

"Know Your Rights and Resources"

FINAL REPORT

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JOUR 463: Strategic Communication for Social Impact

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March 7, 2025

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Step 0: Background Research

Existing perceptions

A 2022 survey by the University of Florida's Center for Public Issues Education found that while respondents generally held positive attitudes toward immigrants, there were concerns related to the perceived impacts of immigration on society. (Stormant, R, 2022)

Immigrant Facts and Statistics in New Mexico

As of 2023, approximately 216,000 immigrants reside in New Mexico, which is about 10.2% of the state population. (USAFacts, 2023)

In 2016, there were about 60,000 undocumented immigrants in New Mexico, comprising 29% of the immigrant population and 3% of the total state population. (American Immigration Council, 2020)

Problem Recognition

Recent changes in federal immigration policy have very drastically, and very quickly increased concerns within the Las Cruces community. Local organizations and individuals have expressed concern for how these changes will affect immigrant residents. Las Cruces Public Schools has reassured students of their safety due to these concerns, highlighting the district's commitment to protecting all students regardless of immigration status. (Garcia, 2025)

Step 1: Define Your Topic

The “Know Your Rights and Resources,” campaign aims to modify current behaviors by encouraging immigrant communities in the Las Cruces and surrounding areas to: Actively seek out legal aid and resources rather than avoiding them out of fear or misinformation.

Stay informed about changing immigration policy and understand how they will impact local protections.

Engage with community support networks to prepare for potential enforcement change under new administration.

Step 2: SWOT Analysis

Strengths

We have very well-established support groups in the city including the NMSU Latin American Programs, La Casa, New Mexico Dream Team... Within these groups, and outside groups and organizations, there is a good level of established community engagement. There are many instances that show the city of Las Cruces has shown its willingness to assist immigrants in relocation. (McDevitt, 2019)

There is also an existing legal infrastructure for immigrant support. For example, the Dona Anna Community College, you can find information on legal aid and other resources. There is free legal assistance through New Mexico Legal Aid and low cost and pro bono legal immigration services and support through Catholic Charities. (Dona Ana Community College, n.d.)

Weaknesses

First off, the economic challenges. Most jobs in the city of Las Cruces are government, agriculture, or at the university. The pay across the city is low. There is a high poverty rate, limited public transportation, and limited housing. Plus, there may be inconsistent funding in the existing nonprofits and advocacy groups.

Opportunity

Right now, there is big attention on policy changes on a national level and a good sense of community networks. People are coming together to see what can be done and to keep people safe.

NMSU and DACC can help support initiatives as well. They have big audiences and direct communication to students and some families.

Threats

There is much fear and mistrust in our federal government, a dangerously fast spread of misinformation and a hostile political climate.

Step 3: Selecting Priority Audiences**Segment the Population**

For the “Know Your Rights and Resources” campaign, I have identified certain groups in the Las Cruces community who may be impacted by changing immigration enforcement policies and may benefit from knowing their rights and being able to access local resources.

Firstly demographics, focusing on undocumented immigrants, mixed-status families, and allies. But all genders are included ages anywhere from ages 18-45, with various ethnic backgrounds. Including both Spanish and English speakers, and both students and working-class members.

Secondly geographics, we’re focused on residents of Las Cruces with a focus on neighborhoods with a higher concentration of immigrant households.

Third, psychographics: We’ll target individuals who are one, concerned about immigration policy changes, two, who are fearful of deportation, and three, those who are motivated to support immigrant rights.

Lastly, behavioral: we will focus on those who are actively seeking legal assistance, who are thinking about seeking legal advice, those who seek community support, and who want accurate information on immigration policy.

Evaluate the Segments

Undocumented immigrants and mixed-status families are at the most immediate risk from quickly changing policies and often lack access to trustworthy resources, this makes them “the greatest need.”

Allies and advocates on the individual level or organization level, within the community are motivated to support the immigrant population. They are willing to and are sharing critical information, which also makes them a secondary audience member who can then relay the message.

Community centers, churches, schools (like NMSU and DACC), and social media platforms can provide effective, low-cost channels to engage the target audiences.

Choose the Priority Audience

For this campaign, the primary, priority audience will be undocumented immigrants and mixed-status families in Las Cruces, who face heightened fear and confusion due to recent federal immigration policy changes and who desire support systems they can trust. The secondary audience will be the local allies, advocacy groups, and educational institutions like NMSU and DACC, NM Dream Team, etc. which can help provide resources, offer safe spaces, and provide direct support.

Step 4: Behavior Objectives and Target Goals

Behavior Objectives

We want to work on encouraging undocumented immigrants and mixed-status families to actively seek legal aid, attend community workshops, and engage with local support networks within three months of the campaign launch without feeling afraid. We might not be able to achieve “no fear,” but at least in a safe environment.

