

Reaching New Heights at Dormant Volcanic Sites: Engaging Young People with Increased Outreach

Sunset Crater Volcano National Monument

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Executive Summary

Our Mission

Sunset Crater Volcano National Monument offers amazing on-site hikes and exercise trails in the Flagstaff area. We are making it our mission to increase the foot traffic into the monument in addition to slightly altering the demographic of those who visit the monument.

The Monument

Sunset Crater is a cinder cone volcano located north of Flagstaff in the State of Arizona. The crater is within the Sunset Crater Volcano National Monument. Sunset Crater is the youngest in a string of volcanoes that is related to the nearby San Francisco Peaks.

The Market

Currently, the older generation of park stewards are becoming less able to be as involved in the parks and monument as they were. With that being said, the market we are trying to gain a reach in is those who are 16-24 years of age.

The Plan

We are going to be focusing our efforts into implementing a strategic social media posting schedule through multiple social media outlets. With the use of the different outlets, we are able to reach a larger demographic. We are also creating and catering events to the younger generation of people in the area. For instance, we are creating flyers to gain reach and attention of events like a movie night at the monument.

The Reason

Implementing this plan will bring forth a larger demographic than what is currently being held by the monument. Furthermore, much more foot traffic into the monument will benefit the monument greatly. Having the younger generation be a part of what the monument stands for is something that the monument is working toward. The younger generation will begin to see how beautiful the monument is and not take it for granted through the use of pictures. With that, the upkeep of the monument will be maintained much easier.

Overview of Organization

National Park Service

Congress established Yellowstone National Park in the Territories of Montana and Wyoming with the Act of March 1, 1872. Following the establishment of Yellowstone, the United States approved additional national parks and monuments. Prior to the creation of the National Park Service, there was no single agency that managed these lands; the Department of the Interior, the War Department, and the Forest Service of the Department of Agriculture each administered different areas.

On Aug. 25, 1916, President Woodrow Wilson signed the Organic Act, creating the National Park Service. President Franklin Roosevelt signed an Executive Order in 1933 that transferred national monuments and military sites from the Forest Service and the War Department to the National Park Service. With the General Authorities Act of 1970, Congress stated that its purpose was to include natural, historical, and recreation areas in every region.

There are currently more than 400 areas in the National Park System of the United States. The creation of new National Parks can only be done through acts of Congress. The President of the United States has authority to create and dismantle national monuments on lands already under federal jurisdiction under the Antiquities Act of 1906.

Sunset Crater Volcano National Monument

Sunset Crater Volcano erupted in 1085 A.D. and is believed to be the only one of nearly 600 volcanoes near Flagstaff that was seen erupting by human people. Thirteen Native American tribes trace stories and histories back to this volcano. It is one of the youngest scoria cones (cinder cones) in the contiguous United States and has volcanic features including Bonito Lava Flow, spatter cones, and squeeze-ups. Sunset Crater Volcano is a demonstration of how landscapes recover after a volcanic eruption. Bare cinder fields are growing wildflowers - including the Sunset Crater Beardtongue which only grows in the forests in and around the national monument - which will eventually grow into vegetation.

John Wesley Powell, the first director of the U.S. Geological Survey, named the cone. In the 1920s, Dr. Harold Sellers Colton saved the cone from damage by averting the attempts of a Hollywood movie company to blow it up in order to simulate an eruption. On May 26, 1930, President Herbert Hoover established the Sunset Crater National Monument to protect its geologic formations. It was renamed to Sunset Crater Volcano National Monument in 1990.

Situation Analysis

PEST Analysis

PEST Analysis	
Political	<ul style="list-style-type: none"> ➤ Under the Antiquities Act of 1906, the President has the power to create new national monuments and reduce or dismantle existing ones; The President reduced the size of the Bears Ears National Monument in Utah by 85%. This was the first reduction since 1963.
Economic	<ul style="list-style-type: none"> ➤ The target audience/market that is geared toward a visit to Sunset Crater Volcano sometimes do not/cannot afford to receive admission into the monument. According to the Bureau of Labor Statistics, the median annual earnings for people aged 16-24 is \$29,692. With all of the other expenses in this age group has, many don't have disposable income to spend on visiting national monuments. ➤ While the economy is currently stable, some economists from the National Association of Business Economics are predicting the next recession will come by the 2020 election.
Social	<ul style="list-style-type: none"> ➤ The older generation of park stewards are becoming less able to be as involved in the parks and monuments as they were/are. With that being said, the younger generation that needs to step up into those roles are not as interested in visiting the sites unless they can integrate technology (e.g. selfie spots).
Technological	<ul style="list-style-type: none"> ➤ Younger people have grown up with constant access to technology, which has caused a reduction in outdoor recreation.

SWOT Analysis

SWOT Analysis			
	<i>Aspects</i>	<i>Implications</i>	<i>Possible Actions</i>
Strengths	Local (in Flagstaff)	Allows for there to be more room for local events to engage in the community whether it be the college campus or what surrounds it	Possibly having a “yoga in the park” night or anything special that draws a certain crowd out. These types of things can be altered in any way to create more of an atmosphere allowing a larger reach to the area
	Open year-round	Gives the opportunity	Having people sign up for

		for families and locals to visit the monument whenever they are able to get the time off from work	emails and having “flash free days” allowing us to send out new announcements about the monument and also giving people discounts as well
	Offers free days as part of the National Park Service	Allows for low-income families and youth to be able to utilize the monument without having to add to the cost of the trip	Having a “students discounted or free day” to allow people in their 20s and under to visit and help get them excited about visiting the monuments
<i>Weaknesses</i>	Only using Facebook as social media	Not reaching young people (According to a 2019 survey conducted by Pew Research Center, Snapchat and Instagram are especially popular among 18- to 24 year-olds)	Add Snapchat, Instagram, and YouTube to the social media platforms they use
	Name is somewhat misleading	Visitors are disappointed because they expect to see Sunset Crater	Emphasize aspects of the volcano more (e.g. only one in Flagstaff that was seen erupting by humans)
	No student discount	Discourages students without disposable income from going to the monument	Create a student discount, or reduce admission price to something that is more feasible for students
<i>Opportunities</i>	Increase transportation possibilities to the monument	People without cars can visit the monument	Form a partnership with NAIPTA to provide a bus route that stops near Sunset Crater Volcano entrance
	Increase existing partnership with Northern Arizona University	Younger population (students) will be more aware of the Flagstaff Area	Table in the University Union and/or the duBois Center; become a vendor at NAU’s Community Fair

