



Ohio University Scripps PRSSA
CULTIVATING
CHANGE
planting the seeds of civility

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EXECUTIVE SUMMARY

66% of managers and employees said their performance declined after being on the receiving end of incivility, according to a study by Christine Porath and Christine Pearson, published in 2013 by Harvard Business Review (A1). Our team – Cultivating Change: Planting the Seeds of Civility – aimed to address the issue of incivility in the workplace. We made it our ultimate goal to teach students the importance of civil behavior in the classroom and workplace and empower them to live a more civil lifestyle. By spreading information about civility, we hoped to increase the number of students who recognize their own uncivil behaviors.

Civility is a broad topic. We believed it would be most effective to focus on improving one area where civility is an issue by directly communicating to students how to make a change. After conducting secondary research, we found civility in the workplace is a prominent issue (A1). Providing students with these civility skills before graduation will prepare them to become better employees and create lasting change in the future by carrying these skills into their careers.

When choosing our branding elements, we noticed plants and the concept of growth reflected the goals we had for our campaign. As a team, we wanted to plant seeds of civility on Ohio University's campus by putting an idea in students' minds to make them aware of the concept. In doing this, we hoped these ideas would grow into beliefs and actions. The word "cultivate" means not only devoting time to improve something but also assisting in the growth of crops (A2). This dual meaning accurately defined the goals we set and followed the brand we wanted to create. We took the idea of gardening and cultivation and incorporated it into our branding elements through the use of organic elements like leaves and flowers.

Ohio University (OHIO) is a close-knit community of students. Civility is crucial to maintaining this community, making it both inclusive and welcoming. Practicing civility encourages students to have more discussions about their beliefs and bring new perspectives and ideas to campus.

Our team used many outlets to educate and empower students. We were able to have one socially-distant event outdoors; however, due to COVID-19 restrictions, a majority of the campaign was executed virtually. We successfully connected with students through our social media, virtual events and website. We built relationships by partnering with local businesses, media outlets and the official OHIO social media team.

SITUATIONAL ANALYSIS

The path to practicing civility begins in the classroom. A university setting is a great place for pre-professionals to begin refining their civility skills; in fact, it is critical for students to develop the ability to engage in civil discourse while still in educational settings. Learning these skills prepares them to act with civility in their future workplace (A3).

The shift to virtual learning during the COVID-19 pandemic has given civility in the classroom and workplace a new meaning by creating a unique dynamic in practicing civility online. While the world will return to a sense of normalcy one day, the effects of social distancing and remote learning will forever leave its mark on students and the workplace. According to a survey by PwC, which surveyed 133 executives and 1,200 employees of companies around the United States, 83% of employers and 71% of employees have considered their work-from-home experiences successful (A4). Employers also answered that while they do not believe their company cultures would survive a long-term shift to 100% virtual work, they do believe a hybrid format would be successful for their companies (A4). Work-from-home is here to stay at some capacity, meaning it is important for college students to use their virtual learning experiences as a practice run for honing in on their civility skills in virtual workplace settings.



Cultivating Change team during a COVID-safe pre-implementation work session.

RESEARCH

Primary Research

The goal of our primary research was to gain an understanding of the target audience's knowledge and awareness of incivility in the classroom and workplace. In order to help us establish the objectives of our campaign, we surveyed 105 OHIO students and held four focus groups with a total of 16 OHIO students.

From the survey, we discovered:

- 43% of survey respondents answered that they encounter uncivil dialogue on social media daily (A5).
- Only 12% of respondents answered that they definitely felt like their courses at OHIO prepared them to act with civility in their future workplace (A6).
- 93.7% of respondents answered that they often or sometimes text during class or meetings. 91.1% of respondents also answered that sometimes or often, they multitask using their laptops during classes or meetings (A7).
- 55.7% of respondents answered that they overhear or engage in uncivil dialogue at least two to three times per week (A8).
- 69.6% of respondents answered that they believe it is somewhat important or very important to raise awareness about uncivil behavior (A9).

Our focus groups enabled students to think about their own civil and uncivil behaviors as well as how they felt about the OHIO community's awareness of civility. From the focus groups, we discovered:

- Zero focus group participants knew one of OHIO's core values is civility.
- A majority of focus group participants expressed they feel OHIO could do more to promote its core value of civility.
- Some OHIO students who participated in focus groups were unaware of the meaning of civility and how it can be shown in workplace and classroom settings.
- Participants generally felt campus student organizations were more beneficial to developing their professional civility skills than their coursework.

Secondary Research

The goal of our secondary research was to educate ourselves on incivility in the workplace and classroom and its impacts. We then used this data strategically throughout our campaign to support our mission, key messages and primary research.

- From a study published in the Psychological Observer, we learned common acts of incivility in the classroom include texting, using technology such as a phone or computer to complete other work, sleeping, eating, arriving late or leaving early, or being otherwise distracted from the class or presenter (A3).
- We used secondary statistics on social media to show how businesses adopt civility in their workplaces.
- Bryan Cave's Code of Civility provided us a solid example to share with pre-professionals of how businesses value and practice civility (A10a).
- We discovered that United States courtroom civility guidelines are applicable to practicing civility in both workplaces and classrooms (A10b).
- Harvard Business Review's "The Price of Incivility" taught us that when employees and managers are on the receiving end of incivility, 63% lost work time avoiding the offender, 78% said their commitment to their organization declined, 66% said their performance declined and 80% said they lost work time worrying about the incident (A1).

Ideation for Events

Specific findings in our primary and secondary research helped us establish the basis of four of our events.

- After learning that a large percentage of survey respondents encountered incivility on social media and felt that promoting awareness of incivility was important, we found it beneficial to facilitate meaningful conversation on social media in our Civility in Mental Health Twitter chat (A5, A9).
- We learned from a U.S. News & World Report source that references of incivility in pop culture have become more prevalent in recent years (A11). This source served as a jumping-off point for us to consider our own personal pop culture influences, including TV shows like "The Office" and "Parks and Recreation," and helped us create our Spill the Civili-Tea Trivia Night.
- The Center for Media Engagement's research on improving civil discourse helped us understand how people use social media to start uncivil arguments, giving us the idea to host our social media workshop (A12). This source also showed us the importance of staying civil while discussing politics, leading us to host a Plant the Seed in Politics panel.

TARGET AUDIENCE

Target Audience

Pre-professionals, primarily millennials and Generation Z, at OHIO who are preparing to enter a professional work environment upon graduation.

Key Messages

Educate: Civility is a crucial skill to develop in college classroom and student organization environments, but must also be nurtured throughout the workplace.

Empower: We gave pre-professionals the tools to enact change in their own lives. Through reflecting on their behaviors, students found they could make some simple changes to improve their civility skills using tactics we suggested.

Change: If the impacts of a negative behavior are understood, the likelihood of constructive behavior change is higher. Creating a call to action for students helps them reflect on what they learned and decide how to change their behavior.

Campaign Mission Statement

*We are five OHIO students working to increase awareness about civility and civil dialogue in the workplace and classroom by collaborating with other campus resources and using a variety of digital media outlets to further our messages. By creating and fostering genuine connections with the OHIO community, we will cultivate a culture of **growth and change** across campus while equipping pre-professionals at OHIO with the tools they need to cultivate a more civil lifestyle.*

CHALLENGES & OPPORTUNITIES

Challenge: Due to the ongoing pandemic, our ability to host in-person events was severely limited. OHIO has restricted on-campus student organization activity and we were unable to hold any on-campus awareness events beyond tabling outside. The pandemic also limited our ability to promote our focus groups, research survey and campaign events, as we would typically encourage peers to participate via face-to-face interaction.

Opportunity: We promoted our campaign through a COVID-safe on-campus kickoff event, which reached over 100 students. We also partnered with a local business to promote our mission, where we passed out nearly 200 promotional materials (A13a-A13c). We increased our reach through media placements, virtual events, social media, a takeover of OHIO's official Instagram account and a presentation to the Undergraduate Student Senate. Additionally, we had the opportunity to partner with multiple cross-disciplinary student organizations to diversify our audience.

Challenge: Addressing the current political climate and issues like racism, sexism, sexual harassment and homophobia was important to our campaign; however, we felt had to approach these issues carefully. We are not a team of experts and our university is currently dealing with increased unrest surrounding many of these issues.

Opportunity: Our team chose to address these issues through direct education. We published a blog about active allyship and how it can prevent workplace incivility; hosted an event that discussed, in part, how bigotry and harassment present themselves in pop culture; collaborated with student organizations to host a panel that educated students about how to positively contribute to political conversations; and shared pertinent advice from OHIO alumni of diverse backgrounds on social media.

