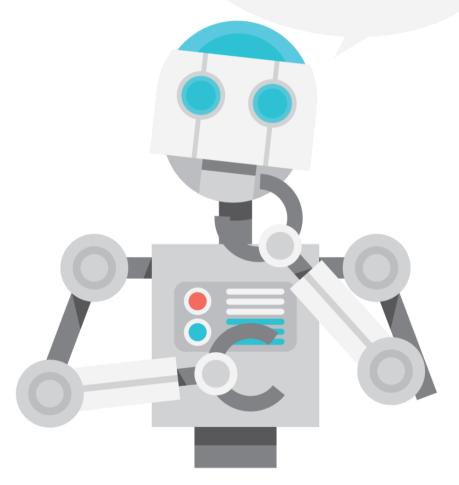


PITCH PR

LONG BEACH, CALIFORNIA

#CreateFreely



In Support Of:





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EXCUTIVE SUMMARY

The overarching goal of Pitch PR's awareness campaign for California State University, Long Beach's college of engineering was to ensure that students in this body understand their First Amendment protections and its relevance to the field of engineering. In order to reach our goals, we set objectives to understand the typical engineering student. This first included a general survey to engineering students to understand their behaviors or habits about consuming news. We found that social media was a key point in their access to news. This survey was coupled by a short quiz about the First Amendment in order to understand how little or how much students knew. Using recent and relevant news events about the freedom of speech and other elements of the First Amendment, we surveyed engineering students on campus about their thoughts and feelings about these current events and built it into our awareness campaign on Instagram. Finally, we developed a fun, interactive tabling event which included incentives such as free stickers that supported our brand image and cookies. In order to maintain engagement with the engineering students, we offered a Google Home Mini in a giveaway for students that would participate in our Instagram campaign. We found that our engagement was higher than expected and deemed our awareness campaign a success.





JOHNNY THAI - ACCOUNT MANAGER

Johnny is the project manager and strategist for Pitch PR. He is graduating from California State University, Long Beach (CSULB) in Fall 2020 with a degree in public relations and a minor in marketing. At Pitch PR he oversees scheduling, deadlines, research and analysis for the campaign. He has worked on successful marketing campaigns in the past as a project manager with clients including Truth Initiative and Nintendo. He recently held a seat on the executive board with the American Marketing Association at Long Beach as the director of corporate relations where he scheduled guest speakers and built rapport with ad agencies.

MATTHEW BUDDHASIRI - SENIOR STRATEGIST

Matthew is a CSULB public relations student graduating in Spring 2020. With years of previous experience, Matthew has held various internship positions for companies such as CHANEL and celebrity clients like Kim Kardashian West and Kanye West. As a veteran in handling public relations affairs, Matthew is multi-faceted and thrives in both the creative and logistics side of the public relations world. At Pitch PR he is responsible for leading brainstorm and think tank sessions as well as overseeing the implementation of campaign tactics.

SERGIO TEMORES - DIRECTOR OF RESEARCH

Sergio is the director of research and oversees research methods, data analysis, and audience outreach for Pitch PR. He is a senior at CSULB graduating in Spring 2020 with a degree in public relations and American studies. Sergio has experience working as a mentor for incoming CSULB students interested in research at the Undergraduate Research Opportunity Program on campus

CRISTAL GOMEZ - SENIOR CONTENT COPYWRITER

Cristal has experience in marketing, social media and public relations. She will be graduating in Spring 2020 with a degree in public relations and a minor in political science. Cristal has done work for various non-profits in Los Angles county such as East Los Angeles Women's Shelter, Dramatic Results and Hermanos Unidos de Long Beach. Additionally, she has worked for the CSULB newspaper, the Daily49er. She is the lead content and copywriter at Pitch PR and works to ensure each client's unique vision is illustrated through creative copy.

RACHEL WILSON - DIRECTOR OF BUDGET & DESIGN

Rachel is a CSULB public relations student graduating Fall 2019. She has experience developing strategic social media accounts for multiple clients such as Chick-fil-A, Row House, and Nekter Juice Bar. She has written and taken photos for Dig Magazine, a CSULB student run magazine in addition to running her own photography business. At Pitch PR, Rachel oversees majority of the design elements for digital and print media in addition to managing campaign budget and expenses.

ABOUT PITCH PR

Pitch PR is a boutique public relations agency located in downtown Long Beach. Our team is rooted in developing strategic and creative solutions that highlight our clients values and tell their unique story. Our diverse team allows us to grow community relations and expand brand visibility to ensure your company feels confident in our every pitch.

OUR SERVICES

Visual Storytelling Media Relations Digital Content Creation Market Research Digital Analytics Brand Development



PHASE ONE: RESEARCH

SITUATION ANALYSIS

INTRODUCTION

PITCH PR is partnering with 1 for All, to launch a campaign that will bring awareness to the college of engineering at California State University, Long Beach. We want to ensure that individuals at CSULB have a better understanding as to what the First Amendment is and what it protects. Only ½ of Americans can name one of the five rights under the First Amendment. PITCH PR will be working alongside 1 for All, a non-profit located at Middle Tennessee State University. Helping school teachers educate students on the importance of the First Amendment. Created in 2007 with five founding partners, American Society of News Editors, First Amendment Center, Knight Foundation, McCormick Foundation and the Newseum.





PITCH PR is collaborating with Tennessee based non-profit organization 1 for All to help spread awareness to college students about the First Amendment. Although, college students may have a vague understanding as to what the First Amendment entails, PITCH PR and 1 for All want to better spread knowledge and understanding about the rights they are permitted to and why those five rights convey such significance. 1 for All, has been under the direction of journalism veteran and First Amendment expert Ken Paulson since 2010 and continues to reach new levels of awareness for the First Amendment campaigning at various college campuses throughout the United States.

SWOT ANALYSIS

WEAKNESSES

STRENGTHS

- Narrow & specific target audience
- Connections with celebrity influencers & celebrity platforms
- Twitter audience/usage through individualized campaign
- Organization rooted in educational value: providing grant programs, focusing on schools, targeting
- Engaging campaigns that focus on personal content submission
- Local key audiences, granting easy access, communication, and multiple partners to collaborate with

OPPORTUNITIES

- Expand social media platforms/ presence
- Fundraise initiatives for non-profit aspect to, provide more funding for scholarships and grants
- Expand press coverage for grant availability
- "Street Team" that tours campuses to build informational booths about First Amendment
- Build partnerships with clubs targeting specific groups of engineering students
- Expand on First Amendment rights by providing engineering students an expanded quick-learning course

- Lacking presence/ use of Facebook, Instagram & personal website
- Limited to one central organization location (Tennessee)
- First Amendment removed from the College of Engineering student body
- Laking central organization representative

THREATS

- Political opposition amongst students with opposite opinion about constitution or amendment rights
- Individuals who consider hate speech
- Engineering students are often more busy than other students, so that might be a threat to the number of engaged students on the topic
- Other campaigns and organizations centered on spreading First Amendment awareness will be implementing plans concurrently with out campaign





SECONDARY RESEARCH

In conducting our secondary research, we looked through websites, academic journals, online databases and case studies to give us a better understanding on how we can position the First Amendment rights to engineering students. Our goal for this research was to give a better understanding of the topics we can discuss with students that relate to both the First Amendment and the field of engineering.

