

12-2022

## **Branding for Hope Services**

Roberta Garcia

Follow this and additional works at: [https://digitalcommons.csumb.edu/caps\\_thes\\_all](https://digitalcommons.csumb.edu/caps_thes_all)



Part of the [Advertising and Promotion Management Commons](#), [Communication Technology and New Media Commons](#), [Disability Studies Commons](#), [Public Relations and Advertising Commons](#), and the [Social Work Commons](#)

---

This Capstone Project (Open Access) is brought to you for free and open access by Digital Commons @ CSUMB. It has been accepted for inclusion in Capstone Projects and Master's Theses by an authorized administrator of Digital Commons @ CSUMB. For more information, please contact [digitalcommons@csumb.edu](mailto:digitalcommons@csumb.edu).

Roberta Garcia

Hope Services and Mentor: Shawuana Smith

Collaborative Health & Human Services

Department of Health Human Services and Public Policy

California State University Monterey Bay

12/16/22

Author Note

Roberta Garcia, Department of Health Human Services and Public Policy, California State University Monterey Bay. This research was supported by Hope Services. Correspondence concerning this article should be addressed to Roberta Garcia, California State University Monterey Bay, 100 Campus Center, Seaside, CA, 93955. Contact: [Robegarcia@csumb.edu](mailto:Robegarcia@csumb.edu).

### **Abstract**

Hope Services is a 501(C)(3) nonprofit organization located in Seaside, California. Hope Services was in need of a new marketing and branding plan in order to reach more people throughout the various communities that are being served. The first contributing factor is limited outreach throughout the community, the consequence to that is low client rates which brings less staff. The second contributing factor is limited caseworkers, the consequence is low levels of applications being accepted or seen. The last contributing factor is limited access to technology, the consequence is low levels of knowledge of resources for possible clients. The capstone project focused on creating an infographic highlighting Hope Services, what the agency does, who they serve, as well as how families and children can be a part of it. After further research on Hope Services, the recommendations would be; providing necessary statistics for each of the various services, as well as the various districts as separate entities in addition to the districts as a whole, and continuing the branding within the various districts.

*Keywords: Individuals with disabilities, Hope Services, Marketing, Branding, Community Outreach*

### **Agency & Communities Served**

Hope Services is a 501(C)(3) nonprofit organization which is located in Seaside, California. Hope Services has four different districts dedicated to serve multiple counties. There is a Central District which serves San Jose. North District which serves Mountain View, Santa Clara and Half Moon Bay. Santa Cruz District which serves Santa Cruz, Aptos, and Watsonville. There is also a South District that serves Gilroy, Hollister, Salinas & Seaside. It has been a privilege to be an intern at the South District site.

Hope Services strives to uphold their mission statement, “Hope Services’ mission is to improve the quality of life for individuals with developmental disabilities, as measured by eight indicators: personal development, self-determination, interpersonal relations, social inclusion, right, emotional well-being, physical well-being, and material well-being” (*Service provider developmental disabilities silicon valley, 2022*). In total Hope Services serves over 3,000 clients and families throughout the districts. Within the South District, there are approximately 397 clients served through Gilroy, Salinas, Hollister and Seaside counties (*Annual report 2020-2021 - Hopeservices.org*).

Throughout the time spent at Hope Services there has been in-person services provided at this site amongst the pandemic. Within the Seaside site there has been an itinerary laid out for the clients, which include; an update on the current news, a lesson (whether it be knowing kitchen safety, knowing how to use a crosswalk, etc), free time (crafts, playing the wii, drawing, etc), exercising and then ending the day with interacting with the other clients via zoom. There is also another part of Hope in person services, which lets a certain number of clients go out into the community and either clean up the streets of Monterey or go sightseeing (Cannery Row, Pacific

Grove Museum of Natural History, etc). The distance part of Hope Services includes the same itinerary as in person but via zoom. Hope Services strives to provide services and resources to the clients both in person and via zoom.

### **Problem Description**

Branding and Marketing for Hope Services is a real problem that needs to be addressed throughout the community. Hope Services does have an overall video of their services but it is not tailored to the specific communities of the four districts they serve. In addition, there is no separate information of the four districts they serve. Which brings a real problem since each district does have the same resources available but they have different specializations, populations served, resources utilized. There needs to be various videos and infographics tailored to each district and their specializations.