OBJECTIVES, STRATEGIES & TACTICS

Objective 1: Raise awareness about the importance of civility in the classroom and workplace by earning 35,000 total impressions across all campaign social media platforms during the implementation period.

Strategy 1: Create and share various social channels, which include Instagram, Twitter, Facebook and TikTok, to spread information regarding our campaign, appeal to our target audience and create content that encourages followers to engage and share.

Rationale: By utilizing our social media platforms, we possess necessary resources to creatively promote our message to our target audience.

Tactic 1: Host a Civility in Mental Health Twitter chat.

- Facilitate conversation about the impact incivility can have on mental health. We will encourage followers to share their personal experiences and share helpful information they've learned from our campaign (A14).

Tactic 2: Strategize and develop content that appeals to pre-professionals.

- Create original content that appeals to the current social media trends of our target audience demographic. This includes TikToks (A15), memes (A16) and Instagram reels.

Tactic 3: Utilize #PlantTheSeedOU on all brand social media content.

- Encourage others to use #PlantTheSeedOU when interacting with our content to build brand recognition.

Tactic 4: Create graphics for social media to help educate our target audience and promote our goals.

- Share important findings from our research through informational graphics (A10a-A10b).
- Reach out to OHIO alumni to learn more about the importance of understanding civility before graduation and why it is important in the professional environment to share on social media (A17).
- Develop "Stat Saturdays" graphics, where each Saturday during implementation, we highlight a fact from a Harvard Business Review report (A1) on social media to show the impacts of incivility in the workplace (A18).
- Highlight key points from blog posts (A19) and produce promotional flyers to advertise campaign events (A20).

Strategy 2: Partner with the OHIO social media team to take over the official OHIO Instagram story to increase knowledge of civility in the OHIO community.

Rationale: With the OHIO official Instagram account having nearly 60,000 followers at the time of our takeover, we have a wide reach across our target audience (A21).

Tactic 1: Encourage engagement and self-reflection of uncivil behaviors by posting a bingo board for viewers to screenshot, fill out and share on their own stories (A22a).

Tactic 2: Incorporate a series of interactive posts, including polls, a slider bar and a Q&A session to spark interest and engagement with our campaign (A22b).

Tactic 3: Share videos educating viewers on the goals of Cultivating Change and what it means to act with civility (A22c).

Objective 2: Promote awareness of civility among pre-professionals at OHIO online by receiving 200 unique visitors to the campaign's website over the campaign implementation period.

Strategy 1: Develop an easy-to-navigate, informative website that shares facts about civility and strategies for becoming more civil (A23, A25-A26).

Rationale: Through our primary research, we discovered while many pre-professionals at OHIO had a baseline understanding of civility, they lacked the skills and knowledge to be advocates for civil change in the classroom and the workplace.

Tactic 1: Create a pledge encouraging pre-professionals to reflect on their experiences with our campaign and share how they will continue to cultivate change in the future, and feature pledge signers as Champion Changemakers on our website (A23).

Tactic 2: Produce and share a promotional video that incorporates statistics, common forms of incivility, and suggestions for improving civil behavior (A24).

Tactic 3: Feature five or more civility-centered blogs on our website and social media, engaging pre-professionals outside of our team and encouraging discussion online (A25).

Objective 3: Partner with three local businesses and three OHIO student organizations to facilitate conversation and a better understanding of civility within classroom and workplace settings.



Kickoff event tabling at Baker Center (A27).

Strategy 1: Create partnerships with local businesses to promote the practice of civility.

Rationale: Our target audience is familiar with and supportive of local businesses in Athens, Ohio.

Tactic 1: Table at student union with promotional materials and flowers from Hyacinth Bean Florist to start conversations with students about our campaign purpose (A27).

Tactic 2: Hold a promotional event in Jackie O's Public House Restaurant location by hanging up flyers for dine-in and passing out business cards and stickers in carry-out orders (A13a-A13c).

Tactic 3: Receive donation from the Athens location of Whit's Frozen Custard to provide an incentive for event attendance.

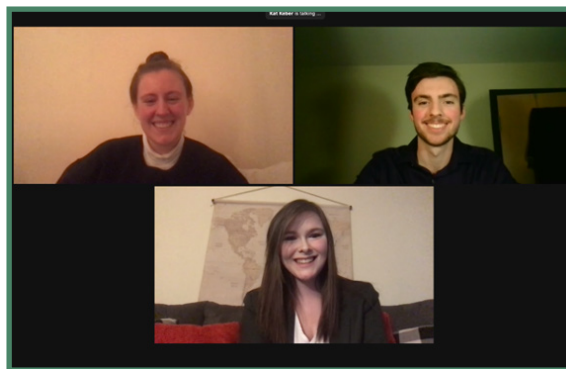
Strategy 2: Collaborate with OHIO student organizations by hosting events to increase conversations with pre-professionals about the importance of civility.

Rationale: During our focus groups, students expressed that student organizations played a bigger role in increasing their civility awareness.

Tactic 1: Foster awareness of our campaign by presenting to a diverse group of student leaders from OHIO's nine academic colleges at an OHIO Student Senate meeting (A28a-A28b).

Tactic 2: Hold a panel event with three major on-campus political organizations -- OU College Democrats, OU Moderates and OU College Republicans -- to encourage conversation on civility within politics (A29).

Tactic 3: Work with Scripps PRSSA's Publicity Committee to execute an event about the importance of civility on social media platforms (A30).



Panelists from Plant the Seed in Politics panel (A 29).

EVALUATION

Objective 1: Exceeded

We exceeded our goal by receiving more than 50,600 cumulative impressions through our campaign social media platforms from the time period of Feb. 8, 2021 to March 8, 2021 (A32a-A32d).

- Accumulated a post reach of 2,757 on Facebook (A32a), connected with 1,679 individual Instagram accounts (A32b), earned approximately 43,800 Twitter impressions (A32c) and totaled 2,366 TikTok views (A32d) throughout the duration of our campaign.
- Earned 9,821 impressions and 836 total engagements through the Civility in Mental Health Twitter chat (A14). This event took place on an OHIO Wellness Day, a designated day for students to focus on mental health while classes are not in session.
- Accumulated 3,283 total impressions and 437 total engagements, including likes, retweets and clicks on Twitter memes (A16) and 151 likes on our four TikToks (A32d).
- Averaged 3,618 impressions over 29 total posts, reaching an average of 3,482 people per post with a 52% story click-through rate during the OHIO Instagram story takeover (A33).
- Partnered with the Student Alumni Board, who assisted us in connecting with alumni to learn more about their experiences with civility in the workplace (A17).

Objective 2: Exceeded

We exceeded our goal of receiving 200 unique visitors to the campaign's website over one month. By creating an informative, easy-to-navigate website and promoting it to pre-professionals at OHIO, we gave our target audience access to a valuable resource to learn about civility.

- Had 230 unique site visitors and 449 total site sessions, or instances of visitors viewing one or more of the site's pages (A34a), with over 80% of those site sessions from direct referral (A34b).
- Shared nine blogs, which gained a collective 189 views from 102 unique page visitors over the one-month implementation period (A35).
- Had 18 Champion Changemakers pledge to plant the seed of civility in their lives (A36).
- Created an informational video for social media and web use, which focused on educating pre-professionals about the basics of incivility and simple behaviors they can change in their own lives (A24).

Objective 3: Exceeded

We exceeded our goal by partnering with three popular local businesses and five unique student organizations. By setting up a variety of events that were engaging, appealing and educational to our target audience, we were able to promote our campaign directly to our target audience.

- Reached over 100 students through social distancing at the Let's Grow Together event by passing out flowers donated by Hyacinth Bean Florist with our business cards attached (A27).
- Facilitated conversation with 26 students at Plant the Seed in Politics Panel by creating a panel with a variety of political organizations (A37).
- Distributed 74 flyers, 107 business cards and 16 stickers at Civility on Tap event with full seating at Jackie O's Public House Restaurant (A13a-A13c).
- Involved 16 students in the discussion through a workshop surrounding civility in social media at the Publicity Committee and Cultivating Change collaboration event (A38).
- Led a Spill the Civili-Tea Trivia Night with 14 total attendees where pop culture references to classroom and workplace scenarios were included to engage our target audience through a trivia competition (A31).
- Presented research findings and campaign goals to OHIO Student Senate, bringing a larger audience to our activities and motivating change on campus (A28a-A28b).

MEDIA COVERAGE

To increase awareness about our campaign, we aimed to publicize our campaign through various digital and print media outlets. To raise awareness about our mission among the OHIO community, we sent out a press release to local news outlets such as The Post and The New Political (A39).

Campaign coverage:

When Cultivating Change was first introduced, The Post, an independent, student-run news organization, wrote a feature article helping to explain what Cultivating Change's mission was and why it was important to educate OHIO students about civility in the workplace and classroom (A40).

