



EMILEE WRIGHT

FINAL

REPORT

THE IDEA

The ELEVATE program is one of the newest organizations on campus with this Fall semester being the second semester since the initial start. The program is a branch of the Interdisciplinary Program on campus that focuses on social change and innovation by involving students in a case study competition.

One semester is dedicated to the planning and organization of the competition, and the semester following is when the competition will take place.

The main goal is to bring students together from varying disciplines and give them the opportunity to work together in

groups to come up with ideas to help in a specific area of social change and innovation.

This semester, after much thought, consideration, and research, the ELEVATE student directors decided on the topic of mental health.

After conducting surveys and working in tandem with the counseling center, the directors found this topic was the most prevalent issue among BYU-Idaho students and thus became the topic of ELEVATE for this current planning semester and will continue through to next the semester when the competition will take place.





THE TEAM

The ELEVATE team is mentored by two faculty members:
Danae Romrell - Dean of Interdisciplinary Studies
Caryn Esplin - Associate Dean of Interdisciplinary Studies.

The team is led by three student directors:
Sarah Johnson -
Communications Major
Outreach Director

Emilee Wright -
Communications Major
Marketing Director

Dylan French -
Interdisciplinary Major
Event Director

The Outreach Director is primarily involved with creating the content for the case study and being involved with campus resources and community outreach for the competition.

The Marketing Director is primarily involved with creating visual content for the case study, posters, flyers, web banners, and other promotional marketing content.

The Event Director is primarily involved with the organizational purposes of planning the event, contacting the scheduling office, reserving rooms, and contacting those who will be involved with the competition.

THE PLAN

In order to adequately plan for the competition, the directors and faculty mentors met every Thursday morning from 1-2 hours depending on the agenda and who was involved.

There were a few minor setbacks due to the previous student directors idea of suicide prevention being canceled at the last minute. Everything was in limbo for 3 weeks as the administration was deciding on whether to let the organization and competitions continue in future semesters.

Thankfully, the directors received approval to continue forward with the broad topic of mental health as long as the

counseling center was closely involved with the planning and content that would be used. Sarah Johnson worked closely with Reed Stoddard who is the director of the counseling center on campus.

Jed Rhein was also invited to attend a meeting to approve Emilee Wright's marketing ideas to make sure they aligned with the goals of the school as well as adequately describing the message of ELEVATE and marketing the competition.

The directors kept minutes of each meeting and documented the progress of our work in a shared Google drive folder to stay organized.





THE WORK

As the Marketing Director, Emilee Wright was involved in creating the visual content and details for posters, flyers, banner, and online iLearn banner.

There was a lot of sketching and ideas in the pre-production stage. Sketching is a vital part of the creative process in order to gain a grasp of the idea and message the organization and competition is trying to convey.

The main goal of marketing was to create a unique brand that is simple yet eye-catching. To align with the idea of creating mental health awareness Emilee wanted to involve green as a healthy color to use across the designs. She also found using

bold fonts to be beneficial in composition and contrast.

She received a lot of helpful critique from her mentors, Jed Rhein, and fellow student directors in order to solidify the design and message to help both faculty and students understand a brief summary of what the ELEVATE competition is and how they can become more involved.

See the following spread to see the start of various ideas come to life and the progression of how ideas change over time.

THE IDEAS



YOUR MENTAL HEALTH MATTERS

Social change competition
2.28.19
MC Little theatre
More info @ www.lyyl.edu
Make a difference

YOUR MENTAL HEALTH MATTERS

Social change competition
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Make a difference

MENTAL HEALTH AWARE

MENTAL HEALTH AWARE

Social change competition
2.28.19
MC Little theatre
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Make a difference

FIGHT THE STIGMA

Social change competition
2.28.19
MC Little theatre
More info @ www.lyyl.edu
Make a difference

H, M, E, N, T, A, L,

A, L, T, H,

WE NEED TO SPELL IT OUT.

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WE NEED TO SPELL IT OUT.

ELEVATE

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A, L, T, H,

MORE THAN ONE WAY TO SPELL IT:

1. Learn more 2.28.19*
2. Team up with other students
3. Participate in the competition

*Open 1925 place at the Cinema!

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THE FINAL

ELEVATE
WINTER 2019
CALENDAR OF EVENTS

SUN	MON	TUE	WED	THU	FRI	SAT
24	25	26	27	28	29	1
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

Add this pre-built course project...

Social Change

TEAM COMPETITION

TOPIC: Mental Health • February 28 through March 14

CLICK FOR MORE INFO... [AN INTERDISCIPLINARY COMPETITION FOR SOCIAL CHANGE](#)




ELEVATE
AN INTERDISCIPLINARY

**SOCIAL
CHANGE
COMPETITION**

TOPIC: **MENTAL HEALTH**

Team up with other students
Create awareness ideas
Present & compete for prizes

Come to the kick off event with pizza!
Thur. Feb. 28 • 6:30pm • Crossroads
Come to the southwest corner across from crepe station

BYU
IDAHO www.byui.edu/ids




ELEVATE
AN INTERDISCIPLINARY
SOCIAL CHANGE COMPETITION

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A₁

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T₁

H₄

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THE SKILLS

In order to produce valuable content as the Marketing director, Emilee had to utilize her visual skills of design and composition. She used many of the Adobe software design programs including InDesign, Photoshop, and Illustrator. She was able to learn more about different tools she hadn't used previously for these projects.

In addition to the visual content creation, Emilee also used her organizational skills to produce the content in a timely manner. It was important to maintain consistent communication with her fellow directors and faculty mentors to stay on task and get constant feedback on the work she was creating.





THE EVENT

Being able to present at the Research and Creative Works Conference at BYU-Idaho was a great learning experience and provided awesome outreach for the student directors.

There was a great outreach to students as well as faculty who reached out wanting to include participation in the ELEVATE competition as part of their curriculum next semester.

The ELEVATE booth received two awards. One deemed the project “professional” in look and presentation, and the second was for receiving the “Best in Session” award.



THE VALUE



Due to the hardships at the beginning of the semester in not knowing how the competition would continue in future semesters, it was vital to be flexible with changes and to maintain a positive attitude. It's easy to get discouraged when the directors had put forth so much hard work and effort into creating something amazing.

Emilee decided to put her best foot forward in producing the best content she could to help the project shine visually and catch the attention of students and faculty.

Due to the problem solving and passion each of the directors had for the message and value

this project and competition would bring to the staff and students of BYU-Idaho, the project was a success that will hopefully continue for many semesters to come.

Reaching out to others and lending a hand is one of the best things she thinks we can do to become more like the Savior, Jesus Christ. This life is a time of learning and growth. We couldn't do it without the love and support of those around us and she knows being a part of this program will help her do just that.



THE RESULT

Mental Health is such a vital aspect of each life. Most everyone has been impacted by mental health personally or it has affected those in their immediate family or friends.

The ELEVATE program is designed to help raise awareness, initiate group learning, provide a safe environment for ideas, and help students make a difference across campus.

Emilee learned the importance of trusting in her peers and mentors to help her create content she couldn't do alone.

She also was able to see how her visual skills can be applied in

various outlets she didn't know she could be a part of before. She wants to be a part of more group organizations in creating visual content for projects that have ties with social change and will impact the society.

She has seen how this project has helped her develop the skills to work on a future professional team in both the creative and organizational areas.

She has become more aware of how mental health affects her personally and how she wants to help others receive the help that they need to live their best healthy life.