

Hear Us Roar: Elevating a First-Year Success Initiative

Executive Summary

Roar 2 Success at Buffalo State University supports first-year students with high potential but limited preparation, offering services like academic advising, peer mentoring, and community events. Despite success in improving student retention and performance, the program struggles with visibility among faculty and leadership. This document outlines a strategic plan to enhance awareness and engagement through high-impact storytelling and targeted communication, aiming to secure long-term institutional support.

Key Challenges

- Limited visibility and differentiation from other student support programs.
- Confusion among faculty and leadership regarding the program's unique value.
- Need for increased advocacy from internal publics to ensure financial sustainability.

Strategies for Engagement

- **High-Impact Storytelling:** Showcase student success stories through digital media to highlight program impact.
- **Faculty and Leadership Outreach:** Distribute informational materials and engage through newsletters and presentations to clarify the program's role.
- **Increased Visibility:** Utilize social media and digital platforms to broaden awareness and strengthen the program's identity.

Evaluation

The plan will be evaluated through pre- and post-campaign surveys, media engagement metrics, and faculty feedback to measure changes in awareness and support. The goal is to secure endorsements and increased financial investment from Buffalo State and SUNY leadership.

Conclusion

By leveraging compelling narratives and strategic communication, Roar 2 Success aims to secure its position as a pivotal component of student success at Buffalo State University, ensuring continued support and expansion opportunities.