### **Contributing Factors**

With the increase in Mental Health among adults with disabilities, there needs to be a place where these individuals feel heard, feel seen and can be a part of a like minded community. It is stated that adults with disabilities report experiencing frequent mental distress almost 5 times as often as adults without disabilities (*The Mental Health of people with disabilities, 2020*). Frequent mental distress is associated with poor health behaviors, increased use of health services, mental disorders, chronic disease, and limitations in daily life (*The Mental Health of people with disabilities, 2020*). Individuals with disabilities have a higher rate of mental distress that is related to low health behaviors, the use and necessity of health services, increased mental disorders as well as the added mental distress of their personal limitations in their daily lives.

There is a lack of technology usage for individuals with disabilities. Evidence exists that lack of access to technology disadvantages individuals with developmental disabilities, a group of the population who are already at risk of exclusion and marginalization in society (Khanlou et al., 2020, pg. 19). Individuals with disabilities are already a disadvantaged community, with the use of technology it creates a whole new disadvantage and obstacle for them.

### **Problem Model**

<b>Contributing Factors</b>	<b>Problem</b>	<b>Consequences</b>
Increase in mental health	Lack of Branding and marketing for Hope Services.	Low client rates which brings less staff
Limited caseworkers		Low levels of applications being accepted or seen
Limited access to technology		Low levels of knowledge of resources for possible clients

### **Capstone Project Description and Justification**

#### **Capstone Project**

Create an infographic of Hope Services including: mission statement, the clients served, the services provided, both in person and online services, and clients testimony of Hope Services. At the end of the infographic will include how to be a part of Hope Services, and the steps needed.

#### **Project Purpose**

With the use of this project, there is a need for outreach, branding and marketing. There is a need to reach throughout the community as well as other communities in order to obtain more clients. With the limited outreach towards the community, there are less individuals with

disabilities and their families to know about the services provided to support them. Hope Services provides a wide variety of services for individuals with disabilities and their families. There are four different districts that Hope Services serves, the district in particular with these services is the South District.

The South District serves people with disabilities along Gilroy, Hollister, Salinas & Seaside. The services provided to these populations include; classes (cooking, proper use of street safety, importance of carrying identification and medical necessities, grocery support, money management, etc), employment support, family support, media and technology skills, and person centered thinking processes.

### **Project Justification**

Infographics provide an overview of the information portrayed in a summative and illustrative sense. Instead of reading through paragraphs of information, the key points are taken out and displayed using pictures and key words. This helps readers fully understand the information, pictures that connect, as well as leaving them wanting to learn more. With 65% of the population as visual learners, using visual elements in articles to tell the story can be more persuasive (Kung & Tsuyuki, 2020). With the use of visuals and key points on the infographic, it will reach 65% of the population and hopefully more.

### **Project Implementation**

First, watching any previous videos, see how they did it, anything that can be added, anything that can be taken away. Afterwards, looking at the various resources and services that are provided at the South District, what they are known for and the resources and services the majority of the clients utilize. Then, I will be looking at the various infographics provided to the

clients and see where there needs to be improvement to fully understand the South District. I will then transfer my knowledge, input from clients and staff onto an infographic that truly captures what the South District encompasses. There will be a detailed implementation plan and timeline in the Scope of Work in Appendix A.

### **Assessment Plan**

There will be effectiveness measured by assessing how many people found the infographic was useful and beneficial. Also measuring effectiveness by contacting the intake caseworkers and see if there is any way clients and families can take a poll and see how many people have looked at the infographic and how many didn't. I can also take an assessment by asking the clients if the infographic is beneficial, fully captures what the South District does and if they think it will help us gain more clients. By doing this it will give an idea of how effective this project is in branding and marketing.

### **Expected Outcomes**

This infographic will be looked at by various people and communities. By starting with the South Districts infographic, there is hope the other districts will create their own infographic as well. Also hoping for an increase in applications, an increase in clients as well as an increase in interested community members. Also there will be an interest in more job opportunities for Hope Services, in order to serve more clients. This will inspire other districts to do the same, not only that but possibly partnering with other agencies and organizations that are similar to Hope Services. In addition, it will also increase the amount of donations received.



### **Project Results**

As a result of my project I was able to finish the infographic and provide the necessary resources, tools and services we provide to the clients of the South District. Although I am unaware if the infographic will inspire the other districts to do the same. There is hope that the idea will spark interest in Hope Services to take over this project and push the districts to create and implement their own infographic. This project did not have enough time to be submitted to the head of Hope Services so the expected outcomes are unavailable and unmeasured. What it did accomplish was a detailed list of all the services, tools and resources the South District offers their clients and families.

### **Conclusion & Recommendations**

What was learned from the project was, there is a need for this infographic. There is a need for every district to have their own detailed brochure, video, infographic about how they service the clients throughout the community they serve. It is recommended that the South District propose this idea to the head of Hope Services, or present the idea to the other districts so that they can come together to present the idea as a whole. It is also recommended that this project will help each district take a look at the services they provide and see if there is any changes that need to be made or any upgrades they can do to the services.

