

# **Client Research Report**

November 2019

Alexa Deyo

Jesse Nadelman

Kiara Molina

Jillian Hess

**La Casita Cultural Center**

## Table of Contents

Executive Summary	2
Problem and Opportunity Statement	3
Situation Analysis	4
SWOT Analysis	7
Key Publics	10
Research Objectives	13
Research Methodology	14
Research Results and Analysis	17
Recommendations	25
Appendices	29
References	40

## Executive Summary

La Casita is a Hispanic cultural center located in Syracuse, New York. The Center promotes and celebrates Hispanic culture while mainly offering support to children and families residing in the Near Westside neighborhood through a variety of different gratuitous afterschool programs and activities. Presently, the Center is enduring a lack of funding and outreach within the Syracuse community, as well as struggles with staff support and retention.

Powerhouse PR conducted primary research to seek further information regarding the communicative struggles of La Casita. We used social listening analysis, experimental focus groups, and an online survey to gather data about key publics and recommend practical solutions for the Center to reach its publics more efficiently. The data that we collected and analyzed helped provide an insight into how La Casita can reach more students at Syracuse University for volunteer opportunities and how the Center can improve and build upon its existing programs to further its outreach into the Westside community.

As a result of the data we found, Powerhouse PR recommends that La Casita offers an unpaid internship program to attract students and introduces new fundraising programs targeted towards adults. This will help the Center by increasing its staff and creating more opportunities for adults to become involved.

## **Problem & Opportunity Statement**

La Casita Cultural Center is an organization of Syracuse University's College of Arts & Sciences. The Center was established as a means to open up an educational atmosphere in the Near Westside neighborhood of Syracuse, while also encouraging community engagement and advancing a cultural agenda through research, preservation of cultural heritage, media and the arts. The Center strives to join the Hispanic communities of Syracuse University and Central New York ("La Casita | About," 2019). While La Casita has achieved much since its creation eight years ago, inconsistent organizational goals continue to hold it back from initiating self-sustainability practices, and from seeing any consistent progression of its children's publication program. These inconsistent goals that La Casita endures are related back to the lack of visibility, funding, and the overall absence of awareness and recognition from any local media outlets (T. Paniagua, personal communication, September 3, 2019). As a result, the Center has not reached its primary goal of increasing the production, distribution, and awareness of its bilingual children's books. Through primary and secondary research, Powerhouse PR will gain insight into the decision-making processes of SU students and Westside families, and will be able to recommend communication strategies to target key publics.

## Situation Analysis

### Internal Factors

#### Social Media

La Casita does not have a large enough social media presence on sites such as Twitter, Facebook, and Instagram. On Twitter, La Casita has 288 followers, and it only posts about events— which is usually just a photo or link to a flyer about the event. It is also not receiving many interactions on its tweets; The most engagements that the Center has received is three likes. Additionally, La Casita has no active Instagram page, but it does have an active Facebook page with 1.9K likes. However, for the following that the page obtains (1.9K), it only receives five to ten likes on posts. With such a large Facebook following, it proves to be a likely area of outreach for La Casita to take advantage of. La Casita can open itself up to larger markets and broader outreach with an improved social media presence.

#### Staff Retention Rate

During the client meeting, Executive Director of La Casita, Tere Paniagua, mentioned that one of the issues La Casita struggles with is a low staff retention rate. Many of La Casita's employees are part-time or students (T. Paniagua, Personal Communication, September 3, 2019), means they are not often working for La Casita for an extended period of time, leading to a high rate of staff turnover. This may cause a number of issues for La Casita, as it has to find new staff often, which then makes it difficult to maintain relationships that prior staff have had with affiliates of the Center. With such a low staff retention rate, the Center is not able to maintain certain aspects of the organization that it would be able to with a permanent long-term staff (T. Paniagua, Personal Communication, September 3, 2019).

### Broaden Outreach

La Casita's current audience is only in the Syracuse area. Throughout the client meeting, Paniagua discussed La Casita's desire to branch out beyond the Syracuse area to other Latin American communities in the Central New York area. Ithaca, for example, is one location that Paniagua mentioned during the client meeting. To this point, La Casita has yet to reach these areas, such as Ithaca (T. Paniagua, personal communication, September 3, 2019). By putting more of an emphasis on outreaching to other areas, La Casita can open itself to an entire new consumer base in the Central New York and therefore, gain new members and attendees for its services and events, as well as potential donors to increase funding for the Center.

## External Factors

### Underfunded

Although Paniagua mentioned that the biggest donor for La Casita is Syracuse University, the program is still underfunded and she believes that the Center is not a priority for the University (T. Paniagua, personal communication, September 3, 2019). The lack of funding has affected the overall programming and the production of its children's books.

### Community Trust

During the beginning of La Casita's establishment eight years ago, they received a substantial amount of backlash from the Westside community. The residents of the community did not trust the program and thought it was the initial step in gentrifying the Westside of Syracuse (T. Paniagua, personal communication, September 3, 2019). The residents' concern affected the reputation that La Casita had within the community, which made it crucial for the program to prove its mission to bridge the Hispanic communities of Syracuse University and Central New York.

### Competition

La Casita's direct competitors are La Liga and La LUCHA. The program La Liga, though not a Syracuse University program, is associated with University College and is actively involved within the Syracuse community. La Liga, or the Spanish Action League, specializes in helping the residents of the community with language and cultural barriers. Through specialized programming in specific areas like housing, domestic violence, language services, and more, a safe space for residents is created. On the other hand, La LUCHA, an acronym for the Latinx Undergraduates Creating History in America, is a student-run organization on campus that gives students the ability to take part in cultural enrichment and activism. They host events regularly and have annual events, some of which are partner events with other student organizations on campus which increases attendance. Based on the missions explained above, and intended audiences for the Center's counterparts, they serve two different age demographics. The demographics for the two organizations are middle-aged immigrant Syracuse residents and college students interested in learning more about different Hispanic heritages, respectively.