		National Monuments and the National Park Service; could increase visitation	
	Increasing local information about the monuments in neighboring cities and schools	Allowing local communities to know that there are monuments and national monuments less than an hour away	Having rangers and monument representatives visit schools and visitor centers to allow large groups of people to have access to information
Threats	Climate change	Volcanic features and nearby environment could be impacted	Increase education about the impact of climate change on Sunset Crater Volcano National Monument
	Negative communication concerning lack of tools and resources for people with disabilities	Limited access to the entire monument and making it not worth it for people with disabilities to make the trip to the monuments	Adding more wheelchair access and tools for other disabilities can allow more opportunities for the general public
	Funding	Not enough visitors to the monument may affect how much funding or how the monument is being taken care of overall	Offering incentives to guests to increase visitations and allowing more traffic through the monument to increase popularity

Analysis of Stakeholders and Publics

Sunset Crater Volcano National Monuments' stakeholders and publics include visitors, volunteers, donors, partners, employees, and students. According to the visitor use study, Sunset Crater Volcano meant a lot to visitors, but they were not attached to the national monument. This could be because 75% of the respondents were first-time visitors. Visitors strongly agreed that they would say positive things about this monument, recommend it to other people, and visit it again in the future. The average age of the visitor was 49.7-years-old, and only 6% of visitors were students. When compared to the other Flagstaff Area National Monuments, visitors spent the most time at Sunset Crater Volcano and it has twice as many repeat visits.

Messaging and Positioning

Currently, Sunset Crater Volcano National Monument communicates with its stakeholders and publics through its website, Facebook, and in person. Its positioning is positive among visitors, but many people are unaware of national monument prior to visiting. This existing means of communicating are not adequate enough to increase awareness, engagement, and encourage younger people to become stewards for the National Park Service. If those in charge of communication at the monument want to reach young people, they need to meet them on the platforms they use: Snapchat, Instagram, and YouTube. Additionally, this organization should develop a social media schedule which will allow for more consistent posts through their social media channels and keep their organization in their target audience's mind.

Sunset Crater Volcano National Monument's primary problems are its lack of awareness and visitation among the younger generation, its lack of diversity among visitors, and the lack of meaningful connections young people have with it. This organization can increase awareness by increasing its presence on NAU's campus via tabling and becoming a vendor at the NAU Community Fair, by having and maintaining a social media schedule, by featuring people with more diverse backgrounds in their promotional materials, and by increasing trail accessibility.

Goals of PR Program

The goals of this campaign are to gain insights into the target audience so that we can provide Sunset Crater Volcano National Monument with evidence-based recommendations and tactics it can implement to increase their awareness and engagement among young people, increase diversity in the monument, and create meaningful connections that will inspire visitors to become park stewards.

Our proposal will include the following sections: an executive summary, a situation analysis, a target audience report, communication goals and outcomes which includes the objectives report and strategies and tactics report, actual tactics examples, a focus group report, an evaluation, a conclusion, and appendices.

Client Goals

- Increase awareness of Sunset Crater Volcano National Monument (and other Flagstaff Area National Monuments)
- Increase awareness that the public “owns” the national parks and monuments
- Increase diversity in the parks by making visitors feel more welcome
- Fostering meaningful connections between young people and the Sunset Crater National Monument in hopes of gaining a younger generation of park stewards

Target Audiences and Other Publics

Target Audience Report

Primary Target Audience:

- **Demographics:** Our primary target audience is young people of all genders who are 18- to 24-years-old. Their minimum educational attainment is a high school diploma or high school equivalent, but the majority of them are current students or recent alumni of Coconino Community College and Northern Arizona University at the undergraduate and graduate student level. They live in Flagstaff, Arizona. They are in the lower-middle class, but often receive financial help from other sources (e.g. parents, loans). According to the Bureau of Labor Statistics, the median annual earnings for people aged 16- to 24-years-old is \$29,692.
- **Psychographics:** Our primary target audience has access to technology constantly and use it regularly. According to a 2019 Pew Research Center survey, Snapchat and Instagram are especially popular among 18- to 24-year-olds. People in the Gen Z generation are often multi-tasking and they love forming relationships. However, if something doesn't capture their attention right away, they are more likely to jump from brand to brand. They value their independence. According to the Visitor Use Study, Sunset Crater Volcano meant a lot to the visitors. Visitors would also recommend this monument to other people and encourage them to visit. However, only 6% of Sunset Crater Volcano's visitors were currently students. Our target audience is unaware of this monument and so we feel the monument does not advertise effectively.

Secondary Target Audience:

- **Demographics:** Our secondary target audience are people with disabilities of all genders aged 18- to 45-years-old. They live in Flagstaff, Arizona and the surrounding area. They are in the lower-middle class, but receive some assistance from other sources (family, government). According to the United States Census Bureau, the median income reported in 2015 for individuals with a disability was \$20,250.
- **Psychographics:** According to the Visitor Use Study, only 5.9% of visitors had someone in their household who had a physical or mental condition that made visiting Sunset Crater Volcano difficult. Therefore, it is difficult to determine people with disabilities' opinion of the organization. They value equality concerning accessibility to resources and experiences, independence, and relationships with others.

