Home Matters



The Good Neighbor Nation

Introduction

Home Matters is a national movement designed to ensure that every American lives in a safe, nurturing home. It champions the concept of the "New American Dream" as a commitment to improve quality of life in our nation's communities, and has the idea that home extends far beyond the physical house into the greater environment in which we all live. The New American Dream is a commitment that all members of society, in every community, must share and advocate. The Dream can start small, taking hold in any one community, and spread throughout the country rebuilding the sense of community that made America great.

Bateman Team #1 at Chapman University saw the opportunity to do just that: to create a neighborhood-centric campaign with a framework that can be replicated in any community and the capacity to spread organically throughout the country. We believe that to build better neighborhoods, we must begin by fostering stronger interpersonal relationships between those who make up those neighborhoods. We understand that it is an incredibly daunting task to bridge gaps across beliefs, cultures, and generations, especially in a time when Americans are more fearful and further removed from each other than ever.

The idea of the New American Dream is one of national scope and we knew that a campaign such as Good Neighbor Nation, with the right funding and support, carries potential national significance. This is why we chose to conduct our campaign on behalf of the national Home Matters movement.

A major inspiration for our identification of this opportunity was the historical context of the immediate community itself: it is a quiet town of retired professionals beset upon by rowdy students of an ever-expanding university, or a tight-knit community of young collegiates oppressed by a close-minded system of outdated and traditional peoples. Depending on which community one considers oneself a part of, Orange could be described as either. The one clear thing about the community is that there are huge generational gaps and conflicts of interest separating two strong communities, and little infrastructure to help bridge them.

The Good Neighbor Nation campaign aims to bridge some of those gaps in Orange by providing students and residents with opportunities to come together to make the community stronger. It intends to demonstrate to both parties why coming together is worth doing, raising awareness of the importance of community as an extension of home. Finally, it applies social incentives to performing neighborly deeds and building intra-community relationships.

Situational Analysis

Chapman University is situated in Orange, California, a town of 136,416 people in the heart of Orange County. Like in most college towns, the students at Chapman have experienced some ongoing issues with the local residents in Orange. The significant generation gap between 18-24-year-old college students and older residents causes the two groups to disagree on many issues.

Chapman University strives to ease the tensions between students and residents by holding biannual meetings to give Orange residents the chance to voice their complaints. The university conducts regular research to learn how residents feel about Chapman and its students. Chapman's research has revealed that Orange residents' biggest issues include student parties, noise, parking illegally on the neighbors' streets, and fear of Chapman's expansion into the community.

Although the university makes an effort to hear the residents' complaints, we noticed that Chapman students have not made any significant efforts to work through the issues with their neighbors. Although students often live right next door to older Orange residents, many of them are reluctant to even introduce themselves. Many college students don't feel motivated to get involved in their communities and establish these relationships because they see their living situations as merely temporary.

Through the Good Neighbor Nation campaign, we wanted to educate students about the long-term benefits of fostering strong community relationships by focusing on the key messages of Home Matters: how strong, safe communities support access to quality health, education, safety, and economic opportunities for everyone.

Research

Secondary Research:

Millennials

According to the Case Foundation's 2013 Millennial Impact Report, Millennials without a high school diploma are least likely to trust their neighbors but most likely to help those very same neighbors on a regular basis. Meanwhile, Millennials who attend college become more trusting of their neighbors wherever they end up settling, but less likely to help them out. A college graduate is four or five times more likely to engage than someone without a high school diploma.

The Civic Engagement Generation Gap

A recent study done by the National Conference on Citizenship revealed that Baby Boomers show the highest levels of civic engagement of any generation. Sixty-six percent of Baby Boomers are engaged in their communities, and 38 percent of those are involved in multiple activities. On the contrary, only 45 percent of Millennials are involved with civic engagement activities, with only 15 percent involved in multiple activities.

Local Opinion

Our interview with Chapman's director of public relations showed that 52 percent of Orange residents agree that establishing stricter party ordinance enforcements would be the best way to improve student behavior, while only 16 percent of residents think that developing neighborhood awareness and engagement with the community would be the best solution to resolve strained neighbor relationships.

Primary Research:

- 70 percent of Chapman students surveyed agree that a disconnect exists between Chapman students and Orange residents, and 50 percent of students believe that Chapman students are not really considered to be part of the community.
- We asked students to articulate some of the reasons they don't know their neighbors.
  - 46 percent said they have never had the opportunity to get to know their neighbors.
  - 21 percent said their neighbors don't want to get to know them.
  - 17 percent said that their neighbors are mean or dislike Chapman students.
  - 27 percent said they just don't really care.
  - Only 28 percent of Chapman students actually know their neighbors.
- When students were asked what they believed were considered aspects of the American Dream, more than 75 percent of students included:
  - Happiness
  - Personal freedom
  - Opportunity
  - Owning a home
- Only 16 percent of students thought that knowing your neighbors was an important aspect of the American Dream, and only 31 percent agreed that giving back to the community was important.