China vs. Hong Kong

According to the Washington Post, America social media companies like Tik-Tok are changing policies and guidelines to appease the Chinese government. With 1.4 million people in China, it's a large market many tech companies cannot risk losing out on, so to comply with their practices Tik-Tok enlisted the help of Beijing-based moderators to approve or censor content on the app.

Another censorship case we looked as was the removal of the Taiwaneese flag on iPhones in Hong Kong. The feud between China and the Republics of China being Hong Kong and Taiwan are used as a backdrop between American tech companies and the global market.

Paid political speech

On October 23, 2019, Mark Zuckerberg, founder and CEO of Facebook, sat before congress to testify Facebook as a platform to distribute false information and political speech. A key part of the hearing was the argument between free speech and paid political speech.

In the letter addressed to Mark Zuckerberg from Facebook employees they note "Free speech and paid speech are not the same thing." Seeing how the First Amendment protects all speech, the argument is that not everyone has the capability to sponsor their message and distribute their message to Facebook users.



PRIMARY RESEARCH

Pitch PR was determined to gather knowledge and information from CSULB students in the College of Engineering. We conducted a survey and held several one-on-one interviews and a focus group with engineering students to gain broad and in-depth knowledge of their opinions and beliefs regarding the First Amendment and how it applied to their field.

Our motivation behind this research was to determine what our target audience knows about the First Amendment rights, how it relates to their field, and if they understand the ramifications it poses on their industry. We sought their opinions on timely topics such as the feud between China and Hong Kong and how American companies comply to their censorship guidelines and tech companies using their platforms to push political narratives and ideologies Survey

Summary: Pitch PR used Qualtrics survey software to create and conduct a multiple choice and likert scale survey. The goal of the survey was to gauge the pre-implementation awareness of the First Amendment rights and how to best reach position the First Awareness rights to our key publics. The survey was taken by 83 participants in the College of Engineering.

Survey Results:

- 72% of participants rank Speech as the most important First Amendment right. (n=63)
- 57% of participants have never discussed the First Amendment in their engineering courses. (n=70)
- 59% of participants use Social Media platforms such as Instagram, Facebook, and Twitter to get news. (n=83)
- When asked to describe the First Amendment in one word, common words that participants said were Freedom, American, and Speech.



PRIMARY RESEARCH CONT.

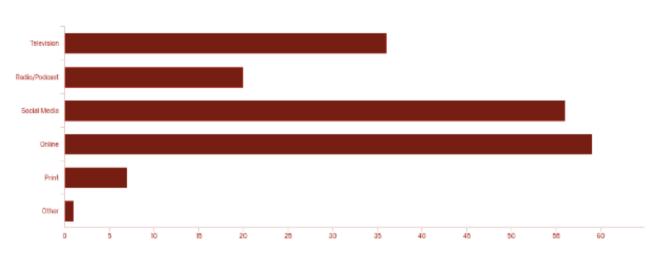


Figure: Results of survey question of the different ways students get their news:

Survey Key Findings:

The 83 students who participated in this survey aren't aware of all their First Amendment rights, but understand how speech can have an impact on their field as they learn more about international issues concerning the engineering industry. A majority of our participants have never had a class lecture or discussion about the First Amendment and how it relates to their field, so we used this as an opportunity to position the First Amendment in a scope that makes it relevant to engineering students.

In-depth Interviews:

Pitch PR conducted several in-depth interviews with CSULB engineering students to hear their positions on issues in the engineering fields such as Tech censorship surrounding the China vs Hong Kong feud, Facebook and Twitter's position on paid political speech, and what they would personally do if put in those ethical dilemmas tech company employees face. The goal of this research was to better tailor the messages and efforts to these topics and positions.

Interview Key Findings:

The overarching themes of the interviews conducted on CSULB engineering students were employees vs company, censorship, and social media becoming a tool for politics.



KEY PUBLICS

PRIMARY AUDIENCES

CSULB engineering students staff and faculty CSULB School of Engineering clubs and extracurricular organizations

The primary audiences addressed after primary research was conducted are as follows above. This campaign mainly focused on CSULB engineering students men and women, ages 18 - 29, who use social media and attend courses at CSULB's campus. Additionally this group included the second more specific audience of student engineering clubs such as, Society of Women Engineers (SWE), Society of Hispanic Professional Engineers (SHPE), Tau Beta Phi.

SECONDARY AUDIENCES

CSULB Students outside of the College of Engineering Engineering students at surrounding universities

The secondary audiences addressed after conducting primary research are as follows above. These audiences were addressed as a result of the diverse CSULB student population. The One for All non-profit strives to raise First Amendment awareness throughout entire college campuses and therefore we chose to expand our secondary target audience to include students beyond the College of Engineering to ensure the message was reaching a majority of students.

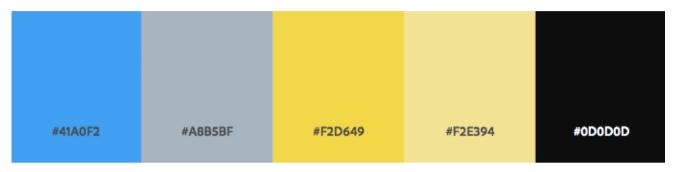


PHASE TWO: PLANNING

CAMPAIGN THEME & OVERVIEW

Heading: Montserrat Semi Bold

Body Copy: Montserrat Extra - Light



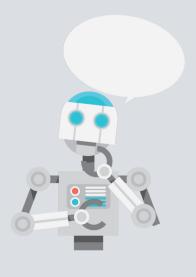
Color Scheme



Campaign Title/Slogan

"Create Freely" stems from Pitch PR's goal to educate engineering students that although the First Amendment and its details seems irrelevant to their scope of work it actually protects their freedom to take an idea and create it in the physical world.

The First Amendment protects free speech and in turn protects the freedom to create.



Campaign Mascot

Remy the Robot:

The robot icon highlights an engineering student's mechanical knowledge and embodies the core value of the freedom of speech that embodies a person's right to take an idea and create it in the physical world.

His speech bubble symbolizes his right to free speech and free expression.

CHALLENGES & OPPORTUNITIES

The main challenge facing this campaign is the limited or lack of knowledge by the general public pertaining to all five rights outlined in the First Amendment. 67% of American's only knowledge of the First Amendment is "freedom of speech" but are unaware of the other rights it possesses.

Additionally, the concept that the First Amendment protects ideas is an abstract concept to fully comprehend especially for engineering students who do not directly associate First Amendment rights to scientific work as would a liberal arts or political science student would think.

