



## Spring Consulting Project

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University of Cincinnati

Aaron Antal, Matthew Azzara, Colin Crank, Karishma Ponkshe, Michael Walsh, Leah Wolff, and Sarah Wordeman

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# Project Overview

## 1.1. About SCNO

**Students Consulting for Nonprofit Organizations (SCNO) is a student-led organization that seeks to accelerate nonprofit success by empowering talented students - from diverse majors across campus - with knowledge, training, and hands-on consulting experience.**

SCNO is a national organization that was founded in 2000 at the University of Arizona. As of 2017, there are over 30 chapters across the country in schools such as Ohio State, Northwestern, Johns Hopkins, Vanderbilt. SCNO was founded at the University of Cincinnati in 2016 and has been growing ever since.

The primary goal of SCNO is to enable nonprofit organizations to reach new heights. Nonprofits play a vital, and often undervalued, role in the community. Not only do they serve as a significant source of jobs in local economies, but they also provide vital services and programs that constituents rely on each and every day. SCNO exists to provide these organizations with the skill sets and resources to overcome obstacles and grow in order to continue serving their essential role in our communities.

Our mission-focused on community development through student growth and interaction positions us to become a preeminent social sector resource by fostering mutual learning across intertwined nonprofit and campus communities.

SCNO at UC provides Cincinnati-based nonprofits with meaningful strategic consulting to achieve significant results in the community, while simultaneously fostering opportunities for students to develop professional skills and gain practical consulting experience. Through ten weeks of intensive research and development, student teams work with nonprofits to develop action-items that aim to achieve the development goals of the nonprofit client.

In order to meet the highest standards of results, SCNO draws its talent from a diverse background of students, ranging from finance to engineering to medical sciences. This cross-collaboration of expertise allows our consultants to not only develop a full breadth of solutions across fields but also delve deeply into each specific sub-solution, drawing upon individual strengths.

In 2017, SCNO was named Best Student Organization of the Year at the University of Cincinnati by the Student Activities Board.

## 1.2. Team Bios

**Our team consists of 7 students from diverse majors across UC's campus. We have enjoyed working with Elementz this semester and hope that the nonprofit is able to leverage our work to continue growing and expanding your presence and powerful work.**

### **Aaron Antal**

Aaron Antal is a first-year student at the Lindner College of Business, majoring in Marketing with a minor in Entrepreneurship. This is Aaron's second semester as a member of SCNO. He joined the organization to continue his passion for giving back to the community while developing his essential business skills, such as problem-solving and team collaboration. In addition to SCNO, Aaron is an active member of the University Honors Program, UC American Marketing Association, and the Finance Club.

### **Matthew Azzara**

Matthew is a first year student studying Finance. This is his first semester as a SCNO member, and he worked on the new content calendar for Elementz to use, as well as his dance moves for the TikTok example. At the University of Cincinnati, Matthew has been involved in SCNO, Pi Kappa Alpha Fraternity, and UCREA. In the Summer of 2023, Matthew will start his Supply Chain CO-OP with Louisville Gas & Electric in their headquartered offices in downtown Louisville.

### **Colin Crank**

Colin Crank is a third year in the Lindner College of Business studying Business Economics, Marketing, and Business Law & Ethics. This is Colin's second year in SCNO, and he served as Team Lead for the Elementz team this semester. Colin has internship experience in management consulting and enjoyed using his skills on the Elementz project. Outside of SCNO, Colin is the President of the University of Cincinnati's Chapter of Delta Sigma Pi and an active member of Student Alumni Council, Lindner Ambassadors, Pi Kappa Alpha, Lindner Business Honors, and University Honors.

### **Karishma Ponkshe**

Karishma is a fourth-year Medical Sciences student who is interested in medicine and public policy. Outside of SCNO, Karishma is the President of the Student Activities Board and an active member of the Medical Sciences ambassadors, student government, and honors program. This is her eighth and final semester in SCNO. Some of the other non-profits she's worked with is Santa Maria, Reviv, YMCA, and Caracole.

For this project she helped build the highlight reel/impact report template, compiled the final written deliverable, and helped developed the final presentation.

### **Michael Walsh**

Michael is a second-year Finance student in the Lindner College of Business. This is his third semester in SCNO, as he has had the chance to work with other nonprofits namely Reviv and The Dragonfly Foundation. During his time at UC, he has been involved in SCNO, Lindner Ambassadors, Pi Kappa Alpha, and has served as a PACE Leader. In the Spring of 2023 Michael is working as a Debt Capital Co-op at AI. Neyer at their downtown Cincinnati office. He is also currently being scouted as a potential first-round pick in the 2023 NFL Draft.