### **Personal Reflection**

This section is to be completed for Milestone #4.

1. Personal/professional growth: Discuss what you learned about the problem, issue or need addressed by the project, the planning and implementation of it, and contributions the project made to the agency in its efforts to address the identified problem, issue or need.

There is a need for each district to have their own statistics, infographic/brochure of their own services provided as well as their own fiscal year report. I learned that I should have started

my project earlier. I knew what my project was going to be and what was needed but I did not leave enough time for client signatures, reaching out to other staff to learn more about the services provided, and I did not leave enough time to submit the infographic to Hope Administration to see if they are able to use it and have the other districts create their own as well. I also learned that although it is vital to have statistics and services listed for the entire Hope Services, there is also a need for each district to have their own. Since each district does not have their own statistics, services listed can get confusing about which district provides which services.

2. Strengths/successes: Discuss the strengths or successes of your project design, activities or methods that contributed to the outcome(s).'

The strengths of my project design would include the severity of this infographic is much needed at every district we have at Hope Services. The other strengths of the project design included how much information I was able to gather about our district with the help of Hope Services website, staff and clients. Overall the success of this project was that I was able to finish the project in a timely manner, the support I was able to receive from clients, staff, and Shawuana helped me to be successful.

3. Limitations/challenges: Discuss the limitations/challenges to your project design, activities or methods and how you addressed them.

I endured a lot of challenges in regards to my project design and activities going through this project. First my project started off as a South District Video for Hope Services, through which I needed to obtain signatures to be able to use the clients in the video. There became a challenge due to the fact that some of the clients needed to obtain signatures from their conservator. Since they each meet with their conservator at different times it was difficult to gather the necessary signatures to go through with the video in time of the project deadline. With that being said I had switched my project to an infographic of the South District. Since I switched my project I also had challenges. Since the Hope Services website only included an overview of all the services Hope Services provided it was difficult to fully understand the services that were provided within the South District. With that being said I had to meet with various clients, staff and reflect upon what I have seen to be able to fully grasp the services the South District provides, how many clients we serve and how many use the various services they offer.

4. Broader social significance:
  - a) Please identify the broader health or social problem/issue/need that your project relates to and reflect on how your project addresses (even in a small way) this broader health or social problem/issue/need.

Hope Services is in need of a new marketing and branding plan in order to reach more people throughout the various communities that are being served. My project addressed the marking and branding of Hope Services South District.

- b) Please discuss what more could/should be done (beyond what your project was able to accomplish) to address this broader health or social problem, issue or need.

It could be presented to Hope Services administration for full implementation for all districts.

- c) Please provide advice that you think would be beneficial for future capstone students working in your agency and/or on this type of project.

When working with individuals with disabilities, don't look at people with their disability they were labeled with. Instead get to know them as a person, know their strengths and limitations. When working on a similar project, make sure to ask as many questions as you possibly can, meet with admin and other supporting staff to fully understand the district at hand.

## References

*Annual report 2020-2021 - Hopeservices.org. Annual Report 2020-2021. (n.d.). Retrieved March 25, 2022, from <https://www.hopeservices.org/wp-content/uploads/HOPE-annual-report-2021-11-WEB.pdf>*

Centers for Disease Control and Prevention. (2020, November 30). *The Mental Health of people with disabilities. Centers for Disease Control and Prevention. Retrieved December 15, 2022, from <https://www.cdc.gov/ncbddd/disabilityandhealth/features/mental-health-for-all.html#>*

Khanlou, N., Khan, A., Vazquez, L. M., & Zangeneh, M. (2020). Digital literacy, access to technology and inclusion for young adults with developmental disabilities. *Journal of developmental and physical disabilities*. <https://doi.org/10.1007/s10882-020-09738-w>

Kung, J. Y., & Tsuyuki, R. T. (2020). Maximizing impacts with infographics. *Canadian pharmacists journal*, 153(4). <https://doi.org/10.1177/1715163520930707>

*Service provider developmental disabilities silicon valley. Hope Services. (2022, February 10). Retrieved March 24, 2022, from <https://www.hopeservices.org/about-hope-services/>*

## Appendix A

### Scope of Work

Activities	Deliverables	Timeline/Deadlines	Supporting Staff
Do research on other videos/ pamphlets		Now till end of October	Shawuana, Greg, Lindsay
Do research on South District resources and services		Now till end of October	Shawuana
Draft and send out pamphlets to Staff		Send out November 29th and receive them back with feedback December 6th	Shawuana, Other Staff
Interview clients and staff		Now till November 20th	Shawuana, Other Staff