

HAMPTON UNIVERSITY



HAMPTON UNIVERSITY

“THE MARCHING FORCE”



Dear Dr. Mentor,

I hope this message finds you well. I'm pleased to share the final deliverables for the Hampton University Marching Force Digital Communication Framework. This project was designed to strengthen brand alignment, streamline internal communication, and enhance HUMF's external visibility.

Key Strengths of the Final Deliverables:

- A professionally structured monthly digital newsletter template to highlight performances, alumni, and student accomplishments
- A comprehensive social media content calendar aligned with recruitment, game days, and major university milestones
- A digital style guide that standardizes tone, visual identity, and messaging across platforms
- Leadership communication templates to improve clarity, professionalism, and operational efficiency
- A website update plan focused on media integration, alumni engagement, and public-facing impact

These materials are tailored specifically to students, alumni, faculty, prospective recruits, and external stakeholders, while preserving the authentic voice of the HUMF brand. The primary call to action embedded throughout the materials is to strengthen engagement, recruitment, and organizational credibility across all digital platforms.

Thank you for the opportunity to complete this project. I appreciate your guidance throughout the process and look forward to any feedback you may have.

Warm regards,

A handwritten signature in black ink, appearing to read 'Thomas L. Jones, Jr.', written over a large, stylized blue 'H' that is part of the background watermark.

Thomas L. Jones, Jr.

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HAMPTON UNIVERSITY MARCHING FORCE – MONTHLY DIGITAL NEWSLETTER TEMPLATE

HEADER SECTION

Hampton University Marching Force
Official Monthly Newsletter
Month | Year
Website | Social Media Icons

WELCOME MESSAGE FROM THE DIRECTOR

Greetings to students, families, alumni, and supporters.
Summary of the month’s highlights.
Message reinforcing mission, discipline, excellence, and academic achievement.
Signature: Thomas L. Jones, Jr., Director of University Bands

FEATURE STORY

Headline:
Main Story Summary (performance highlight, significant event, award, or national recognition).
Include an image placeholder.
Call to action: Watch, Share, Attend, Support.

STUDENT SPOTLIGHT

Name | Instrument | Major | Classification
Brief highlight of leadership, academics, and contributions.
Quote from the student.

ALUMNI FEATURE

Name | Graduation Year | Career Field
Highlight alumni success and continued connection to HUMF.

ACADEMICS & ACHIEVEMENT

Academic honors
Scholarship awards
Graduate school acceptances
Leadership recognitions

UPCOMING EVENTS

Performance schedule
Recruitment events
Community engagement appearances

RECRUITING CORNER

Information for prospective students
Audition pathways
Scholarship expectations
Academic requirements
Contact info

FROM THE FIELD – BEHIND THE SCENES

Rehearsal photos
Travel highlights
Team-building activities

SUPPORT THE FORCE

Donation link
Merchandise link
Band booster info
Volunteer opportunities

CLOSING & CALL TO ACTION

Follow HUMF on social media
Attend upcoming performances
Share our story

Footer:
Hampton University Marching Force
Official Contact Information
Social Media Handles

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HAMPTON UNIVERSITY MARCHING FORCE – SOCIAL MEDIA CONTENT CALENDAR

Date	Day	Platform	Content Type	Post Caption / Message	Media Asset (Photo/Video)	Target Audience	Call to Action	Responsible Staff/Student	Status (Drafted / Posted)
May 1	Thursday	Instagram	Rehearsal Photo	Behind the scenes at rehearsal tonight!	Rehearsal_Photo_01.jpg	Students & Fans	Share this post	Media Team	Drafted
May 3	Saturday	Facebook	Performance Recap	Relive our performance from last night!	Performance_Video.mp4	Alumni & Community	Watch & Share	Staff	Posted
May 5	Monday	TikTok	Recruitment Video	Think you have what it takes to be part of The Force?	Recruit_Video.mp4	Prospective Students	Apply Today	Recruitment Chair	Drafted
May 7	Wednesday	Instagram	Student Spotlight	Meet one of our outstanding student leaders!	Spotlight_Photo.jpg	Students & Families	Leave a comment	Social Media Manager	Drafted
May 10	Saturday	YouTube	Full Performance	Watch our full halftime performance!	Full_Show.mp4	Global Audience	Subscribe	Video Team	Scheduled

