attendance at UGA Hugh Hodgson School of Music events and give followers a peek of current events in hopes of increased student attendance at future events.

Snapchat also allows account holders to post original content that is created by the UGA Hugh Hodgson School of Music. The School will be able to upload video and photo content of events, performances and special announcements that can be viewed by students on their mobile phones. Snapchat makes uploading photo and video content for others to view easy and instantaneous. It is also an interactive application which gives students the chance to feel like they are a part of the UGA Hugh Hodgson School of Music story.

The Snapchat account will be managed by public relations specialist Clarke Schwabe or his interns.

Goal 2, Objective 1, Tactic 3

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 1:** Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.

> > **Tactic 3:** Form a strategic partnership with a local Athens restaurant and offer incentives from this establishment, such as discounts or free food, to promote the UGA Hugh Hodgson School of Music.

It is highly suggested that the UGA Hugh Hodgson School of Music forms mutually beneficial relationships with local businesses that offer incentives for UGA students to attend UGA Hugh Hodgson School of Music performances. Many businesses in the Athens community welcome these relationships because they also bring customers to the restaurants. Likewise, the UGA community loves to receive promotional deals to local restaurants, and even more so to receive free food from local restaurants. We have compiled a list of suggestions of businesses that often form in-kind sponsorships like this, with their contact information and possible incentives ideas that these restaurants could provide.

An important thing to take into consideration is that the event being incentivized will capture the attention of the UGA student audience. For instance, specific faculty member performances may not be as interesting to non-music students who don't have a personal connection to the faculty member, whereas student ensembles are more interesting. In contrast, faculty members may be more interested in hearing their peer faculty members perform. At least two events a month should be incentivized in this way. The incentives should be finalized with the restaurant at least a month before the event, but a strategic way to go about this would be to identify multiple events for incentives per restaurant at the beginning of each semester.

Materials provided with this tactic include a restaurant partnership list with contact information and sponsorship ideas.

Athens Restaurant Strategic Partnership List

Papa Johns

Address: 498 Baxter St.
                          Athens, GA 30605
Phone: (706) 543-7272
Email: papajohnsathens@gmail.com

Sponsorship Idea: Offer free pizza to the first 50 students at the event. Pizza can be given out in the lobby of the event location before the performance starts.

Raising Canes
Address: 795 Baxter St.
                          Athens, GA 30605
Phone: (706) 548-2008
Email: www.raisingcanes.com/content/community-request-system

Sponsorship Idea: Offer a discount to students who bring event ticket stub.

Menchies

Address: 196 Alps Road
                          Athens, GA 30606
Phone: (706) 208-7223
Email: beth@rickysteele.net

Sponsorship Idea: Offer discount to students who bring event ticket stub with an expiration date.

Chick-Fil-A

Address: 196 Alps Road
                          Athens, GA 30606
Phone: (706) 613-7115
Email: 00846@chick-fil-a.com

Sponsorship Idea: Offer coupons to every student at the event. Coupons can be handed to students as they walk into the event or at ticket booth.

Dawg Fanz

Address: 378 E Broad St.
                 Athens, GA 30601
Phone: (706) 548-2700
Email: info@fanaticfanz.com

Sponsorship Idea: Offer giveaway gift cards to two student attendees.

Pita Pit

Address: 123 N Jackson St.
                 Athens, GA 30601
Phone: (706) 552-0051

Sponsorship Idea: Offer coupons to every student at the event. Coupons can be handed to students as they walk into the event or at the ticket booth.

Your Pie

Address: 350 E Broad St.
                 Athens, GA 30601
Phone: (706) 850-5675
Email: comments@yourpie.com

Sponsorship Idea: Offer free pizza to the first 50 students at the event. Pizza can be given out in the lobby of the event location before the performance starts. Can also offer a discount to students who bring the event ticket stub.

Jimmy Johns

Address: 600 Baxter St.
                 Athens, GA 30601
Phone: (706) 613-0500

Sponsorship Idea: Offer coupons to every student at the event. Coupons can be handed to students as they walk into the event or at the ticket booth.

Fuzzy's Taco Shop

Address: 265 N Lumpkin St.
                     Athens, GA 30601
Phone: (706) 353-0305
Email: athens@fuzzystacoshop.com

Sponsorship Idea: Offer a discount to students who bring their event ticket stub
Include an expiration date for this promotion.

Always Baked Goodies

Address: 723 Baxter St.
                     Athens, GA 30605
Phone: (706) 850-5478

Sponsorship Idea: Offer a discount to students who bring their event ticket stub.
Include an expiration date for this promotion.

Barberitos

Address: 259 E Clayton St.
                     Athens, GA 30601
Phone: (706) 549-9008
Website: www.barberitos.com

Sponsorship Idea: Offer a discount to students who bring their event ticket stub.
Include an expiration date for this promotion.

East West Bistro

Address: 351 E Broad St.
                    Athens, GA 30601
Phone: (706) 546-9378
Email: eastwestbistroathens@gmail.com

Sponsorship Idea: To target older audiences, a package deal called 'Dinner and a Show' would be beneficial. This deal would include a dinner at the East West Bistro and a UGA Hugh Hodgson School of Music performance after dinner. It is suggested that the performances be one of the major events, such as the upcoming Disney Fantasia performance in March 2016.

DePalmas

Address: 401 E Broad St.
                    Athens, GA 30601
Phone: (706) 354-6966
Website: www.depalmasitaliancafe.com

Sponsorship Idea: To target older audiences, a package deal called 'Dinner and a Show' would be beneficial. This deal would include a dinner at DePalmas and a UGA Hugh Hodgson School of Music performance after dinner. It is suggested that the performances be one of the major events, such as the upcoming Disney Fantasia performance in March 2016.

Goal 2, Objective 1, Tactic 4

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 1:** Increase awareness of the UGA Hugh Hodgson School of Music's events and programs by 10 percent among the UGA community by December 2016.

> > **Tactic 4:** Include all UGA faculty emails in the contact list for the weekly UGA Hugh Hodgson School of Music event email-blasts.

Currently, many students and faculty members are a part of the UGA Hugh Hodgson School of Music event email blasts that are sent out every week. Some of these students are non-UGA Hugh Hodgson School of Music students, but there are not many non-music faculty members on the list. The accessibility of faculty emails makes it very efficient to add their emails to the weekly email blast list. This is much harder to do with individual students, but faculty members are much more accessible. There are several ways to make this happen.

Materials attached to this tactic include instructions and strategies for collecting faculty email addresses to include in the weekly event email blasts.

Collecting Faculty Email Addresses

A few different tactics can be used to increase the amount of faculty emails on the e-mail list of the weekly event e-mail blasts.

Contact the Office of The President

One tactic for collecting all of the UGA faculty e-mails would be to contact the Office of the President and ask for a master list of e-mails to be added to the listserv. If permission by each faculty member must be provided to add them to the e-mail list, the UGA Hugh Hodgson School of Music could send out an email blast to these e-mail accounts, asking their permission to add them to the e-mail blast list. It should be noted to the faculty members that this weekly e-mail blast will give them important event announcements and discounts.