Student Senate coverage:

The Post covered Cultivating Change attending an OHIO Student Senate meeting to inform the Student Senate of our campaign's end goal and to help them understand the importance of encouraging civil discourse at OHIO (A41). The New Political, an independent student media outlet at OHIO centered around politics, wrote an article further discussing our appearance at the OHIO Student Senate meeting (A43).

Jackie O's feature in Weekender Briefs:

The Post also featured one of our events, Civility on Tap, hosted at Jackie O's Pub & Brewery in its Weekender Briefs section, which is a list of events and entertainment happening around Athens. This was also published in The Post's weekly print edition, reaching an even wider on and off-campus audience (A42).

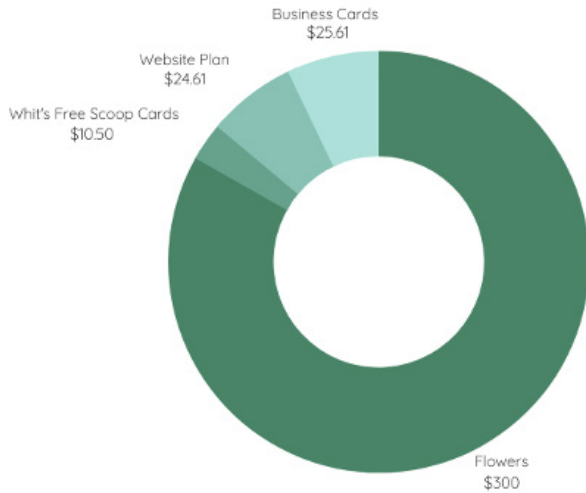


The Post campaign coverage feature story (A40).

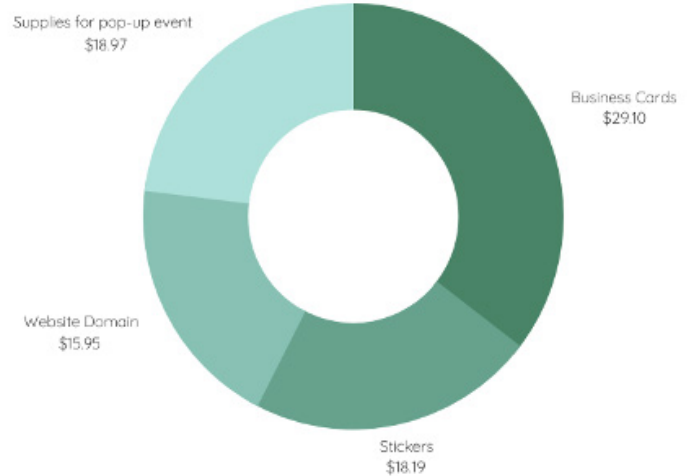
BUDGET

We successfully completed our campaign on a limited budget of \$82.21 in personal expenses and \$360.72 in in-kind donations (A44).

In-Kind Donations



Personal Expenses



CONCLUSION

Our team created Cultivating Change to inform pre-professionals at OHIO about civility and encourage them to improve their lifestyle.

OHIO students are better prepared to practice civility when they enter the workforce because of the tools we provided them while still in the classroom.

We amplified our reach to students by collaborating with local businesses, campus organizations, various media outlets and the OHIO social media team. Between partnerships, events and our online presence, we created an informative campaign, providing our audience with the necessary skills to cultivate a more civil lifestyle.

Impact: We provided necessary educational resources and creatively motivated students to make a change in their lifestyle. We exceeded these efforts by receiving over 200 unique website impressions (A34a), over 50,000 campaign social media impressions (A32a-A32d) and 101,325 total impressions on story posts during the OHIO Instagram story takeover (A33).

Longevity: By presenting to the OHIO Student Senate, we shared concepts that can be implemented at OHIO to create a diverse and welcoming environment for all voices (A28a-A28b). By cultivating simple change to students' attitudes and actions, our campaign had a lasting impact in any work environment where pre-professionals will one day be employed.

APPENDIX

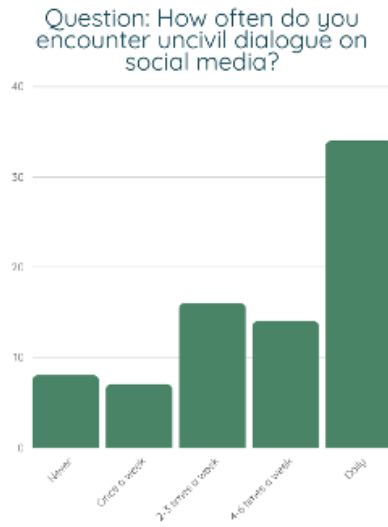
A1: [The Price of Incivility, Harvard Business Review](#)

A2: [Definition of "Cultivate," Merriam-Webster](#)

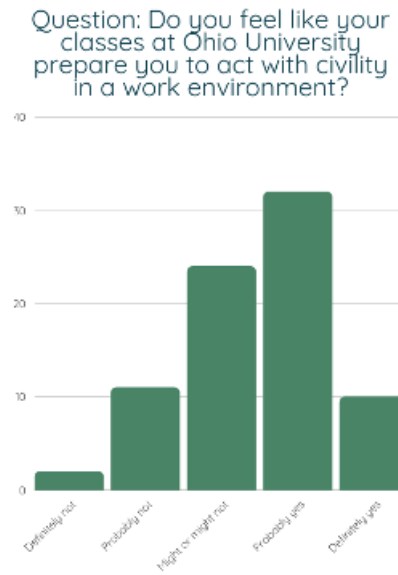
A3: [Civility in the College Classroom, Psychological Observer](#)

A4: [It's time to reimagine how work will get done; PwC's US Remote Work Survey - January 12, 2021, PwC](#)

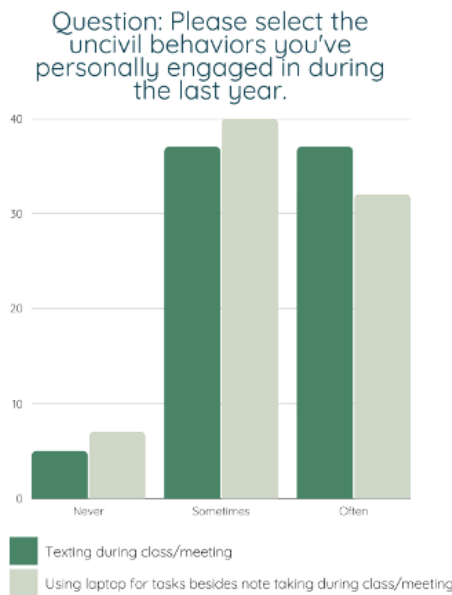
A5: Qualtrics Survey



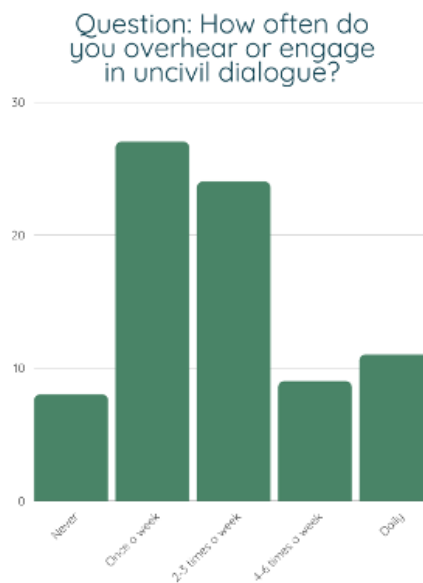
A6: Qualtrics Survey



A7: Qualtrics Survey

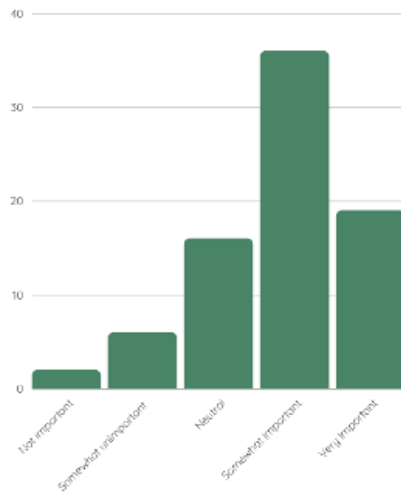


A8: Qualtrics Survey



A9: Qualtrics Survey

Question: How important do you believe it is to raise awareness about uncivil behavior?



A10a: [Bryan Cave's Code of Civility, Harvard Business Review](#)

Bryan Cave's Code of Civility

1. We greet and acknowledge each other.
2. We say please and thank you.
3. We treat each other equally and with respect, no matter the conditions.
4. We acknowledge the impact of our behavior on others.
5. We welcome feedback from each other.
6. We are approachable.
7. We are direct, sensitive, and honest.
8. We acknowledge the contributions of others.
9. We respect each other's time commitments.
10. We address incivility.