Other Publics

- Large groups (e.g. school field trips, summer camps, day cares, etc.)
 - These large groups are primarily composed of people younger than 25-years-old. They are students who are interested in the outdoors.
- Partners

- Sunset Crater Volcano's partners care about fostering a sense of community, preserving natural history, and educating others.
- Government
 - Sunset Crater Volcano's value to the government shifts based on the administration in charge. As of now, the current administration does not place a lot of value on places like these.
- Employees
 - Based on personal visits, the employees who work at Sunset Crater Volcano are primarily white or white-passing. They care about preserving national parks and monuments and creating park stewards in future generations.
- Visitors
 - Visitors are not diverse. They are usually white, middle-class Americans who are 30-to 50-years-old and are male. Visitors do not tend to have disabilities. They want to see more diversity in the national monument as well as increased opportunities for people of varying abilities.

Communication Goals

Communication Goal 1

Current students at Northern Arizona University and Coconino Community College will foster meaningful connections with Sunset Crater Volcano National Monument. Through this campaign, students will have an increased awareness of the monument and an increased desire to visit.

Objective A: Increased awareness

Objective Title: Educate Community

Objective Description: To increase awareness of the Sunset Crater Volcano National Monuments existence and importance

Target Date: December 2020

Target Measure: Direct traffic to website by Flagstaff-area users will increase by 35%

Strategy Title: Increase presence at Northern Arizona University and Coconino Community College

Strategy Description: Representatives from Sunset Crater Volcano National Monument will increase their presence at NAU and CCC. They will table at NAU, present to classes, and become a vendor at the Community Fair at NAU.

Tactics

Tactic Title: Table at NAU

Tactic Description: Sunset Crater representatives will apply to become a vendor at the Student Union and at the DuBois Center. Once they are approved, they'll show up.

Deadline: September 2020

Budget: \$80 for each tabling event

Special Requirements: Ensure that there is enough materials to meet demand. Make sure to comply with NAU Vendor policies.

Supervisor Title: Sunset Crater Park Ranger

Tactic Title: Deliver presentations

Tactic Description: Park rangers will create and deliver presentations to different classrooms at NAU to increase awareness

Deadline: 2nd Thursday of every month that school is in session

Budget: \$50

Special Requirements: Make sure that we cater to the demographic, which in turn will help to keep the attention of the students

Supervisor Title: Sunset Crater Park Ranger

Tactic Title: Participate in NAU Community Fair

Tactic Description: Sunset Crater representatives will apply to become a vendor at the NAU Community Fair. Once they are approved, they'll show up.

Deadline: August 2020

Budget: \$200

Special Requirements: Ensure that there is enough materials to meet demand. Make sure to comply with NAU Vendor policies.

Supervisor Title: Sunset Crater Park Ranger

Tactic Title: Create a sticker

Tactic Description: Sunset Crater Volcano will create a sticker that spreads awareness of the monument and pass it out to NAU students

Deadline: July 2020

Budget: \$200

Special Requirements: Include a link to the website

Supervisor Title: Intern reporting to the Director of Communication

Objective B: Increased user engagement

Objective Title: Interaction with Sunset Crater Volcano National Monument

Objective Description: To increase user engagement with the Sunset Crater Volcano National Monument on social media and at the monument.

Target Date: December 2020

Target Measure: Mentions, likes, shares, and comments on social media channels should increase by 40%; event attendance to increase by 30%

Strategy 1 Title: Increase social media presence among target demographic

Strategy Description: Sunset Crater Volcano National Monument will increase its social media presence by adding relevant social media channels and by developing a 3-month social media schedule.

Tactics

Tactic Title: Add social media channels

Tactic Description: To increase online presence by adding social media channels that are relevant to NAU and CCC students (Snapchat, YouTube, Instagram)

Deadline: July 2020

Budget: \$250

Special Requirements: Add social media channels that are relevant to target demographic

Supervisor Title: Director of Communication

Tactic Title: Create a social media schedule

Tactic Description: Sunset Crater Volcano National Monument will create a consistent, 3-month social media schedule that will feature updates, facts, and other relevant information

Deadline: Initial social media schedule will cover July-September 2020; update it during the last month of the 3-month period

Budget: \$400

Special Requirements: Make sure to update with relevant information; don't post things that aren't applicable

Supervisor Title: Intern reporting to the Director of Communication

Tactic Title: Social Media Takeover

Tactic Description: Have a current NAU student do a Snapchat takeover on NAU's social media and visit Sunset Crater Volcano National Monument

Deadline: December 2020

Budget: Free

Special Requirements: Comply with NAU Social Media standards

Supervisor Title: Intern reporting to the Director of Communication

Strategy 2 Title: Increase amount of social events among target demographic

Strategy Description: Sunset Crater Volcano National Monument will increase its social events by adding social nights and by developing events that will allow for the target demographic to enjoy time spent at the monument with others.

Tactics

Tactic Title: Create two flyers promoting different events at the monument

Tactic Description: Sunset Crater Volcano National Monument will create two different events (yoga in the monument, star party) that will draw more of the target demographic out to the monument

Deadline: First Friday of every month

Budget: \$450 per event

Special Requirements: Cater to the target demographic by creating events that they will enjoy

Supervisor Title: Director of Engagement

Tactic Title: Partner with the university and surrounding area to reach a target demographic.

Tactic Description: Sunset Crater Volcano National Monument will reach out to NAU, CCC, and the high schools in the Flagstaff area to gain a larger reach of students in order to get more people to visit the monument.

Deadline: The educational institutions will be reached out to no later than the second Monday of every month.

Budget: \$0

Special Requirements: Be sure to match the needs and wants of the demographic we are reaching for.

Supervisor Title: Public Relations Coordinator for the Monument

Communication Goal 2

People with disabilities will visit Sunset Crater Volcano National Monument more. Through this campaign, people with disabilities will feel more welcome in the monument.

Objectives:

Objective Title: To increase visitation to Sunset Crater Volcano National Monument from people with disabilities

Objective Description: Sunset Crater Volcano National Monument will increase visitation through advertising and public relations as well as through creating new partnerships.

Target Date: May 2021

Target Measure: Visitation in Sunset Crater Volcano National Monument will increase by 40% among people with disabilities

Strategy 1 Title: Increase advertising and public relations targeted to people with disabilities

Strategy Description: Sunset Crater will increase their advertising and public relations targeted to people with disabilities through social media posts, flyers, and visits to assisted living group homes.