## SWOT Analysis

### Strengths

- All of La Casita's services and events are offered at no cost to the Syracuse community. This is beneficial for La Casita to recruit visitors and attendees from impoverished communities in Syracuse that would otherwise not be able to attend.
- Syracuse University provides a majority of La Casita's funding and support. Additionally, Syracuse University often promotes La Casita through its email newsletters which is how La Casita gets much of its online reach.
- La Casita has an established Center in West Syracuse with adequate facilities for all of its programs. The facilities include multiple meeting rooms, a kitchen, a dance area, an art gallery, a hispanic culture museum display and technology equipment for children to use.
- La Casita offers many different programs. From the children's book initiatives to the events during the year it offers that include dancing and food, La Casita can attract audiences that are interested in art as well as other activities such as dancing, writing, and reading.

### Weaknesses

- The Center is located in the Near Westside neighborhood which is known for high rates of poverty and crime (Syracuse Police Department, 2019). Although La Casita targets younger children, community members may fear bringing kids into a dangerous neighborhood.

- The high rate of staff and volunteer turnover may create an overall weak company structure. This may contribute to difficulty in achieving long-term goals and maintaining meaningful relationships with the community.
- The Center lacks a clear business plan for their children's publication program. It has changed its selling and distribution plan for the books multiple times.
- The Center struggles with providing support and helping teenage community members. There are less programs offered for them than the younger age groups (T. Paniagua, personal communication, September 3, 2019).

## Opportunities

- Paniagua explained that the buses, which operate from Syracuse University's main campus, only stop at La Casita six times a day (Syracuse University Parking and Transit Services, 2019). If there were more bus routes that stopped near or at La Casita that catered to Syracuse University students, it could increase the awareness and attendance within the Center.
- The mission of the Center is to advance the cultural agenda through preserving Hispanic heritage ("La Casita | About," website, September 16, 2019). This structure is a huge opportunity to bring awareness to the work being done within the Center. If they focused more on how diverse the programs and people within the Center are, it could potentially bring in more awareness for La Casita.
- There is an opportunity for La Casita to effectively reach out to students, and make them aware of the events they host or volunteer opportunities. The Center could have their current volunteers doing outreach on Syracuse University's campus to recruit more volunteers.

## Threats

- Students interested in engaging with or embracing Hispanic culture may be more likely to become involved with LA LUCHA, rather than volunteer at La Casita, given its on campus location and closer ties to the Syracuse University student body.
- Relying on the public transportation schedule may prohibit volunteers and community residents from coming to the Center. The public bus only stops at the Center six times each day, which impacts when people can come to daily events and programming (T. Paniagua, personal communication, September 3, 2019).
- Syracuse is known for extreme winter weather. This is likely to cause hazardous road conditions and public transportation cancellations which may result in fewer people attending events at the Center throughout the winter season.
- The Westside receives negative media attention, which may deter people from surrounding neighborhoods to volunteer or utilize services at the Center.

## Key Publics

### Syracuse Westside Community Teenager



(Unsplash, 2019)

Maria Lopez is a 16-year old Hispanic teenager who lives in the Westside neighborhood of Syracuse, NY. Lopez attends Corcoran High School in West Syracuse where she is currently in her junior year (Syracuse City Schools, 2019). She is an only child who lives with her mother. Maria's mother, Jennifer, works full-time at Wegmans in Syracuse with a modest salary of \$16 per hour (Glassdoor, 2019). She struggles to support both herself and Maria financially, which often leads Jennifer into having to work multiple long shifts throughout the day and night. Consequently, Maria is left alone most of the time without her mother around. Because of her salary, neither Jennifer nor Maria own any technological devices, and only receive news from print sources. Maria has a few friends at school that she enjoys hanging out with on the weekends, and she is very passionate about the arts. Corcoran High School does not offer any arts extracurriculars or clubs (Syracuse City Schools, 2019), so she is looking for ways to get involved in the arts after school. As a result, Maria would be interested in attending programs that La Casita offers to occupy her free time. It is also an issue that Jennifer is not able to attend Corcoran High School parent events. Since Jennifer does not speak English, it is difficult for her to communicate with Maria's college counselors, teachers, and coaches. La Casita would be an

excellent resource for Maria to have, as the employees for the Center can help communicate with Maria's teachers and counselors, and Jennifer on how she is doing in school, especially as she begins to apply to colleges.

### Syracuse University Student (Upperclassmen)



(Unsplash, 2018)

Lizbeth Alvarez is a 21-year old Syracuse University student, from Brooklyn, NY, studying in the Maxwell School of Citizenship and Public Affairs (“Maxwell School: Policy Studies Program”, n.d.). Lizbeth is majoring in Policy Studies with hopes of becoming an immigration rights lawyer. While being a full-time student, Lizbeth is also a part-time employee for food services at her school’s library where she makes \$11.60 per hour (“Food Services Employment”, n.d.). Lizbeth is able to support herself financially and owns advanced technological devices, including a smartphone and laptop. Consequently, she is active on several social media sites such as Instagram and Facebook, and uses them for her own communication and enjoyment. Since she has access to the internet, she receives her news from online sources rather than print. As a first-generation student, Lizbeth finds a sense of community and support from the Office of Multicultural Affairs (OMA). At OMA, Lizbeth helps create and facilitate events that promote academic achievement, civic engagement, and retention amongst historically underrepresented

racial and ethnic groups at SU (“Mission and Vision”, n.d.). Lizbeth finds joy in being able to volunteer and help underserved communities and reinforces her passion for immigration rights. While taking an upper-division Spanish class, Lizbeth was introduced to La Casita, a program established to advance an educational and academic agenda of civic engagement by bridging the Hispanic communities of Syracuse University and Central New York (“La Casita Home”, n.d.). As part of her capstone, Lizbeth is interested in doing work within the Hispanic communities in CNY, and La Casita directly aligns with her career goals and interests.