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HAMPTON UNIVERSITY MARCHING FORCE – DIGITAL STYLE GUIDE

1. BRAND OVERVIEW

The Hampton University Marching Force (HUMF) serves as one of the most visible and influential ambassadors of Hampton University. This digital style guide ensures consistency in tone, visual identity, and messaging across all digital platforms, including social media, web content, newsletters, and recruitment materials.

2. BRAND VOICE & TONE

Primary Tone Attributes:

- Professional
- Energetic
- Inspirational
- Student-Centered
- Culturally Authentic
- Excellence-Driven

HUMF communication should balance institutional professionalism with the vibrancy of HBCU marching band culture. Content should be uplifting, confidence-building, and well-presented.

3. TARGET AUDIENCES

- Current HUMF Students
- Prospective Recruits
- Alumni
- University Leadership
- Families
- Community Partners
- National Band Community

4. VISUAL IDENTITY GUIDELINES

Official Color Usage:

- Reflex Blue (Primary)
- Hampton White (Primary)
- Silver Accents (Secondary)

Avoid overuse of unofficial colors.

Photography Style:

- High-energy performance shots
- Clear facial visibility when possible
- Strong lighting and contrast
- Authentic rehearsal footage
- Crowd engagement footage

5. TYPOGRAPHY GUIDELINES

Use clean, bold, legible typefaces for all digital content. Avoid decorative fonts for formal messaging. Headlines should be bold; body text should remain simple and accessible.

6. SOCIAL MEDIA WRITING STANDARDS

Posts should be concise, positive, and engaging. Captions should include context, pride in achievement, and a clear call to action. Avoid slang that diminishes professionalism while still honoring culture.

Hashtag Standards:

- #HUMF
- #HamptonU
- #TheForce
- #HamptonPride
- #HUCulture
- #MarchingForce

7. RECRUITMENT MESSAGING STANDARDS

Recruitment messaging must emphasize both musical excellence and academic responsibility. Messaging should always reflect scholarship expectations, leadership development, and student success.

8. CRISIS & INSTITUTIONAL MESSAGING

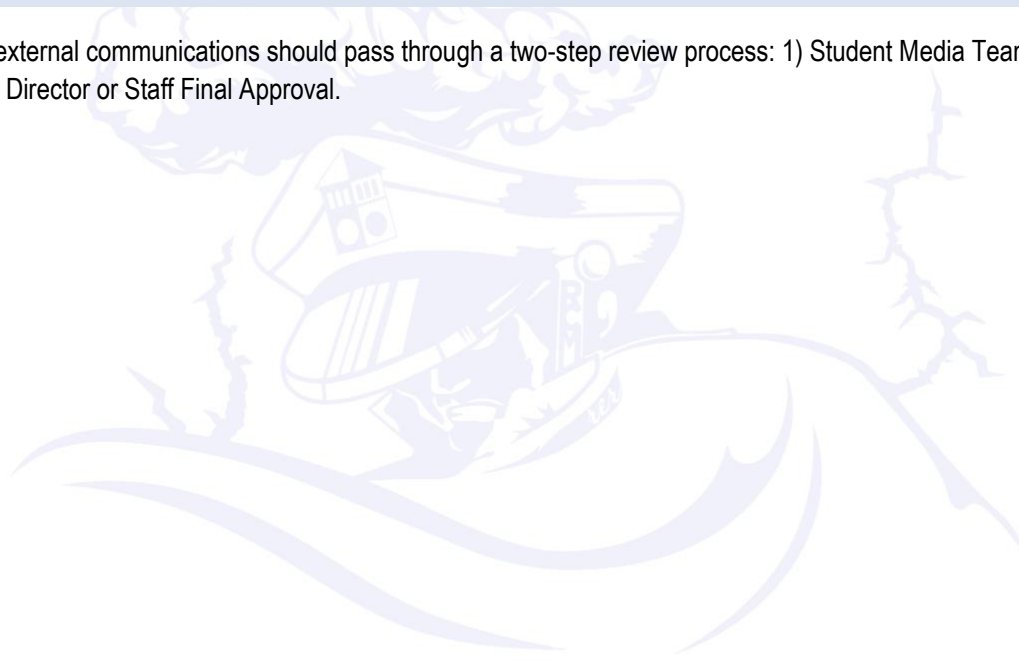
Crisis messaging must be student-centered, calm, factual, and aligned with university administration. Speculation, humor, or emotionally charged language is strictly prohibited in emergency communications.