Tactics

Tactic Title: Social Media Posts (Disability)

Tactic Description: Sunset Crater Volcano will create social media advertisements that highlight the resources for people with disabilities that the monument provides.

Deadline: August 2020

Budget: \$300

Special Requirements: Make sure the advertisements do not just focus on visible disabilities. Posts must be accessible to the audience (e.g. alt text).

Supervisor Title: Director of Communication

Tactic Title: Create a flyer

Tactic Description: Sunset Crater will create a flyer with images, information, and details about the resources the monument provides for people with disabilities.

Deadline: August 2020

Budget: \$100

Special Requirements: Making sure that all people are able to have access to and understand the information, including people with disabilities.

Supervisor Title: Intern reporting to the Director of Communication

Tactic Title: Visit Assisted Living Group Homes

Tactic Description: Representatives from Sunset Crater Volcano will visit assisted living group homes to spread awareness about the national monument and to ask them for feedback on how they could make their monument more accessible

Deadline: December 2020

Budget: \$200

Special Requirements: Make sure the materials provided are accessible

Supervisor Title: Sunset Crater Volcano Park Ranger

Strategy 2 Title: Form partnerships

Strategy Description: Sunset Crater Volcano will create partnerships with local businesses, including Northern Arizona Intergovernmental Public Transportation Authority (NAIPTA), to increase access to the national monument.

Tactics

Tactic Title: Partnership with NAIPTA

Tactic Description: Sunset Crater Volcano will form a partnership with NAIPTA to create a temporary bus stop near the monument that will receive riders one weekend a month

Deadline: December 2021

Budget: \$4000

Special Requirements: Ensure that at least one Mountain Line bus goes out once an hour during normal operating times, as well as the Mountain Line Paratransit.

Supervisor Title: Executive Director of Sunset Crater Volcano National Monument

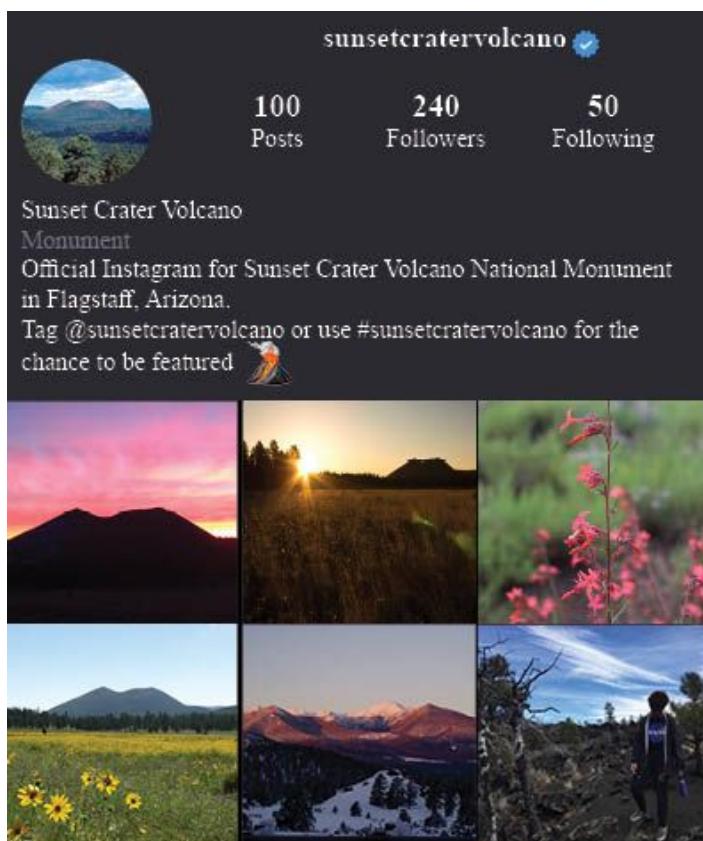
Actual Tactics Examples

New Social Media Channels

Sunset Crater Volcano National Monument should add the following social media channels to their communication mix: Instagram and Snapchat. This allows the organization to reach their target audience (i.e. older Gen Z) where they are at. Additionally, it provides the organization with the ability to do stories, live streams, create custom geofilters, and gather consumer generated content. All of these features can help increase awareness.

- Instagram Handle: @sunsetcratervolcano
- Snapchat Handle: @sunsetcrtrvvolc with the display name of Sunset Crater Volcano

This allows the organization to maintain a consistent presence amongst the various social media channels while also not being locked into a username should designation as a national monument change.



Instagram

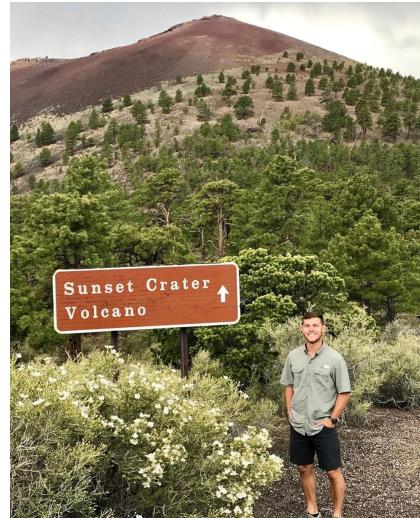


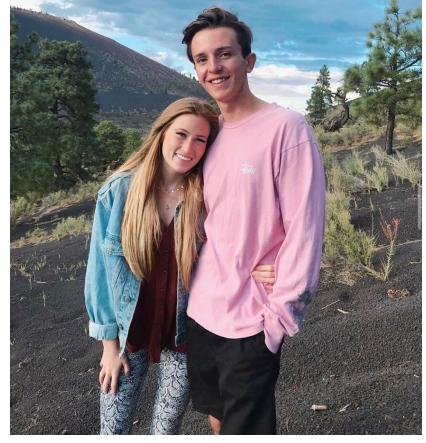
Sunset Crater Volcano
sunsetcrtrvvolc • 1,000

