

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><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
<p><i>What is the purpose and broad activity of the campaign?</i></p> <p>Pronoun badges will be used to help create our vision.</p>	<p><i>What are the specific objectives of this campaign? What will it achieve?</i></p> <p>Create a dialogue</p> <p>Improve student experience</p>

	Educate people who would normally not interact with the topic

Project Team and responsibilities

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

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	19/11	✓
Executive Committee		✓
Students		✓

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

feedback form • Advertising in SU space (screens)		

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>
Dec 7th	Get help with designs from the Comms team	Send design briefs to SU Comms team before Dec 7 th	Michael & Niamh	£0
January 2019	Order badges in 3 designs (500 badges)	Promoting & distributing of trial batch of pronoun badges	Michael & Niamh	£100 We will both be taking £25 each out of our campaigns budget, so our request for Exec will be £50
February 2019	Run campaign through LGBT+ history month & give students opportunity to		Michael & Niamh	£0

	create their own designs			
March 2019	Survey those who took part	Collecting data in person/online polling	Michael & Niamh	£0
April 2019, onwards	Lobby appropriate departments for gender pronouns at Freshers if trial is successful		Michael & Niamh	£0

TOTAL COST: £100