E-mail Department Heads

A second strategy for collecting UGA faculty e-mails would be to e-mail department heads of each school asking them to pass on this information to their co-workers. A prize will be given to the department with the largest percentage of participants in the listserv for their contribution.

E-mail Listserv Administrators

Each University of Georgia college has an inward-facing listserv for the faculty members of that college. The UGA Hugh Hodgson School of Music could send an email to each of the administrators of these listservs asking them to post an invitation to join the UGA Hugh Hodgson School of Music event e-mail blast list within their individual listservs. This notice should contain a call to action such as, "If you'd like to learn more about UGA Hugh Hodgson School of Music events, click on this link."

Utilize E-mails of Current Customers

Faculty members who currently attend UGA Hugh Hodgson School of Music events have their e-mails collected and these e-mails should be added to the e-mail blast list. Current customers should not be neglected in favor of new faculty customers.

The University of Georgia
Hugh Hodgson School of Music

Goal 2, Objective 2

Goal 2

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

Objective 2: Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

> **Tactic 1:** Create a list of all high schools with prestigious music programs across the United States.
>
> **Tactic 2:** Send recruitment materials to all known prestigious music high schools across the United States.
>
> **Tactic 3:** Send promotional recruitment emails to music instructors at all known prestigious music high schools across the United States.
>
> **Tactic 4:** Create simple and informative materials for professors to take to summer festivals and events where high school student recruitment occurs.
>
> **Tactic 5:** Create social media campaign targeting high school students.

Goal 2, Objective 2, Tactic 1

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 2:** Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

>> **Tactic 1:** Create a list of all high schools with prestigious music programs across the United States.

A very wide contact list of high schools was created for the UGA Hugh Hodgson School of Music to send recruitment materials to. Not every School in this list needs to be contacted, but high schools were included which exhibited a strong commitment to the arts and music. Some high schools were ones that the UGA Hugh Hodgson School of Music wanted to include, but others were acquired through research and compilation. It would be beneficial to the School to send recruitment materials out to as many high schools as it finds itself financially able to do, but for the purposes of this plan, we recommend sending materials out one time to each one of these high schools that are on the provided list.

Materials in this section include a master list of United States high schools that emphasize their music and arts programs. For each high school, we have provided a mailing address, music professors' names and respective contact information.

Master Contact List of Music High Schools

School	City	Address	Contact Name	Email
Academy of Music at Hamilton High School	Los Angeles, California	2955 S Robertson Blvd., Los Angeles, CA 90034	**Music Teachers:** Bob Bruning and Jim Foschia, Stephen McDonough, Greg Robinson **Director of Keyboard Studies:** Mariana Lajmanovich **Vocal Teacher:** Kelci Hahn	Must contact through forum on website: http://www.hamiltonmusic.org/apps/contact/
Allen High School	Allen, Texas	300 Rivercrest Blvd., Allen, TX 75002	**Director of Bands:** Blane Hinton	**Blane Hinton:** blane_hinton@allenisd.org **College and Career Center Contact:** kristy_dozier@allenisd.org, marybeth_sunderhaus@allenisd.org
Allendale High School	Allendale, Michigan	10760 68th Ave., Allendale, MI 49401	**Band Director:** Tony Bush	**Tony Bush:** bushton@allendale.k12.mi.us
Antelope High School	Antelope, California	7801 Titan Drive, Antelope, CA 95843	**Band Director:** Sonora Mello **Choir Director:** Jennifer Fulkerson	**Sonora Mello:** smello@rjuhsd.us **Jennifer Fulkerson:** jfulkerson@rjuhsd.us

Arizona School for the Arts	Phoenix, Arizona	1410 N Third St., Phoenix, AZ 85004	**Band Director:** Adam Riberts **Arts Director:** Laura Apperson **High School Piano:** Dr. Stephen Cook and HollyKordahl **Choral Arts:** Elise Kurbat	Must contact through forum on website: http://www.goasa.org/apps/staff/
Ashland High School	Ashland, Wisconsin.	1900 Beaser Ave., Ashland, WI 54806	**Choir:** Kyrsten Olson **Music/Orchestra:** Deb Poweres	**Kyrsten Olson:** kolson@sdak12.net **Deb Powers:** dpowers@sdak12.net
Atherton High School	Louisville, Kentucky	3000 Dundee Road, Louisville, KY 40205	**Band:** Matt Byrum **Orchestra:** Nelson Dougherty **Music:** Nan Tate	**Matt Byrum:** matthew.byrum@jefferson.kySchools.us **Nelson Dougherty:** nelson.dougherty@jefferson.kySchools.us **Nan Tate:** nan.tate@jefferson.kySchools.us
Ballard High School	Louisville, Kentucky	6000 Brownsboro Road, Louisville, KY 40222	**Music Staff:** Jay Matheney, Eva Rouse, Paul Shepherd, Noel Weaver	**Jay Matheney:** jacob.matheney@jefferson.kySchools.us **Eva Rouse:** eva.rouse@jefferson.kySchools.us **Paul Shepherd:** paul.shepherd@jefferson.kySchools.us **Noel Weaver:** noel.weaver@jefferson.kySchools.us

School	Location	Address	Staff	Contact
Batavia High School	Batavia, Illinois	1201 Main St., Batavia, IL 60510	**Band Music Teacher:** Chris Owens and Brian VanKley **Choral Teacher:** Peter Barsch **Orchestra Music Teacher**: Nathan Sackschewsky	Must Contact through forum on website: https://bhs.bps101.net/contact-us/
Bellefonte Area High School	Bellefonte, Pennsylvania	830 E Bishop St., Bellefonte, PA 16823	**Director of Bands:** Jay Zimmerman **Director of Choirs:** Eric Brinser **String Specialist:** Julie Renne	**Jay Zimmerman**: jzimmerm@basd.net **Eric Brinser:**ebrinser@basd.net **Julie Renne:** jrenne@basd.net
Bergen County Academies	Hackensack, N.J	200 Hackensack Ave, Hackensack, NJ 07601	**Music Staff:** Patrick Finley and Michael Lemma	**Patrick Finley:** patfin@bergen.org **Michael Lemma:** miclem@bergen.org
Big Foot High School	Walworth, Wis.	401 Devils Ln., Walworth, WI 53184	**Instrumental Instructor:** Neal Raskin **Vocal Instructor**: David Olsen	**Neal Raskin:** nmraskin@bigfoot.k12.wi.us **David Olsen:** dbolson@bigfoot.k12.wi.us
Biloxi High School	Biloxi, Miss.	1845 Richard Drive, Biloxi, MS 39532	**Fine Arts Director:** Travis Coakley	**Travis Coakley:** travis.coakley@biloxiSchools.net
Blue Ridge High School	Greer, S.C	2151 Fews Chapel Road, Greer, SC 29651	**Choral Instructor:** Laura Morris **Band Instructor:** Eric Wells	**Laura Morris:** lmorris@greenville.k12.sc.us **Eric Wells:** ecwells@greenville.k12.sc.us
Blue Valley Northwest High School	Overland Park, Kan.	13260 Switzer Road, Overland Parl, KS 66213	**Performing Arts Professors**: Michael Arbucci, Melissa Askren, Kevin Coker and Adam Lundine	Must contact through forum on website: http://www.bluevalleyk12.org/education/components/scdirectory/default.php?sectiondetailid=3218&