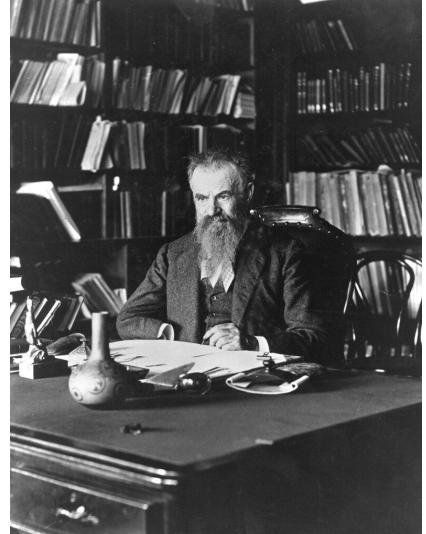
Snapchat

3-Month Social Media Schedule (May-July: Instagram)

Date	Channel	Caption	Media
05/01/2020	Instagram	#FeaturedFriday Repost @jacianaariel: "Spent my 20th dressed up super fancy at my favorite Thai restaurant w/ my handsome man then today we hiked at Sunset Crater... not even surprised we took more pics of our adventure today than our fancy night!"	
05/03/2020	Instagram	#SunsetCraterVolcanoSunday Did you know the scenic drive through Sunset Crater Volcano National Monument is open year round, day and night?	
05/06/2020	Instagram	May is National Bike Month. Have you done the Sunset Crater Volcano-Wupatki Loop?	
05/08/2020	Instagram	#FeaturedFriday Repost @itgoesinflag: "Happy #earthday everyone! #sunsetcratervolcanonationalmonument."	

05/10/2020	Instagram	#SunsetCraterVolcanoSunday Have you ever seen a bonito lava flow before? Get these views on the Lava Flow Trail and the Bonito Vista Trail.	
05/13/2020	Instagram	Congrats to all of the recent @NAU graduates! Sunset Crater Volcano will be here anytime you need a reminder of your alma mater.	
05/15/2020	Instagram	#FeaturedFriday Repost @bradley_jones27: “Adventure awaits”	

05/17/2020	Instagram	#SunsetCraterVolcanoSunday The <i>Penstemon clutei</i> is extremely rare and it only found in the forest surrounding Sunset Crater Volcano.	
05/20/2020	Instagram	As cute as these Albert squirrel may be, do not feed any wildlife in national parks and monuments.	
05/22/2020	Instagram	#FeaturedFriday Repost @mariahhhcox: "my fav person to explore with "	

05/24/2020	Instagram	#SunsetCraterVolcanoSunday John Wesley Powell, first director of the U.S. Geological Survey, gave Sunset Crater's cone its name because of the oxidized, red spatter at the top.	
05/26/2020	Instagram	On this day, 90 years ago, President Herbert Hoover established the Sunset Crater National Monument.	
05/29/2020	Instagram	#FeaturedFriday Repost @cassidyurbany: “20!! Happy birthday to my person! You make me laugh uncontrollably and make me the happiest girl in the world.”	

05/31/2020	Instagram	#SunsetCraterVolcanoSunday The Sunset Crater Volcano Visitor Center is open from 9:00 a.m. - 5:00 p.m. every day except from December 25th.	
06/03/2020	Instagram	Just a reminder that camping isn't allowed in the monument, but you can stay in the Bonito Campground which is located across from the visitor center.	
06/05/2020	Instagram	#FeaturedFriday Repost @kendrariegel: "Who knew there were field trips in college???"	
06/07/2020	Instagram	#SunsetCraterVolcanoSunday Remember that backcountry hiking isn't allowed. Please stay on designated trails.	

06/10/2020	Instagram	The Northern Goshawk is known to live nearby in the Coconino National Forest. It is a bird of concern.	
06/12/2020	Instagram	#FeaturedFriday Repost @_lillysnow_: “love adventuring, love my sisters”	
06/14/2020	Instagram	#SunsetCraterVolcanoSunday Are you an early bird? All the trails in the monument are open from sunrise to sunset.	
06/17/2020	Instagram	Not sure how to spend Great Outdoors Month? Hike one of Sunset Crater Volcano's trails.	

06/19/2020	Instagram	#FeaturedFriday Repost @xdianacarolina: “Sights/Love”	
06/21/2020	Instagram	#SunsetCraterVolcanoSunday Don't forget to catch the Scarlet Gilia before it's gone. These perennials typically flower from April-July.	
06/24/2020	Instagram	What is your favorite thing to do at Sunset Crater Volcano National Monument?	

06/26/2020	Instagram	#FeaturedFriday Repost @breanna_nirel: "Until next time Flag! Stay beautiful"	
06/28/2020	Instagram	#SunsetCraterVolcanoSunday Not sure where to start with exploring Sunset Crater Volcano? Rangers and volunteers offer interpretive programs seasonally, depending on weather and staff availability.	
07/01/2020	Instagram	July is Park and Recreation Month. What are you going to do to get outside?	
07/03/2020	Instagram	#FeaturedFriday Repost @laauurraa.r: "Can't get enough of these sunflowers #loveithere"	

07/05/2020	Instagram	#SunsetCraterVolcanoSunday Sunset Crater Volcano is one of the youngest cinder cones in the contiguous United States.	
07/08/2020	Instagram	Keep your eye out for the Steller's Jay. It is one of the showiest birds in the monument.	
07/10/2020	Instagram	#FeaturedFriday Repost @frosteef7: "Weekend getaways with you"	
07/12/2020	Instagram	#SunsetCraterVolcanoSunday It is believed that the Sunset Crater Volcano is the only one near Flagstaff that was seen erupting by human people.	

07/15/2020	Instagram	Every monsoon season, Bonito Meadow fills with wildflowers.	
07/17/2020	Instagram	#FeaturedFriday Repost @wolfegirl7714: "This view was incredible. Now I'm not sure if I'll ever enjoy a Texas sunset again..."	
07/19/2020	Instagram	#SunsetCraterVolcanoSunday The next summer night sky event is next month. Are you ready?	

