Off-Campus Student Communities
a model for positive impact

The Good Neighbor Campaign

- Marketing campaign to promote conscientious behavior and good neighbor expectations
- Series of bright posters, plasmas, cards, and social media images targeted to Northeastern off-campus students
- Message Content:
  - Be friendly, respectful & introduce yourself
  - Keep your neighborhood clean & trash free
  - Be considerate and conscious of noise levels
  - Follow measures to keep residence safe
  - Get involved in your community

Why?

Problem: No clear or direct messaging to support annual goal of promoting good neighbor expectations among off-campus students

Solution: Develop a consistent, bold, visual campaign to promote good neighbor messaging off campus, on campus, and through current OCSS programming

Goal Impact

- Increase student consciousness of off-campus behavior and impact
- Promote respect, understanding, and civic responsibility
- Create positive local impact in communities surrounding campus

Northeastern 2025

- Foster connections and communication among students and non-student residents
- Broaden and diversify students’ networks and experiences
- Foster growth, learning and awareness of self and others

Inspired Research

Data collected from focus groups, annual needs assessments, and brainstorming sessions

- What students like about living off campus: independence, more responsibilities, meeting new people, having own space, living in the city
- What students care about off campus: safety, cleanliness, considerate noise levels, respectful roommates and neighbors
- What it means to be a good neighbor: introduce yourself, keep early morning/late night noise down, keep trash neat, notify neighbors before a gathering, help others in need

#beabetterneighbor

Let’s break it down!

1. Introduce yourself.
2. Be kind + respectful.
3. Take out your trash.
5. Get involved.*

Rollout

Phase I (January – May 2017)

- Passive marketing – Advertise on OCSS website, off-campus newsletter, posters to on-campus partners, and social media
- Active marketing – Integrate images and messaging into current OCSS programming and events – Apartment Fair, Living Off Campus Sessions, community clean-ups, on-campus tabling, and more

Phase II (September – December 2017)

- Evaluate reach and effectiveness of campaign, change or expand messaging and marketing materials
- Create messaging for on-campus living to create foundation of understanding prior to living off campus

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