Boston Latin School	Boston, Mass.	78 Ave. Louis Pasteur, Boston, MA 02115	**Head Master**: Lynne Mooney Teta * Masters, no professors- contact head master for more information.	**Lynne Mooney Teta:** lteta@bostonpublicSchools.org
Brainerd High School	Brainerd, Minn.	702 S Fifth St., Brainerd, MN 56401	**Choir**: Marcus Aulie **Band:** Chris Fogderud	**Marcus Aulie:** Marcus.Aulie@isd181.org **Chris Fogderud:** Chris.Fogderud@isd181.org
Canton High School	Canton, Conn.	76 Simonds Ave., Collinsville, CT 06019	**Choral Director:** Brett Gottheimer	**Brett Gottheimer:** bgottheimer@cantonSchools.org
Chelmsford High School	Chelmsford, Mass.	200 Richardson Road, N. Chelmsford, MA 01863	**Music Department Coordinator:** Christina Whittlesey	**Christina Whittlesey:** whittleseyc@chelmsford.k12.ma.us
Chugiak High School	Chugiak, Alaska	16525 S Birchwood Loop Road, Chugiak, AK 99567	**Performing Arts Staff**: Alli High, Jean Lenoir, Ron Lange, Mike Martinson	**Alli High:** high_allen@asdk12.org **Jean Lenoir:** lenoir_jean@asdk12.org **Ron Lange:** lange_ron@asdk12.org **Mike Martinson:** martinson_mike@asdk12.org
Colonel Richardson High School	Federalsburg, Md.	25320 Richarson Road, Federalsburg, MD 21632	**Music Instructor:** Tom Cheezum	**Thomas Cheezum:** thomas_cheezum@mail.cl.k12.md.us
Coral Gables Senior High School	Coral Gables, Fla.	450 Bird Road, Coral Gables, FL 33146	**Fine Arts Vocal Instructor:** Mary Morrow	Must contact through forum on website: http://www.coralgablescavaliers.org/apps/contact/
David Douglas High School	Portland, Ore.	1001 SE 135th Ave., Portland, OR 97233	Must contact general School- no staff emails available	Must contact through forum on website (There are no staff emails available): http://www.ddouglas.k12.or.us/contact-us/

Davis Senior High School	Davis, Calif.	315 W 14th St., Davis CA 95616	**Band Director:** Thomas Slabaugh	Must contact through forum on website: http://dshs.djusd.net/misc/cms_contact?d=x&id=1365835248275&return_url=1445444600850
DeLand High School	DeLand, Fla.	800 N Hill Ave., Deland FL 32724	**Chorus Director:** Melinda O'Neill	**Melinda O'Neill:** mdoneil@volusia.k12.fl.us
Delavan-Darien High School	Delavan, Wis.	150 Cummings St., Delavan, WI 53115	**Orchestra Instructor:** Jennifer Bayerl	**Jennifer Bayerl:** jbayerl@ddSchools.org
Desert Mountain High School	Scottsdale, Ariz.	12575 E Via Linda, Scottsdale, AZ 85259	**Band Director:** Michelle Irvin **Choir Director:** Jennifer Moore	**Michelle Irvin:** mirvin@susd.org **Jennifer Moore:** jennifer.moore@susd.org
Desert Vista High School	Phoenix, Ariz.	16440 S 32nd St., Phoenix, AZ 85048	**Fine Arts Department Head:** Josh Thye	**Josh Thye:** Jthye@TempeUnion.org
Division Avenue High School	Levittown, N.Y.	120 Division Ave., Levittown, NY 11756	**Music Department:** Mr. Bastone, Ms. Hardison, Mr. Harris, Mr. Martufi	**Mr. Bastone:** mbastone@levittownSchools.com **Ms. Hardison:** phardison@levittownSchools.com **Mr. Harris:** fharris@levittownSchools.com **Mr. Martufi:** mmartufi@levittownSchools.com
Dover Eyota High School	Eyota, Minn.	27 Knowledge Road SE, Eyota, MN 55934	**Band Director:** Ryan Anderson **Vocal Music Director:** Nikita Albrecht	**Ryan Anderson:** ryananderson@deSchools.org **Nikita Albrecht:** nikitaalbrecht@deSchools.org
Dulaney High School	Timonium, Md.	255 E Padonia Road, Lutherville-Timonium, MD 21093	**Instrumenal/General Music Teacher:** Matthew Benner **Music Teacher:** Christina Senita	**Matthew Benner:** mbenner@bcps.org **Christina Senita:** csenita@bcps.org

School	Location	Address	Contacts	Contact Info
El Camino High School	South San Francisco, Calif.	1320 Mission Road, South San Francisco, CA 94080	Performing Arts Teaching (Band/Chorus): Ray Galela	Must contact through forum on website: https://echs.Schoolloop.com/cms/page_view?d=x&piid=&vpid=1236521283753
Eldred Junior Senior High School	Eldred, N.Y.	600 NY-55, Eldred, NY 12732	Instrumental/Music Theory/General Music: Brian Nivison Vocal Music: Justin Glodich	Brian Nivison: nivisonb@eldred.k12.ny.us Justin Glodich: glodichj@eldred.k12.ny.us
Elk Grove High School	Elk Grove Village, Ill.	500 W Elk Grove Blvd., Elk Grove Village, IL 60007	Orchestra Director: Maura Brown Choral Director: Sarah Catt Band Director: Ron Fiorito	Maura Brown: maura.brown@d214.org Sarah Catt: sarah.catt@d214.org Ron Fiorito: ron.fiorito@d214.org
Esperanza High School	Anaheim, Calif.	1830 Kellogg Drive, Anaheim, CA 92807	Band Director: Brad Davis Vocal Music Director: Michael Fenton	Must Contact through forum on website: http://www.esperanzahs.net/apps/staff/
Fairfield Senior High School	Fairfield, Ohio	8800 Holden Blvd., Fairfield, OH 45014	Orchestra: Sherry Randall Band: Maddie Wessel Music, Instrumental: Jill Wilhelm	Sherry Randall: randall_s@fairfieldcitySchools.com Maddie Wessel: wessel_m@fairfieldcitySchools.com Jill Wilhelm: wilhelm_j@fairfieldcitySchools.com
Fairview High School	Boulder, Colo.	1515 Greenbriar Blvd., Boulder, CO 80305	Fine Arts Department: Michael Bizzaro, Mindy Anderson, Travis Keller, Janice Vlachos	Michael Bizzaro: michael.bizzaro@bvsd.org Mindy Anderson: mindy.anderson@bvsd.org Travis Keller: travis.keller@bvsd.org Janice Vlachos: janice.vlachos@bvsd.org