Key Audiences

Based on our situational analysis, census data, and our primary research we identified one primary audience and one secondary audience to target with our campaign.

Primary Audience

Undergraduate Chapman University Students, ages 18-22

The majority of Chapman's 6,000 undergraduate students live off-campus within two miles of the university; they reside in rental homes scattered among local residents. The student population displays a high level of involvement in campus activities with 34 percent involved in Greek life, but a low level of connection with the surrounding community. When surveyed, 82 percent felt no connection to the community, 53 percent wouldn't consider themselves part of it, and most recognized tension between students and residents. Only 28 percent of students know their neighbors, nearly three-quarters say they have no motivation to do so, and 63 percent attribute it to the temporary nature of their residency. On the contrary, 86 percent believed that individuals should engage in their communities within a few months of living there. The majority of students, however, also believed they should engage more in the community, and would do so if given the opportunity.

Secondary Audience

"Old Towne" Orange Residents, age 45+

Orange is a medium-sized city centered around the historic Old Towne neighborhood, where Chapman is located. Over 35 percent of Orange's 136,000 residents are age 45 and older, with this age group being the most vocal segment, speaking out against the university's expansion, which they believe jeopardizes the integrity of the town's history with reconstruction projects, and the high rate of disturbances by student neighbors. This group is community-oriented, with many residents holding membership in social organizations based around cultural heritage, religion, and service. These groups collaborate to put on large-scale community events each summer like the Orange Street Fair. Individual residents' opinions of university students vary widely, usually based on interactions with student neighbors, good and bad.

Key Messages

To propel our campaign forward, we communicated four key messages to our primary and secondary audiences.

Four years is not too short a time to engage in your community.

Chapman students will most likely only live in Orange for four years at most. While it may seem like their impact on the community is limited and temporary, it is still a significant enough amount of time for it to be worth contributing.

Anyone can be a Good Neighbor.

It does not take much, just a conversation here and there, to build a relationship of mutual understanding. It's important to be able to relate with someone living right alongside you. There are simple, tangible ways to show you care, like doing a favor for a neighbor every once in a while.

Knowing your neighbors can be good for you.

You want to feel safe and welcome in your own neighborhood; having a tense relationship with a neighbor is not healthy. Neighbors can be the first line of defense against burglaries and other crimes often targeted at students. In the past 12 months, the Chapman student community has become victim to over 50 burglaries both on and off campus. Your neighborhood consists of a whole network of people and professionals who can act as resources to build a safer, better prepared neighborhood.

Healthy communities will benefit everyone.

The New American Dream for the Millennial generation goes far beyond obtaining material wealth and success. Healthy communities made America great, and we need to build them back up again. Caring for your community's health can decrease crime and increase quality of life for everyone in the neighborhood.

Opportunities and Challenges

Challenge:

While planning the Good Neighbor Nation campaign, we understood that it would be a difficult task to motivate busy students to put forth time and effort to build relationships in their neighborhoods. As we discovered in our research, Chapman students are not intrinsically motivated to get to know their neighbors, and do not believe the poor relationship between student and resident communities is a personal concern.

Opportunity:

From our research we recognized two things: that students were unaware of the benefits of a strong community, and that they would be willing to put forth effort to build essential relationships if the basic framework was laid out for them. We saw these as opportunities to motivate the student body through education, and to develop programs that would make it easier for them to reach out to neighbors.

Challenge:

A significant generation gap exists between our two target audiences, which posed the challenge of relaying the same message to both groups. The most efficient ways to communicate with each group varied drastically, causing us to have to tailor our message differently to each audience to get them to see us as credible and trustworthy. We constructed a Prezi to convey our message to our millennial audience, however we didn't have access to the Internet when presenting to Orange residents, which forced us to rely solely on flyers, handouts, and our speaking abilities.

Opportunity:

Chapman students have never made a significant collective effort to meet their neighbors. During our campaign month, we made an effort to connect with Orange residents on behalf of Chapman by knocking on our neighbors' doors, presenting our message to multiple community groups, and inviting residents to participate in our weekend of service. We established an opportunity for Chapman students and residents to break the communication barrier and begin developing lasting relationships with one another.

Objectives

Objective 1:

Raise awareness of Home Matters and Good Neighbor Nation's campaign messaging throughout Chapman's campus and in targeted groups in Orange. Achieve 50 percent rate of recognition of both campaigns among Chapman's student body.