### **Leah Wolff**

Leah Wolff is a fourth year student studying within the Lindner College of Business. She is double majoring in a Bachelor's of Business Administration in Finance and International Business. This is her third semester working with SCNO, having been team lead for Fall Semester 2021 for Santa Maria and participating as a team member for The Dragonfly Foundation. Leah is also involved in the professional Business Fraternity - Delta Sigma Pi. Last fall 2022 she studied abroad in Germany at the University of Mannheim Business School. She has interned in the past at Great American Insurance Group as a Project Management IT Intern. She is currently interning at Beyond Wealth Advisors as a Financial Planning Specialist Intern. Lastly, she will be working this summer for Beacon of Hope helping as a Marketing Intern.

### **Sarah Wordeman**

Sarah Wordeman is a first-year student at the Lindner College of Business, majoring in Marketing with a minor in Real Estate. This is her first semester working with SCNO. She joined this organization to further her passion for giving back and develop business skills along the way. Sarah is also involved in the professional Business Fraternity - Delta Sigma Pi.

## 1.3 Project Scope

**Students Consulting with Nonprofits Organizations teamed up with the Non-Profit, Elementz, to expand the organization's audience and engagement within the Greater Cincinnati Community. The two key elements of the project scope focused on expanding marketing channels to potential Elementz participants and making the organization's social media posting more consistent and user-friendly.**

This semester, the Elementz SCNO team was tasked with expanding Elementz's marketing and social media efforts. The team identified four deliverables that will give the Elementz staff a foundation to share the Elementz mission and class schedule at a greater scale. These four deliverables are:

1. Dedicated Tik Tok page for Elementz to share class footage, upcoming events, and other media
2. Instagram Content Calendar that can be used by the Executive Director, or any team member posting on Elementz's social media pages, to organize scheduled posts and weekly class announcements
3. End of Year Highlight Reel to share milestones, testimonials, and initiatives with Elementz participants, potential school partners, and donors
4. Creative Futures Symposium marketing materials adapted for the company's Instagram and Facebook pages

The Elementz SCNO team asked within our own team:

1. Who is our audience for this project, and how do we craft our deliverables for our desired audience?
2. How can we make social media posting more consistent and informative without adding significant work to the Elementz staff's schedule?

# Elementz Current Status

## 2.1 Current State Overview

When Camille and the SCNO team first met, we spent the majority of our meeting time learning about the history of Elementz, the organization's class offerings in Over the Rhine and Cincinnati Public Schools, and Camille's goals and expectations for the SCNO team. Currently, Elementz has 9 school partners in the Cincinnati Area that include over 2000 participants, but a problem area Camille shared with SCNO is that class attendance at their evening classes has decreased significantly due to the Covid-19 pandemic. A current growth opportunity for Elementz is to establish more marketing tactics that target middle school and high school aged students who can increase engagement and attendance at evening classes.

In the coming months, Elementz has several new and returning events planned that will require marketing efforts through the organization's current social media platforms and new platforms that will be explained further in this document. Our project scope focused heavily on creating marketing and social media content for this year's Creative Futures Symposium at the University of Cincinnati's Digital Future Building. Elementz currently uses Facebook and Instagram for all their social media posts, and they use a third party application to schedule their Instagram and Facebook posts.

This documentation serves as a resource for the Elementz staff to use once the SCNO team shares their deliverables at the end of the Spring 2023. All marketing materials will be copied into this document, accompanied by direct links to Canva, a design program, that will allow the Elementz staff to customize and redesign all templates SCNO has created.

# The New Strategy

## 3.1 Overview

Our team has created four deliverables that will increase Elementz's visibility and engagement with their audience. To achieve this, we recommend that Elementz creates a company TikTok page, as it offers a powerful new platform to interact and engage with a wide range of demographics. By leveraging TikTok's live streaming capabilities, Elementz can showcase student participants and teachers, inspiring new members to be part of the organization.

Second, we created an Instagram content calendar using Microsoft Excel to be used by the Executive Director and team. By planning and diversifying the content in advance, the content calendar will help Elementz avoid repeating the same type of content too frequently and maintain an engaging and informative social media presence.

Also, our team created an end-of-year highlight reel that is specifically designed to target young adults who are interested in the creative arts and digital media. Utilizing testimonials and staff/participant pictures, the highlight reel demonstrates all the amazing work Elementz has done within the Cincinnati community.

