

Campaign

The In-Between Moments

University of Minnesota - Twin Cities

Objective or purpose of project:

The AECM program at the University of Minnesota is a small program in comparison to many other programs on our campus. Our program has two majors: Agricultural Education and Agricultural Communication and Marketing. We are made up of five full-time faculty members, one full-time support staff and one educational program specialist. Marketing and promotion of our program is always a challenge due to resources and workload. There were two major objectives to “The In-Between Moments” campaign. The first objective was to promote a first-of-its-kind art gallery show that featured a variety of award-winning media productions created by current students and alumni of the AECM program at the University of Minnesota - Twin Cities. The second objective was to increase awareness of our program and celebrate our students’ successes while creating engagement opportunities for a wide variety of stakeholders including faculty, staff, administrators, fundraisers, alumni, donors, current and prospective students, as well as friends and family. In order to achieve these objectives, our team created a variety of collateral materials to support the campaign.

Project Outcome:

“The In-Between Moments” campaign successfully achieved the campaign’s two major objectives, which were to promote a wide range of media productions created by students and alumni of the AECM program at the University of Minnesota and to build awareness of programs and celebrate student success while engaging a wide range of university stakeholders. Sixty-six pieces, including 43 photos ranging in size from 8’x10’ to 20’x28’, three infographics, 13 videos, five podcasts, and two portfolios/websites were featured in the exhibit. Success can be seen throughout the course of the month-long exhibit. Over 140 people attended events focused specifically on the exhibit including a Gallery Open House, the AECM Student Showcase and a CFANS Alumni Society Board Holiday Social. More than 500 people visited the gallery to view the exhibit. Visitors included our program’s faculty and staff, college administrators and fundraisers, program alumni, donors, current and prospective students as well as family and friends. Our campaign team received positive feedback from all levels of our target audience. An exciting outcome is visitors left with the feeling they got to know the students and AECM program through their work. This was achieved by our use of QR code technology. Visitors could scan the code with their smartphone and it would lead them to a video where the student artist would talk about their work. This was an innovative way for visitors to learn more about our students, their passions, and our program. “The In-Between Moments” campaign lives on following the gallery exhibition. Since the exhibition opening in December 2022, the QR scannable student welcome videos have produced 386 impressions on our program’s YouTube channel. Additionally, students’ work featured in the exhibit is now on permanent display in Ruttan and Coffey Halls, two high-traffic locations on the University of Minnesota’s St. Paul Campus.

What makes this project exceptional?

AECM is a small program within our college, and we were thrilled to be able to coordinate an exhibition so successfully, given our division’s size and budget. This campaign, which was largely student-led, was truly unique and exceptional in that we were able to celebrate student work as a means to connect with alumni, stakeholders and more. In addition, we were able to share poignant ag-related photos, videos and infographics with people outside our program. Despite our program’s size and limited resources, we accomplished our objectives under budget. Campaign costs including printing, framing, catering, room rentals, and miscellaneous totaled under \$2,000. In addition, a student exhibition in an art gallery is unique in our college - CFANS hasn’t coordinated a campaign like this in its more than 150 year history!



**Watch videos
about the
exhibit.**