9. IMAGE & VIDEO USAGE POLICY

Only approved photographs and videos may be used on official platforms. Students featured should represent the organization professionally. No content that compromises safety, dignity, or institutional reputation may be posted.

10. EDITORIAL REVIEW PROCESS

All official external communications should pass through a two-step review process: 1) Student Media Team Draft Review, 2) Director or Staff Final Approval.





HAMPTON UNIVERSITY MARCHING FORCE – LEADERSHIP COMMUNICATION TEMPLATES

1. WEEKLY OPERATIONS UPDATE (DIRECTOR TO BAND)

Subject: HUMF Weekly Operations Update – [Week of Date]

Good evening, HUMF Family,

As we enter the week of [date range], please review the following key updates:

- Rehearsal Schedule: [dates/times]
- Performance/Appearance: [event details]
- Travel/Uniform Notes: [details]
- Academic Reminders: [study hall, grade checks, tutoring]

As always, excellence on the field and in the classroom remains our standard. If you have questions, contact your section leader or staff representative.

Respectfully,
Thomas L. Jones, Jr.
Director of University Bands

2. STUDENT LEADERSHIP INSTRUCTION (DIRECTOR TO SECTION LEADERS)

Subject: Leadership Responsibilities & Weekly Focus – [Week]

Section Leaders,

Your focus areas for this week are:

- Attendance accountability
- Sectional preparedness
- Academic progress check-ins
- Professional conduct modeling

You are expected to communicate expectations clearly and follow up with your members by [deadline].

Lead with clarity and consistency.

TJ

3. RECRUITMENT & AUDITION ANNOUNCEMENT

Subject: Join The Hampton University Marching Force – [Season/Year] Auditions

The Hampton University Marching Force invites prospective students to audition for the [season/year] ensemble.

Audition Details:

- Date(s):
- Location:
- Requirements:
- Academic Expectations:

We recruit students who demonstrate musical excellence, leadership potential, and strong academic commitment.

For questions, contact [recruitment email].

4. ACADEMIC ACCOUNTABILITY NOTICE

Subject: Academic Standing & Support Resources

[Student Name],

This message serves as a check-in regarding your academic progress. Maintaining satisfactory academic standing is required for continued participation in HUMF.

Please schedule a meeting with your academic advisor and provide an update to your section leader by [date]. Support resources are available, and we are committed to your success.

Respectfully,
Thomas L. Jones, Jr.
Director of University Bands

5. CRISIS & EMERGENCY COMMUNICATION

Subject: IMPORTANT HUMF Safety & Operational Update

HUMF Members and Families,

We are aware of the situation currently affecting campus operations. At this time, all HUMF activities are [status: paused/rescheduled/modified].

Your safety is our top priority. Please follow all official Hampton University communications and await further instructions from HUMF staff.

Thomas L. Jones, Jr.
Director of University Bands

6. PARENT & FAMILY COMMUNICATION UPDATE

Subject: HUMF Weekly Family Update – [Week]

Dear HUMF Families,

This week, our students will be focused on [rehearsals, performances, academics, travel]. We appreciate your continued support and partnership as we prepare our students for success on and off the field.