CULTIVATING CHANGE
planting the seeds of civility

Source: Harvard Business Review

Civil discourse in the courtroom

CULTIVATING CHANGE
planting the seeds of civility

Did you know that court hearings are organized to help promote civil discourse? Below are guidelines set in the courtroom that can also be useful in the workplace.

- 1.) Ask yourself: What am I doing to create a welcoming environment for different opinions?
- 2.) Find and bring attention to areas of agreement.
- 3.) Keep facts and opinions separate. Both are valid when expressed appropriately.
- 4.) Listen to others to avoid repeating what has already been said. Follow the direction of the discussion.
- 5.) Remember that side conversations while someone else is speaking are both disruptive and disrespectful to others.

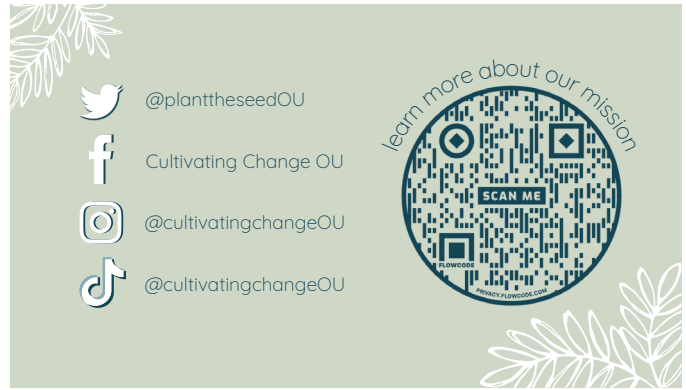
Source: United States Courts

[A10b: Setting Ground Rules - Civil Discourse and Difficult Decisions, United States Courts](#)

[A11: INCIVILITY IN AMERICA: How crude, rude and obnoxious behavior has replaced good manners and why that hurts our politics and culture; U.S. News & World Report](#)

[A12: Improving Civil Discourse: Online venues present an opportunity for people to engage in civic discourse, University of Texas at Austin Center for Media Engagement](#)

A13a: Business Card Design



A13b: Flyer Design



A13c: Sticker and Logo Design



A14: Twitter Chat Screenshots and Analytics



Tweet Analytics

Cultivating Change @planttheseedou
Welcome to our Civility in Mental Health Twitter chat! Make sure to use our hashtag #PlantTheSeedOU in every answer. Step One: Introduce yourself below! pic.twitter.com/217HbmKxYp

Impressions	1,109
times people saw this Tweet on Twitter	
Media views	220
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images	
Total engagements	164
times people interacted with this Tweet	
Detail expands	115
times people viewed the details about this Tweet	
Profile clicks	25
number of clicks on your name, @handle, or profile photo	
Replies	12
replies to this Tweet	



Tweet Analytics

Cultivating Change @planttheseedou
Q1: What comes to mind when you think of the mental health effects of incivility? #PlantTheSeedOU pic.twitter.com/7T48tH6fgK

Impressions	1,534
times people saw this Tweet on Twitter	
Total engagements	162
times people interacted with this Tweet	
Detail expands	121
times people viewed the details about this Tweet	
Replies	11
replies to this Tweet	
Likes	10
times people liked this Tweet	
Profile clicks	10
number of clicks on your name, @handle, or profile photo	



Tweet Analytics

Cultivating Change @planttheseedou
Q2: As mentioned in @aleccharron blog, the pandemic has taken a toll on everyone and makes it harder to practice civility in a virtual setting. What are some things you do to stay focused during class? #PlantTheSeedOU pic.twitter.com/tfbT2dd6yS

Impressions	1,302
times people saw this Tweet on Twitter	
Total engagements	136
times people interacted with this Tweet	
Detail expands	94
times people viewed the details about this Tweet	
Likes	12
times people liked this Tweet	
Replies	11
replies to this Tweet	
Profile clicks	10
number of clicks on your name, @handle, or profile photo	

A14: Twitter Chat Screenshots and Analytics continued



Tweet Analytics

Cultivating Change @planttheseedou
Q3: Being the victim of uncivil behavior can greatly impact mental health. What are some strategies you use to uplift and support others who may be experiencing incivility? #PlantTheSeedOU pic.twitter.com/drTy7Dkri

Impressions	1,356
times people saw this Tweet on Twitter	
Total engagements	115
times people interacted with this Tweet	
Detail expands	74
times people viewed the details about this Tweet	
Profile clicks	14
number of clicks on your name, @handle, or profile photo	
Replies	10
replies to this Tweet	
Likes	10
times people liked this Tweet	



Tweet Analytics

Cultivating Change @planttheseedou
Q4: Share with us one way you've practiced civility today and how it made you feel! #PlantTheSeedOU pic.twitter.com/kOuFxyt8VO

Impressions	1,194
times people saw this Tweet on Twitter	
Total engagements	97
times people interacted with this Tweet	
Detail expands	68
times people viewed the details about this Tweet	
Replies	10
replies to this Tweet	
Likes	8
times people liked this Tweet	
Profile clicks	7
number of clicks on your name, @handle, or profile photo	



Tweet Analytics

Cultivating Change @planttheseedou
Q5: Will you take our pledge to plant the seed at Ohio University #PlantTheSeedOU <https://www.cultivatingchangeou.com/champion-changemakers ...> pic.twitter.com/VOGMUQIZYS

Impressions	1,946
times people saw this Tweet on Twitter	
Media views	139
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images	
Total engagements	103
times people interacted with this Tweet	
Detail expands	63
times people viewed the details about this Tweet	
Replies	8
replies to this Tweet	
Link clicks	8
clicks on a URL or Card in this Tweet	

A14: Twitter Chat Screenshots and Analytics continued



Tweet Analytics

Cultivating Change @planttheseedou
Thank you to everyone who participated in our Civility in Mental Health Twitter chat tonight! #PlantTheSeedOU 🌱 pic.twitter.com/x3TV9zSSv

Impressions	1,380
times people saw this Tweet on Twitter	
Media views	165
all views (autoplay and click) of your media are counted across videos, vines, gifs, and images	
Total engagements	59
times people interacted with this Tweet	
Detail expands	43
times people viewed the details about this Tweet	
Likes	8
times people liked this Tweet	
Retweets	4
times people retweeted this Tweet	

A15: Cultivating Change TikTok account

A16: Twitter Memes and Analytics (below)



Tweet Analytics

#PlantTheSeedOU 🌱 pic.twitter.com/jL6Xc17fa

Impressions	1,230
times people saw this Tweet on Twitter	
Total engagements	285
times people interacted with this Tweet	
Media engagements	191
number of clicks on your media counted across videos, vines, gifs, and images	
Detail expands	40
times people viewed the details about this Tweet	
Profile clicks	24
number of clicks on your name, @handle, or profile photo	
Likes	23
times people liked this Tweet	



Tweet Analytics

Impressions	2,053
times people saw this Tweet on Twitter	
Total engagements	152
times people interacted with this Tweet	
Detail expands	75
times people viewed the details about this Tweet	
Media engagements	45
number of clicks on your media counted across videos, vines, gifs, and images	
Likes	19
times people liked this Tweet	
Retweets	8
times people retweeted this Tweet	
Profile clicks	5

A17: Alumni Graphics



Alumni Spotlight



Michael Price
Owner/PriceSource Management Consulting

Class 1980, BS in Communication





"Civility starts with being an inclusive organization that makes it clear that all voices matter, and that everyone has a contribution to make. Exchanging ideas should be encouraged and welcomed."

- Michael Price



Alumni Spotlight



Tracy Carter
System Director, Government Relations Summa Health

Class of 1993, College of Business





"The workplace is rich in diversity. Employees should learn and practice civility early on so they may be effective in building and sustaining relationships with others who have diverse backgrounds and perspectives. Respectful relationships contribute to corporate success."

- Tracy Carter



THE COST OF INCIVILITY

In a study of 800 managers and employees in 17 industries, Harvard Business Review reports that when workers are on the receiving end of incivility,

78% said that their commitment to the organization declined

LET'S CHANGE THAT. 



THE COST OF INCIVILITY

In a study of 800 managers and employees in 17 industries, Harvard Business Review reports that when workers are on the receiving end of incivility,

63% lost work time avoiding the offender

LET'S CHANGE THAT. 



THE COST OF INCIVILITY

In a study of 800 managers and employees in 17 industries, Harvard Business Review reports that when workers are on the receiving end of incivility,

66% said that their performance declined

LET'S CHANGE THAT. 