School	Location	Address	Contacts	Emails
Fayetteville-Manlius High School	Manlius, N.Y.	8201 E Seneca Turnpike, Manlius, NY 13104	**Music Office:** Kathy Muldoon **Band:** Rebecca Bizup **Band/Music Theory:** Jennifer Greene **Choir:** Shawn Hebert **Orchestra/District Coordinator of Music:** Carlos Mendez **Orchestra:** Peter Guarino	Kathy Muldoon: mmuldoon@fmSchools.org Rebecca Bizup: rbizup@fmSchools.org Jennifer Greene: jgreene@fmSchools.org Shawn Hebert: shebert@fmSchools.org Carlos Mendez: cmendez@fmSchools.org Peter Guarino: pguarino@fmSchools.org
Fern Creek High School	Louisville, Ky.	9115 Fern Creek Road, Louisville, KY 40291	**Band:** Carl Kling **Chorus:** Greg Bruce **Orchestra:** Debbie Garrett	Carl Kling: carl.king@jefferson.kySchools.us Greg Bruce: gregory.bruce@jefferson.kySchools.us Debbie Garrett: debbi.garrett@jefferson.kySchools.us
Firelands High School	Oberlin, Ohio	10643 Vermilion Road, Oberlin, OH 44074	**Band:** Dustin Wiley **Choir:** Wendy Johnson	Dustin Wiley: dwiley@firelandsSchools.org Wendy Johnson: wjohnson@firelandsSchools.org
Fitzgerald High School	Warren, Mich.	23200 Ryan Road, Warren, MI 48091	Contact through website: Staff directory does not specify departments; contact general School email through website	Must contact through forum on website: http://fitz.k12.mi.us/Schools-programs/fitzgerald-high-School/fitzgerald-contact-us/
Flower Mound High School	Flower Mound, Texas	3411 Peters Colony Road, Flower Mound, TX 75022	**Band Director:** Brent Biskup	Brent Biskup: biskupb@lisd.net
Floyd Central High School	Floyds Knobs, Ind.	6575 Old Vincennes Road, Floyd Knobs, IN 47119	**Band:** Harold Yankey **Orchestra:** Doug Elmore	Harold Yankey: hyankey@nafcs.k12.in.us Doug Elmore: delmore@nafcs.k12.in.us

Fox Chapel Area High School	Pittsburgh, Pa.	611 Field Club Road, Pittsburgh, PA 15238	**Band Director:** Daryl Lesnik **Choral Director:** Ben Murray **Orchestra Director:** Mairi Cooper	**Daryl Lesnik:** Daryl_Lesnik@fcasd.edu **Ben Murray:** Ben_Murray@fcasd.edu **Mairi Cooper:** Mairi_Cooper@fcasd.edu
Frank Sinatra School of the Arts High School	Queens, N.Y.	35-12 35th Ave., Astoria, NY 11106	**Principal:** Donna Finn (Principal)	General email only info. available: franksinatrahs@gmail.com
Freeport High School	Freeport, Ill.	701 W Moseley St., Freeport, IL 61032	**Band Director/Department Chair:** Bill Petersen **Choral Director:** Daniel Wessler **Orchestra Director:** Brandon Lamm	**Bill Peterson:** bill.petersen@fsd145.org **Daniel Wessler:** daniel.wessler@fsd145.org **Brandon Lamm:** brandon.lamm@fsd145.org
Garden City High School	Garden City, N.Y.	170 Rockaway Ave., Garden City, NY 11530	**Choir/Music Theory:** Stephen Mayo **Wind Ensemble/Wind Symphony:** James McCrann **Orchestra:** Margaret Gullotta **Concert Choir/Vocal Jazz Ensemble:** Amanda Conte **Marching Band/Symphonic Band:** Brandon Psenicka	**Stephen Mayo:** mayos@gcufsd.net **James McCrann:** mccrannj@gcufsd.net **Margaret Gullotta:** gullottam@gcufsd.net **Amanda Conte:** contea@gcufsd.net **Brandon Psenicka:** psenickab@gcufsd.net
General Douglas MacArthur High School	Levittown, N.Y.	3369 N Jerusalem Road, Levittown, NY 11756	**Music Department:** Ms. Levenberg, Mr. Romano, Mr. Walden, Ms. Winter	**Ms. Levenberg:** llevenberg@levittownSchools.com **Mr. Romano:** jromano@levittownSchools.com **Mr. Walden:** kwalden@levittownSchools.com **Ms. Winter:** iwinter@levittownSchools.com

School	Location	Address	Contacts	Emails
General McLane High School	Edinboro, Pa.	11761 Edinboro Road, Edinboro, PA 16412	**Music:** Jacob Malec **Vocal Music:** Bruce Yates	Jacob Malec: JacobMalec@generalmclane.org Bruce Yates: bruceyates@generalmclane.org
George Washington High School	San Francisco, Calif.	600 32nd Ave., San Francisco, CA 94121	**Band/Orchestra:** Jill Hendricks **Choir:** Anna Karney	Must contact through forum on website: http://www.gwhs-sfusd-ca.Schoolloop.com/vapahomepage
Girard Academic Music Program	Philadelphia, Pa.	2136 W Ritner St., Philadelphia, PA 19145	**Orchestra:** Mac Holcomb **Choral Director:** Christina Blankenship **String Ensemble:** Kaveh Saidi **Music Director:** Diane Dannenfelser **Concert Band:** Vincent W. Rutland	Mac Holcomb: mtholcomb@philasd.org Christina Blankenship: cmbates@philasd.org Kaveh Saidi: kksaidi@philasd.org Diane Dannenfelser: ddannenfelser@philasd.org Vincent Rutland: vrutland@philasd.org
Grandview High School	Aurora, Colo.	20500 E Arapahoe Road, Aurora, CO 80016	**Band:** Keith Farmer **Choir:** Darin Drown, Lori May **Orchestra:** Alison Mayes	Keith Farmer: kfarmer2@cherrycreekSchools.org Darin Drown: ddrown@cherrycreekSchools.org Lori May: lmay@cherrycreekSchools.org Alison Mayes: amayes3@cherrycreekSchools.org
Grangeville High School	Grangeville, Idaho	910 S D St., Grangeville, ID 83530	**Band/Choir:** Kathy Stefani	Kathy Stefani: stefanik@sd244.org
Green Valley High School	Henderson, Nev.	460 N Arroyo Grande Blvd., Henderson, NV 89014	**Orchestra Director:** Shelly Burger **Choir:** Kim Barclay-Ritzer Mary Ann Mclean	Shelly Burger: sab564@interact.ccsd.net Kim Ritzer: kritzer@interact.ccsd.net Mary Ann Mclean: mamclean@interact.ccsd.net