Thank you for trusting us with your students.

HUMF Staff

7. ALUMNI ENGAGEMENT & OUTREACH MESSAGE

Subject: Stay Connected with The Hampton University Marching Force

Dear HUMF Alumni,

We invite you to remain engaged with the continued growth of The Hampton University Marching Force. Your support, mentorship, and advocacy are essential to our success.

Upcoming opportunities include performances, alumni features, and recruitment events.

With appreciation,
HUMF Leadership



HAMPTON UNIVERSITY MARCHING FORCE – WEBSITE UPDATE PLAN

1. PURPOSE OF THE WEBSITE UPDATE

The purpose of this website update plan is to strengthen the digital presence of the Hampton University Marching Force (HUMF) by enhancing recruitment visibility, showcasing student excellence, improving alumni engagement, and centralizing key organizational information in a professional, accessible format.

2. TARGET AUDIENCES

- Prospective Students & Families
- Current Students
- Alumni
- University Leadership
- Donors & Community Partners
- Media & External Organizations

3. RECOMMENDED CORE WEBSITE PAGES

The following pages should be reviewed, refreshed, or newly developed to ensure strategic alignment:

- Home Page (Brand Overview & Recruitment Call-to-Action)
- About HUMF (Mission, History, Leadership)
- Auditions & Recruitment
- Performances & Event Schedule
- Media Gallery (Photos & Videos)
- Student Experience & Leadership
- Alumni & Giving
- News & Announcements
- Contact Information

4. RECRUITMENT-FOCUSED ENHANCEMENTS

- Clear audition registration buttons
- Scholarship and academic expectations overview
- Band camp and summer training information
- Testimonials from current students
- Embedded recruitment videos
- Frequently Asked Questions (FAQ) section

5. MEDIA & CONTENT INTEGRATION

- Embedded YouTube performance videos
- Social media feed integration
- High-quality photography from performances and travel
- Monthly newsletter archive
- Student and alumni spotlight features

6. BRAND & STYLE CONSISTENCY

All website content should remain consistent with the HUMF Digital Style Guide, including:

- Official Hampton color usage
- Professional tone aligned with HBCU band culture
- Consistent logo placement
- Uniform typography and spacing
- Approved image usage only

7. ACCESSIBILITY & USABILITY STANDARDS

- Mobile responsiveness on all pages
- ADA-compliant text contrast and font sizing
- Alt-text for all images
- Simple navigation structure
- Fast-loading media files

8. CONTENT MANAGEMENT & UPDATE WORKFLOW

Recommended content update workflow:

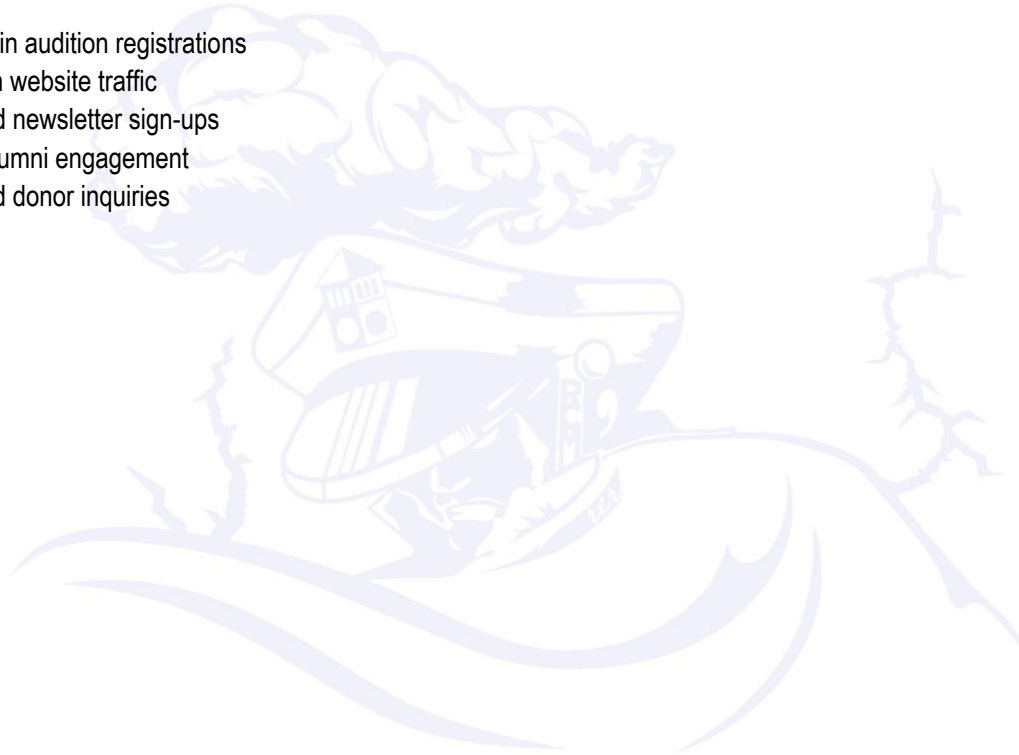
1. Student Media Team drafts content updates
2. Staff reviews for accuracy and professionalism
3. Director approves content for posting
4. Website manager uploads and publishes
5. Monthly content audit conducted

