



gen-one Charlotte



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COM495: Communication Theory and Research

ABOUT GEN-ONE

What is a Gen-One?

- ❖ First person in immediate family to attend college
- ❖ One third of 5-17 year olds in US
- ❖ Rates of first generation status higher for low income and minority populations

Overview of Organization

- ❖ Three Pillars
 - ❖ Mentoring
 - ❖ College counseling
 - ❖ Student experiences (cultural, service, leadership)
- ❖ Currently sponsored by CMS but hope to make separate non-profit soon

THEORY

Dialogic Theory of Public Relations

- ❖ Two-way relational communication model
- ❖ Elevate public to level equal to organization
- ❖ 5 elements:
 - ❖ Mutuality
 - ❖ Proximity
 - ❖ Empathy
 - ❖ Risk
 - ❖ Commitment

BACKGROUND LITERATURE

MENTORS

- ❖ Similarity-Attraction Theory
 - ❖ "Birds of a feather flock together"
- ❖ Social Capital Theory
 - ❖ Mentors provide information and relationships to students
- ❖ "Super representatives" of youth
 - ❖ Role of college students

DONORS

- ❖ Organization-public relationship (OPR) framework
 - ❖ Control mutuality
 - ❖ Trust
 - ❖ Satisfaction
 - ❖ Commitment
 - ❖ Balance of power
- ❖ Micro-giving originated from micro-loans

SOCIAL MEDIA

- ❖ Social Media Platforms
 - ❖ Social Networking
 - ❖ Microblogging Services
 - ❖ Content Communities
- ❖ Visual Content Marketing Repetition of visual events and social media publication
- ❖ Social Proof
 - ❖ Hashtag (#)

COMMUNICATIONS PROPOSALS

MENTORS

- ❖ Pairing process for mentors and mentees
- ❖ Partner with CMS Retired School Personnel
- ❖ Reach out to local colleges and universities

DONORS

- ❖ Initiate micro-giving campaign
- ❖ Strategies to develop trust and satisfaction with donors
 - ❖ Access
 - ❖ Openness
 - ❖ Networking
 - ❖ Sharing of tasks
 - ❖ Responsibility
 - ❖ Relationship nurturing

SOCIAL MEDIA

- ❖ Initiate Visual Content Marketing Campaign
 - ❖ Establish social media platform
 - ❖ Consistent social media usage
 - ❖ Ambassadors
 - ❖ Separation of business and personal

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