Strategy 1: Create a visually appealing campaign relevant to our target audience through a series of messages that show the benefits of being a good neighbor.

Rationale: Through informal interviews with students and chatting door-to-door with local residents, we found that there are a few key issues that create tension among the two groups such as parking, noise and cleanliness. By creating a campaign that builds trust among neighbors, we hope to engage all audiences on the topic of good neighbor relations.

Tactic1:

Create a campaign name that will attract both the long-time residents and Chapman students. The Good Neighbor Nation name suggests a "movement" that Millennials students want to be a part of and also attracts long-time residents to the idea of being a "good neighbor."

Tactic2:

Create a logo that is simple and memorable to gain recognition around campus. Students see up to 500 advertisements around campus everyday, we hope that our simplicity stands out among the rest.

Good Neighbor Nation

The Good Neighbor Nation logo emphasizes that home is where the heart is.

Strategy 2: Create and deliver two types of interactive and educational presentations: one tailored to Chapman students and one aimed at local residents.

Rationale: Through the use of an interactive presentation, audiences will be more likely to grasp and retain the information presented to them. The first presentation, geared toward students, contains data and statistics important to students such as how community networking can help along their career aspirations. The presentation for local residents contains similar statistics but also presents our ideas about how we plan to educate students to be better neighbors.

Tactic 1:
Present to Chapman's Greek life organizations whose members already desire to improve relations with their neighbors, and want to have a strong presence in Chapman-organized community service events.

Tactic 2:
Present to community service-based organizations like the Orange Rotary and the Orange Lion's Club.

Tactic 3:
Present to the Chapman college chapters of the Orange Rotary, Circle K, and Lions Club.

Tactic 4:
Present to students in various classrooms across Chapman's campus.





The Good Neighbor Nation presented the Home Matters key messages to Greek life groups on campus.

Strategy 3: Display distinctive promotional materials for Home Matters and Good Neighbor Nation around Chapman's campus to create recognition among students.

Rationale: The more students are exposed to our campaign material, the more likely they are to internalize the key messages.

Tactic 1:
Display signage of various shapes and sizes in areas of heavy traffic on campus to promote campaign initiatives.

Objective 2:
Reinforce campaign messaging through social media and reach 500 users.

Strategy 1: Create content on social media platforms to reinforce campaign messaging among students and residents.

Rationale: Visible social media messaging delivers our campaign messages in multiple ways.

Tactic1:
Share our events and initiatives on Chapman's student blog, student events e-newsletter, and email announcements from the Dean of Student Affairs Dr. Jerry Price.

Tactic2:
Create Facebook and Instagram accounts that focus on publicizing Home Matters facts and the Good Neighbor Nation initiatives.

Tactic 3:
Create original content using video interviews and information from our research survey as well as publicize content from the Home Matters website.



Original content created for the Home Matters campaign

Strategy 2: Create an Instagram competition using the hashtag #GoodNeighborNoms to motivate students to engage with Good Neighbor Nation, Home Matters and act on campaign messaging.

Rationale: A competition gives students an incentive to be personally involved with the campaign. With the recent success of other online nonprofit competitions, like the "Ice Bucket Challenge," we hope to create a similar online phenomenon.

Tactic1:
Set up a table in the heart of our campus during the typical busy lunchtime hours twice a week to talk to students and build awareness of the competition. Invite students to take photos with our wood standee of our logo with "This is What a Good Neighbor Looks Like" underneath, called the Good Neighbor House, to post on social media.

Tactic 2:
Hand out flyers during the on-campus presentations to clubs and organizations explaining the competition and giving verbal instructions as well.

Tactic 2:
Offer a monetary donation of $200, donated from the men of Delta Tau Delta fraternity, to the philanthropy of the sorority or fraternity that has the most members participate in the competition.



A student takes a photo with the "This is what a good neighbor looks like" wood standee.

Objective 3:
Engage 100 students and community members in a conversation about community, and convince 100 students to sign up for the Home Matters movement.

Strategy 1: Engage students on campus in conversations about Home Matters through personal conversations

Rationale: A key campaign element includes the awareness of Home Matters among our audiences. By engaging in personal conversations, we can explain the importance of the organization, the role it plays in affordable housing as well as what joining the Home Matter Movements means.

Tactic1:
Approach students during designated tabling times twice a week about the importance of Home Matters.

Tactic2:
Talk to classrooms about the importance of Home Matters and accompany the conversation with an educational pamphlet. During each of these discussions we can connect with students on a personal level due to the interactive atmosphere of the classrooms.