07/22/2020	Instagram	Do you know what to do if you get caught in a lightning storm? Click the link in our highlights to learn before you head out on the trails. Link will lead to https://www.fs.usda.gov/detail/ccc/conino/learning/safety-ethics/?cid=stelprd3837136	
07/24/2020	Instagram	#FeaturedFriday Repost @elizabeth.mazzara: “Sunset Crater was sister stunning”	
07/26/2020	Instagram	#SunsetCraterVolcanoSunday Just a reminder that your furry friends aren't allowed on trails in the monument, but they are allowed in the parking lot.	
07/29/2020	Instagram	Headed back to school next month? Soak up some sun before your life gets hectic.	

07/31/2020	Instagram	#FeaturedFriday Repost @mary_yes_i_know: “Sunset Crater Volcano was pretty awesome!”	
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In addition to the above posts, Sunset Crater Volcano National Monument should also utilize the highlights and live story features on their account.

*All #FeaturedFriday posts are current public pictures from Instagram that are tagged with the Sunset Crater Volcano location or with the hashtags: “#sunsetcrater,” “#sunsetcratervolcano,” and “#sunsetcratervolcanonationalmonument.” They will be reposted with credit to and permission from the original author.

Event Flyers

**Sunset Crater Volcano:
The After Dark Series**

When: Every 1st Friday of the Month
Absolutely Free w/ NAU ID
Movie: Halloweentown



Come out and enjoy a movie
under the stars

**Sunset Crater Volcano Presents:
Wine Under the Stars**

When: Every 3rd Monday of the Month
Cost: \$10 per person
Time: 7:00 PM - 10:00 PM
\$15 Corking Fee



**Sunset Crater Volcano:
The After Dark Series**



Flyers

COLLEGE *Night*



Come hang out with us!!

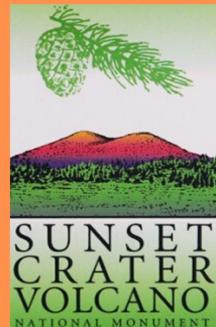
When: January 14th from
5 p.m. - 7 p.m.
Where: The Sunset Crater
Volcano National Monument
Free stickers and merchandise available

**Back to School
Free Entry
week!**

**Includes all students with
valid I.D.**

Jan 13th-17th

Park Hours: 9:00 A.M. - 5:00 P.M.



Brochure

Sunset Crater Volcano National Monument
was established on
May 26, 1930
by President Herbert Hoover

While it erupted between 1064 & 1065 A.D., it is still youngest, least-eroded cinder cone in the San Francisco Volcanic Field

SUNSET CRATER VOLCANO NATIONAL MONUMENT ARIZONA

Plan your visit today!
www.nps.gov/sunsetcrater

Sunset Crater Volcano National Monument preserves two volcanoes

Throughout the monument, you can see the rich history and remnants of the two eruptions

Leaving traces of lava rock surrounding the cinder cones

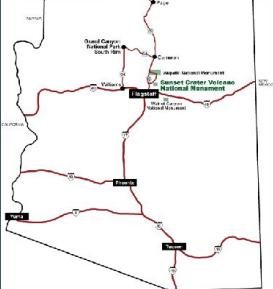
Discovery Hike:

Volcanology
3-4 Hours

Moderate: 2-3 miles of hiking; deep cinder cover causes ground to sink underfoot; some rolling terrain and elevation change; limited shade.

Lunar Legacy
3-4 Hours

Moderate: 2-3 miles of hiking; deep cinder cover causes ground to sink underfoot; some rolling terrain and elevation change; limited shade.



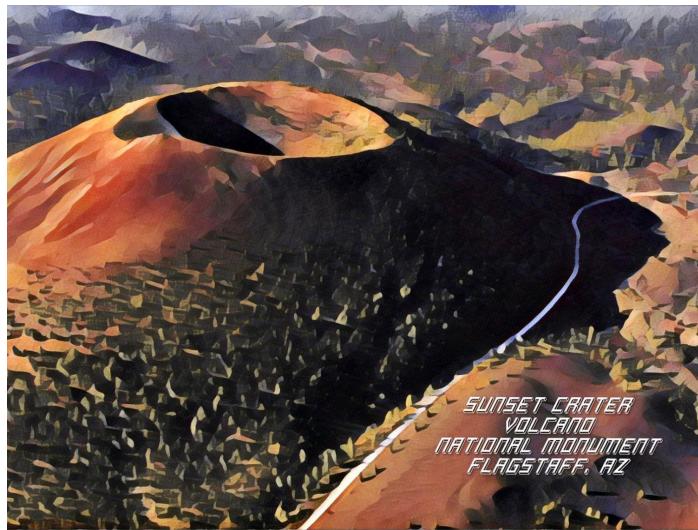
Sunset Crater is located only 15 miles north of Flagstaff

6082 Sunset Crater Road,
Flagstaff AZ, 86004
Open 9 A.M. - 5 P.M.

Nearby Attractions:

- Wupatki National Monument 16 mi
- Walnut Canyon National Monument 25 mi
- Grand Canyon National Park 101 mi
- Petrified Forest National Park 110 mi
- Meteor Crater 50 mi
- Glen Canyon National Recreation Area 145 mi

Sticker



Focus Group Report

On October 18, 2019 at 11:30 a.m., our group conducted a focus group in Room 310 of the Communication Building to determine awareness of and visitation to the Flagstaff Area National Monuments and the National Parks Service as a whole.

There were 5 participants whose ages ranged from 18-years-old to 23-years-old. There was a slight majority of people who identified as females in the focus group. The majority of participants identified as straight/heterosexual and didn't have any disabilities. All of the participants had completed at least some college. Most participants' annual income was less than \$15,000. All of the participants used social media. When asked to list the top three in order of frequency of usage, Snapchat and Instagram tied with 40% each for first place, and Twitter had 60% for second place.

None of the participants were able to identify any of the three Flagstaff Area National Monuments from memory. A slight majority of participants hadn't heard of Sunset Crater Volcano National Monument; all of the participants hadn't heard of Walnut Canyon National Monument; the majority of participants hadn't heard of Wupatki National Monument. A slight majority of participants have visited national monuments before. None of the participants had visited any of the Flagstaff Area National Monuments in the last two years.