We also want to continue to motivate local allies and advocacy groups to participate in resource-sharing and public advocacy efforts, such as organizing events or distributing campaign materials.

Knowledge Objectives

In the knowledge department, we aim to make the audience aware of their legal rights when interacting with immigration authorities. We can measure this with a pre- and post-campaign survey to demonstrate any changes in knowledge. We do this by informing the community about local resources for legal assistance, healthcare, and housing. We will be aiming for about a 50% increase in resource utilization.

Belief Objectives

Belief objectives are very important in this case, we want to foster a belief that seeking help is okay, safe, and maybe essential for protecting the individual and their families. If we can strengthen the community’s willingness (which is already strong) that supporting immigrant rights contributes to a safer and more inclusive Las Cruces.

Evaluation Plan

We can track social media engagement such as shares, likes, and impressions related to the campaign posts, monitor attendance at educational events and education sessions, conduct surveys to analyze changes in knowledge, attitudes, and behaviors, and can collect testimonies. However, this matter is very delicate, so we must consider further ethic matters. Social media engagement must ensure participant identities can remain anonymous, attendance and surveys will be voluntary to protect privacy, and we will make sure there is informed consent with clear opt-out options.

Step 5: Identify Audience Insights

Perceived Barriers

There are many perceived barriers for my primary audience. One of the biggest is a fear of deportation or legal repercussions from engaging with advocacy groups or from seeking legal aid. Another is all the misinformation and the confusion that accompanies about immigration policies and available resources. There is a lack of trust in institutions, specifically government

agonies and law enforcement, and limited time, financial resources, and potentially transportation preventing engagement with legal aid services or advocacy groups.

Desired Benefits

The desired benefits include an assurance of safety and protection for oneself and their family, reliable, clear, and accessible information on legal rights and the resources available, strong community connections and support networks to reduce isolation and fear, and finally increased confidence in navigating legal systems and (an educated) potential advocacy for their rights.

Potential Motivators

The potential motivators in this case are as follows: Testimonials from individuals who have successfully navigated and accessed legal aid and community support; Easily accessible, bilingual resources that are able to simplify complex legal information; Community based events that are able to provide free consultations and workshops in trusted and safe spaces; and partnerships with well-known organizations and trusted in the immigrant community to boost credibility.

The Competition

Competition in this case is dangerous. One case could be relying on individuals for informal, often incorrect or misinformed, legal or otherwise information due to a mistrust in legal and advocacy organizations. Another would be the fear-based narratives that discourage engagement with advocacy groups or legal aid. I’ve seen federal government agency produced ads calling for the removal of immigrants in the last week. Another could be alternative coping strategies. For instance, like I’ve already explained, avoidance, but also self-reliance which can be extremely isolating, and a reliance on personal networks instead of professional.

Influential Others

Other places who might be offering similar tools or support as the “Know Your Rights and Resources” campaign could be local religious leaders and/or faith-based organizations offering guidance and community support, local activist groups or leaders who have first-hand experience with immigration challenges, bilingual educators and school counselors who are trusted by the primary audience in the immigrant community, and possibly family members or close friends who have successfully navigated immigration processes. I don’t see these as a negative or something to try to compete with, instead to work with them in tandem.

Step 6: Crafting a Desired Positioning Statement

Positioning Statement

“We want for the undocumented immigrants and mixed-status families in Las Cruces to see that seeking relevant legal and community support can reduce fear and empower individuals to navigate their rights safely and confidently.”

Step 7: Developing the Market Strategy (4P’s)

Product

We want for the undocumented immigrants and mixed-status families in Las Cruces to see that seeking relevant legal and community support can reduce fear and empower individuals to navigate their rights safely and confidently.

Core Product

The core product here is a sense of security, empowerment, and the ability to navigate legal rights effectively.

Actual Product

We will hold space for multilingual educational workshops, multilingual printed and digital informational materials, and partnerships with local advocacy organizations offering direct support. Educational workshops can be used to offer legal information, systems information, etc. Digital and printed media is always very helpful and very “on-the-ground.” This will allow us to contact our primary audience. Partnering with local organizations will give us visibility with already trusted organizations.

Augmented Product

Free legal consultations, access to trusted community spaces, bilingual support services, and an online resources hub.

Price

Since the campaign does not involve monetary costs for the audience, it must address perceived barriers and nonmonetary costs:

There is major fear of exposure to immigration enforcement, time constraints, and emotional distress. These factors are a very big deal. We want to offer free workshops in familiar and safe spaces such as churches and community centers. We want to offer anonymity and privacy protections. Success stories from those that have navigated the system, and from those that have aided individuals in the processes would reassure and motivate participation. We also want to be accessible, so we want to offer free childcare services during events.