Harrison High School	Harrison, N.Y.	255 Union Ave., Harrison, NY 10528	**Director of Fine and Performing Arts:** Lynn Fusco	**Lynn Fusco:** fuscoly@harrisoncsd.org
Harry D. Jacobs High School	Algonquin, Ill.	2601 Bunker Hill Drive, Algonquin, IL 60102	**Orchestra:** Terry Foster **Band:** Anthony Gnutek	**Terry Foster:** Terry.Foster@D300.org **Anthony Gnutek:** Anthony.Gnutek@D300.org
Herricks High School	New Hyde Park, N.Y.	100 Shelter Rock Road, New Hyde Park, NY 11040	**Chair for Music Department:** Anissa Arnold	**Anissa Arnold:** aarnold@herricks.org
Hidalgo Early College High School	Hidalgo, Texas	910 E Pirate Drive, Hidalgo, TX 78557	**Band Staff:** Luis Cazares, Jorge Lozano, Alejandro Padron	Must contact through forum on website: http://hechs.hidalgo-isd.org/apps/pages/index.jsp?uREC_ID=227704&type=d&pREC_ID=staff
Huntingdon Area High School	Huntingdon, Pa.	2400 Cassady Ave., Suite 1, Huntington, PA 16652	**Music:** Nin Hiles **Band:** Jordan Canner	Must conact through website (phone only): http://huntsd.org/?page_id=68
Huntington High School	Huntington, N.Y.	188 Oakwood Road, Huntington, NY 11743	**Co-Directors for Marching Band:** Brian Stellato, Jessica Castaneda	**Brian Stellato:** bstellato@hufsd.edu **Jessica Castaneda:** jcastaneda@hufsd.edu
Iowa City West High School	Iowa City, Iowa	2901 Melrose Ave., Iowa City, IA 52246	**Band:** Rich Medd **Vocal Music:** David Haas	**Rich Medd:** medd.rich@iowacitySchools.org **David Haas:** haas.david@iowacitySchools.org
Interlochen Arts Academy	Interlochen, Mich.	Interlochen Center for the Arts PO Box 199 (US MAIL) 9900 Diamond Park Rd. (FedEx, UPS, DHL) Interlochen, MI 49643	**Director of Music:** Dr. Kedrik Merwin	**Dr. Kedrik Merwin:** merwinkj@interlochen.org

Irvine High School	Irvine, Calif.	4321 Walnut Ave., Irvine, CA 92604	**Department Chair/Instrumental Music:** Bob Avzaradel	**Bob Avzaradel:** RobertAvzaradel@iusd.org
John L. Miller Great Neck North High School	Great Neck, N.Y.	35 Polo Road, Great Neck, NY 11023	**Music Department:** Janine Robinson, Joe Rutkowski	**Janine Robinson:** jrobinson@greatneck.k12.ny.us **Joe Rutkowski:** jrutkowski@greatneck.k12.ny.us
John S. Davidson Fine Arts Magnet School	Augusta, Ga.	615 12th St., Augusta, GA 30901	**Piano Teacher:** Donna Foerster	**Donna Foster:** foersdo@rcboe.org
Johnson City High School	Johnson City, N.Y.	666 Reynolds Road, Johnson City, NY 13790	**Music Coordinator:** Michael Carbone	**Michael Carbone:** MCarbone@jcSchools.stier.org
Kamiak High School	Mukilteo, Wash.	10801 Harbour Pointe Blvd., Mukilteo, WA 98275	**Fine Arts Director:** Laurie Levine	**Laurie Levine:** levinelt@mukilteo.wednet.edu
Kentwood High School	Covington, Wash.	25800 164th Ave., SE, Covington, WA 98042	**Orchestra Director:** Nathan Harrison **Choir Teacher:** Daisy Emans	**Nathan Harrison:** nathan.harrison@kent.k12.wa.us **Daisy Emans:** daisy.emans@kent.k12.wa.us
Lakeview High School	Cortland, Ohio	300 Hillman Drive, Cortland, OH 44410	**Band/Orchestra:** Nathan Sensabaugh	**Nathan Sensabaugh:** Nathan.Sensabaugh@neomin.org
Lancaster High School	Lancaster, N.Y.	1 Forton Drive, Lancaster, NY 14086	**Band/Instrumental:** Daniel DeAngelis	**Daniel DeAngelis:** ddeangelis@lancasterSchools.org
Lebanon High School	Lebanon, Ohio	1916 Drake Road, Lebanon, OH 45036	**Band/Music Teacher:** David Lannelli	**David Lannelli:** lannelli.david@lebanon.k12.oh.us
Liberty High School	Liberty, N.Y.	125 Buckley St., Liberty, NY 12754	**Music Teacher:** Tim Hamblin	**Tim Hamblin:** THamblin@libertyk12.org

Long Beach High School	Lido Beach, N.Y.	322 Lagoon Drive W, Lido Beach, NY 11561	**Orchestra:** N. Albani **Band:** M. Bragino	**N. Albani:** nalbani@lbeach.org **M. Bragino:** mbragino@lbeach.org
McCallum Fine Arts Academy	Austin, Texas	5600 Sunshine Drive Austin, TX 78756	**Band Director:** Carol Ann Nelson **Orchestra Director:** Ricky Pringle	**Carol Ann Nelson:** carol.nelson@austinisd.org **Ricky Pringle:** ricky.pringle@austinisd.org,
Metea Valley High School	Aurora, Ill.	1801 N Eola Road, Aurora, IL 60502	**Choir:** Nathan Bramstedt, Paulette Boddy **Band/Orchestra:** Claire Fenton **Orchestra:** Mark Liu, Robin Sackschewsky **Band:**Josh Kaminsky, Glen Schneider	**Nathan Bramstedt:** nathan_bramstedt@ipsd.org **Paulette Boddy:** paulette_boddy@ipsd.org **Claire Fenton:** claire_fenton@ipsd.org **Mark Liu:** mark_liu@ipsd.org **Robin Sackschewsky:** robin_sackschewsky@ipsd.org **Josh Kaminksy:** josh_kaminsky@ipsd.org **Glen Schneider:** glen_schneider@ipsd.org
Mount Eden High School	Hayward, Calif.	2300 Panama St., Hayward, CA 94545	**Band:** Kevin Cato **Piano:** Ronnie Cato **Choir:** Ken Rawdon	**Kevin Cato:** kcato@husd.k12.ca.us **Ronnie Cato:** ecato@husd.k12.ca.us **Ken Rawdon:** krawdon@husd.k12.ca.us
Nederland High School	Nederland, Colo.	597 Co Hwy 130, Nederland, CO 80466	**Music Department:** Elizabeth Evans, Molly Evans	**Elizabeth Evans:** liz.evans@bvsd.org **Molly Evans**molly.evans@bvsd.org
New Trier High School	Chicago, Ill.	385 Winnetka Ave., Winnetka, IL 60093	**Music Department Chair:** David Ladd **Music Department Coordinator:** Tim Estberg **Department Assistant:** Judith Bowman, Sarah Kropski	**David Ladd:** laddd@newtrier.k12.il.us **Tim Estberg:** estbergt@newtrier.k12.il.us **Judith Bowman:** bowmanj@newtrier.k12.il.us **Sarah Kropski:** kropskis@newtrier.k12.il.us