Finally, we provided Elementz with various templates for marketing materials, including Instagram post templates, testimonial templates, and a flyer for their upcoming Creative Futures Symposium. These materials are designed to help Elementz engage a wider audience and promote their events and services in a professional and visually appealing way.

## 3.2 TikTok

In this new day and age of social media, one platform stands above the rest: Tik Tok. Tik Tok has spread like wildfire throughout the past five years in the online world. They have gained over 1 billion monthly users since their inception back in 2016. This makes them the fastest growing app ever based on market capture in this short amount of time. Due to the amount of monthly active users they have, it only makes sense that posts can go viral overnight. The unique thing about Tik Tok is that they have a section called the "For You Page" that allows you to scroll endlessly through videos that might peak your interest. The videos that show up on your "For You Page", are all chosen through their patented algorithm, which uniquely chooses what videos pop up for your enjoyment.



TikTok's algorithm isn't public, however, many influencers have claimed to know the ins and outs of it. Many believe it is based on view time, interaction of the post, and amount of post per account. Recently, Twitter made their algorithm public and it showed that much of it was based off of the interactions with the post. Meaning the amount of likes, retweets and comments the post had. The two algorithms are believed to be very similar. Having a Tik Tok account will allow Elementz to give insight about their everyday operations to the teenage audience. They can share videos of their hip hop dance and DJ classes as well as poems from their poetry classes. Elementz can also share experiences of kids who have been a part of Elementz to show how appreciative they are. The key to success on TikTok, we profess, is to keep the videos short, unique, and flashy. It is not likely that people will stumble across an Elementz video that is over 30 seconds long and watch it from start to finish. Overall, Tik Tok is a great platform to share Elementz with their teenage and elementary audience, and when used correctly has the potential to extend Elementz' outreach to unfathomable reaches.

### 3.3 Social Media Content Calendar

With a small team working at Elementz and not a designated position for social media content, it can be difficult to keep up with posting regularly. We see on Elementz instagram an inconsistency of not posting for a while at a time or posting many posts back to back. Instagram has an algorithm that does not allow for these posts to appear on users' feeds when posting too many posts at once or not enough posts in a period of time. With a social media content calendar it will allow Elementz to have a plan to have scheduled posts. This will make sure Elementz is posting regularly enough for users to see, but not too much to the point it does not show on users' feeds. One way we found to not have to post as much is a weekly class calendar to put in the instagram bio for easy access for those who are interested in taking a class. This will allow an available resource for class takers to reach easier than looking on the Elementz website. With this weekly class calendar, Elementz only has to post a reminder post in the beginning of the week leading users to their bio where the calendar is located. It could be helpful to link instagram and facebook posts allowing the different types of users to see the same feed no matter what platform they are using. While younger generations are on instagram and older generations are on facebook this will allow Elementz to reach directly to the kids, who want to take the classes, and their parents, who either want their kids to take the classes or even possibly participate in some of the classes themselves.

### 3.4 End of Year Highlight Reel

One of the deliverables we provided Elementz was an End of Year Highlight Reel. Originally, we had decided on an end of the year impact report template that was very broad and overarching. After feedback from our executive team and advisors, we pivoted and created an End of Year Impact Highlight Reel.

The purpose of this was to hone in on a specific audience and make the document cohesive with the branding and purpose of Elementz. Since this organization is all about the creative arts and digital media, it didn't make sense to have a long document with a lot of text and numbers on it. The audience focus shifted to focus on young adults in the community who would be interested in attending the classes/services provided by Elementz, becoming a volunteer, or even to learn more about the organization. The document wouldn't exclusively be for donors; however, Elementz could send out this impact report to donors to creatively showcase their highlights in a creative format.

The content of this report includes the basic organization information, mission, and values – similar to what you would see in a standard end of year impact report. Additionally, we added the organization's highlights of the year & events and included pictures to showcase their impact. We also created an area to insert staff & participant's pictures and testimonials. When numbers were discussed, they were utilized in a snapshot format that showcased the big ideas and take-aways from a specific initiative.

Lastly, we incorporated a way for the impact report to be sent out digitally or printed. In a printed version, we incorporated pictures to highlight the events, milestones, and services. If Elementz would like to send this out digitally, there is a space and a sample video that can be incorporated instead to bring the organization's story to life. Both forms of delivery deviate from the standard end of year impact report format and instead show Elementz's impact through concise and creative means. To view the content, templates created, changeable sections, and the different ways of distribution, please refer to the appendix at the end.