Strategy 2: Engage community members around Old Towne Orange in conversations about Home Matters and its importance to the community.

Rationale: Shops and restaurants in the Old Towne Orange Plaza are regularly patronized by Chapman students as the Plaza's location is within a few blocks of campus. These businesses are open to reinforcing a positive relationship with students and local residents.

Tactic1:
Convince store owners to display promotional materials in support of our campaign and Home Matters in their store windows.



Home Matters flyers disolayed in Growl, a local resturaunt.

Objective 4:
Create a hands-on experience to build community relationships. Attract 30 participants, including community members and students, in the Good Neighbor Weekend service event.

Strategy 1: Partner with llocal community service-oriented groups to attract long-term residents to the event.

Rationale: By partnering with local service organizations made up of community members, we are able to attract their memberships to the event. These residents believe in the importance of taking care of the community, so gaining the support of the organization's leadership facilitates a better turnout at the event.

Tactic 1:
Partner with the Orange Rotary and Lions on the Orange High School beautification project.

Tactic 2:
Reach out to the City of Orange to help identify homes in the neighborhood in need of service.

Tactic 3:
Connect with the Orange Senior Center to identify senior citizens who need a hand maintaining their homes.

Strategy 2: Attract Chapman students to the service event by promoting the event, encouraging sign-ups, and personally reminding students of approaching dates.

Rationale: A key element of our campaign is to get students to work alongside residents. To attract Chapman students to the event, it is important to personally follow up with students to make sure they feel their participation will be valued.

Tactic 1:
Promote Good Neighbor Weekend during tabling twice a week on campus.

Tactic 2:
Promote the service weekend during presentations to Greek life and other clubs on campus. Follow up by posting a sign-up link to each group's social media page and have chapter presidents share the link among each group's membership.


Students show their support for the Good Neighbor Weekned

Objective 5:
Earn coverage from university and local media outlets for the Good Neighbor Weekend event. Earn 10,000 impressions.

Strategy 1: Identify and pitch local media outlets that would be interested in Chapman and local resident relations.

Rationale: By tailoring our pitch to focus on each individual news outlet, we can pitch the type of story the outlet is more likely to pick up and write about.

Tactic 1:
Make initial contact with reporters and editors of local media through personalized email pitches.

Tactic 2:
Follow up with each reporter and editor via phone calls until personal contact has been established, use conversations to emphasize the importance of the event and the Home Matters movement.

Tactic 3:
Pitch to *Chapman News*, *The Panther*, *The Plaza Review*, *Orange City News*, and *The Orange County Register*.

Evaluation

Objective 1:
Raise awareness of Home Matters and Good Neighbor Nation's campaign messaging throughout Chapman's campus and in targeted groups in Orange. Achieve 50 percent rate of recognition of both campaigns among Chapman's student body.

Outcome: EXCEEDED!
- According to our post-campaign survey, 71 percent of respondents were familiar with Home Matters and Good Neighbor Nation. The survey showed that 40 percent of students heard about the campaign through social media, 33 percent through Greek organization presentations, another 33 percent from friends, and 29 percent from class presentations.
- Our team delivered presentations to a total of 1,110 Chapman Greek organization members, 73 Orange Lions and Orange Rotary members, 15 Chapman Lions members and 19 classrooms of approximately 320 students total.
- We distributed more than 1,000 flyers and stickers with the Good Neighbor Nation logo during the presentations.

Objective 2:
Reinforce campaign messaging through social media that will reach at least 500 people.

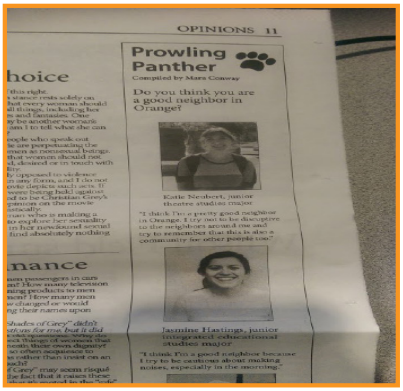
Outcome: EXCEEDED!
- On Facebook we gained 340 likes and made 21,000 impressions with over 700 unique page views. The top three cities we reached included 772 people from Orange, 221 from Los Angeles, and 60 from San Francisco.
- On Instagram, Good Neighbor Nation had 69 followers and 53 posts.
- Dean of Student Affairs Dr. Jerry Price featured our campaign initiative in his weekly email announcement that reached 6,000 undergraduate students.
- The #GoodNeighborNoms hashtag on Instagram showed 15 good deeds logged, and 24 miscellaneous posts.

