



Connecting Northeast Spokane Virtually

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My Role and Responsibility

My role at The ZoNE revolves around marketing and communications and my main project for the year was to assist in implementing and managing The ZoNE's new website, settling on a brand theme, and discovering better avenues to keep our residents and community partners informed with what is happening in The ZoNE.

Our main goal was to improve The ZoNE's organizational systems and to obtain more engagement from our residents. My supervisor, Amber and I, worked with a consulting agency who listened and took note of what values were important to The ZoNE and how to implement that into our new branding. We needed a marketing plan that was simple yet effective both in execution and maintenance. Through this process, I learned the importance of organization, attention to detail, creativity, and effective collaboration.



THE ZONE



Emphasis on Northeast Spokane Residents

The ZoNE wanted to ensure that our efforts in branding represented the communities in The ZoNE in the best light, as well as emphasizing what neighborhoods are actually included within this space. This map, created by our branding and marketing partners, presents a clear visual of who The ZoNE serves and where our residents live. The ZoNE exists for and by the support of our residents, and we wanted to show that collaboration clearly.



Response and Outcome

The ZoNE website and communication efforts have improved both our storytelling abilities and our capability to broadcast our events and programming. I have worked on streamlining our tools for flyer making that can be presented both digitally and physically so residents will know of resources quicker. Many of the resources The ZoNE partners with promote access to basic necessities as well as access to childcare, job readiness, and family programming. Not only is this project helpful for our residents but for our partners who may need to spread this information as well and for our funders who are interested and curious in the work we are conducting.

For myself, I am much more confident in my graphic design abilities than I was when I began in this role. I have learned the importance of consistency within a message and mission and how to apply that to everything we, or I, produce. I am excited to take the skills I learned from this experience and apply that to my future career goals that involve digital marketing and public relations. For The ZoNE, this project was a group effort that included my supervisor, the whole ZoNE team, community partners, and neighborhood residents.

Without the input and ideas of everyone, this project would have never come into fruition. Since the world is becoming so digitalized, it is widely important that non-profit and community work is accessible to everyone. Not everyone has a computer and/or Wi-Fi access, so we must pay attention to how we adapt to each resident's needs. Through my collaboration with The ZoNE, I feel that it's digital presence has set them up in a matter that our residents, partners, and funders will feel more informed and included in the activities and happenings within The ZoNE and has allowed my team to put their efforts towards connecting residents with the resources they need now that our communication efforts have improved.

Data Collection

In improving The ZoNE's organizational system, one aspect of that was how we display our data collection efforts. On our new website, under the action and impact page, users can easily identify and read through how The ZoNE creates impact, our goals, and how we measure that impact through survey taking, assessments, resident stories, etc.