Niles North High School	Skokie, Ill.	9800 Lawler Ave., Skokie, IL 60077	**Band Director:** Cheryl Filipek **Choir Director:** Daniel Gregerman	**Cheryl Filipek:** chefil@d219.org **Daniel Gregerman:** dangre@d219.org
Niskayuna High School	Niskayuna, N.Y.	1626 Balltown Road, Niskayunu, NY 12309	**Director of Music:** Scott Walroth **Director of Music Education:** Matthew Cremisio	**Scott Walroth:** swalroth@niskySchools.org **Matthew Cremisio:** mcremisio@niskySchools.org
North Allegheny Senior High School	Wexford, Pa.	10375 Perry Highway, Wexford, PA 15090	**Chairperson of Music Department:** Robert Tozier **Orchestra:** Sarah Lavelle	**Robert Tozier:** btozier@northallegheny.org **Sarah Lavelle:** slavelle@northallegheny.org
North Buncombe High School	Weaverville, N.C.	890 Clarks Chapel Road, Weaverville, NC 28787	**Band Director:** Andrew Shelton **Chorus:** Jeannie Graeme	**Andrew Shelton:** andrew.shelton@bcsemail.org **Jeannie Graeme:** jeannie.graeme@bcsemail.org
North Springs Charter High School	Sandy Springs, Ga.	7747 Roswell Road, Sandy Springs, GA 30328	**Orchestra:** James Landreau **Band:** Michael Brown **Chorus:** Van Craven	**James Lanreau:** landreauj@fultonSchools.org **Michael Brown:** brownm4@fultonSchools.org **Van Craven:** craven@fultonSchools.org
Northern High School	Owings, Md.	2950 Chaneyville Road, Owings, MD 20736	**Music/Choral Department:** Joshua Gresko, Sara Moran	**Joshua Gresko:** greskoj@calvertnet.k12.md.us **Sara Moran:** morans@calvertnet.k12.md.us

School	Location	Address	Staff	Contact
Northville High School	Northville, Mich.	45700 Six Mile Road, Northville, MI 48168	**Choir Department Staff:** Mary Kay Pryce, Mark Krempski, Beth Richert **Band Department Staff:** Mike Rumbel, Johanne Ray-Hepp	Mary Kay Pryce: prycema@northvilleSchools.org **Mary Krempski:** krempsma@northvilleSchools.org **Beth Richert:** richerbe@northvilleSchools.org **Mike Rumbel:** rumbelmi@northvilleSchools.org **Johanne Ray-Hepp:** rayhepjo@northvilleSchools.org
Northwood High School	Irvine, Calif.	4515 Portola Pkwy, Irvine, CA 92620	**Instrumental Music:** Ben Case, Whitney Tavlarides **Choral:** Zach Halop	**Ben Case:** bencase@iusd.org **Whitney Tavlarides:** whitneytavlarides@iusd.org **Zach Halop:** zachhalop@iusd.org,
Overton High School	Memphis, Tenn.	1770 Lanier Lane, Memphis, TN 38117	**Band:** Chelsea Negray, Christopher Piecuch **Choir:** Delphime Huddleston **Orchestra:** James Weil	**Chelsea Negray:** negrayc@scsk12.org **Christopher Piecuch:** piecuchcm@scsk12.org **Delphime Huddleston:** huddlestondr@scsk12.org **James Well:** weiljr@scsk12.org
Paul D. Schreiber High School	Port Washington, N.Y.	101 Campus Drive, Port Washington, NY 11050	**Band:** John Meyer **Choir:** John Spiezio **Orchestra:** Carol Garofalo	**John Meyer:** jmeyer@portnet.org **John Spiezio:** jspiezio@portnet.org **Carol Garofalo:** cgarofalo@portnet.org
Penn High School	Mishawaka, Ind.	56100 Bittersweet Road, Mishawaka, IN 46545	**Fine Arts and Communications Academy Leader:** Glenn Northern	**Glenn Northern:** gnorthern@phm.k12.in.us
Pioneer High School	Ann Arbor, Mich.	601 W Stadium Blvd., Ann Arbor, MI 48103	**Director of Bands:** David Leach	**David Leach:** director@aapioneerbands.org

Plymouth Whitemarsh High School	Plymouth Meeting, Pa.	201 E Germantown Pike, Plymouth Meeting, PA 19462	**Music Teacher:** Christian Brailsford	**Christian Brailsford:** cbrailsford@colonialsd.org
Princeton High School	Princeton, Ill.	103 S Euclid Ave., Princeton, IL 61356	**Band/Choral:** Brandon Crawford	**Brandon Crawford:** bcrawford@phs-il.org
Pulaski High School	Pulaski, Wis.	1040 S St Augustine St., Pulaski, WI 54162	**Director of Bands:** D. Thomas Busch	**D. Thomas Busch:** dtbusch@pulaskiSchools.org
Red River High School	Grand Forks, N.D.	2211 17th Ave., S Grand Forks, ND 58201	**Fine Arts Department Chair:** Rich McFarlane	**Rich McFarlane:** rich.mcfarlane@gfSchools.org
Renaissance Arts Academy	Los Angeles ,Calif.	1800 Colorado Blvd., Los Angeles, CA 90041	ONLY MAIN OFFICE CONTACT	office@renarts.org
Ridgewood High School	Ridgewood, N.J.	627 E Ridgewood Ave., Ridgewood, NJ 07450	**Director of Bands:** Jeffery Haas	**Jeffery Haas:** director@rhsbands.org
Ripon High School	Ripon, Wis.	850 Tiger Drive Ripon, WI 54971	**Band:** Sandy Polcyn **Vocal:** Jennifer Bautz	**Sandy Polcyn:** PolcynS@ripon.k12.wi.us **Jennifer Bautz:** bautzj@ripon.k12.wi.us
Rockford High School	Rockford, Mich.	4100 Kroes St., NE, Rockford, MI 49341	**Director of Bands:** Brian Philips	**Brian Phillips:** BEPhillips@rockfordSchools.org
Rocky Mountain High School	Fort Collins, Colo.	1300 W Swallow Road, Fort Collins, CO 80526	**Band Director:** Scott Schulp	**Scott Schulp:** sschlup@psdSchools.org
Smithtown High School East	St. James, N.Y.	10 School St., St James, NY 11780	**Orchestra:** Brian McCoy	**Brian McCoy:** bmccoy@smithtown.k12.ny.us

Smithtown High School West	Smithtown, N.Y.	100 Central Road, Smithtown, NY 11787	**Music Department:** J. Brosnan, J. Cotignola, T. Cassera, E. Dworkin	**J. Brosnan:** jbrosnan@smithtown.k12.ny.us **J. Cotignola:** jcotignola02@smithtown.k12.ny.us **T. Cassera:** tcassera@smithtown.k12.ny.us **E. Dworking:** edworkin@smithtown.k12.ny.us
Southington High School	Southington, Conn.	720 Pleasant St., Southington, CT 06489	**Band Director:** Harrison Stuppler	**Harrison Stuppler:** hstuppler@southingtonSchools.org
Spring High School	Spring, Texas	19428 I-45, Spring, TX 77373	**Director of Bands:** Gabe Musella **Associate Director of Bands:** Terri Risinger	**Gabe Muzella:** gabrielm@springisd.org **Terri Risinger:** terrir@springisd.org
State College Area High School	State College, Pa.	653 Westerly Pkwy, State College, PA 16801	**Director of Bands:** Paul Leskowicz **Director or Choirs:** Erik Clayton	**Paul Leskowicz:** pjl12@scasd.org **Erik Clayton:** elc19@scasd.org
Tesoro High School	Las Flores, Calif.	1 Tesoro Creed Road, Las Flores, CA 92688	**Instrumental Music Director:** Andy Magana, Cathy Olinger **Choral Music Director:** Keith Hancock	**Andy Magana:** ahmagana@capousd.org **Cathy Olinger:** no contact info. **Keith Hancock:** kghancock@capousd.org
Toledo School for the Arts	Toledo, Ohio	333 14th St., Toledo, OH 43604	No staff information: only School phone number available: (419) 246-8732	https://www.facebook.com/ts4arts
Trinity High School	Euless, Texas	500 N Industrial Blvd., Euless, TX 76039	**Band Director:** Mr. Casanova **Choir Director:** Mr. Dean	Must contact through forum on website: http://Schoolctr.hebisd.edu/education/components/form/default.php?section detailid=6891&