Objective 3:

Engage 100 students and community members in a conversation about community, and convince 100 students to sign up for the Home Matters movement.

Outcome: EXCEEDED!

- Around campus, Good Neighbor Nation was promoted through managing a table at the heart of campus during peak hours where we inspired 180 people to sign up to join the Home Matters movement.
- We handed out 100 flyers, and four Greek organizations promised to take the message back to their respective chapters.
- Our campaign inspired a campus-wide conversation after Chapman's student newspaper *The Panther* published two opinion pieces on the topic of being a good neighbor. When our team pitched *The Panther* we focused on pitching our actual Good Neighbor Weekend service event, but in addition it published student opinions on topics that were closely related to our campaign.
- In the community, we partnered with 15 businesses to display our Good Neighbor Nation signage in their stores while also educating them on Home Matters' mission.


OPINIONS 11

Prowling Panther

Compiled by Mara Conway

Do you think you are a good neighbor in Orange?

Students share their opinions on being "good neighbors" in the Panther. *(See p. 61)*

Objective 4:

Create a hands-on experience to build community relationships. Attract 30 participants, including community members and students, in the Good Neighbor Weekend service event.

Outcome: EXCEEDED!

- The Good Neighbor Weekend service event attracted 49 total participants. On the first day, 16 Chapman students, nine Orange High students and 12 Orange Rotary and Lions members helped renovate and beautify Orange High School. Together, we repainted part of the school, planted three new planters and cleaned up around the school's campus.
- On the second day, we had 18 Chapman students and four Lions members renovate a home and an apartment in the Orange area. We were able to assist a single-family home with yard clean-up, trash hauling, landscaping, and one apartment with interior chores and cleaning.



A student and an Orange Lions member get to know each other while doing good work for Orange High School



Chapman and Orange High School students work together to beautify the high school.



Community members pose for photo in front of Orange High School

Objective 5:

Earn coverage from university and local media outlets for the Good Neighbor Weekend event. Earn 10,000 impressions.

Outcome: EXCEEDED!

- We were able to gain coverage from Chapman's cable access news channel, Chapman News, that aired on Feb. 27, 2015. This network reaches 30,000 cable homes in Orange and 500,000 homes in the Los Angeles market. While not all 530,000 homes watch the broadcast, the expansive reach of the outlet creates an invaluable opportunity for impressions.
- *The Panther*, Chapman's newspaper, covered the event with a 530-word article published online on Feb. 25, 2015. This newspaper's website has an online circulation of 3,500 people.
- The regional newspaper, *Orange Country Register*, a three-time Pulitzer Prize-winning newspaper focused on serving Orange County, wrote a 700-word article that was published online and printed in the education section. The *OC Register* is the largest newspaper in Orange County with a circulation of 250,000 daily readers.
- Good Neighbor Weekend will be featured in the Dodge College magazine that is distributed to alumni, current parents, entertainment professionals and faculty. The magazine has 7,730 people on its mailing list with 737 of those being international residents. The magazine is also publicly available on the Dodge College website.


ORANGE COUNTY REGISTER

Chapman students make a case for neighborly behavior

The Good Neighbor Weekend featured in the OC Register.

Conclusion

Over the course of this campaign we found that most members of both communities we sought to engage were very forthcoming in their desire to see change in Orange. Through our interactions with the City of Orange's administration, Chapman University's administration, the student population, local businesses and Orange residents, we heard incredible feedback applauding our efforts to bridge the divide between student and resident communities. As with any ambitious plan, however, there were roadblocks to overcome. Through our team's persistence we were able to convince both the university and the city's administration to allow us to proceed with the service event despite liability concerns. We earned the trust of residents allowing us to enter their homes and accomplish our goals, and we persuaded students, faculty, businesses, and organizations to partner with us and help spread Home Matters' messages.

The most rewarding experiences during this campaign included seeing what the two diverse communities were able to accomplish together, receiving the gratitude of those whose lives we improved, and hearing the interest many students and campus organizations expressed to see Good Neighbor Nation's mission continue.

We believe this campaign has the potential to be widely replicated on university campuses across the nation. Nearly every college-centric community has a need to improve relations with local neighbors and thus represents an opportunity, and each hosts a student body possessing the potential to act for change. Given a longer time span, we can easily see how Good Neighbor Nation could take root in the Orange community and spread to other college towns in the area, and even throughout the country. The divide between students and residents is by no means a problem experienced only in Orange. Just as students at schools around the nation can relate to the ever-present conflict so often portrayed in popular culture films such as *Neighbors*, so students can relate to the mission and messages of Good Neighbor Nation and its efforts to reduce that kind of conflict--for the benefit of people on either side of a neighborhood fence.