Pitch PR sees an opportunity to educate, support and encourage CSULB engineering students to seek out ways to better understand the First Amendment and the rights they have as students and Americans.

Knowledge is power and by allowing students to learn more about their rights they will in turn have no fear in putting ideas into the world that can make big changes.



KEY MESSAGES



Inform & Educate

- The First Amendment directly protects an engineers freedom to create.An engineer's work is rooted in their ability to transform ideas into physical forms.
- The First Amendment protects the freedom of expression which in turn protects an engineer's freedom to build without censorship.

Advance & Grow

- The First Amendment gives engineers the opportunity to develop, test and hypothesize theories and ideas that can result in scientific advancements.
- Imagine what the world would be like if engineers were unable to design, create, and build innovative new ideas on behalf of science.

Support & Encourage

- Create Freely supports engineering students at CSULB better understand their First Amendment Rights.
- Create Freely encourages students to learn more about the First Amendment and how it directly impacts the field of engineering because a better understanding of their basic rights, engineering students can more freely turn their ideas into reality.

PHASE THREE: IMPLEMENTATION

Goal 1: Raise awareness of 1 For All non-profit organization at California State University, Long Beach to build a group of advocates who will further spread the knowledge and importance of First Amendment rights.

Objective: To increase knowledge of the 1 for All organization and their mission to spread awareness of the First Amendment amongst college campuses by 10% within the California State University, Long Beach student audience

Strategy: Use digital media for target audience of students to encourage conversation and debate of First Amendment rights

Tactic: create a social media campaign that allows students to freely converse, post and submit engineering projects

Tactic: Tag and link All for 1 social media accounts in every social media post for easy accessibility to their website and organization information

Tactic: Link the All for I website on Instagram page in the Bio

Strategy: Hold small group meetings or tabling conversations for students to engage in and encourage free speech conversation about First Amendment rights

Tactic: Interview students in the College of Engineering campus center about situations in the tech world

Tactic: Video tape and post mini-interviews on social media pages to show student participation and engagement so others will join the conversation.

Goal 2: To inform the our primary audiences about how their First Amendment rights are protected specifically in the field of engineering.

Objective: To have 100 CSULB engineering students participate and attend First Amendment tabling events at engineering extracurricular organization events.

Strategy: To advertise and create an interactive tabling event that will visually and creatively attract students who are passing by outside the engineering buildings.

Tactic: Connect with Engineering student organizations & clubs to post tabling dates and information within their internal newsletter or social media platforms

Tactic: Use campaign Instagram platform to post about upcoming tabling event details and location on campus (grass area outside the Vivian Engineering Center and Engineering 2, 3, 4 buildings next to the Outpost). Tactic: Print poster about winning a Google Home mini to encourage students passing by to inquire more information about how to win and ultimately participate in Kahoot game at the table (Poster example available in Part 3 of Appendix).

Tactic: Provide cookie incentive for students passing by to grab a "free cookie" while interacting with the tabling information and or Kahoot game. (Kahoot questions available in Part 5 of Appendix).

Goal 3: To increase awareness of the five First Amendment Rights and how they are relevant in current events for engineering students at CSULB

Objective: To get 100 followers on the Create Freely Instagram page during the two week implementation period

Strategy: Increase online Instagram social media following by creating consistent and personalized content on @CreateFreely Instagram page

Tactic: Conduct mini-interview videos of engineering students answering opinion questions about current tech & engineering events

Tactic: Create stickers and t-shirts for team to hand out and wear during tabling events that include campaign mascot "Remy the Robot" to encourage students to follow social media channel

Objective: To include 4 individual posts of student submitted content within Instagram social media platform page

Strategy: create a social media campaign to encourage students to submit personal testimony about how the First Amendment impacts their life

Tactic: Incentivize students to participate by creating a giveaway of 3
Google Home Mini devices for those who submit content, tag
@CreateFreely and use hashtag #createfreely





Entire campaign: 14 weeks / Implementation: 2 weeks

Campaign Research: October 7 - October 25, 2019

October 7 - October 18, 2019

- Distribute survey through engineering club groups, social media & street team
- Approve survey poster with ASI
- Print & post survey flyer around/in engineering college buildings
- Conduct in-depth interviews
 - o October 8, 9, 10

October 18 - October 25, 2019

- Analyze data from online survey to create implementation plan
- Transcribe audio from interviews
- Draft goals, objectives, strategies & tactics based on survey & interview responses
- Create social media campaign guidelines

Implementation Preparation: October 28 - November 1, 2019

October 28

- Order tabling materials
- Order stickers
- Write Kahoot tabling questions

October 29

- Create Instagram page
- Publish content calendar
- tabling questions Prepare content collected

October 30

- Collect Google
 Home Minis
- Print tabling poster
- Order tabling tshirts

October 31

- Post event flyers
- Begin digital posting

November 1

- Reserve tabling on campus
 through events
 - through events department

Implementation/ Evaluation: November 4 - November 22, 2019

November 4 - November 15, 2019

- · Post on social media according to calendar
- Engage & connect on digital media submission contest
- Tabling events
 - November 12, 13, 14
- Announce digital media contest winners

November 15 - November 22, 2019

- Begin analyzing the effectiveness of social media posts/impressions & engagement
- Analyze success of tabling event through Kahoot participation
- Write & collect necessary data/results to include in appendix & content of final draft



BUDGET

EXPENSES	Quantity	COST			
COLLATERAL					
Stickers	150	\$151.22			
Shirts	5	\$102.09			
Google Home Mini (\$15 each)	3	\$45.00			
TABLING					
Tabling Reservation	3 days	\$9.00			
Corkboard	1	\$6.49			
Push-pins	1 (100 count)	\$5.49			
Giant Paper Pad	2	\$36.56			
Sharpie Markers	1 (8 count)	\$6.95			
Tablecloth	1	\$9.39			
Tabling Treats (cookies)	2	\$7.99			
DIGITAL & PRINT					
Printing 1		\$52.96			
Printing 2		\$6.29			
	TOTAL SPENT:	\$439.43			
	LEFTOVER \$:	\$60.57			

Total budget allotted from 1 for All Grant: \$500

PHASE FOUR: EVALUATION

EVALUATION

GOALS, OBJECTIVES, STRATEGIES & TACTICS

Objective: To increase knowledge of the 1 for All organization and their mission to spread awareness of the First Amendment amongst college campuses by 10% within the California State University, Long Beach student audience *Evaluation*:

• Calculate the average visits per day during the implementation period November 4 - November 15 to the All for 1 website and Facebook page

Objective: To have 100 CSULB engineering students participate in our First Amendment tabling events outside the engineering buildings

Evaluation:

- Calculate overall participants of Kahoot online game from the three days of implementation tabling
 - 20 complete "plays"
 - 57 participants

