



WOMEN'S SERVICES & RESOURCES

BRIGHAM YOUNG
UNIVERSITY OF HAWAII



INTRODUCTION

Women's Services & Resources was founded in 2022. Students saw a need for specifically women to be seen and heard and decided to create an outlet for women on campus. WSR is created with women in mind but any person can turn to the resource for help. WSR is guided by senior missionaries with counseling credentials which ensure confidentiality with every client. They aim to make more women across campus aware of their available resources here on BYU-H campus.



BUYER PERSONA



STUDENT MOTHER WITH KIDS

- Married
- Busy
- Low income
- Stressed
- 4 person household

- Age 23-25
- Laie, Hi
- Full time Student
- Works 19 hours a week

- Her goal is to finish college within the 4 year timespan
- Earn a full time job once graduated

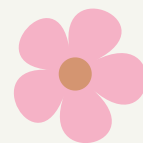
- Fearful of taking years to do schooling, 48% of student mothers don't finish college
- Fearful of not finishing at all

Mother Mia

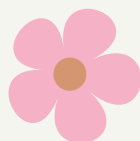




STUDENTS WITH CHILDREN!



**Women's Services
& Resources can
provide you with
resources and
direction.**



BYU
HAWAII

WOMEN'S SERVICES
& RESOURCES

Banner

- WSR logo
- Qr scanner
- WSR location



Survival Guide for New Students

Welcome to the BYU-Hawaii survival guide! This guide will give you tips in regards to the fitness center and fitness studio on campus. Following our tips will certainly provide you with a better experience and leave you looking like an expert.

The gym can often be an intimidating place, especially in an unfamiliar place. As students can turn to the gym to provide them with tools for mental health and success in life, they can also look to Women's Services & Resources for tools and outlets for success. This guide is a direct streamline for the services WSR provides.



[HTTPS://WSR.BYUH.EDU/](https://WSR.BYUH.EDU/)



Set up an appointment online or walk in to Women's Services & Resources at the Lorenzo Snow Building room 165.

Office Hours

**Lorenzo Snow Administration Building
Room 165**

Mon. – Fri. 8 am - 5 pm

Closed: Devotionals and Holidays

***Key Words: Work out, gym-goers, fitness center, fitness studio, campus**

Attend the Fitness Center with Etiquette

General Rules of the Gym

As a gym-goer on campus, there are few key guidelines you will want to follow to have a successful workout. These guidelines follow the university's policies and are a general rule of thumb at the fitness center.



Ins-and-Outs

1. Always come to the gym in honor code standards.
2. Leave water bottles, bags, hats, and extra personal belongings on the racks in the lobby.
3. If the fitness center is too full or weight classes are in session, check the studio for availability.
4. Leave your shoes on while lifting.
5. Chalk can get messy and is difficult to clean up, so leave it at home.
6. Wipe down machines and weights after each use.
7. Ask those around you if anyone is using the equipment, if you are unsure.
8. Ask around for help, if needed.
9. Put weights and benches back after use.
10. Don't be afraid, everyone is doing their own thing.