### Families of Westside Communities



(Unsplash, 2018)

Daniela and Mario Gomez are a married couple in their mid-thirties living in the Westside community of Syracuse, NY with their daughter and son. They are Hispanic and speak English as a second language (Near Westside Family Profile, n.d.). They moved to the United States from El Salvador after obtaining their high school degrees, and speak Spanish in the home. Their daughter Julia is in 7th grade at Westside Academy at Blodgett, and their son Hayden is in 4th grade at Seymour Dual Language Academy. Daniela is a waitress at a local restaurant and Mario is a bus driver. They live just above the poverty line and struggle to support their family financially (“Syracuse Makes List no one Wants to be on,” 2019). They regularly go to church as a family (Religious Composition of Latinos, n.d.). Daniela and Mario learned English through

free community classes and resources in high school after they moved to the United States. Because Spanish is the primary language spoken within the home, both Julia and Hayden needed to attend a dual language elementary school for extra support. As their children get older and the curricula become more challenging, they have an increasingly difficult time helping them with homework assignments due to the language barrier. Due to the long hours they work to support their children, they do not have adequate time to help their children study, drive them to extracurriculars or participate as much as they would like in family events at school or within the community. They are hard-working and would like their children to excel academically. They hope that La Casita can provide a safe space for their children to receive extra academic support and counseling, learn about their Hispanic heritage and engage in extracurricular activities. They also want to be involved and aware of what is happening at the Center and in the community. They are most active on Facebook and Instagram (Social Media Fact Sheet, 2019).

## Research Objectives

- Discover Westside parents' expectations in after school children's programs.
- Discover Syracuse University students' communication habits.
- Explore the decision making process of Syracuse University students when pursuing volunteer opportunities.
- Determine the attitudes and perceptions of La Casita from families who use its programs.

## Research Methodology

**Methodology:** To accomplish our research objectives, Powerhouse PR used a triangulated primary research approach, consisting of social listening, online surveys, and focus groups to discover and get an insight into the underlying problems within La Casita. We conducted social listening and online surveys to obtain numerical and statistical data regarding Syracuse University students' opinions about volunteering, and their level of interest in volunteering with children. We hosted focus groups to gather primary qualitative data to further understand key public's opinions about La Casita, after-school programs and their satisfactions with the Center.

### Research Method 1: Social Listening Analysis

***Sampling Frame:*** Powerhouse searched keywords related to La Casita, competitors, and the after-school childcare industry from July 3, 2019 to October 1, 2019.

***Rationale:*** Social media channels are an important aspect for every organization to obtain in order to reach its targeted audience. By using social listening, we will be able to look closely at how La Casita is reaching its audience on different social media channels, and analyze how the Center could improve on its messaging through these channels. Teenagers and Syracuse University students in particular are among La Casita's key publics, and social media is an important platform for the Center to reach them. This research method enables us to identify how La Casita is currently performing on social channels.

#### ***Execution***

***Location:*** Online (Google Search)

***Length:*** 6 hours

***Number of Social Media Posts:*** 30

***Data Analysis Method:*** Content Analysis

## Research Method 2: Online Survey

***Sampling Frame:*** Syracuse University students, focusing on upperclassmen and graduate students.

***Rationale:*** This research method allowed us to identify the means of communication that Syracuse University students use to learn about events on campus, and also offered insight into the decision making process of students when pursuing volunteer opportunities.

### ***Execution***

***Recruiting Method:*** We sent our surveys to SU students and distributed our survey from October 19, 2019 to October 31, 2019.

***Location:*** Online (Qualtrics)

***Length:*** 14-question survey

***Incentive:*** None.

***Number of Participants:*** 125 respondents

***Data Analysis Method:*** Qualtrics Data Analysis

## Research Method 3: Focus Groups

***Sampling Frame:*** We held two focus groups with members from our key publics. These included parents of children who attend La Casita and SU students.

***Rationale:*** Focus groups provided us with more detailed and personalized answers than other methods. The information gathered helped us to understand parents' attitudes and perceptions of La Casita, as well as what motivates SU students to volunteer.

***Execution***

***Recruiting Method:*** We contacted Executive Director of La Casita, Tere Paniagua, to invite and gather parents of children who currently attend La Casita to join our focus group. We also contacted an SU Spanish professor, Magdelin Montenegro, in order to get permission to come into her class and invite students to join our focus group.

***Location:*** La Casita Cultural Center (Syracuse, NY) and Whitman School of Management (Syracuse, NY).

***Length:*** 20-25 minutes.

***Incentive:*** Pizza, pastries and coffee.

***Number of Participants:*** 8.

***Data Analysis Method:*** Manually coded the data.

## Research Results and Analysis

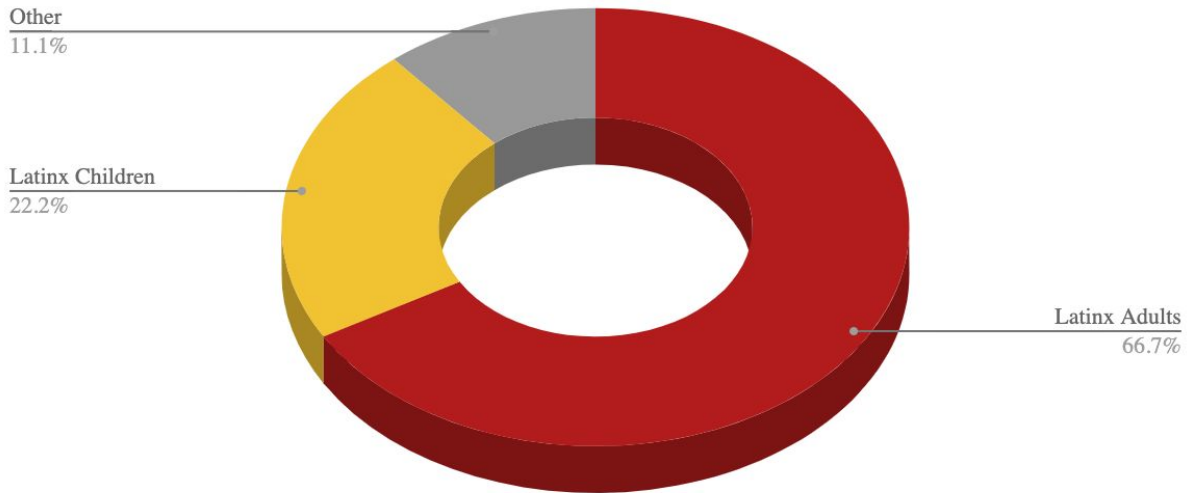
### Social Listening Results and Analysis

Powerhouse PR conducted an online social listening analysis using Google as our main search engine in order to examine conversations surrounding La Casita, youth programming in Syracuse and cultural centers in the CNY/Syracuse area. Our sampling frame consisted of Facebook and Twitter posts, as well as posts from news sources from July 3, 2019 to October 1, 2019. We searched and analyzed 30 social media posts and news articles that included keywords such as Hispanic center, after-school programs, and La Casita.