School	Location	Address	Contacts	Emails
Underwood High School	Underwood, Minn.	100 Southern Ave., E, Underwood, MN 56586	**Band Director:** TJ Pelanek **Choir Director:** Dane Froiland	TJ Pelanek: tpelanek@underwood.k12.mn.us Dane Froiland: dfroiland@underwood.k12.mn.us
Warren Central High School	Indianapolis, Ind.	9500 E 16th St., Indianapolis, IN 46229	**Director of Orchestras:** Zach Himes **Performing Arts Department Chair/Director of Bands:** Ed Meckes	**Zach Himes:** zhimes@warren.k12.in.us **Ed Meckes:** emckes@warren.k12.in.us
Washington Community High School	Washington, Ill.	115 Bondurant St., Washington, IL 61571	**Music:** Jim Tallman, Lara Reem, Lisa Parrott	**Jim Tallman:** jtallman@wacohi.net **Lara Reem:** lreem@wacohi.net **Lisa Parrott:** lparrott@wacohi.net
Waubonsie Valley High School	Aurora, Ill.	2590 Ogden Ave., Aurora, IL 60504	**Fine Arts Department Chair:** Mark Duker **Orchestra:** John Burck **Band:** Kevin Carroll, Chris Dandeles **Choir:** Seth Durbin	**Mark Duker:** mark_duker@ipsd.org **John Burck:** john_burck@ipsd.org **Kevin Carroll:** kevin_carroll@ipsd.org **Chris Dandeles:** chris_dandeles@ipsd.org **Seth Durbin:** seth_durbin@ipsd.org
Waukesha North High School	Waukesha, Wis.	2222 Michigan Ave., Waukesha, WI	**Band Director:** Lansing Dimon **Assistant Band Director:** Sean Conway **Choir Director:** Joey Hyland	**Lansing Dimon:** ldimon@waukesha.k12.wi.us **Sean Conway:** sconway@waukesha.k12.wi.us **Joey Hyland:** jshyland@waukesha.k12.wi.us
West Genesee High School	Camillus, N.Y.	5201 W Genessee St., Camilus, NY 13031	**Director of Fine Arts:** William Davern	**William Davern:** wdavern@westgenesee.org

School	Location	Address	Contacts	Email
West Port High School	Ocala, Fla.	3733 SW 80th Ave., Ocala, FL 34481	**Music:** Nancy Atkinson- NO CONTACT INFO **Early College and Student Services Coordinator:** Ginger Cruze **Center for The Arts Coordinator:** Laurie Reeder	Ginger Cruze ginger.cruze@marion.k12.fl.us **Laurie Reeder:** laurie.reeder@marion.k12.fl.us
Westlake High School	Westlake Village, Calif.	100 N Lakeview Canyon Road, Westlake Village, CA 91362	**Band Director:** Brian Peter **Orchestra Director:** Elizabeth Blake	**Brian Peter:** bpeter@conejousd.org **Elizabeth Blake:** lblake@conejousd.org
William A. Shine Great Neck South High School	Great Neck, N.Y.	341 Lakeville Road, Great Neck, NY 11020	**Music Department Head/Director of Instrumental (Bands & Orchestras):** Michael Schwartz **Co-Director of Bands:** Mark Boschen **Director of Vocal Music:** Dr. Pamela Levy	Michael Schwartz: mschwartz@greatneck.k12.ny.us **Mark Boschen:** mboschen@greatneck.k12.ny.us **Dr. Pamela Levy:** plevy@greatneck.k12.ny.us
Williamsport Area High School	Williamsport, Pa.	2990 W Fourth St., Williamsport, PA 17701	**Music Classroom/Choral:** Samuel Robinson, Kent Weaver **Band:** Todd Kendall **Orchestra:** Matt Radspinner	**Samuel Robinson:** sarobins@wasd.org **Kent Weaver:** kweaver@wasd.org **Todd Kendall:** tkendall@wasd.org **Matt Radspinner:** mradspin@wasd.org
Woodbridge High School	Irvine, Calif.	2 Meadowbrook, Irvine, CA 92604	**Instrumental Music Program Directors:** Joslynne Blasdel, Brad Harris	Joslynne Blasdel: joslynneblasdel@iusd.org **Brad Harris:** bradharris@iusd.org
York Community High School	Elmhurst, Ill.	355 St. Charles Road, Elmhurst, IL 60126	**Orchestra Director:** Ray Ostwald **Performing Arts Teacher:** Michael Pavlik	Ray Ostwald: rostwald@elmhurst205.org Michael Pavlik: mpavlik@elmhurst205.org

Goal 2, Objective 2, Tactic 2

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 2**: Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

>> **Tactic 2**: Send recruitment materials to all known prestigious music high schools across the United States.

We have provided a master list of 120 high schools in the U.S. with prestigious music programs that contains the address for each School, contact names and their emails. We recommend using this list to send recruitment packets as well as recruitment emails in order to gain awareness from these various Schools.

We think that to be cost efficient, it is sufficient to send two recruitment packets to each School; one for the music department, and one for the counselor's office. Using the address provided for the School, one of the packets should be addressed to the 'Guidance Counselor's Office', and address the second packet to the instructors whose information has been provided. Two per School will save money, but also get the UGA Hugh Hodgson School of Music's name out into these Schools. The students and faculty can then refer to your website for more information or call to set up a time to visit the facilities.

We advise contacting University of Georgia Printing to have the packets printed and shipped, since they do a comprehensive job. Their phone number is 706-542-3861. These packets will need to be sent out around the beginning of September, since this is when many high school students are applying to colleges.

Materials in this section include a sample recruitment packet that will be sent out to the high schools using the master list provided in goal two, objective two, tactic one.

Goal 2, Objective 2, Tactic 3

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 2:** Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

> > **Tactic 3:** Send promotional recruitment emails to music instructors at all known prestigious music high schools across the United States.

Although the recruitment packets that we recommend sending musically-oriented high schools are important, sending emails with digital information is also necessary. We think that emails should be sent to all of the contacts at each given high school, and that the initial email should be followed by a follow-up email in the next week, if a reply is not received. This email will provide an additional layer of contact for the high school to further recognize the UGA Hugh Hodgson School of Music brand, and also give high school points of contact a call to action to reach out to the School and inform their students about it. Draft emails are provided.

Materials in this section include an initial email draft that should be sent to the high schools and the high school music instructors using the master list provided in goal two, objective two, tactic one. The second email is a follow-up email to be sent to those same schools and music instructors.

