



# VCU

## Parking and Transportation

### CASE STUDY



#### ABOUT THE ORGANIZATION

VCU Parking and Transportation is a division of VCU Campus Enterprises that aids students in their parking and transit endeavors. The division is made up of several subsections in order to accomplish this: parking operations, special events, customer service, accounting, fleet, and transportation. The organization consists of over 100 employees and assists with the transportation needs of over 20,000 students, faculty, staff, and visitors across VCU campuses.

#### THE PROBLEM

The organization seeks to improve the perception of their work amongst the VCU community and “humanize” their brand.

#### OBJECTIVES

##### AWARENESS

Increase student and staff awareness of all VCU Parking and Transportation Services such as RamRide, RamBikes, RamSafe, and RamsXpress by 25% within 6 months of campaign implementation.

#### POSITIVE PERCEPTION + ENGAGEMENT

Expand VCU Parking and Transportation’s positive digital engagement on the social media platform Instagram by 40% as measured by “likes,” “comments,” “shares,” and following/subscriber count within 6 months of campaign launch. The organization’s Instagram will be targeted because the organization’s other platforms such as Facebook and X combined have approximately 1,500% more followers than the Instagram account.

#### CAMPAIGN IMPLEMENTATION

Through our strategies and tactics for our campaign, we propose ways to accomplish our proposed objectives.

First, we’re increasing awareness of all VCU Parking and Transportation services by boosting visibility across digital and physical communications channels. We are also collaborating with campus partners and organizations to spread word of mouth awareness.

Second, we’re improving perceptions by targeting social media efforts. We shape messaging by creating specific content that “humanizes” the brand and also creating content that is fun and informative.

Our campaign positions VCU Parking and Transportation as a reliable, safe, and accessible resource to students.



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#### MY KEY CONTRIBUTIONS

During each part of the creation of our campaign, I had specific roles and responsibilities. When we first created our situation analysis of the organization, I compiled research and statistics about VCU Parking and Transportation. I also created a communication audit of their three main communication channels, specifically studying the differences between their social media followings and areas to focus or improve on. During our research process, I had a key role in writing all of the questions for our quantitative and qualitative surveys. When it came time to summarize our findings, I wrote up the analysis and ran the data through bivariate graphs to find correlations. In our communication plan process, I developed the objective 2 and its strategies and tactics. These strategies and tactics based our designs of the prototypes in our campaign. The specific prototypes I created were: the sticker designs for giveaways, the “myth-busting” social media post template, and the “faces behind vcu parking” social media post template. In the last part of our communication plan, I wrote the evaluation plan which explained the return on investment and quantified the deliverables for the client. Lastly, I developed the brand style for our campaign and presented our work to the client.



Myth-busting social media post

Faces of VCU Parking Social Media Post



Park Smart, Ride Safe Campaign Branding



Giveaways sticker designs