#### **Trend 1: The majority of La Casita's online brand presence specifically targets the Latinx community.**

While analyzing media posts surrounding the Center's brand, we observed that 66% of all social media posts regarding La Casita were aimed towards Latinx adults in the Near Westside neighborhood. Additionally, 22% of social media posts regarding the Center targeted Latinx children or adolescents and 11% of posts targeted those not specifically tied to the Latinx community. Overall, the majority of posts concerning the Center's brand were specifically targeted towards adults of the Latinx community, while little focus was on children located in the Near Westside neighborhood of Syracuse or any other communities located in the area. Based upon our findings, we can infer that those not apart of the Latinx community may not be aware of the Center as a public space, nor feel appropriate entering the space of the Latinx community. Additionally, La Casita's online brand presence does not particularly target Latinx children. In order to expand La Casita's reach and purpose, Powerhouse PR recommends promoting the Center's no cost children's programs and to focus more on targeting its online brand to communities other than the Latinx in order to increase awareness and further its children's publication program.

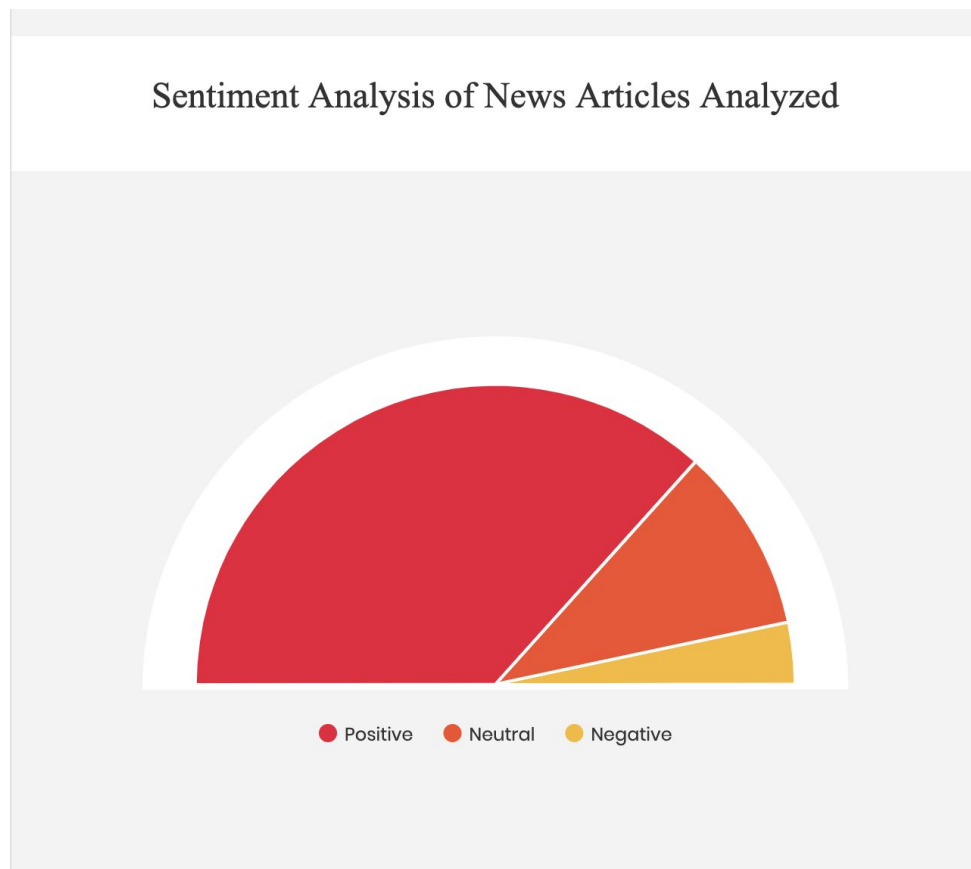
## Target communities of La Casita's Online Brand



### **Trend 2: The overall sentiment regarding La Casita's programming is positive.**

After analyzing articles regarding the Center, we found that most of the articles analyzed in our social listening that were written about La Casita had a positive sentiment. Of the articles we analyzed regarding the Center's brand, industry, and competition, most were positive. This made approximately 73% of the posts positive, with 20% and less than 1% of posts neutral and negative sentiment, respectively. Our analysis demonstrates that local news outlets, whenever referencing the Center, are giving the Center positive press. As mentioned in personal communication with the Executive Director of the Center, Tere Paniagua, the importance of receiving positive press is crucial (Paniagua, personal communication, 2019). The news

outlets analyzed through social listening are credible sources for local CNY residents. The positive sentiment can help shift readers to have a general positive perception of the Center. Based on the results from social listening, the Center should create an open-line of communication with a local media outlet in order to ensure they receive positive press that highlights the cultural events and programming.