THE COST OF INCIVILITY

In a study of 800 managers and employees in 17 industries, Harvard Business Review reports that when workers are on the receiving end of incivility,

80% lost work time worrying about the incident

LET'S CHANGE THAT. 

A18: "Stat Saturday" Posts

A19: Blog Graphics

<p>"We hope you've gained valuable knowledge from our campaign that you'll carry with you not just in your professional environment, but also your personal life."</p>	<p>"Though you may not be the best interviewee, everyone wants someone who's good-natured to work for them. A kind remark at the end like [thank you] could ultimately seal the deal."</p>	<p>"It's important to understand Zoom etiquette and how you can use these skills to increase your civility during online interactions."</p>
<p>"As students, we need to pay attention to how we act in class, even in a virtual setting, while also recognizing the toll this pandemic has taken on many."</p>	<p>"Civility is important for a variety of reasons. This starts in the classroom as a college student, but will help to better prepare you for your future career. This will create a more positive work environment for you and your co-workers. That's why it's so important to learn these behaviors now."</p>	<p>"We believe civility is an idea that students should understand and practice in their everyday lives before graduating and entering the workplace."</p>
<p>"Understanding the ways incivility can present itself in these environments is an important step toward combating incivility and building a more safe, inclusive workplace."</p>	<p>"In today's political climate, it is incredibly important to remain civil in conversation, and one Ohio University student has a plan to help improve the way we engage in political dialogue."</p>	<p>"Social media is a crucial part of building a personal and professional brand. While it's important to engage with peers online, it's especially important to do so in a civil manner."</p>

A20: Event Graphics

LET'S GROW TOGETHER!



Catch us outside of Baker TODAY for a pop-up event in partnership with Hyacinth Bean Florist from 3 p.m. - 6 p.m.

Scripps PRSSA Publicity Committee + Cultivating Change Present

Publicity + Social Media Workshop

Learn about civility and personal branding in social media with members of the Boteman Team and the Publicity Committee on February 25 at 7 p.m.






Join Cultivating Change for our Civility in Mental Health Twitter chat!



March 3, 2021 at 9p.m. on @planttheseedou and use #PlantTheSeedOU to follow along with us!

PLANT THE SEED IN POLITICS PANEL



 Eleanor Skates Ohio Democrat College Democrats	 Charlie Heidinger Civility Ambassador	 Siera Joehnk Ohio University College Democrats
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Wednesday, Feb. 17 @ 7pm on Zoom

CIVILITY ON TAP

Join the civility conversation.

@ Jackie's PUB & BREWERY

Saturday, Feb. 20 from 4-9 p.m.



CULTIVATING CHANGE presents

SPILL THE CIVIL-TEA trivia night

Test your pop culture knowledge with us on Thursday, March 4 at 7 p.m. on Zoom

With prizes for placing in the top three!

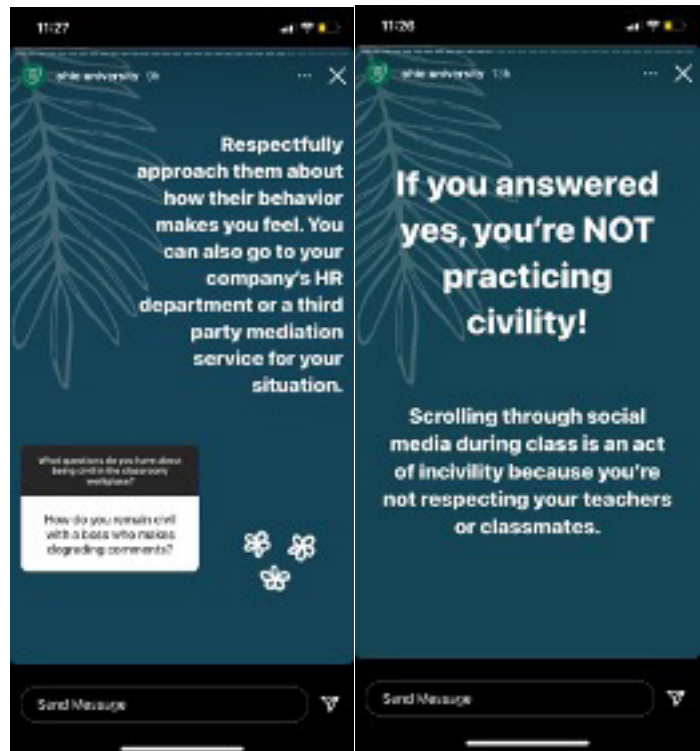


A21: [Link to OHIO Official Instagram account, @ohio.university](#)

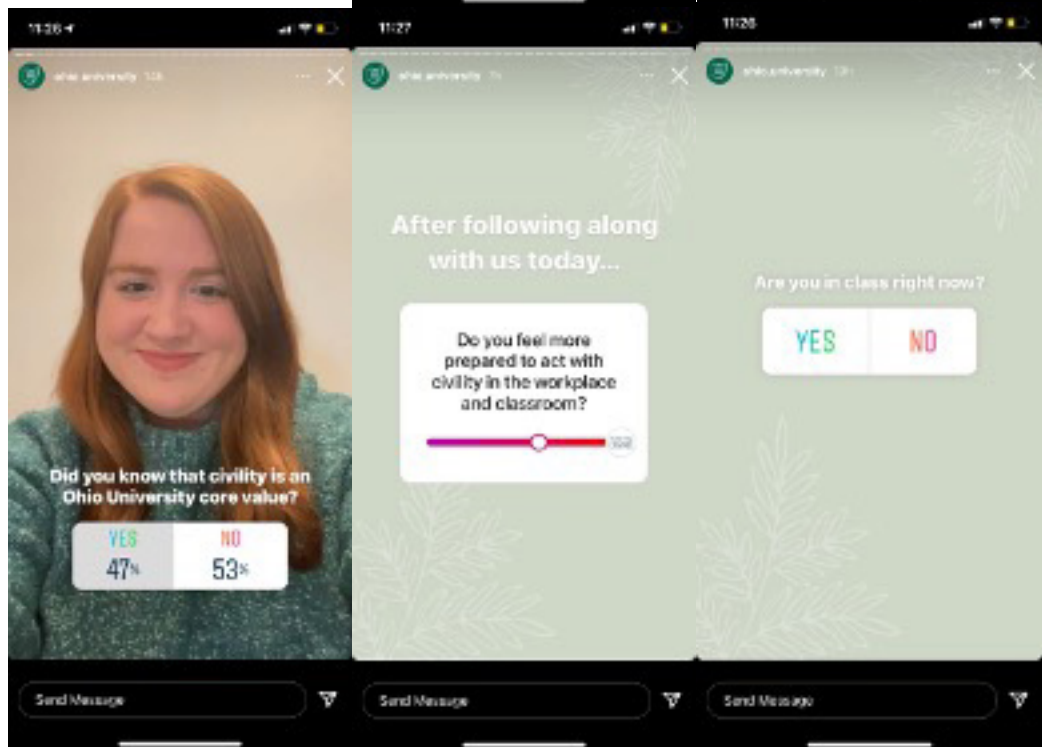
A22a: Civility bingo board (distributed on OHIO Instagram story)



A22b: @ohio.university Story Takeover Interactive Post examples (below)



A22c: [Team member videos featured on @ohio.university Story Takeover](#)





CHAMPION CHANGEMAKERS

By taking the pledge to plant the seed of civility, changemakers promise to evaluate their uncivil behaviors, take action to change those behaviors, and hold others accountable for their own uncivil behaviors. Meet our changemakers below!

Haven't pledged yet? Join the movement today!

[Take the Pledge >](#)

SALLU
TIMBO

"We learned that uncivil behaviors can affect so many aspects of your life. It's important to control civility in the classroom and workplace and start building a better future!"
-Makenna Good

kim
newton

megan
GORDIN

"We have been a part of this movement for over a year and we are so proud to be a part of it. We are working to be the best and not just for ourselves but for those around us too!"
-Makenna Good

MEGAN
PARKS

lauren
reed

KAYLA
COLLINS

makenna
good

vivian
molissa

casey
GEORGE

Katherine
Keber

kelly
lambert

"As someone who practices proper civility will not just help me in school but my working career but will also give me a head start on developing my professional network."
-Sally Timbo

rebekah
green

macy
cantrell

"I will try to listen more openly and engage in a deeper level, such as understanding where people are coming from based on their experiences."
-Rebekah Green

gabby
beeler

ALEC
CHARRON

Alyssa
GORMLEY

olivia
christiansen

"I will pay more attention in class and strive to develop better active listening skills."
- Lauren Reed

patricia
wilberger

"I learned that it is more productive to have a calm conversation where both parties listen to each other instead of arguing."
- Casey George

A24: Cultivating Change informational video



CHANGEMAKERS BLOG

All Posts



Megan Gordin
12 hours ago

Thanks for following along with Cultivating Change!