Objective: To get 100 followers on the Create Freely Instagram page during the two week implementation period

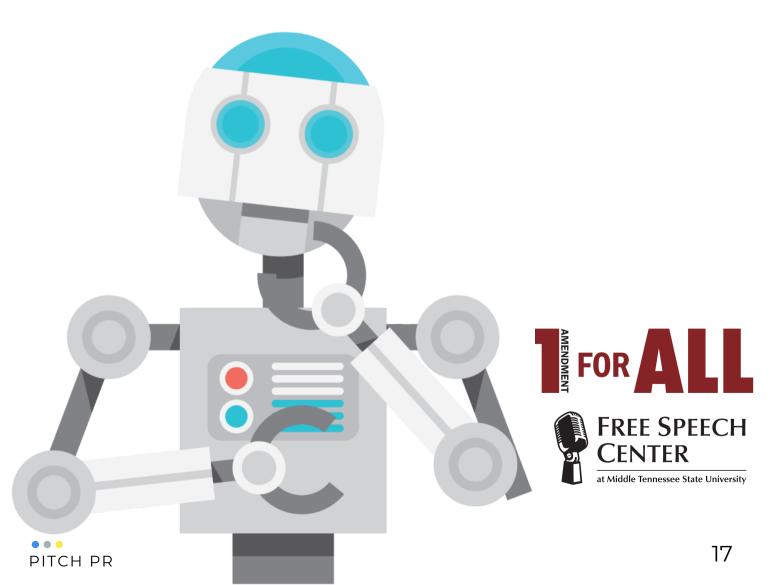
Evaluation:

- Calculate overall impressions from each post (photo & video) according to the Instagram analytics available through the app
 - Impressions November 19 November 25: 160
 - Average Reach Per Post: 60. 4 users
 - Average Engagement Per Day/Per Post: 7.93



Knowledge is power, educate yourself to best protect yourself against those who may jeopardize your freedoms.

This country values its freedoms and through education students & Americans have the ability to exercise their freedoms to create freely & grow big ideas into even larger changes.



APPENDIX

Part 1: Secondary Research

CSULB College of Engineering Demographics

College of Engineering, CSULB website:

http://www.csulb.edu/college-of-engineering

BACHELOR OF SCIENCE

- Aerospace Engineering
- Biomedical Engineering
- Chemical Engineering
- Civil Engineering
- Computer Engineering
- Computer Science
- Construction Management
- <u>Electrical Engineering</u>
- <u>Electronics Engineering Technology</u>
- Computer Engineering Technology
- Mechanical Engineering

MINORS

- Chemistry
- Computer Science
- Computer Science Applications
- Cybersecurity Applications
- Environmental Engineering
- Web Technologies and Applications

- 11 different engineering disciplines (*including the newly launched Biomedical Engineering major)
- 7 master's degree disciplines
- 6 minor subject areas
- 1 interdisciplinary PhD program



MASTER OF SCIENCE

- Aerospace Engineering
- Chemical Engineering
- Civil Engineering, options in
 - Construction Management
 - Environmental/Water Resources
 - Structural Engineering
 - Transportation/Geotechnical
- Computer Science, options in
 - Computer Engineering
 - Computer Science
- Electrical Engineering
- Engineering, Interdisciplinary
- Mechanical Engineering

DOCTOR OF PHILOSOPHY (PHD)



 Engineering and Computational Mathematics

College of Engineering, CSULB student organizations & clubs:

https://csulb.campuslabs.com/engage/organizations?categories=11142&query=engineering



College of Engineering, CSULB student organizations & clubs:

https://csulb.campuslabs.com/engage/organizations?categories=11142&query=engineering

28 Organizations & Clubs associated with the College of Engineering



Associated Engineering Student Body (AESB)

Welcome to the Associated Engineering Student Body, home to the many student organizations within the College of Engineering at the California State University, Long Beach. The AESB represents all of the students in the College to the...



Engineering in Medicine and Biology Society

The Engineering in Medicine and Biology Society (EMBS) at California State University Long Beach is devoted to raising awareness of one of the newest fields of engineering and providing academic support to members.



MAES, Latinos in Science and Engineering

A Latino Engineering & Science society dedicated towards the promotion and advancement of Latinos in the fields of Science, Technology, Engineering, and Mathematics.



Pi Tau Sigma Mechanical Engineering Honor Society

Pi Tau Sigma is an academic honor society for mechanical engineering majors and professionals. The object of our organization is to encourage and recognize superior scholarship, to foster the high ideals of the engineering profession, to...



Chi Epsilon (Civil Engineering Honor Society)

Dedicated to the purpose of maintaining and promoting the status of civil engineering as an ideal profession, Chi Epsilon was organized to recognize the characteristics of the successful civil engineer and to aid in the development of these traits.



Eta Kappa Nu (Computer/Electrical Engineering and Computer Science Honor Society)

IEEE-Eta Kappa Nu (IEEE-HKN) is the nationally recognized Electrical/Computer Engineering and Computer Science Honor Society. HKN is a unique organization dedicated to encouraging and recognizing excellence in the engineering and science...



Society for the Advancement of Material and Process Engineering Student Chapter at CSULB

With the never ending quest in the current world to develop new and advanced materials and processes there arises a need to stimulate interest and develop an understanding of materials and processes in prospective engineers right at the...



Association for Computing Machinery (ACM)

Computing, Software Engineering and Design Organization



American Institute of Chemical Engineers (AICHE)

The American Institute of Chemical Engineers, Long Beach student chapter is a professional development organization under the College of Engineering. Our goal is to support chemical engineering students, develop their professional skills, a...





American Society of Mechanical Engineers (ASME)

ASME is a not-for-profit membership organization that enables collaboration, knowledge sharing, career enrichment, and skills development across all engineering disciplines, toward a goal of helping the global engineering community



Construction Management Association of America

The Construction Management Association of America [CMAA] Chapter at California State University, Long Beach is lead by officials who are dedicated in placing its members into internship opportunities. With the Construction Engineering...



Long Beach Maker Society

Long Beach Maker Society is a student organization that offers engineering students of all disciplines the unique ability to work on cutting edge projects that will prepare them for today's technologies. We currently have over 50 students, staff, an...



Sigma Gamma Tau

Sigma Gamma Tau – CSULB Chapter is a chapter of the Sigma Gamma Tau National Aerospace Engineering Honor Society. It is the aim of Sigma Gamma Tau to recognize and honor the individuals in the field of aerospace engineering who are a cre...



American Society of Civil Engineers (ASCE)

The American Society of Civil Engineers Chapter at CSULB is devoted to the professional development and continued learning of civil engineering students both on and off campus.



Society of Women Engineers (SWE)

The Society of Women Engineers is an nonprofit national organization supporting and encouraging female leadership in Engineering and Science industries. SWE strives to stimulate women to achieve full potential in careers as Engineers and...