Social Media



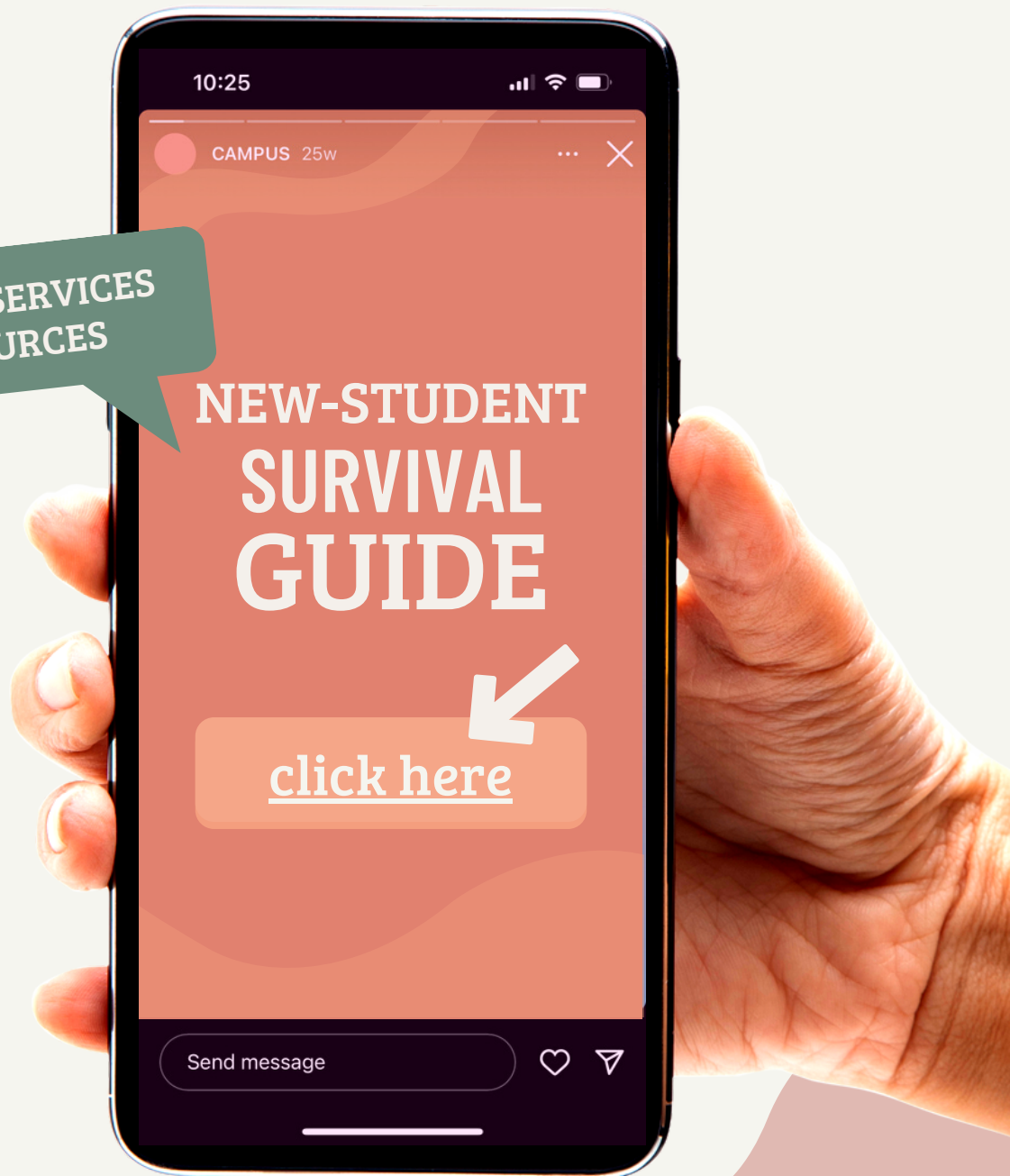
INSTAGRAM STORY POST

WOMEN'S SERVICES
& RESOURCES

INSTAGRAM STORY

Includes:

- Internal Link
- WSR Graphic
- Mock Story



☎ (808) 675-3024
✉ wsr@byuh.edu

Women's Services & Resources
BYU-Hawaii #1906
55-220 Kulanui Street Bldg 5
Laie, Hawaii 96762-1293