As our campaign implementation comes to a close, we wanted to reflect on the amazing month we've had! Cultivating Change: Planting...

9 views 0 comments

Kate Weber
7 days ago

Five Ways to Cultivate Lasting Change Through Allyship

Allyship and civility go hand-in-hand, especially in the workplace. Understanding the ways civility can present itself in these environ...

32 views 0 comments

A25: Blog page screenshots

Alec Charron
Jan 20

Balancing Mental Health and Civility in Virtual Learning

For most, 2020 brought unparalleled struggles that no one previously thought they would have to ever face. As events, work and meetings w...

4 views 0 comments

Megan Gordin
Feb 25

Staying Civil on Social Media

Social media is a crucial part of building a personal and professional brand. While it's important to engage with peers online, it's espe...

13 views 0 comments

Kelly Lambert
Feb 15

Keep it Civil with Cultivating Change

What about the positive of choosing to be civil? My hope with these words today is that you will be inspired to cultivate change with us!

24 views 0 comments

Alyssa Gormley
Feb 11

Using Proper Zoom Etiquette to Increase Civility

"Before reading this blog, please mute yourself, turn your camera on and minimize distractions." Jokes aside, welcome to Zoom etiquette 101!

32 views 0 comments

Stee Offenberger
Feb 21

Maintaining Civility During Interviews: How to increase your chance of a job offer

When you see an opening for a job or internship that piques your interest, excitement typically...

27 views 0 comments

Megan Parks
Feb 17

Political Discourse in a Divided America

Incivility can be seen all around us, and this is especially true when looking at political discourse in today's political climate. It L...

24 views 0 comments

Marcy Carmel
Feb 8

Planting the Seeds of Civility at Ohio University

The 2021 Barman team is excited to launch our campaign that will bring awareness to civility and civil discourse at Ohio University.

26 views 0 comments



PARTNERS



OHIO
UNIVERSITY
MODERATES



OUR GOALS



Encourage growth and long-lasting change among pre-professionals.

Equip pre-professionals with the tools they need to combat incivility in the workplace and classroom.



Foster a culture of civility at Ohio University through events, outreach, and peer education.

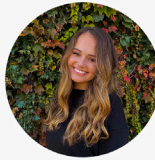
Contact Us

First Name Last Name

Email* Subject

Leave us a message.

MEET THE TEAM



Macy Cantrell
Managing Director

"I practice civility by giving peers my full attention and being respectful of their ideas."

Macy Cantrell is a junior majoring in journalism: strategic communication with a minor in marketing. She currently serves as vice president of external relations for Scripps PRSSA, and is employed at the College of Health Sciences and Professions as a PR Coordinator. In her free time she enjoys being outdoors, binge-watching shows on Netflix and spending time with friends and family. Connect with Macy on [Twitter](#) and [LinkedIn](#)!



Kat Keber
Creative Director

"I practice civility by encouraging and actively listening to others' perspectives, especially in situations where they have insight that I may not."

Kat Keber is a junior studying journalism: strategic communication, with minors in history and classical civilizations. She is involved in Student Alumni Board, serves as the director of campus outreach for Bobcat Hon, and serves the East Central district as a PRSSA district ambassador. Kat is also working at Welltower, Inc. as an internal communications and human capital intern. When she has a free minute to spare, Kat loves cooking, traveling, reading, and hammocking on campus. Most people don't know that Kat has been to Space Camp and wanted to be an astronaut when she was younger! Chat with Kat on [Twitter](#) and [LinkedIn](#).



Kelly Lambers
Event Planning Director

"I practice civility in the classroom and workplace by being present, attentive and ready to work. I always seek to respect and empathize with my peers and coworkers."

Kelly Lambers is a junior majoring in journalism: strategic communication and minoring in marketing with a certificate in diversity studies. She is currently the VP of member relations for Scripps PRSSA. When she isn't doing all things public relations, she is leading families through campus as a tour guide. A fun fact about Kelly is that she created a local newspaper in her hometown during quarantine. Connect with Kelly on [Twitter](#) and [LinkedIn](#)!



Megan Parks
Social Media Coordinator

"I practice civility by working to avoid the easy distraction of doing other work on my laptop or phone during class time."

Megan Parks is a senior studying journalism: strategic communication with a minor in marketing and a specialization in social media. She is an active member of both Scripps PRSSA and OU CHAARG. As of January 2021, Megan has been a vegetarian for three years! Connect with Megan on [Twitter](#) and [LinkedIn](#)!



Megan Gordin
Data Analyst

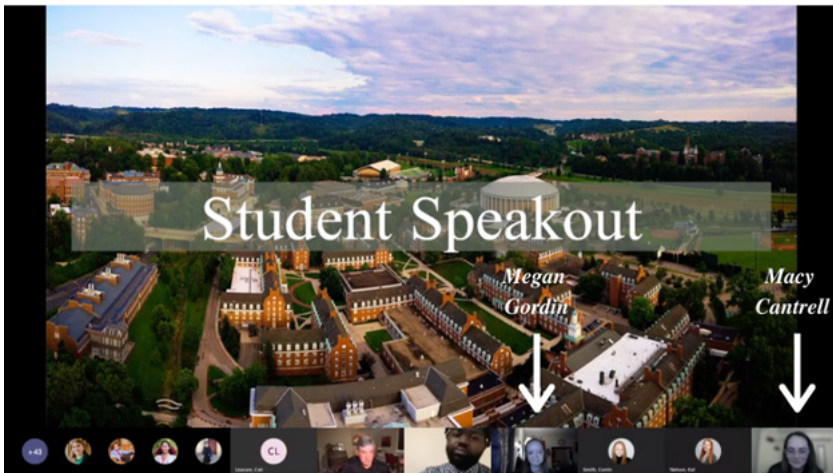
"I practice civility in the classroom and workplace by being attentive during meetings and classes, and by respecting the thoughts and opinions of my peers."

Megan Gordin is a senior majoring in journalism: strategic communication and minoring in community and public health. She currently interns for the Heritage College of Osteopathic Medicine's Office of Rural and Underserved Programs as a communications assistant, and she serves as a board member and social media coordinator of the Ohio Rural Health Association. Megan is also a member of Scripps PRSSA. Two fun facts about Megan are that she is a twin and she is left handed. You can connect with Megan on [Twitter](#) and [LinkedIn](#).

A27: Let's Grow Together Kickoff Event Photos

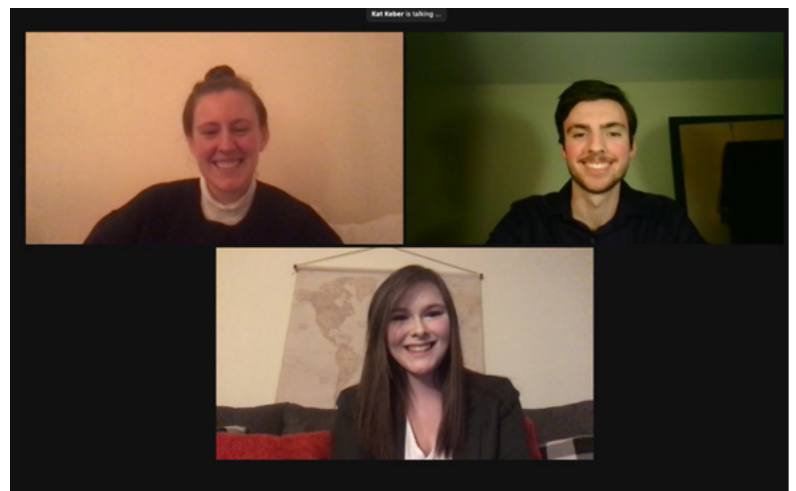


A28a: [Microsoft Teams recording of Feb. 24, 2021 Ohio University Student Senate meeting via YouTube](#)



A28b: Cultivating Change members Megan Gordin and Macy Cantrell presenting at Ohio University Student Senate meeting

A29: Plant the Seed in Politics Panelists (below)



A30: Slides from Social Media Workshop

Civility in Social Media

- Civility is respecting others, approaching disagreement with tact, uplifting the voices of those who are not being heard and focusing on behaviors that are mutually beneficial.
- Employers look at your social media profile
 - Fighting with people instead of having productive discussions negatively reflects you and your professional abilities
 - Your co-workers may follow you on social media so it's important to remain to civil to avoid creating a negative work environment
- It's still important to share your thoughts and opinions but in a respectful way

SCENARIO!

- You see this tweet from your co-worker Kim Kardashian and you know she is talking about your other co-worker Taylor.
- Do you...
 - Call Kim a liar and quickly jump to Taylor's defense?
 - Retweet with no context?
 - Add to the fire with more disrespect toward Taylor?
 - Don't do anything?