Theta Tau

Theta Tau is a co-ed professional engineering fraternity built to develop in its members a strong professional interest and to unite them in a strong bond of fraternal fellowship.



National Electrical Contractors Association

The NECA chapter at CSULB is dedicated to enhancing the education experience for students through close coordination with industry leading contractors and conducting challenging and educational competitions as well increased funding an...



Society of Petroleum Engineers

The Society of Petroleum Engineers is the largest individual-member organization serving managers, engineers, scientists and other professionals worldwide in the upstream segment of the oil and gas industry.



Society of Hispanic Professional Engineers (SHPE)

Mission: SHPE changes lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support and development. Vision: SHPE's vision is a world where Hispanics are highly...



National Society of Black Engineers (NSBE)

"To increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community."





Embedded Applications Technology Society

The club exists to promote student projects for the pursuit of knowledge, fun and intellectual prosperity in the realm of all things computing and programming.



Institute of Electrical and Electronics Engineers (IEEE)

We are the CSULB chapter of the Institute of Electrical and Electronics Engineers (IEEE), the world`s largest technical professional organization. As a student branch, we provide students with hands-on project experience, technical worksho...



Society of Automotive Engineers (SAE)

SAE © competitions challenge teams of university undergraduate and graduate students to conceive, design, fabricate, develop, promote and test small vehicles.



Associated General Contractors of America

To provide young professionals with an opportunity to learn, observe, and develop their skills with current leaders in the construction industry.



Institute of Transportation Engineers (ITE)

The Institute of Transportation Engineers is an international educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs. ITE facilitates the application of technology and...



American Society of Heating, Refrigerating and Air Conditioning Engineers, Student Chapter California State University, Long Beach.

Invite students at California State University, Long Beach to join ASHRAE to learn about the HVAC-R industry, the great opportunities that this growing field offers, and the networking opportunities with HVAC-R professionals.



American Institute of Aeronautics and Astronautics (AIAA)

Our organizations main purpose is to provide our members with the necessary skills and opportunities that will help make them more competitive in the aerospace industry.



College of Engineering, CSULB academic buildings

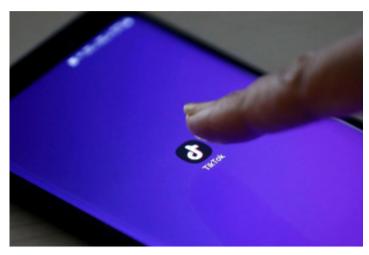
Engineering 2 (EN2), Engineering 3 (EN3), Engineering 4 (EN4), Engineering Computer Science (ENC), Vivian Engineering Center (VEC)



Engineering & Tech Current Event Topics

Information gathered from current event articles assisted in directing focus group and in-depth interview conversations.

[1]. Inside TikTok: A culture clash where U.S. views about censorship (below) Washington Post



Inside TikTok: A culture clash where U.S. views about censorship often were...

The tensions inside TikTok's Beijing-based parent company highlight a growing challenge for the American Internet as Chinese tech giants race to...

hin Washington Post / Drew Harwell / Nov 5



Transcript of Mark Zuckerberg's Senate hearing

Here's a partial transcript of the hearing. [3]. Transcript of Mark Zuckerberg's Senate hearing (above)

The Washington Post



Apple bows to China by censoring Taiwan flag emoji

The keyboard has become a political battleground.

[2]. Apple bows to China by censoring Taiwan flag emoji (above)

Quartz



Confirmed: Google Terminated Project Dragonfly, Its Censored Chinese Search...

Atherton Research's Principal Analyst and Futurist Jeb Su reviews Google's recent admission that it canceled its secret project to launch a Chinese a...

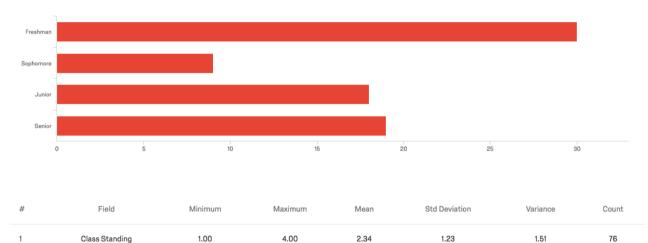
[4]. Google Terminated Project Dragonfly, It's Censored Chinese Search Engine (above) Forbes

Part 2: Primary Research

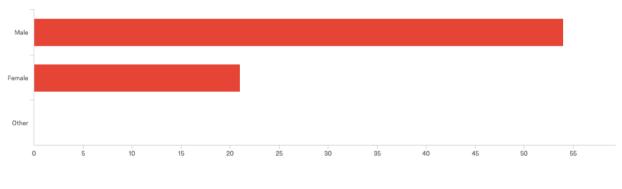
Online Survey

The online survey was a total of 16 questions, in addition to a final question for students who were interested in participating in a focus group or interview could provide their contact information. Below are the responses from each question.

[1]. Class Standing Demographic



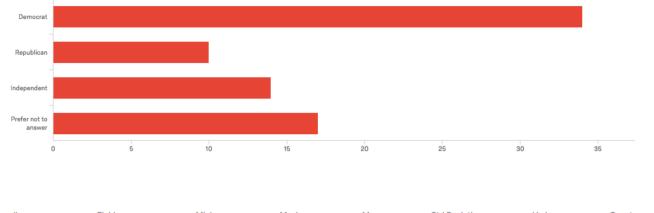
[2]. Gender



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Gender - Selected Choice	1.00	2.00	1.28	0.45	0.20	75

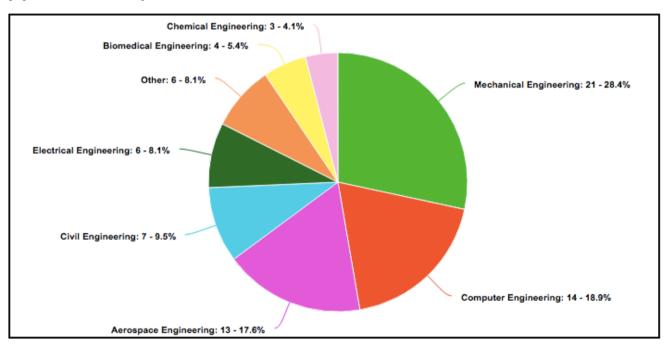


[3]. Political Affiliation

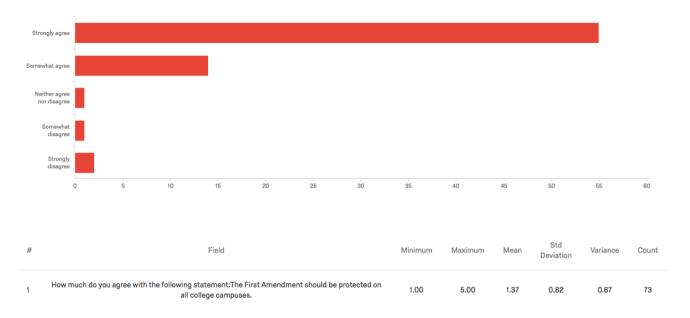


Field Minimum Maximum Mean Std Deviation Variance Count 1 Political Affiliation 1.00 4.00 2.19 1.23 1.51 75

[4]. Academic Major



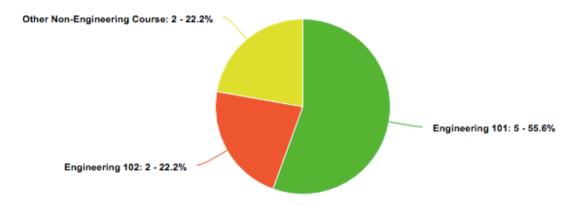
[5]. How much do you agree with the following statement: The First Amendment should be protected on all college campuses.