### 3.5 Marketing Materials

We have created marketing materials for the Creative Futures Symposium in August at the Digital Futures Building. The marketing materials were created in Canva, a free design program, and can be automatically uploaded to Instagram and Facebook. If the Elementz staff wants to edit these marketing materials, the links to the Canva pages are located in the Appendix below.

# Closing

## 4.1 Analysis of Elementz

In our overall review of the organization Elementz is that there is plenty of room to grow on their social media standards. The main concern that our team heard from Elementz was how they could reach a younger audience to come participate in their classes. How can they reach kids about the non-profit, how will they start participating, and what are the classes that will bring new participants into Elementz? What our platform created is a strategic way that Elementz can use to obtain a larger audience to increase their membership and encourage their message of growing hip hop culture.

To reiterate, the deliverables that we are presenting as a team are creating a business account on TikTok with repetitive posted content, integrate a social media content calendar that can consistently post using a formula, developing an interactive end of year report and lastly new marketing strategies including new infographic templates to implement.

## 4.2 Additional Feedback

While working with Elementz, the team has seen an inconsistent posting pattern on social media and low engagement on their posts.

Expanding on the marketing section, the most important message that our team wants to get across is that it's important to post regularly on platforms such as Instagram, TikTok, Facebook and more. If social media templates are repetitive, there will be a lack of engagement from potential participants and current members. In today's world, constantly changing content on any platform is a must. Elementz needs to expand its message and mission to more people in Cincinnati. The best way to accomplish this is to showcase their accomplishments. This organization is so unique to so many other non-profits that there is plenty of room to shine, and to do that, they must share first hand experience through testimonials of students and members who attend daily. Emphasize what makes Elementz so special to them and why would they encourage other potential people to join as well. Furthermore, Elementz needs to take advantage of the creativity platform they can incorporate into their content. They have the perfect mission of creating music, dance, art, poetry and more, which is exactly what people want to see. Whether that be recording, posting a TikTok dance or step by step instructions on DJ techniques. Elementz is in the unique position where they can post specialized content of artistry that can allow many people to be drawn into their organization.

We also want to mention the advantage of posting on a regular schedule. There is a formula to each social media app that when you post at certain times, on certain dates, that content will be visible to a larger audience. Something that Elementz needs, especially for their digital platforms. To work with the formula and follow a regular schedule of posting but a theme of unique Tuesday posts will be an advantage that Elementz can use.

Lastly, general marketing strategies our team wanted to emphasize more is their generalized template usage. When looking at their Instagram page, almost every post is the same template with the same message. Elementz needs to mix it up a little. Include testimonials or actual daily content from their Executive Board or just content that their members are creating. This will enhance their marketing immensely. Elementz has a very large Symposium event coming up this summer, now is the time to market with QR codes of their graphics saying what they can do, posting as much as possible of relatable content for viewers. If Elementz can do this, participation and interest in this organization will rise exponentially.

### 4.3 Our Appreciation

As a team at SCNO, Aaron, Colin, Matthew, Karishma, Michael, Leah & Sarah are all very grateful for this opportunity to work with Elementz. Having the opportunity to look into creating a marketing plan that heavily emphasizes the social media platforms with such a unique non-profit such as Elementz has been such an awesome experience for our group. The team is grateful to Camille Jones for the communication and availability to work with our team and allowing us to come and participate in one of the organization's hip hop dance classes. While we as a team know this is a mutual project between SCNO and Elementz, we hope that they take into consideration some of our team's mockups of the infographics and the blueprints of the content calendar and social media content. We again want to say thank you again for this opportunity Elementz.

Best,

SCNO Elementz Team

# Appendix

## 5.1 Elementz End of Year Highlight Reel Template

### ELEMENTZ'S IMPACT

Highlight Reel Edition

#### About Elementz

Elementz is Cincinnati's premier Hip-Hop Cultural Art Center. Founded in 2002 as a direct response to the killing of Timothy Thomas, a young black man and the social unrest in Over-the-Rhine that followed. Elementz was created to give voice to young people in the urban core and to disrupt the status quo, encouraging positive change in the community through civic engagement.

#### Vision Mission Goals

Today, Elementz embraces and leverages the richness of Hip-Hop Culture to continue to help the young people we serve be catalysts of change and to engage in creative futures. We work to intentionally preserve, protect and Advance Hip-Hop as art, culture and a global economic and creative force, while helping our young people prepare for the creative workforce by providing academic and social emotional support as well as exposures to generate opportunities for future success.