TACO 'BOUT WOMEN'S SERVICES & RESOURCES

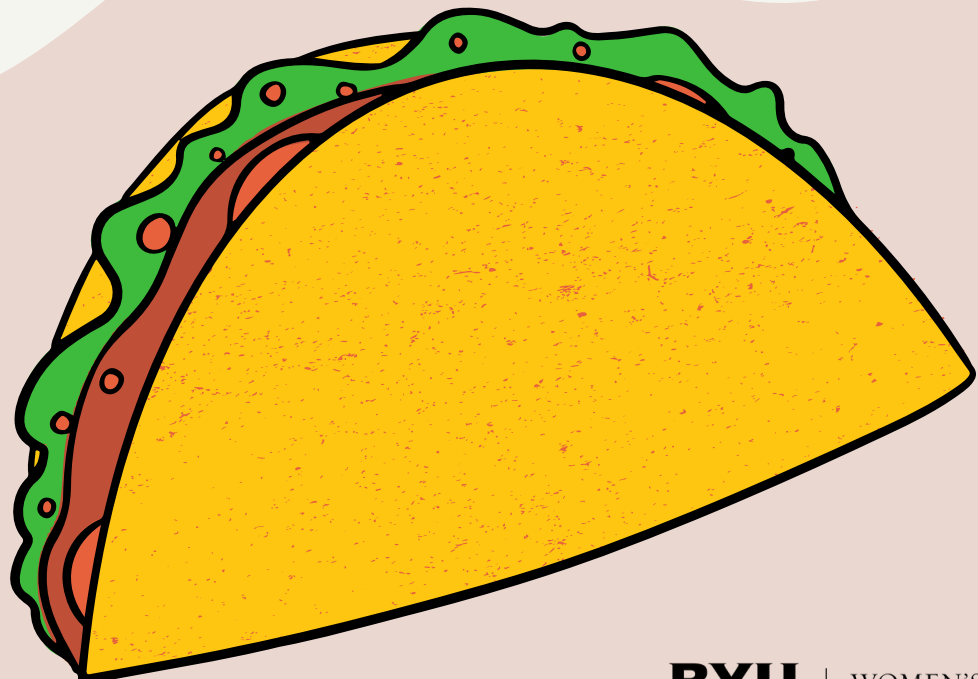
SEPTEMBER 19, 2023



6 PM - 8 PM

Spice up your knowledge about Women's Services & Resources at our taco night and find out the bounteous services and resources open to you on campus!

AT THE BALLROOM

WIN RAFFLES & PRIZES



 (808) 675-3024
 wsr@byuh.edu

BYU
HAWAII

WOMEN'S SERVICES
& RESOURCES

Event Description

WHAT IS IT?

Taco bell will cater the event which will draw in around 200 students. There will be raffles from the services on campus and small prizes can be mixed in to keep students at the event. By the end of this event, students will be more aware of services on campus, know where WSR is located, their purpose, and will be fed.

WHERE?

This event will take place in the Ballroom which is still in close enough proximity to show people where WSR is located. This is a central enough place on campus that many people can attend even if they are in passing.

PERMISSION

We can gain permission from facilities maintenance in order to reserve our space in the ballroom. In addition, we can ask Seaside Activities for assistance in getting water coolers and ice from the CAC and borrowing decorations if they allow.

BREAKDOWN

SUPPLIES NEEDED

- *Tacos - \$150*
- *Tables & Chairs - Free*
- *A speaker for music - Free*
- *The ballroom - Free*
- *Simple Decorations - Borrowed from Seaside Activities or \$50*
- *Water coolers & Ice - Free*

PEOPLE

- *The Nyes & assistant - main hosts of the event*
- *Could get a club of at least 10 people to volunteer to help with setting up and taking down.*
- *Sister Saenz - School photographer*
- *421 Marketing students can also volunteer for extra credit.*

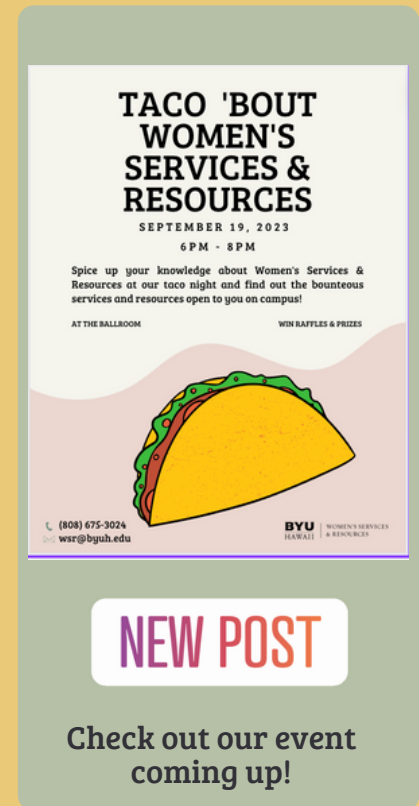
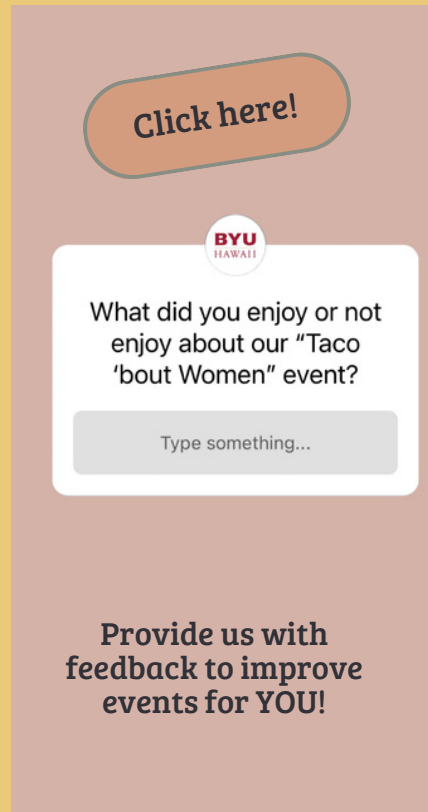
Looking at an approximate total of 20 event assistants.