What would you do?

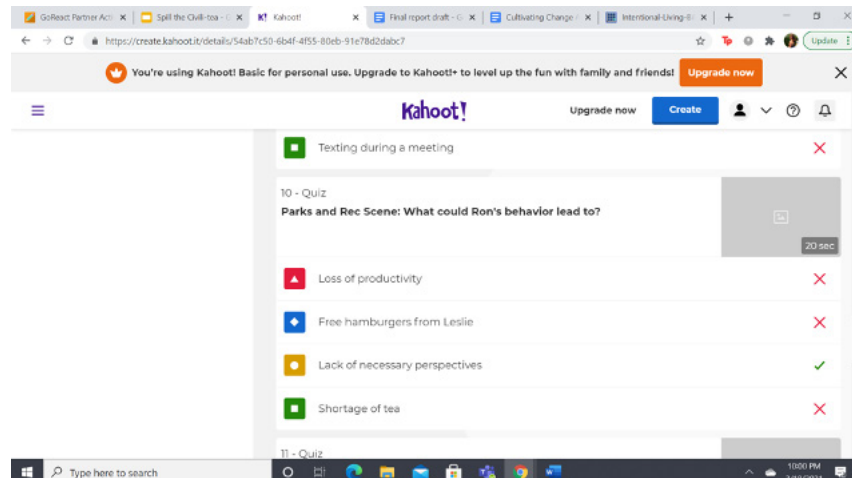
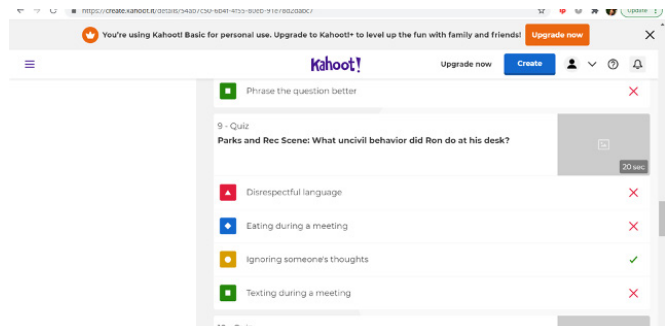
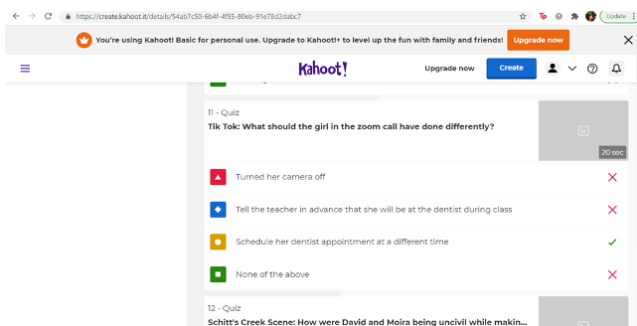
- How do you practice civility while interacting with the Tweet?
- Take a few minutes in breakout rooms and make a list of 3-5 things on a google doc you should and shouldn't do in order to promote civility in this situation.
- We'll reconvene and share what each group learned!



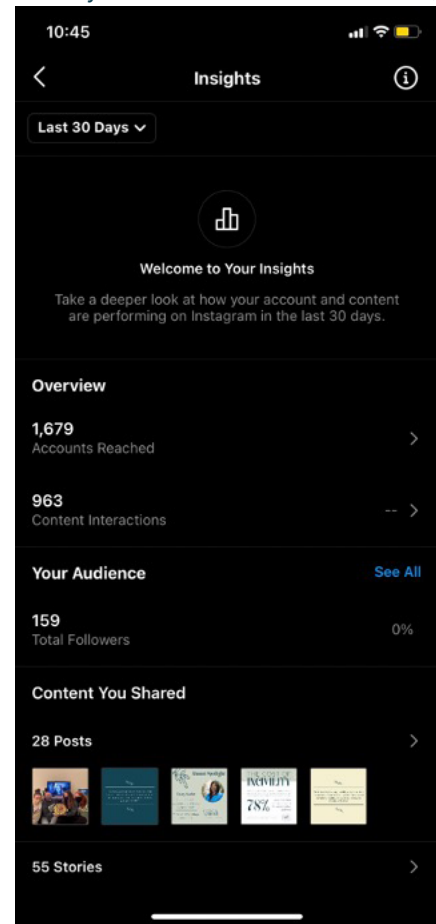
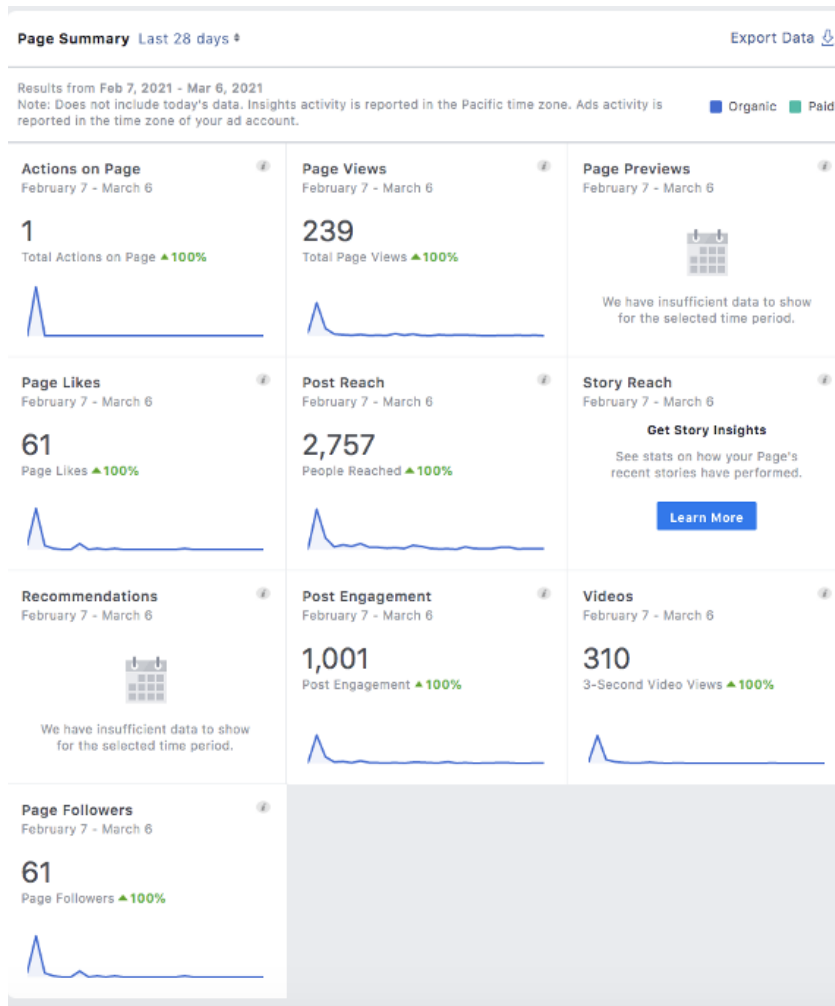
Tips from us!

- If you see a social media post you disagree with, instead of instantly getting angry and responding, take a minute to reflect on what your best option is.
 - Is arguing with this person worth your time?
 - Will the conversation be productive?
- You could instead...
 - Message them privately and have a more productive conversation there.
 - Be willing to hear their perspective.
 - Be respectful with your language – no unnecessary name calling!

A31: Videos and examples from Spill the Civili-Tea Trivia Night

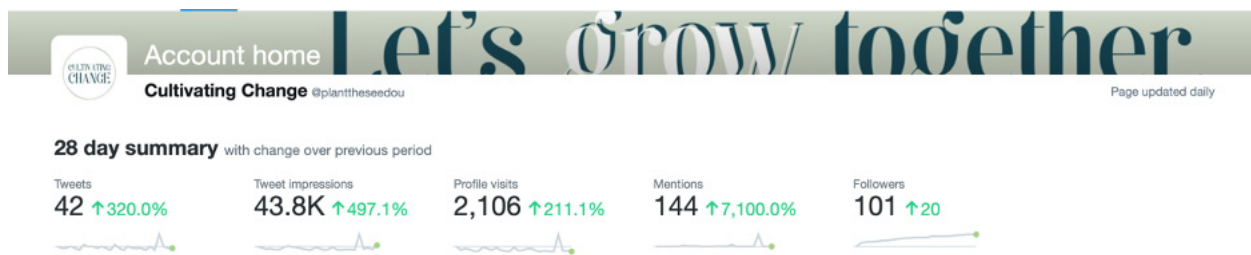


A32a: Facebook 28-day analytics summary (Please note: our Facebook page was created at 12:00 AM EST on Feb. 8, 2021; however, because Facebook reports its analytics measures in PST, the 28-day summary shown includes Feb. 7, 2021.)



