

## Project Plan

**CAMPAIGN PROJECT PLAN**

<b>Project Title</b>	<b>Start Date</b>	<b>End Date</b>
<i>DIVERSITY HISTORY MONTHS</i>	OCTOBER	FEBRUARY

<b>Lead Officer/Rep</b>	LAURA DOUDS	<b>Officer Support</b>	Dependent on Month
<b>Staff Support</b>	ROSE, ACTIVITIES, COMMERCIAL	<b>Exec Support</b>	Relevant Reps

<b>The problem</b>	<b>Evidence</b>	<b>Vision</b>
<p><i>What's the issue? Why are you doing this campaign?</i></p> <p>Students who are part of various minority groups often feel isolated and alone, or lack a community of people who they can trust. This can contribute to mental health difficulties.</p>	<p><i>How do you know it's a problem?</i></p> <p>Still being added to, however... Anecdotal evidence from students NSS data University data</p> <p>Let's Be Honest pages 11-14: LGBT+ students experience more stress, sleeping problems, depression and anxiety, and are more likely to cite social isolation as a cause. Disabled students more likely to experience stress, anxiety and sleeping problems, and more likely to cite social isolation as a cause. Asian students more likely to cite distance from friends and family as a cause for their issues.</p>	<p><i>What do you want the outcome of this campaign to be?</i></p> <p>Students to feel more like part of a community/a sense of belonging.</p> <p>To show students in these groups that the Union cares about them and their history.</p>

<b>Aim</b>	<b>Objectives</b>
<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>

To show students that they belong and are appreciated at Anglia Ruskin.	Students will celebrate diversity in the student body
	Students will understand EDI issues and promote acceptance of differences
	Students will build a community they can trust, tackling the isolation many of these students can feel
	Students will know who their relevant reps are, and know that the Union prioritises these issues.

<b>Key Stakeholders</b>	<b>How to get them on board</b>
<i>Who will play a big part in your campaign?</i>	<i>How are you going to win them over/get them involved?</i>
Students in these groups	Advertise widely, include them in the planning stages
EDI uni staff	Collaborate where possible; demonstrate the impact of previous events.
Relevant reps	Talk to them 1-on-1 – encourage them to lead working groups
Relevant staff networks	Liaise with network leads and see how they'd like to get involved.

<b>Project Team and responsibilities</b>	<b>Consultation/Approval</b>	<b>Date</b>	
	<b>Campaigns Coordinator</b>		✓
	<b>Executive Committee</b>		✓

*Who is going to help you and what are their responsibilities?*

*Working groups will have a chair who self IDs into that population, and additional invites will be given to relevant reps, society committee members, volunteers and students who want to be involved.*

<b>Students</b>		✓
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<b>Deliverables</b>	<b>Departments Involved in Delivery</b>	<b>Monitor, Measure and Evaluate (KPIs)</b>
<p><i>What will the outputs of the project be (an event, a facebook group)</i></p> <p>A varied group of students who are leading on working groups that meets regularly to determine direction of history months. A series of events, usually consisting of the following:</p> <ul style="list-style-type: none"> <li>- Coherent theme (maybe linking to national theme, maybe not)</li> <li>- A launch event</li> <li>- A 'party'</li> <li>- A closing event</li> <li>- At least 2 smaller events per campus, eg panel talks, movie nights</li> <li>- Facebook/twitter posts for every day of the month</li> </ul>	<p><i>Are there any specific Students' Union departments/teams that you would like to be involved?</i></p> <p>Commercial Comms Activities Representation</p>	<p><i>How will you measure the success of the project? How will we know if it has achieved its objectives?</i></p>
		Number of students attending
		Amount of engagement with online content
		Anecdotal feedback from students
		Long term, students will achieve on a more equal basis with the majority-group students
		Profit at events that include a bar/tickets
KPIs for specific HMs will be measured and monitored by the Working Groups.		

*The specific timelines will be decided for each group; dates of events etc are TBC. However, I will be keeping everything on track with regards to process, such as ensuring that guest speakers are booked, speaker forms are in on time, and*

<b>Detailed Timeline &amp; budget</b>				
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>
August + September + December	Comms plans		Laura+WGs	TBC
October	Black History Month	Working group set up Pick activities + plan who is going Comms	Laura, WGs	£500
Nov-Dec	Disability History Month	Working group set up Pick activities + plan who is going Comms	Laura, WGs	£500
February	LGBT+ History Month	Working group set up Pick activities + plan who is going Comms	Laura, WGs	£500

**TOTAL COST: £500 per month.**