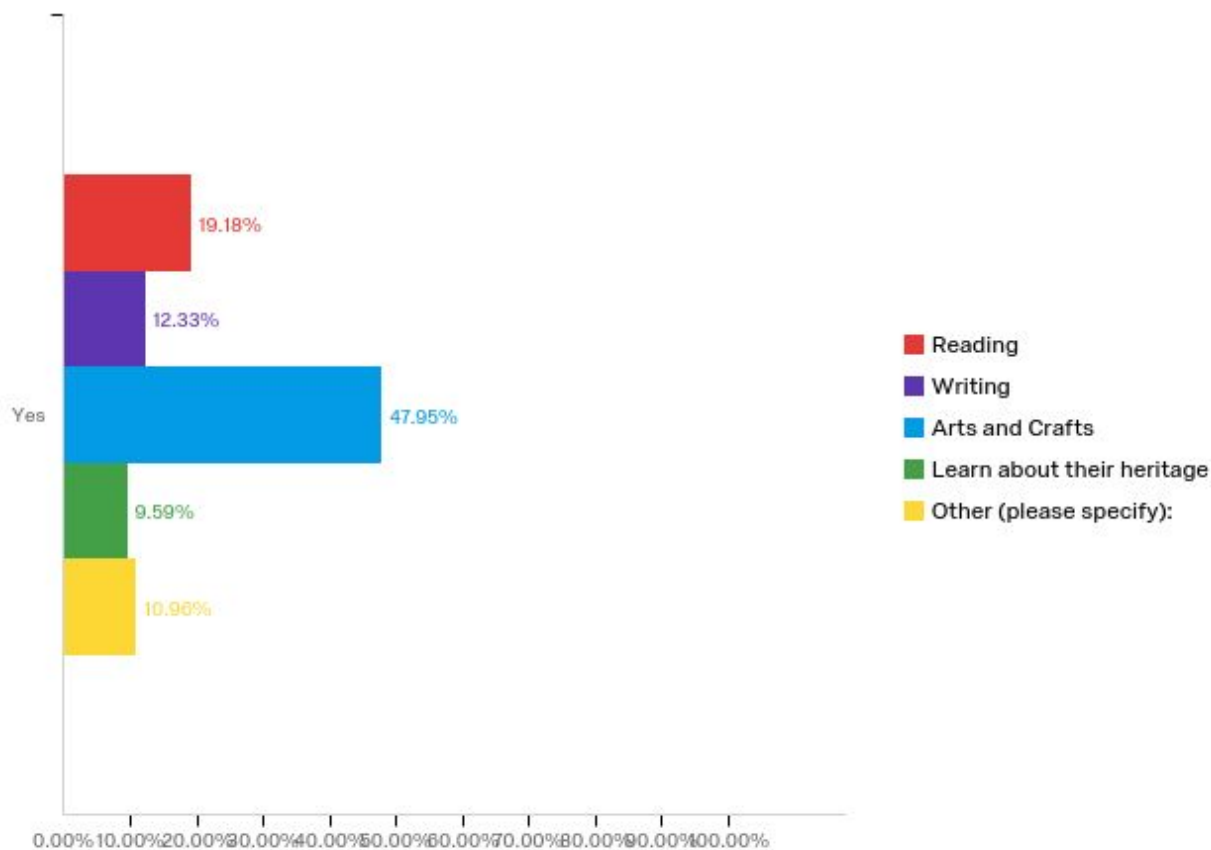
## Online Survey Results and Analysis

In order to determine students' attitudes towards unpaid working opportunities and interest in working with children while at Syracuse University, Powerhouse PR created an online survey on Qualtrics, which has been completed by 125 respondents. The survey asked students 15 questions about their existing experience in volunteerism, as well as if they would be interested in any volunteer opportunities in Syracuse and what types of opportunities would be of interest to them.

### **Trend 1: Students would be interested in working with children, particularly in arts and crafts.**

Of the 125 students who completed the survey, 72 participants said they would be interested in volunteering with children. Additionally, 43 of those students that would be interested in volunteering with children said that arts and crafts is the activity they would prefer the most when working with children. With many of La Casita's programs with children involving arts and crafts, the Center should look to connect with students about potential volunteer or intern opportunities at La Casita that would involve working with children in the artistic and craft realm. La Casita should reach more students about unpaid work opportunities at the center where students that are interested can assist with the Center's many children programs that it offers. An increased number of staff members will help La Casita become more organized and have a more consistent organizational structure, furthering its children's publication program.

“Pick which activity you would prefer to help children with.”

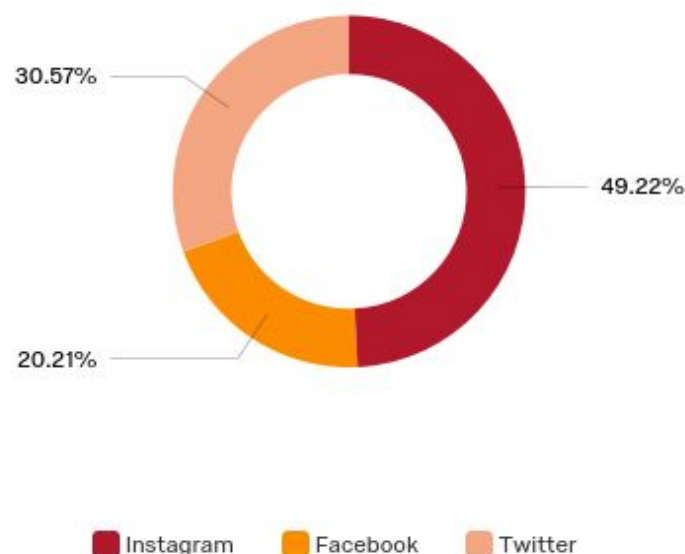


## **Trend 2: Instagram is the best social media platform to promote events to SU students**

Of the 125 students who completed the survey, 95 participants use Instagram on a daily basis. Based on the results, La Casita should strengthen its Instagram account in order to reach Syracuse University students. By updating its social media account, the Center will be able to appeal more to the students, and could increase their volunteer turnout.

Additionally, from the 125, 70 participants said they use social media to hear about Syracuse University events. La Casita should consider being more active on its existing social media accounts to promote events. The results prove that the likelihood of event awareness amongst Syracuse University students is through social media, and not other forms of communication like a poster.

### **“Which social media sites do you use on a daily basis?”**



## Focus Groups Results and Analysis

Powerhouse PR conducted two focus groups; the first one was composed of Syracuse University students and the second one consisted of the families of children who attend La Casita. The first focus group asked questions regarding interests in volunteering and thoughts on unpaid internships. The second focus group inquired respondent's thoughts and satisfactions towards La Casita. Both focus groups helped us to further understand the habits and perspectives of key publics in order to build better relations with them.

### **Theme 1: Programs where children can express themselves creatively are most valued.**

Most parents responded that arts and craft projects, dance classes and music lessons were their children's favorite programs at La Casita. One participant said "the kids really like being able to express themselves" and another highlighted the "fun and noncompetitive" nature of these activities. Due to the perceived value of these programs, participants felt that the Center could be improved by offering more programs in general with tutoring, sports programming and adult programming being highly requested.

### **Interesting Observations:**

The participants were very eager to share their input on La Casita's flaws and how it can improve. They demonstrated an overall appreciation for the Center. All participants felt that La Casita provides value to the community by giving children the opportunity to express themselves and learn about different cultures, but they felt that the Center would be greatly improved by an increase in consistent staff and programming which they recognized would demand greater funding.