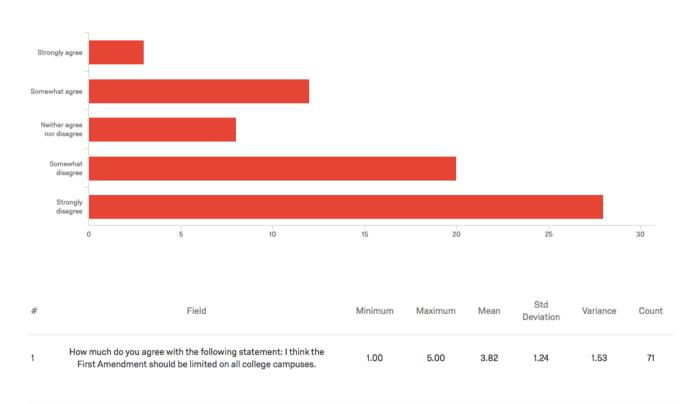
[6]. Have you had any lectures and/or discussions about how the First Amendment pertains to the field of engineering?



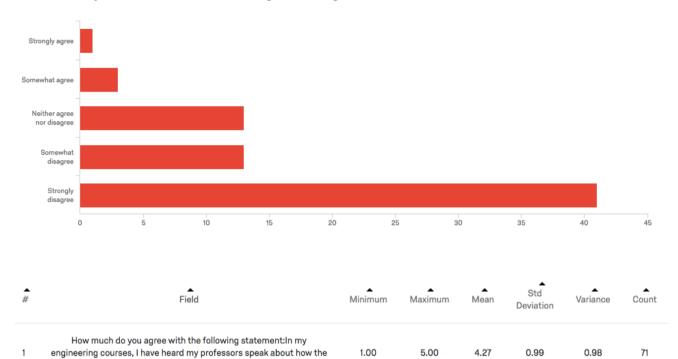
[7]. Which classes have you had these lectures/discussions in?



[8]. How much do you agree with the following statement: I think the First Amendment should be limited on all college campuses.

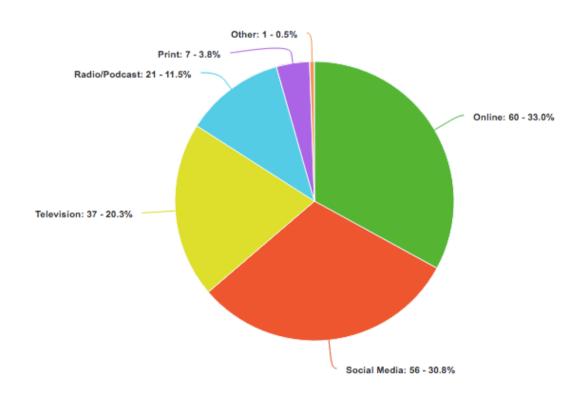


[9]. How much do you agree with the following statement: In my engineering courses, I have heard my professors speak about how the First Amendment and how it may affect the field of engineering.

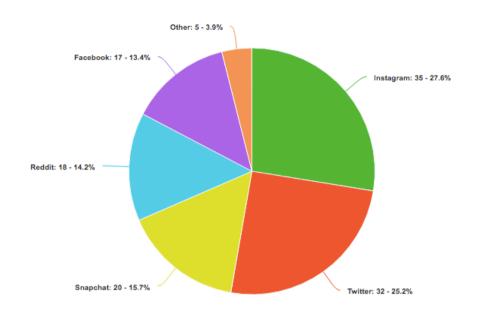


[10]. What platform do you use to get news? Mark all that apply.

First Amendment and how it may affect the field of engineering.

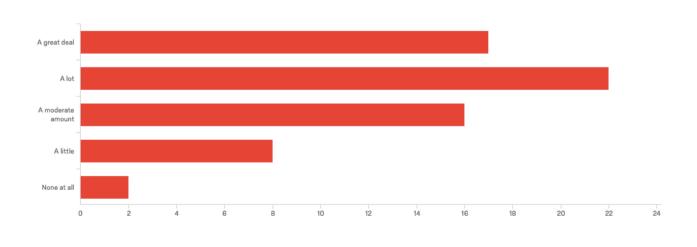


[10]. Which social media do you use to get news? Mark all that apply.



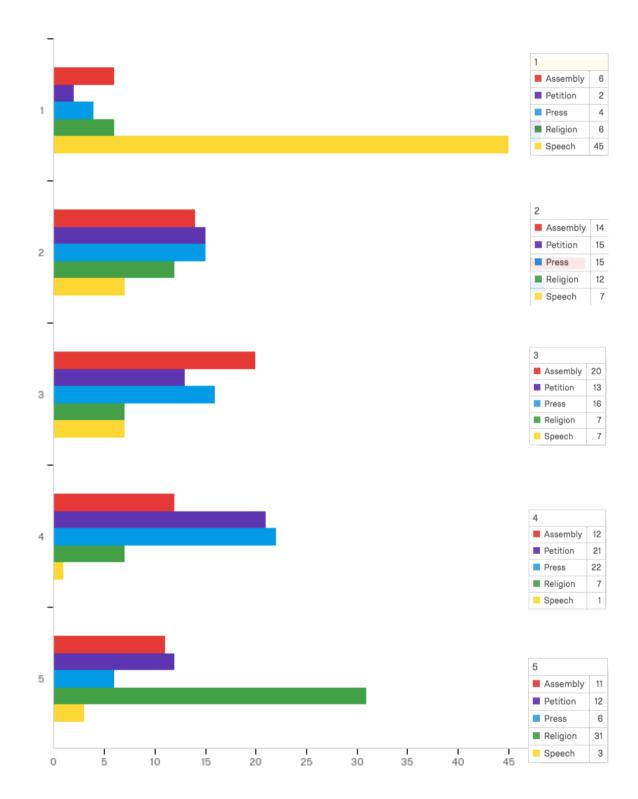
***Other: All 5 responses were "YouTube"

[11]. How much significance does the First Amendment play in your daily life?