Email Drafts for Music High Schools

Initial Email

Dear _____,

My name is _____ and I am the _____ at the University of Georgia Hugh Hodgson School of Music. The School is always looking for eager, motivated students and we believe that the students of _____ High School fit our target profile. Our School offers state-of-the art facilities, a world-renowned faculty and a comprehensive learning experience within a tier one research university. We would love the opportunity to interact with students at _____ High School and learn more about their musical aspirations to see if the UGA Hugh Hodgson School of Music can fit in to their future plans.

Enclosed is a packet detailing our various programs, faculty and other features of the UGA Hugh Hodgson School of Music. We would love for you to share this information with any interested students. We are willing to host tours for potential students, and talk to them via the phone or email, if they have any questions. We look forward to hearing from you soon!

Sincerely,

_____

The University of Georgia
Hugh Hodgson School of Music
Music Administrations Office
250 River Road
Athens, GA 30602
(706) 542-3737
music.uga.edu/admissions
musicad@uga.edu

Follow-Up Email

Dear _____,

My name is _____ and I am the _____ at the University of
Georgia Hugh Hodgson School of Music. I emailed you last week and wanted to reach
out to see if you had any questions about my previous email. We would love to interact
with the students of _____ High School and tell them about opportunities at
our music school, which is incorporated into a tier one research university at the
flagship school in Georgia.

There is a packet attached to this email which details our various programs, faculty
and other features, and we encourage you or any interested students to engage with
us either on the phone at _____ or by email. We are also willing to host tours for
potential students. We look forward to hearing from you soon!

Best,

_____

The University of Georgia
Hugh Hodgson School of Music
Music Administrations Office
250 River Road
Athens, GA 30602
(706) 542-3737
music.uga.edu/admissions
musicad@uga.edu

Goal 2, Objective 2, Tactic 4

Goal 2: Increase awareness of the UGA Hugh Hodgson School of Music among internal and external publics.

> **Objective 2**: Increase awareness of the UGA Hugh Hodgson School of Music's music programs among high school students and faculty by 5 percent by December 2016.

>> **Tactic 4**: Create simple and informative materials for professors to take to summer festivals and events where high school student recruitment occurs.

There is a need for example materials that follow the previously mentioned brand guidelines. Faculty members need a pool of easy to use and informative materials to draw from when recruiting. These materials must be very synchronous and represent the UGA Hugh Hodgson School of Music brand in a consistent way. We have created a few example materials that professors can take with them for any recruitment purposes. These can also be sent to high schools across the nation if the recruitment packet created for goal 2, objective 2, tactic 2 is too expensive.

Included in this tactic is an example of a one-page flyer that faculty members can use when they are promoting the UGA Hugh Hodgson School of Music. This flyer can be used as a template to create simpler, more informative materials.

Goal 2, Objective 2, Tactic 5

Goal 2: Increase awareness at the Hugh Hodgson School of Music among internal and external publics.

> **Objective 2:** Increase awareness at the Hugh Hodgson School of Music Programs amongst high schools students and faculty by 5 percent by December 2016.
>
> > **Tactic 5:** Create a social media campaign targeting high school students.

High school students show very low levels of awareness of the UGA Hugh Hodgson School of Music, due to the lack of promotion that is done to a wide high school audience. In conjunction with sending out more materials to high schools to promote the UGA Hugh Hodgson School of Music, another attractive method to generate awareness among a general high school music student population would be to engage with them on social media. Just like university students, high school students are very social media driven.

Materials included in this tactic are a social media campaign strategy to engage high school students, through utilizing college students' testimonials.

Social Media Campaign: High School Students

The Vision

Part I: Background

As the University of Georgia continues to grow in prestige, many students find their identity encompassed in the numbers that categorize them. The #HughAreYou campaign will allow the UGA Hugh Hodgson School of Music students to express themselves as more than just a number, but as "Hugh" they really are. These students are not just a number; they are stories of redemption, tales of triumph over trials, and most importantly they are thriving at an institution with limitless possibilities where students can see their dreams come to fruition. The UGA Hugh Hodgson School of Music can utilize this theme of #HughAreYou to let students express themselves and how they see themselves as humans.

Part 2: High School Students

The University of Georgia should begin this hashtag campaign by posting a beautiful picture of UGA Hugh Hodgson School of Music facilities with students doing what they love. Later in the day, the same social media accounts should post snippets of the YouTube video described above and challenge high school students to post pictures of themselves playing or enjoying music.

After its creation, this video should be pushed through social media to a high school music student audience, where high school students will be called upon to Tweet, Instagram, and Facebook post pictures or video of themselves doing what they love and playing music. Whether that is during concert bands, a cappella concerts, orchestras, Friday night pep rallies, all-state competitions, honor bands, quartets, quintets, jazz bands or simply at a local concert, students should be instigated to post using the #HughAreYou hashtag.

After the week long campaign, public relations specialist Clarke Schwabe or his interns should sift through all the tagged posts and choose a winner who was the most creative, moving or passionate about the music they create. This winner receives a personal tour of the UGA Hugh Hodgson School of Music facilities, a free concert pass for the remaining School year, a one-on-one conversation with a professor of their choice, and some UGA Hugh Hodgson School of Music swag like a t-shirt, water bottle and UGA lanyard.

YouTube Video

Create a video that includes snapshots of UGA music students coming into their own because of their experiences at the UGA Hugh Hodgson School of Music. This video will be used to deliver the message to high school students that they can find "Hugh" they are as a UGA Hugh Hodgson School of Music student.

The UGA Football Hype videos utilize a narrator with a deep and empowering voice to create excitement amongst the viewers. All the audio throughout their videos is muted as an inspirational sound clip plays over it. A majority of the videos include the UGA Battle Hymn that is amplified throughout the entire stadium before kickoff at University of Georgia football games. We advise that the UGA Hugh Hodgson School of Music models their YouTube video after the UGA Football Hype videos to generate passion amongst current and future students.

Partnering with Aerial Athens can give interesting flyover shots of the various UGA Hugh Hodgson School of Music facilities. For more power, incorporate video snippets of The Redcoat Marching Band storming onto the field and uniting in community and video clips of some of the hundreds of performances that take place at the UGA Hugh Hodgson School of Music. Another important aspect would be to include a 20-second video testimony of how a student has found "Hugh" they are through their experiences at the School.

YouTube Video Script

"Hugh Are You? At The University of Georgia, you will find 35,000 students with tired eyes and full hearts ready to champion one another to achieve greatness. The University of Georgia's Hugh Hodgson School of Music is home to countless prestigious professors and state of the art facilities where you can truly find Hugh You Are. Apply today."

Include a 20-second video testimony from a student and how they found themselves at UGA in specifically the UGA Hugh Hodgson School of Music.

Snapchat Geo-Filter

Geo-tags are the new buzz amongst students and Snapchat users. When you are in a specific city, or area of a city, you can use your location to take a picture with the new Geo-filters. The University of Georgia has a few, such as an "Athens" geo-tag, "Athens I Love You" geo-tag, a Delta Zeta sorority geotag and a few others.

The Hugh Hudson School of Music can create a geo-tag for East Campus that students can easily use to help build brand awareness. Using the new brand guidelines and logo you can easily submit the geo-tag through Snapchat's headquarters here: https://www.snapchat.com/geofilters/submit.html .