## **Theme 2: A majority of college students are interested in unpaid internships**

When participants were asked about their interest towards unpaid internships, the majority responded back favorably. Their enthusiasm towards unpaid internships is clear as participants gave a variety of responses such as, “you’re given knowledge and experience to further your career,” “it’s a resume and portfolio builder” and “interning allows students to discover their true passions.” Handing out compelling flyers around campus or emailing out a listserv to SU students regarding the Center’s potential intern opportunities would benefit La Casita by spreading its awareness and potentially recruiting new staff members.

### **Interesting Observations:**

Participants seemed to be fairly interested in the conversation on volunteering, but were most talkative when discussing their thoughts on unpaid internships. Most participants agreed that unpaid internships were more desirable and rewarding than volunteer opportunities. Participants seemed to concentrate on the importance of growing professional skills while interning, as well as building their resume for future employers. While one participant discussed favorable thoughts on unpaid internships and the benefits of interning over volunteering, the other attentive participants nodded along in agreement.

## Recommendations

Based on the data collected from the social listening analysis, survey and focus groups, Powerhouse PR has developed two strategic recommendations to achieve La Casita's communication goals. By implementing these strategies, the center will improve and expand management functions, strengthen its relationship with Syracuse University and better serve its key publics through new programming. Our two recommendations include creating an unpaid internship program and introducing new programs for adults.

### **Recommendation 1: Create an Unpaid Internship Program**

In order to target the problem of inconsistent staff and volunteers, Powerhouse PR suggests that La Casita create an unpaid internship program. There can be a wide variety of internship roles available such as teaching assistants for each program, and management functions, such as social media or event planning. This will give La Casita a stronger company structure by having more staff and more consistency in organizational goals. It will enable the Center to offer more programs, and interns can help with business management or administrative tasks which will increase the overall productivity of the organization. Specifically, interns could be assigned to assist with the dual-language publication program and create a comprehensive marketing and business plan for the books. Syracuse University students are highly-qualified for these internships, and this will strengthen the relationship between the University and the Center. Students with majors such as education, linguistics, social work and communication are ideal examples for candidates. The Center can promote this potential opportunity to said students with flyers and on social media. Many students in our focus group shared that they would be more interested in doing an unpaid internship than volunteering at this time of their lives for the professional experience they would gain. Internships are generally considered more valuable than volunteer experience on a resume and will help students get jobs in the future. This would be a mutually beneficial relationship between students and the Center. La Casita can raise awareness for the internship opportunities by emailing flyers to students and posting on social media.

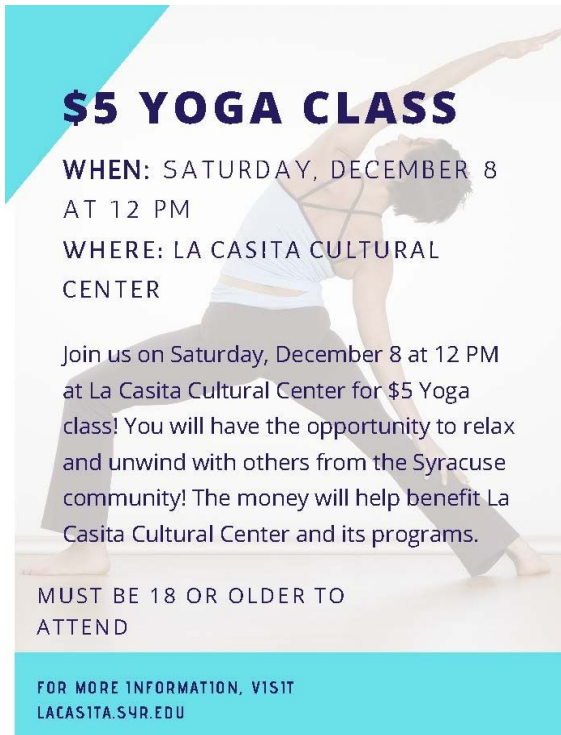
**Example Unpaid Intern Flyer via Email & Instagram Post:**



## **Recommendation 2: Introduce New Fundraiser Programs Targeted Towards Adults**

One of the major concerns of parents in the focus group we conducted at La Casita was the lack of programs that are available for adults to be involved in. Multiple parents at our focus group said they would love for the Center to offer programs at night that can get adults more involved and give them a social activity to do after a long day of work, and added that adults without children in the area would definitely be interested in social events at La Casita if they were offered. In order to get more adult involvement in the community, we recommend that the Center offers fundraising programs for adults in addition to its existing programs. For example, La Casita could introduce weekly \$5 yoga classes, Bingo, dance classes or viewing parties for sporting events. These events would not only introduce La Casita to a new audience of adults, but the small amount of money adults would pay for these events— in our example case, five dollars— could be used by the Center to support its programs that need funding, such as its children book initiatives. Many of the parents in the focus group mentioned that there are many Latinx adults that move to Syracuse and do not know many people. By introducing new programs for adults, La Casita can be a resource for these new Syracuse residents to meet new people and become more comfortable in the community while raising for funds for its existing programs at the same time.

## Example Event Flyers:



**\$5 YOGA CLASS**

**WHEN:** SATURDAY, DECEMBER 8  
AT 12 PM

**WHERE:** LA CASITA CULTURAL  
CENTER

Join us on Saturday, December 8 at 12 PM  
at La Casita Cultural Center for \$5 Yoga  
class! You will have the opportunity to relax  
and unwind with others from the Syracuse  
community! The money will help benefit La  
Casita Cultural Center and its programs.

MUST BE 18 OR OLDER TO  
ATTEND

FOR MORE INFORMATION, VISIT  
[LACASITA.S4R.EDU](http://LACASITA.S4R.EDU)



LA CASITA CULTURAL CENTER PRESENTS

**\$5 FRIDAY  
NIGHT ADULT  
BINGO**

Join us at the La Casita Cultural Center  
this Friday night for Bingo! It is \$5 to  
enter, and food and beverages will be  
available for purchase. All proceeds will  
benefit the La Casita Cultural Center and  
its programs.

**DECEMBER 13, 2020 | STARTS AT  
6 P.M. | 109 OTISCO ST.**

Must be 18 years or older to attend.