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55-220 Kulanui Street Bldg 5
Laie, Hawaii 96762-129

Social Media

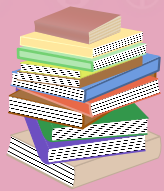
3 Stories



Student Bulletin Proposal

Taco 'Bout Women's Service & Resources

Spice up your knowledge about Women's Services & Resources on September 19th, 2023. Join us at 6PM until 8PM for tacos, raffles, prizes, music, and more. Bring your friends and yourself to our fiesta!



WOULD YOU RATHER STUDY IN
THE...

science building

aloha center



70% of our debris
end up in the
ocean floor. Grab
a friend and join
WSR in striving
to keep Hawaii
clean.
#cleanup #serve
#service #hawaii
#aina

BEACH CLEAN UP!



HUKI LAU SATURDAY
THE 16th
8:30-11:30AM

Instagram Engage Story:
Would You Rather #Games
#WouldYouRather #Polls

Content Calendar

<https://docs.google.com/spreadsheets/d/1rGJFEaCOKxTD2cFnAwm6-XWx5xyKrlfUH6EIaM7ZQxE/edit?usp=sharing>

JOIN WOMEN'S SERVICES &
RESOURCES FOR A
SUMMER KICK-OFF



@ the Lorenzo Snow Building

5:30PM - 7PM

Stop by WSR in the
Lorenzo Snow
Building to cool off
with some summer
treats. #popsicles
#icecream #WSR
#Summer

Secret Sauce

In order to get followers to stop scrolling, like, and share WSR's posts, we can focus on a couple different tools to increase user activity. Utilizing giveaways once a month, creating relatable memes and content, and having events with food or sweet treats are key. Our posts will drive traffic to our events and web content because it will be eye catching, and most importantly, interactive. Having interactive, yet persuasive social media content will be influential in the process. In addition to the first three key tools, utilizing photos of students from events and using engaging polls can successfully impact our trafficking to becoming educated on women's issues and trafficking to Women's Service & Resources location.

Volunteer Program

EVENT AND MARKETING VOLUNTEERS

Volunteer's will undergo a semester-long program of assisting with events and can make their own hours.

The Program includes:

- Event Planning
- Marketing Planning
- Marketing Research
- Event Assistance
- Events Management
- Awareness Promotions on Campus
- Social Media Management
- Media Planning
- Event Awareness

Volunteers with Women's Services & Resources will aid WSR's main assistant who is currently in position. The central assistance volunteers will be providing will be with events and event management. The volunteers will be able to put this on their resumes' as a program, attend all the events and receive all the perks from it. They will gain experience in event planning, awareness, and will be able to show that they are organized and can be a leader.

Join our Volunteer Program!

Women's Services & Resources



IN-PERSON VOLUNTEER EXPERIENCE

19 hours a week

Make your own hours



Assist in projects and events with the Women's Services & Resources committee:

- We are looking for dedicated students who have a strong need to serve and are leaders.
- Flexible, Canva proficient, and dedicated volunteers are key aspects for this position

Be ready to take on tasks such as:

- Event Planning
- Event Management
- Marketing Assistance
- Event Awareness

**Assist WSR in managing
events, marketing, and
more!**

Click the link in our Instagram bio
to apply!



Scan the QR code
to learn more
information about
volunteering.

Conclusion

Women's Services & Resources aims to increase awareness of their presence on campus and the services and resources they provide. As we use tools like social media, events, QR codes, volunteer programs, etc., we will be able to track the increase of students flooding into the WSR center and highlight our most valuable tools. Keeping track of analytics and data will be helpful in marking our progress and viewing the results. All in all, as we strive to carry out our mission:

"To provide female students at BYU–Hawaii with services and resources that support their intellectual ambitions, aid in their physical health and well-being, promote positive social opportunities, and bolster spiritual commitment to the gospel of Jesus Christ.",

we will be able to better assist our BYU-Hawaii, female students in their endeavors.

SOURCES

<https://news.byuh.edu/university-news/new-byuh-womens-services-resources-office-now-open>

<https://hechingerreport.org/largely-unseen-and-unsupported-huge-numbers-of-student-fathers-are-quitting-college/>

<https://about.byuh.edu/facts-and-figures>

<https://wsr.byuh.edu/>