9. LAUNCH TIMELINE (SUGGESTED)

- Week 1–2: Content audit and image collection
- Week 3–4: Page redesign and template updates
- Week 5: Content uploads and testing
- Week 6: Public launch and marketing promotion

10. SUCCESS METRICS FOR WEBSITE UPDATES

- Increase in audition registrations
- Growth in website traffic
- Increased newsletter sign-ups
- Higher alumni engagement
- Increased donor inquiries





HAMPTON UNIVERSITY MARCHING FORCE

DIGITAL COMMUNICATION FRAMEWORK – FINAL END REPORT

Prepared by: Thomas L. Jones, Jr.

Date: May 2025

1. PROJECT OVERVIEW

This Digital Communication Framework was developed to strengthen the internal operations, external branding, recruitment visibility, and public engagement of The Hampton University Marching Force (HUMF). The framework provides a unified system of professional, scalable communication tools designed for long-term sustainability and for implementing student leadership.

2. ORGANIZATIONAL COMMUNICATION NEEDS ADDRESSED

- Inconsistent digital messaging across platforms
- Limited centralized branding standards
- Informal leadership communication workflows
- Recruitment visibility gaps
- Lack of structured content planning processes

3. FINAL DELIVERABLES SUMMARY

The final framework includes the following professional tools:

- Monthly Digital Newsletter Template
- Social Media Content Calendar
- Digital Style Guide
- Leadership Communication Templates
- Website Update Plan

4. TARGET AUDIENCES SERVED

- Current students
- Prospective recruits
- Alumni
- University leadership
- Families
- Community partners
- National marching band community

5. STRATEGIC VALUE TO HUMF

- Strengthened recruitment and enrollment visibility
- Improved leadership communication clarity
- Enhanced student and alumni engagement
- Professionalized brand voice and visual identity
- Increased institutional credibility and consistency
- Expanded digital storytelling capacity

6. IMPLEMENTATION & USAGE

All deliverables within this framework are designed for immediate implementation. A hybrid model of staff oversight and student media leadership can operate the tools. Materials are scalable for future recruitment cycles, performance seasons, and digital growth initiatives.

7. SUCCESS METRICS

- Growth in audition registrations
- Increased website traffic
- Higher newsletter engagement rates
- Social media follower growth
- Increased alumni involvement
- Improved recruitment conversion rates

8. PROJECT CLOSE & SUSTAINABILITY

This Digital Communication Framework represents a complete professional system for sustaining HUMF's brand presence, recruitment strategy, and internal communication culture well beyond the completion of this project. The framework supports leadership continuity, student empowerment, and long-term organizational storytelling.