## Appendices

### Appendix A: Social Listening Coding Sheet


Example Social Listening Content Analysis Coding Sheet

<i>Variable</i>	<i>Instruction</i>	<i>Code</i>
<b>Key Words</b>	<p><b>Keywords Used:</b></p> <p><b>1 = Syracuse, youth, activities</b></p> <p><b>2 = “Hispanic Center,” kids or children, Syracuse</b></p> <p><b>3 = intern or volunteer, Syracuse University or Cuse</b></p> <p><b>4 = student, transportation, Syracuse University or Cuse</b></p> <p><b>5 = “after-school programs,” children or kids, Syracuse or Central New York</b></p> <p><b>6 = “La Casita,” Center</b></p> <p><b>7 = Hispanic, kids or children, Center</b></p> <p><b>8 = Syracuse, “Hispanic Center”</b></p> <p><b>9 = “Youth Art Exhibit,” Syracuse</b></p> <p><b>10 = “West Syracuse Cultural Center”</b></p> <p><b>11 = Syracuse, kids or children, programs</b></p> <p><b>12 = “Hispanic Center,” Syracuse, New York</b></p> <p><b>13 = intern or volunteer, student, Cuse or Syracuse University</b></p> <p><b>14 = Syracuse University, “College of Arts and Sciences programs,” undergraduate or graduate</b></p> <p><b>15 = “La Liga,” Syracuse, New York</b></p>	

<b>Date</b>	<b>Date the post was published</b> <b>Write the month, day, and year</b>  <b>0 = Missing data</b> <b>N/A = Not Applicable (write in the reason for N/A)</b>	
<b>Media Platform</b>	<b>The platform on which you found the information:</b> <b>1 = Facebook</b> <b>2 = Twitter</b> <b>3 = Instagram</b> <b>4 = YouTube</b> <b>5 = News source (include name of news source)</b> <b>6 = Other (include name of source)</b>	
<b>Username</b>	<b>What name is used for the social media account</b> <b>0 = Missing data</b> <b>N/A = Not Applicable (write in the reason for N/A)</b>	
<b>Demographic Information</b>	<b>Race, ethnicity, gender, <i>age, sex, education level, income level, marital status, occupation, religion, size of a family, etc.</i></b>  <b>0 = Missing data</b> <b>N/A = Not Applicable (write in the reason for N/A)</b>	
<b>Psychographic Information</b>	<b>Attitudes, interests, hobbies, activities, habits, values, lifestyle, opinions, etc.</b>  <b>0 = Missing data</b> <b>N/A = Not Applicable (write in the reason for N/A)</b>	

<b>Sentiment</b>	<p><b>A media post's sentiment (or tone) is constructed by using words, quotes, and/or images, which results in positive, neutral, or negative coverage for the information searched</b></p> <p><b>0 = Missing Data</b>  <b>N/A = Not Applicable (write in the reason for N/A)</b></p> <p><b>1 = Positive</b>  <b>2 = Neutral</b>  <b>3 = Negative</b></p>	
<b>Sentiment Keywords</b>	<p><b>What keywords, phrases or images are associated with the post that created the sentiment (tone) coded above?</b></p> <p><b>Write in a maximum of 5 keywords</b></p> <p><b>0 = Missing Data</b>  <b>N/A = Not Applicable (write in the reason for N/A)</b></p>	

## Appendix B: Qualtrics Survey



# SYRACUSE UNIVERSITY

**We are a group of Syracuse University students conducting a survey about volunteer opportunities and communication habits. Please help us by completing this survey, which will take you approximately five minutes. All provided answers will remain confidential. Thank you!**

**What year are you?**

☐ Freshman

☐ Sophomore

☐ Junior

☐ Senior

☐ Graduate Student

☐ Other (please specify):

**What is your home college?**

☐ School of Architecture

☐ The College of Arts and Sciences

☐ School of Education

☐ The College of Engineering and Computer Science

☐ The David B. Falk College of Sport and Human Dynamics

☐ School of Information Studies

☐ College of Law

☐ The Martin J. Whitman School of Management

☐ Maxwell School of Citizenship and Public Affairs

☐ S.I. Newhouse School of Public Communications

☐ College of Visual and Performing Arts (VPA)

☐ University College

☐ Graduate School

**What is your major?**

**Which social media sites do you use on a daily basis? (Select all that apply)**

- ☐ Instagram
- ☐ Facebook
- ☐ Twitter
- ☐ Snapchat
- ☐ I don't use social media on a daily basis
- ☐ Other (please specify):

**How do you hear about Syracuse University events?**

- ☐ Word of Mouth
- ☐ Social Media
- ☐ Club Fairs
- ☐ Posters
- ☐ E-mails
- ☐ Other (please specify):

**Have you volunteered for any organization during your time at Syracuse University?**

- ☐ No
- ☐ Yes



**If yes, please list which ones:**

**Are volunteer opportunities of interest to you?**

- ☐ No  
☐ Yes

**What are the top three things that motivate you to volunteer?**

**Would you be willing to travel off campus for volunteer opportunities?**

- ☐ No  
☐ Yes



**If yes, would you travel by:**

- ☐ Car  
☐ Public transportation  
☐ Walking  
☐ Other (please specify):

**Would you be interested in volunteering with children?**

- ☐ No  
☐ Yes



**If yes, pick which activity you would most prefer to help children with:**

- ☐ Reading
- ☐ Writing
- ☐ Arts and Crafts
- ☐ Learn about their heritage
- ☐ Other (please specify):



## Appendix C: Focus Group Questionnaire

### Focus Group Questionnaire for La Casita Families

Welcome (2 minutes)	<p>Welcome. Thank you for agreeing to participate in this focus group. My name is Jesse Nadelman, and I will be the moderator for today's group discussion.</p> <p>I would like to talk to you today about after school children's programs. The purpose of this focus group is to help us understand expectations of La Casita's programs.</p> <p>I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.</p> <p>I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.</p> <p>Finally, this discussion is going to take about 25 minutes. If at any time you want to stop, please let me know. Does anyone have any questions before we start?</p>
Ice Breaker (2 minutes)	<p>[START TAPE RECORDER NOW]</p> <p>What are your children's favorite programs that La Casita offers?</p> <p>Thank you. I ask that you say your first name &amp; last initial before giving an answer.</p>
Opening Question (3 minutes)	<p>I would like to go around the room and say what your favorite activity to do with your children is.</p>