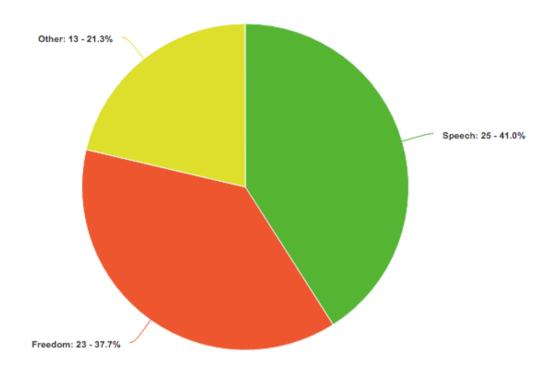


#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	How much significance does the First Amendment play in your daily life?	1.00	5.00	2.32	1.08	1.17	65

[12]. Rank the First Amendments rights by importance to you. 1 being most important, 5 being least important.

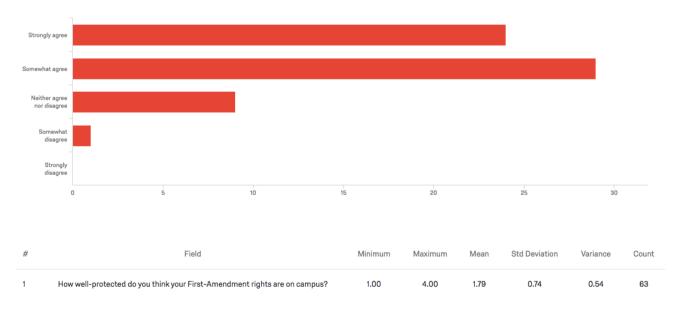


[13]. When you think of the First Amendment, what is the first word that comes to mind?



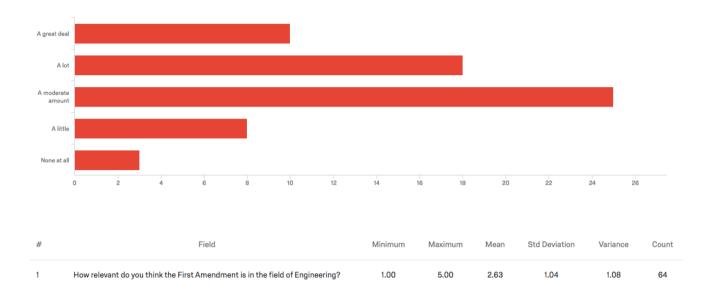
***Other included words such as, "powerful", "Bill of Rights", "constitution", "dispute", "paper", "religion", "self expression", "free", "America", and "seperation"

[14]. How well-protected do you think your First-Amendment rights are on campus??





[14]. How relevant do you think the First Amendment is in the field of Engineering?



Focus Group Guide Questions:

- 1. There is new research being conducted every day, How do you believe that the First Amendment effects engineering?
- 2. Does CSULB provide you enough resources to understand your rights under the First Amendment?
- 3. Is the First Amendment seen prominently on campus?
- 4. Do you think the First Amendment should be limited on campus?
- 5. Has the First Amendment affected you personally?
- 6.Google Dragonfly was a project in which Google would have deployed a censored search engine to launch in China. The search engine would have "filters out websites and search results about human rights, democracy, religion, and peaceful protest—all based on web censorship requirements imposed by the Chinese government."
 - a.Although this is an international example where China is not affected by the United States' First Amendment rights, many U.S. employees did not want to work on this project because working on this project in a way that would go against their beliefs and did not want to conform to the demands of the Chinese government.
 - b. Discuss whether or not you would have agreed to work on this project if you were put in the same position as the Google engineers.

INTERVIEW QUESTIONS

- 1. Is the First Amendment prominent in engineering?
- 2. Have you seen or experienced the first amendment being exercised or in the engineering field work?
- 3. Do you think there should be more classes regarding the First Amendment in engineering?
- 4. Do you think the First Amendment affects each individual differently?

Mini Interviews

We chose to "street team" interview engineering students based on relevant current event topics occurring in the field of tech and engineering. This tactic gave us a better insight on personal opinions of students and enabled us to interview multiple students due to the nature of the "mini- interview".

Additionally, many of the participants asked to remain anonymous due to the opinionated and political issues associated with the current events chosen.



Mini Interviews Transcripts

Interview #1

[Pitch PR]:

Question regarding Apple's choice to remove the Taiwanese flag emoji from Apple products resulting in a conversation of speech and expressive censorship

[Interviewee 1]:

"It doesn't hurt anyone to have a flag on there, so I don't see why it is that big of a deal. It's kind of delicate because if I'm working for the company, I don't want to say I'd quit but maybe I would because I don't know if I would want to work for a company that is so easy to politically roll over just because they receive a lot of money from a country. Because that then opens the door for other countries to complain and ask for special accommodations and it becomes less about innovation and more about politics and I didn't think Apple was a company based in politics. I view them more as an engineering and technological path maker and this politics takes away from a lot of the cooler more innovative ideas they are working toward."

Interview #2

[Pitch PR]:

Question regarding Apple's choice to remove the Taiwanese flag emoji from Apple products resulting in a conversation of speech and expressive censorship.

[Interviewee 2]:

"I would just like to say that I believe that politics is entirely a bunch of B.S. in theory and Apple is just doing this to keep relations with China so that they continue to get free, or cheap labor. But morally I believe we should be able to do what we want as Americans, within the confines of our laws, without having to tread lightly in China's needs to be all powerful and respected. I think it's bull sh*t quite frankly that we have to sacrifice our freedom of speech in a sense to change due to the fact that the government is worried about offending China. And I understand we rely on them for a lot of things but then again our country was founded on the idea of the First Amendment and it seems as though the government thinks they can bend the rules of those rights to save face, or save money with big corporations."



Interview #3

[Pitch PR]:

Question regarding Apple's choice to remove the Taiwanese flag emoji from Apple products resulting in a conversation of speech and expressive censorship.

[Interviewee 3]:

"As an American you are raised to value the freedom of speech and the First Amendment so I would be very conflicted if I were Apple an excitative and these types of actions definitely remind me to take how a company values my freedoms into consideration when I am looking to step into the workforce."

Interview #4

[Pitch PR]:

Question regarding Apple's choice to remove the Taiwanese flag emoji from Apple products resulting in a conversation of speech and expressive censorship.

[Interviewee 4]:

"Depending on the corporation and considering if I were under contract, and the company is paying me to work or do things for them, then I think they technically can revoke my First Amendment rights because right now corporations in America are seen as people so it is kind of like an iffy subject especially if we are under a contractual agreement. I wouldn't mind a company censoring my freedom of speech like this, depending how severe they were revoking my right "

[Pitch PR]:

"Do you believe the First Amendment should be protected in places like schools and workplaces, areas we spend a lot of time in?

[Interviewee 4]:

"Yes of course. Considering that is where we live our lives, and that is the inside of America. I can't see a reason why it shouldn't be protected. I want to feel safe to be and act as who I am especially in the places I frequent most such as school and work."