All of this information can be found in Appendix A.

Following the questionnaire, our moderator asked the participants to write down all of the national parks and national monuments they were aware of (see Appendix B). The results indicated that they knew many national parks, but very few national monuments. Participants figured that they haven't heard about Sunset Crater Volcano National Monument because there isn't a lot of advertising. We asked the participants to visit the website to determine what improvements could be made to increase awareness and engagement. They made the following suggestions: featuring higher-quality, updated photos (i.e. showing the different seasons in a gallery, showing people interacting at the monument) and creating a navigation page dedicated to students (featuring events, pricing, and promotions). Additionally, we asked them for suggestions about what would attract students. They said hosting low-cost events (e.g. movie night under the stars, movie wine night, sunrise yoga) twice a semester to once a month were appealing. They mentioned that Sunset Crater Volcano should utilize Snapchat, Facebook, and Instagram to announce events; additionally, this organization should use Instagram to create polls, allowing people to interact with and share opinions about what events they want to see.

The insights we gathered at our focus group indicate that Sunset Crater Volcano National Monument and the other Flagstaff Area National Monuments have a major problem with awareness. Most participants weren't aware of Sunset Crater Volcano's existence; as such, they had not visited this

location. This indicates that the current means of communicating with the target audience of young people isn't effective. Sunset Crater Volcano needs to utilize the platforms that its audience is using (Snapchat, Instagram, Twitter) as a means of interacting with them and building a community through reposting photos depicting users' experiences. There is a desire to be involved with this organization, but people simply are not aware of its existence.

We have implemented the feedback from the focus group into our project via our tactics. Specifically, we recommend Sunset Crater Volcano creates Instagram and Snapchat profiles and develops a social media schedule for posting on these platforms. Additionally, we have created materials for two promotional nights, as well as a brochure, a sticker, a short presentation to be given in classes, and a flyer. All of these tactics should increase awareness of the national monument which will encourage engagement with the site - this will be the catalyst for forming meaningful connections and inspiring people to become the next generation of park stewards.

Evaluation

This public relations campaign will be monitored and measured using social listening (i.e. mentions of Sunset Crater Volcano National Monument on social media channels), analytic data for the Sunset Crater Volcano National Monument website (e.g. unique visitors, number of sessions), attendance rates at events held at the monument, and indicators of increased awareness during outreach at Northern Arizona University and Coconino Community College.

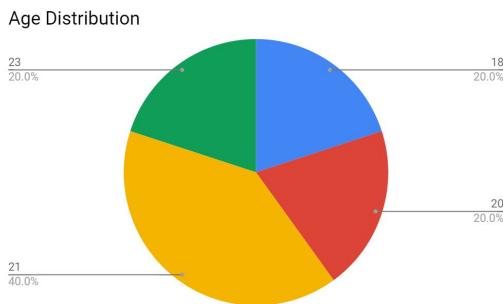
Conclusion

Thank you for giving us the opportunity to present our public relations campaign proposal. Throughout this process, we learned a lot about Sunset Crater Volcano National Monument as well as the different tactics that could bring out a spark in the life around Flagstaff.

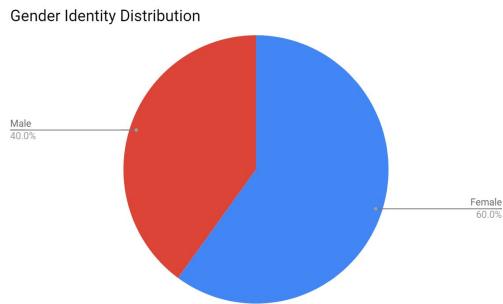
Appendix A

Demographics and Psychographics

- *What is your age?*

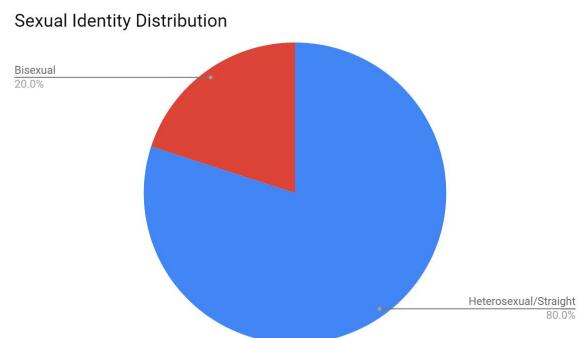


- *How would you describe your gender identity?*



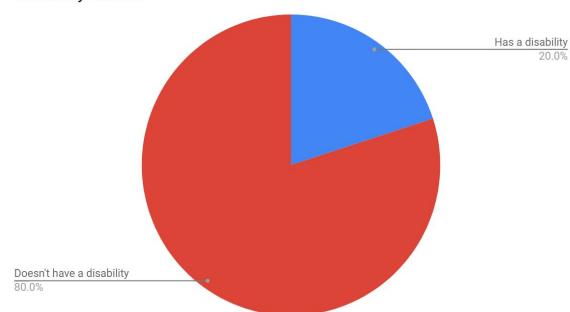
*One participant identified as male and transitioning. This participant was included in the male segment.