Group Discussion – Topic 1 (5 minutes)	<p>Let's talk about after-school programming.</p> <p>If any, how many after-school programs are your children involved in?</p> <p>What do you value most in after-school children's programs?</p> <p><i>Probe: why is it the most important?</i></p>
Group Discussion – Topic 2 (5 minutes)	<p>Let's talk about La Casita's children's publication program.</p> <p>When I say "dual language publication program," what are the first things that comes to mind?</p> <p><i>Probe: why does this word/phrase come to mind?</i></p>
Final Thoughts (5 minutes)	<p>In closing, I would like to pose one last question.</p> <p>What advice would you give La Casita on how it could improve its programs?</p>
Review and Wrap-up (2 minutes)	<p>[Provide summary of discussion] Did I correctly summarize your comments in today's discussion?</p> <p>Thank you for coming today and sharing your opinions with us. I hope you enjoyed the discussion.</p>

### Focus Group Questionnaire for S.U. Students

Welcome (2 minutes)	<p>Welcome. Thank you for agreeing to participate in this focus group. My name is Jesse Nadelman, and I will be the moderator for today's group discussion.</p> <p>I would like to talk to you today about your thoughts on volunteering. The purpose of this focus group is to understand the motivations behind volunteering and the decision making process when choosing particular services or organizations to volunteer for.</p> <p>I am going to ask you a few questions; I ask that only one person speaks at a time. There are no right or wrong answers, but please do respect each other's answers or opinions.</p> <p>I will be tape recording the discussion today because I don't want to miss any part of your comments. I will treat your answers as confidential. We are only going to use first names and last initials during the discussion but will not use names in the study. We also ask that each of you respect the privacy of everyone in the room and not share or repeat what is said here in any way that could identify anyone in this room.</p> <p>Finally, this discussion is going to take about 20 minutes. If at any time you want to stop. please let me know. Does anyone have any questions before we start?</p>
Ice Breaker (2 minutes)	<p>[START TAPE RECORDER NOW]</p> <p>I would like to start off by going around the room and have each person say their favorite restaurant to eat at in Syracuse.</p> <p>Thank you. I ask that you say your first name &amp; last initial before giving an answer.</p>
Opening Question (3 minutes)	<p>What SU organizations are you involved in?</p>

Group Discussion – Topic 1 (5 minutes)	<p>Let's talk about volunteering in general.</p> <p>When I say "volunteering", what is the first thing that comes to mind?  <i>Probe: why does this word/phrase come to mind?</i></p>
Group Discussion – Topic 2 (5 minutes)	<p>Now, let's talk about specific volunteer opportunities.</p> <p>Have you volunteered while at SU?  <i>Probe: If you have, what did you do?</i></p> <p>How did you hear about the opportunity?</p> <p>Were you compensated for this specific volunteer opportunity?  <i>Probe: did you know about the compensation beforehand?</i></p>
Final Thoughts (5 minutes)	<p>In closing, I would like to pose one last question.</p> <p>What are your thoughts between a volunteer opportunity vs. a non-paid internship?  <i>Probe: which do you prefer and why is that so?</i></p> <p>Would you be more inclined to participate in a volunteer opportunity or an internship?</p>
Review and Wrap-up (2 minutes)	<p>[Provide summary of discussion] Did I correctly summarize your comments in today's discussion?</p> <p>Thank you for coming today and sharing your opinions with us. I hope you enjoyed the discussion.</p>

## References

- Casita, L. (2019, September 11). La Casita (@LaCasitaCenter). Retrieved September 11, 2019 from <https://twitter.com/LaCasitaCenter>
- City of Syracuse: Near Westside Family Profile. (n.d.). Retrieved September 30, 2019, from <http://www.syr.gov.net/uploadedFiles/Departments/CommunityDevelopment/Content/Near%20Westside%20from%202010%20Syracuse%20Housing%20Plan.pdf>
- La Casita Cultural Center (2019) Retrieved September 10, 2019, from <https://www.facebook.com/lacasitacultural/>
- La Liga - Spanish Action League (2019). About. Retrieved September 11, 2019, from <https://www.laligaupstateny.org/about>
- Maxwell School: Community. (2015, June 5). Retrieved September 28, 2019, from <https://www.maxwell.syr.edu/deans/Community/>
- Mission & Vision. (n.d.). Retrieved September 28, 2019, from <http://multicultural.syr.edu/about-us/mission--values.html>
- Molina Healthcare. (2019). Molina Healthcare | Company Information. Retrieved September 11, 2019, from <https://www.molinahealthcare.com/members/common/en-US/abtmolina/compinfo/Pages/compinfo.aspx>
- Pew Internet: Social Media Fact Sheet. (2019, June 12). Retrieved September 30, 2019, from <https://www.pewinternet.org/fact-sheet/social-media>
- Pew Research Center: Religious Composition of Latinos. (n.d.). Retrieved September 30, 2019, from <https://www.pewforum.org/religious-landscape-study/racial-and-ethnic-composition/latino/>

Syracuse.com: Syracuse Makes List no one Wants to be on. (January 29, 2019). Retrieved September 30, 2019, from

[https://www.syracuse.com/politics/2018/09/syracuse\\_makes\\_unfortunate\\_top\\_10\\_list\\_us\\_cities\\_with\\_highest\\_poverty\\_rates.html](https://www.syracuse.com/politics/2018/09/syracuse_makes_unfortunate_top_10_list_us_cities_with_highest_poverty_rates.html)

Syracuse University. (n.d.). Retrieved September 28, 2019, from

<http://foodservices.syr.edu/aboutus/employment/>

Syracuse University Campus Organizations. (2019). Organizations | La LUCHA. Retrieved September

11, 2019, from <https://syracuse.campuslabs.com/engage/organization/la-lucha>

Syracuse University College of Arts and Sciences. (2019). “La Casita | About.” Retrieved September 11,

2019, from [lacasita.syr.edu/about.html](http://lacasita.syr.edu/about.html).

Syracuse University La Casita Home. (n.d.). Retrieved September 28, 2019, from

<http://lacasita.syr.edu/>