Interview #5

[Pitch PR]:

"As a computer science engineer if another body such as another corporation, another country or another country's government asked you to change your product and essentially violate your freedom of speech, to match your values, how would you feel or act/respond?".

[Interviewee 5]:

"I would feel very hurt that they would try to do that especially in this case where Apple took down the Taiwanese flag because I am Taiwanese-American so that speaks to me personally. I know it is as silly as an emoji but it takes away my ability to have an identity within that sort of community. A company not being inclusive or not being open to other parties and only having what China wants is really not fair. They are making a singular decision that theoretically effects American's like me who is Taiwanese-American. I don't remember voting on whether or not I wanted to remove the Taiwanese flag emoji, isn't that what America is based on, democracy?"

[Pitch PR]:

"Being Taiwanese-American and bringing up that you feel unrepresented and unidentified, what aspect of the First Amendment do you view as most important?

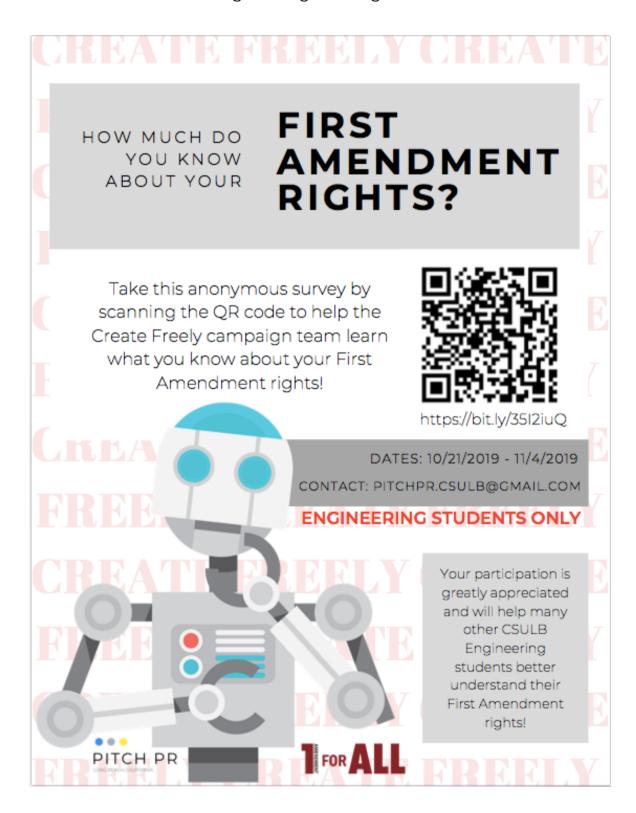
[Interviewee 5]:

"That is hard to say since they are all sort of intertwined. Each right essentially makes up who you are as a person so I guess just being able to be who you are is an important aspect. I believe respect starts at the upper levels and trickles down to the lower levels so if a company were to take away any part of your rights then they are essentially telling an employee that they don't care about who they are as a person. Even on the government level since companies and government have a close relationship whether we like it or not. I don't believe it is constitutionally right that a corporation speaks on behalf of American people without our consent."

Part 3: Print Media

Online Survey Flyer

This flyer was posted within several engineering classrooms as well as in public bulletin areas outside the egineering buildings.



Social Media Submission Contest Poster

This flyer was posted at the tabling events as well as in public bulletin areas outside the egineering buildings.

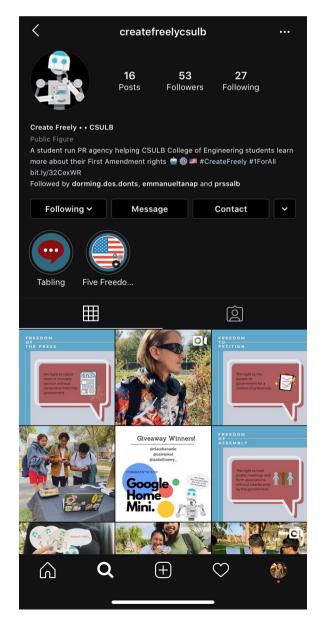


Part 4: Social Media

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	4	5 Welcome post Introduce Remy Robot and campaign	6 #1: Introduce Giveaway Prize & Rules #2: Engineering Student Testimony	7 #1: First Amendment Fast Fact #2: First Amendment Fast Fact	8 #1: First Amendment Fast Fact #2: Engineering Student Testimony	9 NO POST
10 NO POST	#1: Giveaway Prize Reminder #2: Tabling reminder post	#1: Tabling video #2: Create & post to tabling highlight on Instagram	#1: Student interaction/tabling photo #2: Creative campaign photo (sticker shot)	#1: Final Giveaway Reminder #2: Tabling video & photo (feed & story/highlight)	#1: Engineering Student Testimony #2: First Amendment Fast Fact	16 Giveaway Winner Announcement

Platform Used: Instagram Number of Followers: 53 Number of Total Posts: 16 Number of Highlights: 2







Instagram Highlights

We used two highlights, "tabling events" and "5 Freedoms" one to cover the tabling successes and another to provide links to articles of current events centered around the five First Amendment rights







Part 5: Kahoot Game

Interactive Tabling Game

We asked students to test their First Amendment knowledge by participating in our 5 question Kahoot game. Students used their smart phones to log into the game and interactively answer each question.



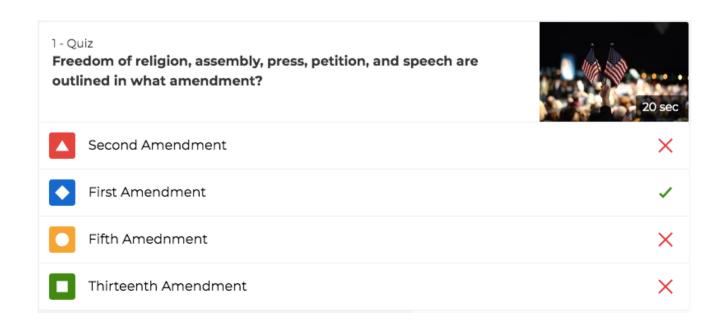
Over the three days we participated in tabling, approximately an hour of tabling per day it resulted in:

- 20 Plays
- 57 Players

Create Freely: First Amednment Quiz

A public kahoot

0 favorites 20 plays 57 players





2 - Quiz

There are five freedoms to the First Amendment. Which of the freedoms below is not included?



Speech	×
Petition	×
Religion	×
Own Firearms	~

3 - True or False Your freedom to create is protected by the First Amendment.



	False	×
•	True	~

4 - Quiz At what age does the First Amendment officially begin to protect a person's free speech rights?



	18	×
•	16	×
•	21	×
	None of the above	✓



5 - True or False
The First Amendment protects a person's right to burn the
American flag as a form of political protest?

A False

True