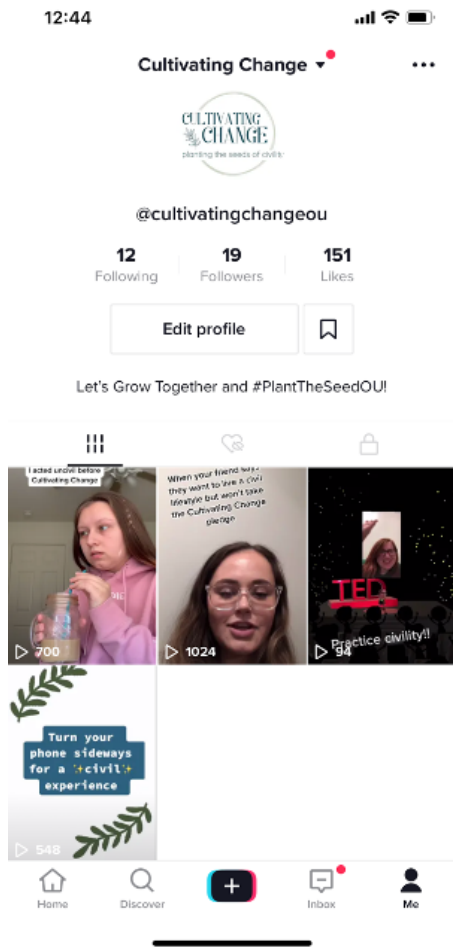
A32b: Instagram analytics (29-day period of Feb. 8 - March 8, 2021) (above)

A32c: Twitter analytics (28-day period of Feb. 9 - March 8, 2021)



A33: [Analytics from Cultivating Change's OHIO Instagram Takeover on @ohio.university; data provided by OHIO social media team](#)

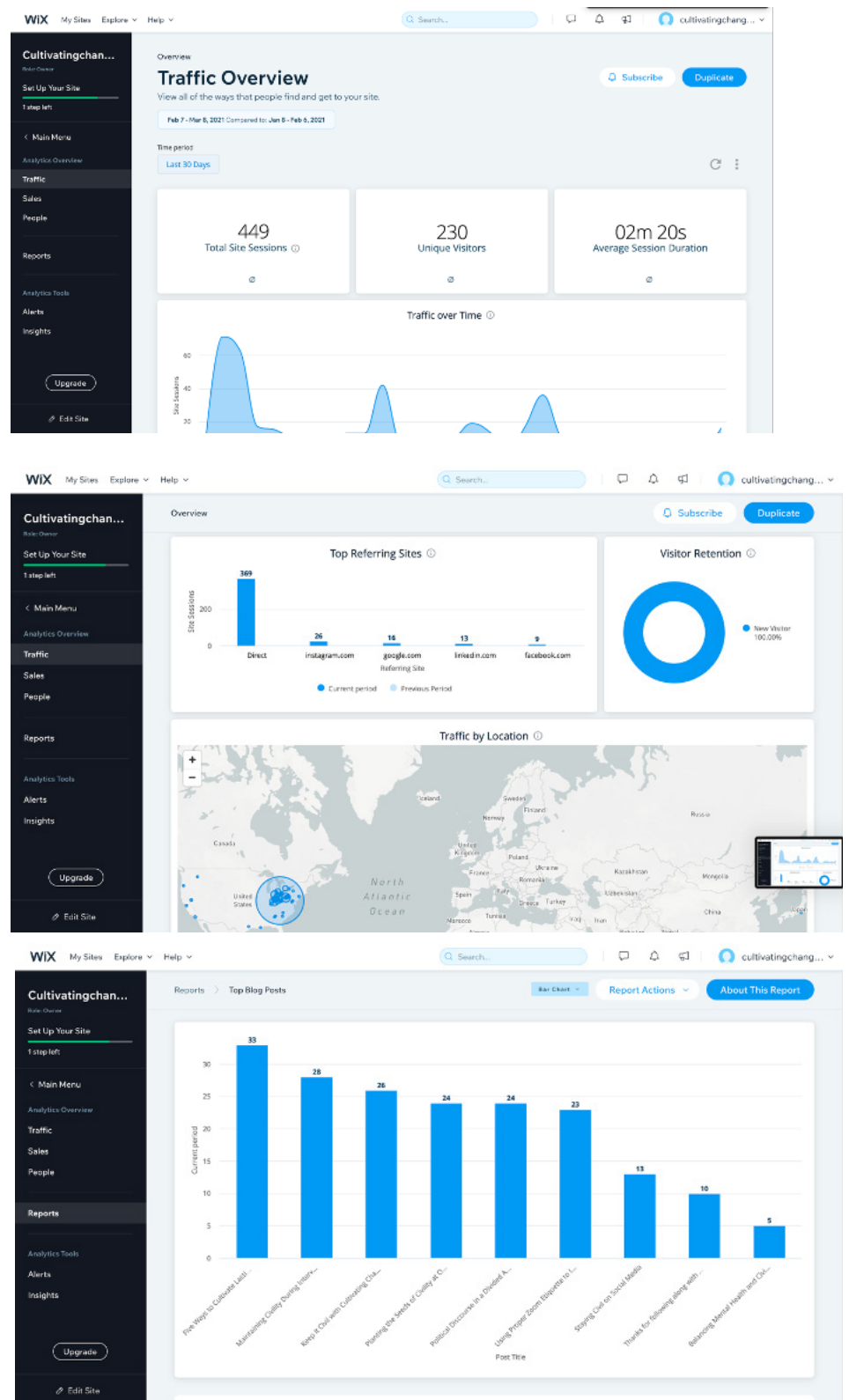
A32d: TikTok video views and likes (below left)



A34b: Website referral data (right)

A35: Blog views on website

A34a: Website Analytics (please note: Our website was made public at 12:00 EST on Feb. 8, 2021). (below right)



A36: [Qualtrics Champion Changemakers - Pledge to Plant the Seed data](#)

A37: Plant the Seed in Politics Panel recap social media post



A38: Social Media Workshop recap social media post

**FOR IMMEDIATE RELEASE
FEBRUARY 8, 2021**



Student-led campaign aims to bring civil change to Ohio University campus

ATHENS, OH – The 2021 Ohio University Bateman Case Study Competition team launched its civility campaign, *Cultivating Change: Planting the Seeds of Civility*, on Monday.

The campaign will educate Ohio University students about the importance of civil dialogue and encourage them to learn civility skills before entering the workplace. The team will foster genuine connections with pre-professionals at the University and provide the necessary tools they need to cultivate a more civil lifestyle.

After conducting primary research, the Bateman team discovered that many students were unaware of Ohio University's core value of civility. The team's goal is to change this by raising awareness of practicing civility on Ohio University's campus. Simple distractions such as eating, texting or falling asleep during class or work are the most common signs of everyday incivility.

[The Bateman Case Study Competition](#) is a yearly competition put on by the Public Relations Student Society of America (PRSSA). PRSSA chapters around the country create full public relations campaigns for the given client. The 2021 client is the Public Relations Society of America (PRSA), and the goal is to promote civility in public discourse. This year's team is made up of five active members of the Scripps PRSSA chapter at Ohio University: Macy Cantrell, Managing Director; Megan Parks, Social Media Coordinator; Katherine Keber, Creative Director; Kelly Lambers, Event Planning Director; and Megan Gordin, Data Analyst.

Some upcoming events include:

- "Let's Grow Together," a partnership with Hyacinth Bean Florist: Tuesday, February 9.
- "Plant the Seed in Politics Panel": Wednesday, February 17 at 7 p.m.
- Cultivating Change x Scripps PRSSA Publicity Committee Social Media Workshop: Thursday, February 25 at 7 p.m.

To learn more about *Cultivating Change: Planting the Seeds of Civility*, [visit our website](#) or connect with us on [Instagram](#), [Twitter](#), [Facebook](#), and [TikTok](#).

Media contact: Macy Cantrell, Managing Director, *Cultivating Change*, mc819817@ohio.edu, (740) 497-6239

###

Cultivating Change is a group of Ohio University students working to increase awareness about civility and civil dialogue in the classroom and workplace.

A40: [OU's PRSSA Cultivating Change team plants the seed of civility with competition, The Post](#)

A41: [Student Senate: Campaign promoting student civility introduced; Mayor Steve Patterson gives state of the city address, The Post](#)

A42: [Weekender Briefs: Attend OU-sponsored movie night, volunteer to fix Hickory Trail, The Post](#)

A43: [Student Senate impeaches member, hears from guest speakers, The New Political](#)

A44: [Itemized expenses and in-kind donations](#)