- *How would you describe your sexual identity?*



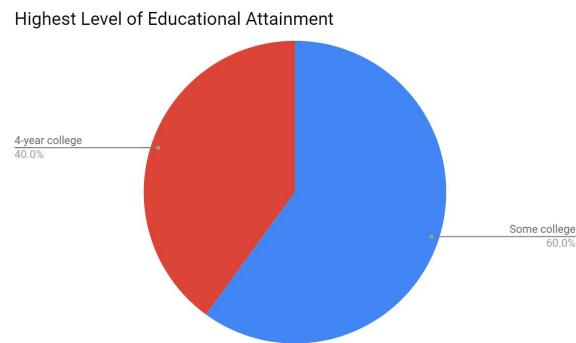
- *Do you have a disability? Circle yes or no.*

Disability Status



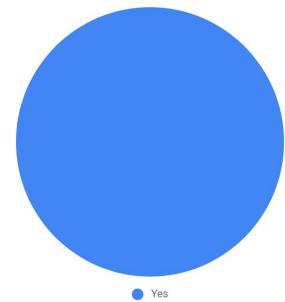
- *What is your highest level of education completed? Put an X next to the appropriate line.*

High School/G.E.D.
 Some College
 4-year College
 Master's Degree
 Doctoral Degree



- *What is your approximate annual income?* \$0, \$10,000, \$12,000, \$90,000, no idea
- *Do you use social media? Circle yes or no.*

Social Media Usage



- *If so, what are the top 3 social media platforms that you use? List in order of frequency.*
 - 1. Instagram, Instagram, Snapchat, Snapchat, Tumblr
 - 2. Twitter, Twitter, Twitter, Instagram, Pinterest
 - 3. Instagram, Instagram, Twitter, Snapchat, Facebook

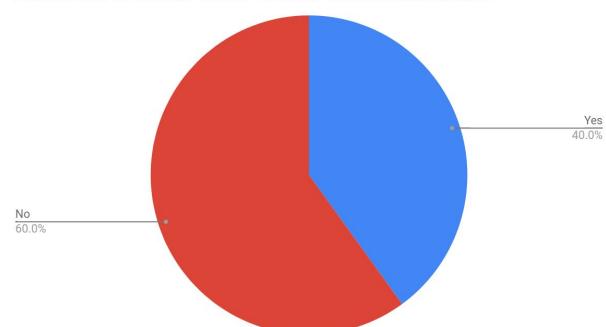
Awareness

- *To your knowledge, what are the three Flagstaff Area National Monuments? If you don't know at least one, please put "I don't know."*
 "I don't know." ; "I don't know." ; "Crater, lava tubes?" ; "Coconino National Forest, Grand Canyon, I don't know." ; "Buffalo Park? Coconino National Forest, ?"
- *Have you heard of Sunset Crater Volcano National Monument? How did you hear about this monument?*

Awareness of Sunset Crater Volcano National Monument

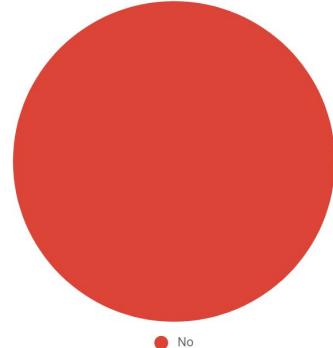
*One had heard of it from pamphlets at hotels

*One had heard of it from a group member



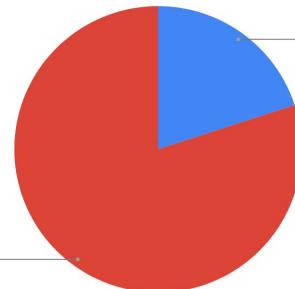
- *Have you heard of Walnut Canyon National Monument? How did you hear about this monument?*

Awareness of Walnut Canyon National Monument



- *Have you heard of Wupatki National Monument? How did you hear about this monument?*

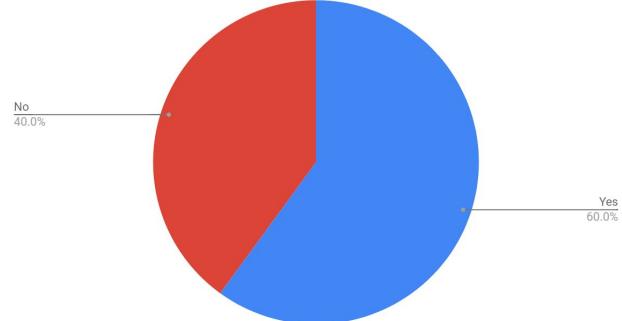
Awareness of Wupatki National Monument



*One participant had heard of it “vaguely.”

- *Have you visited any national monuments before? Circle yes or no.*

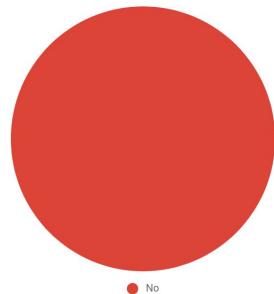
Visitation of National Monuments



*Although participants indicated they have visited national monuments, insights from the focus group revealed that they didn't know the difference between a national monument and a national park.

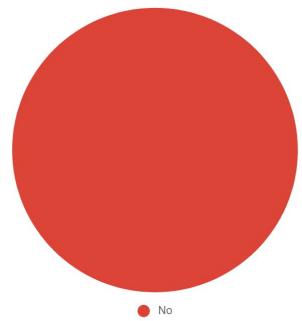
- *In the last 2 years, have you visited Sunset Crater Volcano National Monument? If yes, why did you go and what did you do when you visited?*

Visitation to Sunset Crater Volcano National Monument



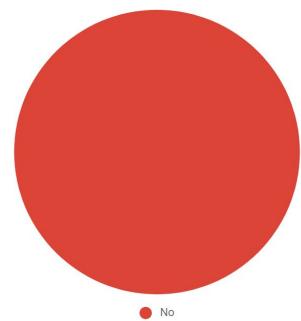
- *In the last 2 years, have you visited Walnut Canyon National Monument? If yes, why did you go and what did you do when you visited?*

Visitation to Walnut Canyon National Monument



- *In the last 2 years, have you visited Wupatki National Monument? If yes, why did you go and what did you do when you visited?*

Visitation to Wupatki National Monument



Appendix B

	National Park	National Monument	Other	Total Mentions
Grand Canyon	X			5
Yellowstone	X			3
Redwoods	X			3
Mount Rushmore	X			2
Yosemite	X			2
Joshua Tree	X			2
Everglades	X			2
American Memorial Park	X			1
Great Smoky Mountains	X			1
Glacier National Park	X			1
Badlands	X			1
Denali	X			1
Mount Saint Helens		X		1
Coconino National Forest			X	1
Point Reyes			X	1
Lake Mead			X	1
Red Rock			X	1
Blue Ridge Parkway/Grandfather Mountain			X	1