## 2023 Programming, Events, Growth.

**Origin Story**  
Elementz is Cincinnati's premier Hip-Hop cultural art center. Founded in 2002 as a direct response to the killing of Timothy Thomas, a young black man, and the social unrest in Over-the-Rhine that followed. Elementz was created to give voice to young people in the urban core and to disrupt the status quo, encouraging positive change in the community through civic engagement.

**ELEMENTZ™**  
HIP-HOP CULTURAL ART CENTER

### Check out our work:

**ELEMENTZ™**  
HIP-HOP CULTURAL ART CENTER

#### Creative Futures Initiatives

What: Elementz expanded to the Creative Futures Initiative (CFI), a symposium, to increase the number of black and brown creative youth who have access to the creative workforce. It provides robust academic support, creative college and career exposure, mentoring, diverse representation, mentorship, and pathways to create career opportunities.

#### Ohio's Creative Economy Summary

**40+**  
Billion

Annual Economic Activity

**300K**

Annual Jobs Statewide

**4.5**  
Billion

Annual State Revenue

Reach + Depth

Steadily improving

#### Hear from our Staff

"Insert Staff Testimonial"

#### Hear from our Participants

"Insert participant Testimonial"

## BLINK

**MILESTONE ONE**

In 2022, Elementz was selected to collaborate with international projection artist Wendy Yu for Wendy's BLINK activation designed to elevate street dance to a nationally recognized event held in Greater Cincinnati and Kentucky. The collaboration was led by Wendy Yu and Elementz Sr. Manager of Advancement, Camille Jones, and featured performances by Elementz alum Anya N'koko, Basko Ojoro, Nylar Byrd, Jeremy Griff, and Camille Jones.

The Creative Futures Initiative (CFI) is an existing program with meaningful expansion efforts to deepen the CFI impact on the young people we serve. Elementz has created an exposure model that extends further down the educational pipeline which includes elementary-aged students as young as third grade to high-school-aged students approaching graduation. This is a program designed to help young creatives of color leverage their interests and talents toward accessing and succeeding in creative college and career opportunities.

## Creative Futures Initiative

**MILESTONE TWO**

**ELEMENTZ™**  
**2023 CREATIVE FUTURES SYMPOSIUM**  
**FRIDAY AUGUST 11, 2023**  
**12PM - 3PM**  
THE UNIVERSITY OF CINCINNATI'S PREMIER CULTURAL ART CENTER

## Digital Futures Residency

**MILESTONE THREE**

Having a presence in the University of Cincinnati's Digital Futures building combines the Creative Futures Initiative's goal to provide college/career exposure opportunities and resources to creative young people with the University of Cincinnati's Digital Futures efforts to promote collaborative, future-focused research amongst University of Cincinnati faculty and students.

As a transdisciplinary space, Digital Futures encourages integrated and applied research that relies on creativity, technology, and science toward real-world problems and solutions. Within the space, Elementz plans to connect high-school students with professors and faculty with expertise in technology, research, and business where they will gain hands-on learning experience and college-level research opportunities.

## 5.2 Marketing Materials

### [Creative Futures Symposium Instagram Marketing Materials](#)

**ELEMENTZ**  
HIP HOP CULTURAL ART CENTER

**2023 CREATIVE FUTURES SYMPOSIUM**

**FRIDAY AUGUST 11, 2023**  
**12PM - 3PM**

THE UNIVERSITY OF CINCINNATI DIGITAL FUTURES BUILDING  
3080 EXPLORATION AVE. CINCINNATI, OH 45206

ART + EDUCATION CULTURE + CREATIVE FUTURES  
ALWAYS FOR THE CULTURE.  
WWW.ELEMENTZ.ORG

### [Creative Futures Symposium Facebook Marketing Materials](#)

**ELEMENTZ**  
HIP HOP CULTURAL ART CENTER

**2023 CREATIVE FUTURES SYMPOSIUM**

**FRIDAY AUGUST 11, 2023**  
**12PM - 3PM**

THE UNIVERSITY OF CINCINNATI DIGITAL FUTURES BUILDING  
3080 EXPLORATION AVE. CINCINNATI, OH 45206

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ALWAYS FOR THE CULTURE.  
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## 5.3 Social Media Content Calendar

Please use the link below to access a Social Media Content Calendar that is housed within Microsoft Excel.

[Social Media Content Calendar](#)

