Shawn M. Donnelley Center for Nonprofit Communications

2012-2013 Annual Report
2012-2013 Overview

The 2012-2013 year was another year of growth for the Shawn M. Donnelley Center for Nonprofit Communications. A renovation program begun in the summer of 2012 extended into the fall semester but resulted in an ideal setting for daily activities, group meetings and special events. The transformation created opportunities for equipment upgrades, including 12 new Macintosh Mac Book stations, a short-throw overhead projector, a large whiteboard and a two-part conference table.

Other changes included new program and events, 25 new applicants and additional staffing opportunities. Social media continued to be an important means of promoting the Center, and the updated website premiered in the spring semester.

Our 2012-2013 objectives were to continue serving 14-20 nonprofits through one-on-one interactions and to provide at least three educational opportunities for training in subject areas identified by nonprofits as their greatest needs, to continue to update our social media and to add new services.
In addition to our federal work-study and Donnelley paid staff members and volunteers, we implemented a one-hour CMMN course (Advanced Nonprofit Communications Lab) for students interested in working in the Donnelley Center for class credit. All compensated staff members worked 7-8 hours per week, while credit students worked 3-5 hours per week and were required to complete a final report on their experiences. Beyond that, all staff had identical expectations: to provide the highest quality communication services for our nonprofit community partners.

Staff met weekly to train, brainstorm and plan. In addition to the previous skills provided by staff, we were able to offer more social media training and video. Staff commitment totaled approximately 1000 hours.

Federal work-study staff
   Jasmine Barnes
   *Danielle Latimer, student director (Shawn M. Donnelley Award winner)
   *Madie Robison

Donnelley paid staff
   *Emily Andras
   *Carolina Avila
   Bridget Juelich
   *Monica Tolosa

Course credit
   Hannah Iannazzo
   Kamaria Monmouth

Volunteers
   *Ophelia Battle

Director
   Valerie J. Andrews

*returning 2011-2012 staff

At the Donnelley Center we help nonprofits achieve success through communication.
2012-2013 Applicants

**ACORN International**
Birdfoot Chamber Music Festival
Court Appointed Special Advocates (CASA)

**Crimestoppers of Greater New Orleans** - requested social media and brochure; waiting on client

**Dream City Foundation**

**Families and Friends of Louisiana’s Incarcerated Children** - requested social media; waiting on client

**Good Work Network** - requested brochure; design in progress

John J. Hainkel Jr. Home & Rehabilitation Center
Healing Hearts for Community Development

**Hear the NOLA Music**

**Hope Community Resource Center** - requested newsletter; created design

Limmudfest

Louisiana Association of Museums - currently inactive

Louisiana Lions Eye Foundation

**Louisiana Organ Procurement Agency (LOPA)** - requested annual report

New Orleans Council on Aging

**New Orleans Kids Partnership** - requested logo; design accepted

**New Orleans Master Crafts Guild** - requested logo; designs pending

New Orleans Neighborhood Development Foundation

NORD Foundation

**Pyramid Resources Wellness Institute**

Ride New Orleans

St. Alphonsus Parish

Volunteers for Intercultural and Definitive Adventures (VIDA)

Youth Run NOLA

* no current partnership

**CONTINUING WORK with previous applicants:**

Crescent City Lights Youth Theatre - created promotional video

New Orleans Maritime Heritage Museum - liaised with CMMN A260 class for logo

*no current partnership*
2012-2013 Social Media

Facebook
Donnelley Comm 410 friends
Donnelley Center 128 likes

Twitter
@DonnelleyCenter 1375 tweets, 336 followers
following 257

Tumblr
http://thedonnelleycenter.tumblr.com/

Pinterest
http://pinterest.com/donnelleycenter/ 8 boards, 174 pins, 3 likes

Wordpress
http://donnelleycenter.wordpress.com/

donnelleycenter@loyno.edu
donnelleycenter@gmail.com

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The Donnelley Center’s website was scheduled to be updated in 2011, but scheduling conflicts and the SACS accreditation efforts delayed the actual work until late 2012. Donnelley staff met with members of the Loyola web team in the fall 2012 semester to discuss needs and deadlines and gain insight into our perspectives on the “new” Donnelley Center website. We provided an outline of the logistics of the content, and the web team created a basic structure for the site.

Chantrice Banks from the web team returned in early spring 2013 to train the staff on Drupal, the software that updates copy and visuals on the site. The site went live in April with a live Twitter feed, donation links and easily accessible links to our partnership application.

The major sections include “What We Do,” “Services,” “About Shawn M. Donnelley,” “Resources” and “Staff.”

Future plans for the site include adding links to partner organizations’ websites, updated staff photos and information, uploads of recent work, as well as additional resource sheets and details on coming events.
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2012-2013 Promotions

The Donnelley Center for Nonprofit Communications invites you to Spring into action at the Donnelley Center’s Open House WHEN: January 28, 2013, 6:00-8:00 WHERE: Loyola University Communications/Music 331 6363 St Charles Ave, New Orleans RSVP: dcnonprofitcenter@loyno.edu Refreshments will be served.

The Shawn M Donnelley Center Presents: TOY DRIVE Benefitting Children’s Hospital Donations should be new and unwrapped. Submit gifts and monetary donations to the SMC Office by Tuesday, Dec. 11.

The Donnelley Center invites you to attend our second workshop TENDING YOUR GARDEN: Website vs Wordpress MONDAY, MARCH 18, 2013 6:30 - 7:30 PM 331 Communications-Music Complex 6363 St. Charles Ave, New Orleans Space is limited! Reserve a spot at donnelleycenter@gmail.com
Résumé workshop for students
*featuring Prof. Lisa Martin*

Networking Night at Loyola

**Portfolio workshop for students**
1 student in attendance

“I Love Lucy” Blood Drive
*in conjunction with the Loyola Music Industry program*

Christmas gift drive
*in conjunction with Pierre Thomas I CAN Foundation*
two dozen+ toys delivered

**Donnelley Center Open house** for nonprofit organizations
31 registered attendees; others not registered

“Planting the Seeds: Promoting Yourself” workshop
*featuring Christine Minero Rigamer and Vicki Voelker, Gambel Communications*
15 RSVPs, 10 in attendance

“Tending your Garden: Website v. Wordpress” workshop
*featuring Edward Schneider*

**“Fundraising and Public Relations”** PRSA New Orleans luncheon
*(site host)*
13 professionals in attendance

President’s Open House

“Raking in the Green: Fundraising and You”
*featuring Jenny Bigelow, AFP*
12 RSVPs, 2 in attendance

Nonprofit Communications focus group
6 RSVPs, 5 in attendance

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2013-2014 Goals

The Donnelley Center’s goals for the 2013-2014 academic year are to:
• continue to work on a strategic plan with Dr. Cathy Rogers, Donnelley professor
• increase student participation in the Center through the credit course, Advanced Nonprofit Communications Lab, to a maximum of 10 students by 2015
• continue to provide educational workshops for local nonprofits, based on their expressed needs, up to 3 per year
• provide information and promotions for our nonprofit partnerships through social media
• increase awareness of and promotion for the Center through social media
• implement more assessment and evaluation processes for Center work
• continue work with at least 5 ongoing partners from previous years
• add up to 10 new community partnerships through the RFP process
• continue participation in President’s Open House and Networking Night at Loyola
• collaborate with other SMC courses as opportunities arise
• collaborate with other communication professional organizations as opportunities arise.

The Center will welcome back the following returning staff:
Emily Andras
Carolina Avila - student manager
Hannah Iannazzo
Kamaria Monmouth
Ophelia Battle