

CAMPAIGN PROJECT PLAN

Project Title	Start Date	End Date
<i>Pronoun badges</i>	07/11/18	TBC

Lead Officer/Rep	Michael Turner/Niamh Cubitt	Officer Support	Laura Douds
Staff Support		Exec Support	

The problem	Evidence	Vision
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p><i>People aren't understanding conversations on pronouns</i></p> <p><i>People aren't comfortable enough to explain their pronouns</i></p>	<p><i>How do you know it's a problem?</i></p> <p>Feedback from the Minority Forum</p> <p>Feedback from students (particularly those who identify as trans)</p> <p>The responses from the trial badges both online and face-to-face</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>A welcoming and comfortable environment that prompts healthy conversations about pronouns</p>

Aim	Objectives
<i>What is the purpose and broad activity of the campaign?</i>	<i>What are the specific objectives of this campaign? What will it achieve?</i>

Pronoun badges will be used to help create our vision.	Continue the dialogue created by the trial badges
	Keep Improving student experience
	Continue to educate people who would normally not interact with the topic

Project Team and responsibilities
<i>Who is going to help you and what are their responsibilities?</i>
We ask that the Executive Committee approve the budget, as well as spread the word of the campaign where they feel appropriate

Consultation/Approval	Date	
Campaigns Coordinator		
Executive Committee		
Students		

Deliverables	Departments Involved in Delivery	Monitor, Measure and Evaluate (KPIs)
<i>What will the outputs of the project be (an event, a facebook group)</i>	<i>Are there any specific Students' Union departments/teams that you would like to be involved?</i>	<i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i>
<ul style="list-style-type: none"> • Three designs of pronouns badges (he/him – she/her – they/them) • Online polls/survey/ 	<ul style="list-style-type: none"> • Design/communications • Trans (Cam) Rep & LGBT+ (Cam rep) 	Surveys/poll
		General feedback
		Remaining quantity of left

feedback form • Advertising in SU space (screens) • A stall event on helmore street to get students to pitch their own designs		

Detailed Timeline & budget

Dates activity	Activity	Action	Who's doing it	Cost
<i>When?</i>	<i>What?</i>	<i>List what needs to happen for your activity to take place</i>	<i>Who is responsible?</i>	<i>How much money will this cost?</i>
April 11th	Organise plans for new badge campaign		Michael & Niamh	£0
April	Next Exec	Get approval on second lot of badges and purchase them	Michael & Niamh	£180 This time the badges are gonna be bigger and sturdier as that was a common criticism of them. Before they were 25mm the new ones will be 38mm.
May 2019	Have Helmore street stall, giving out badges and getting feedback		Michael & Niamh	£20 For advertising

May 2019, onwards	Lobby appropriate departments for gender pronouns at Freshers if trial is successful		Michael & Niamh	£0
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TOTAL COST: £200