Place

Ensuring easy and safe access to campaign resources is crucial: Some physical locations that we want to focus on include community centers, schools (NMSU, DACC, local high schools), churches, libraries, and local third spaces. To be accessible, there also might be a need for a mobile pop-up clinic in higher need neighborhoods.

In terms of digital access, there needs to be bilingual/multilingual resources available. A website with a hub of easy-to-use directory available to everyone at all times. Social media platforms for real-time updates and engagement, and a dedicated hotline set up for anonymous legal assistance inquires.

With our collaboration with local orgs, they can help distribute materials to other at-risk individuals.

Printed materials can be available at grocery stores, laundromats, and other workplaces.

Promotion

The “Know Your Rights and Resources” campaign's promotion strategy will use targeted messaging, trusted messengers, and effective distribution channels to reach and engage the audience.

Messaging Strategy

There will be an emphasis on empowerment, safety, and access to trustworthy legal information on all platforms and through all mediums. We want to counter misinformation with fact-based resources backed by trusted sources, while highlighting testimonials and success stories from individuals who have benefited from these services or services similar.

Messengers

Our messengers will primarily be community leaders, advocacy groups, and bilingual educators. But also, religious figures and local business owners who have strong ties to the immigrant community, and social media influencers and Spanish-language radio hosts. The message we want to deliver must be blanketed across as many sources as possible.

Channels

Social media campaigns with interactive Q&A sessions will be important for accessibility, if an individual cannot make an in-person session. Local Spanish and English-language radio stations broadcasting informational PSAs, including our student stations, KRUX 91.5 FM, and KRWG. Printed flyers, posters, and brochures distributed in high-traffic community locations. And in-person outreach at local events and cultural festivals.

Creative Strategies

Intimate video testimonials from community members sharing positive experiences. Storytelling through short documentaries on real-life struggles and successes, and visually engaging infographics and multilingual content to increase accessibility.

Step 8: Monitoring and Evaluation

Purpose

This evaluation will assess the effectiveness of the “Know Your Rights and Resources” campaign in its goals of increasing awareness, changing behaviors, and ensuring accessibility to legal resources for undocumented immigrants and mixed-status families in Las Cruces. The primary audience for this evaluation includes campaign organizers, advocacy groups, community stakeholders, and potential funding partners who may want to support future initiatives.

Results to Be Measured

Awareness Metrics

At least 75% of campaign participants demonstrate increased knowledge in a post-campaign survey to demonstrate changes in the community’s knowledge of their rights and the resources available.

Behavioral Changes

Achieve a 50% increase in resource utilization (e.g., legal aid, healthcare, housing services). We aim to encourage undocumented immigrants and mixed-status families to actively seek legal aid, attend community workshops, and engage with local support networks within three months of the campaign launch. Also, to motivate local allies and advocacy groups to

participate in resource-sharing and public advocacy efforts, such as organizing events or distributing campaign materials.

Knowledge Objectives

Ensure that at least 75% of participants in workshops or outreach efforts can correctly identify key legal rights and available local resources in a post-campaign assessment. Increase community awareness of free legal services, healthcare access, and housing support by at least 50% based on survey data.

Belief Objectives

Foster the belief that seeking help is safe, empowering, and essential for protecting oneself and one’s family. Strengthen the community’s conviction that supporting immigrant rights contributes to a safer, more inclusive Las Cruces. Reduce fear and misinformation surrounding legal aid by at least 30% based on pre- and post-campaign surveys.

Engagement Metrics

Measure social media interactions (e.g., shares, comments, hashtag usage) and event attendance. Monitor website traffic and downloads of educational materials.

Satisfaction and Trust Levels

Collect participant feedback on the credibility, usefulness, and accessibility of campaign materials. Evaluate whether the campaign successfully fosters trust in advocacy groups and legal support systems.

Partnership Growth

Track the number of new collaborations with local organizations, legal aid groups, and educational institutions. Assess the expansion of legal support networks and community outreach efforts.

Methods**Surveys & Polls**

Pre- and post-campaign surveys to measure shifts in awareness and confidence levels regarding legal rights.

Focus Groups

Qualitative discussions with participants to gather insights into perceived benefits and barriers.

Website & Social Media Analytics

Tracking engagement rates, content shares, and website visits.

Attendance Tracking

Monitoring participation at workshops, legal aid clinics, and community events.

Case Studies & Testimonials

Collecting success stories to evaluate real-life impact and areas for improvement.

Community Partner Feedback

Regular check-ins with advocacy groups and legal aid organizations to assess collaboration effectiveness.

Timing**Pre-Campaign Evaluation**

Initial surveys and focus groups conducted one month before launch.

Ongoing Monitoring

Monthly tracking of engagement metrics and event participation.

Midpoint Review

A six-month analysis to adjust strategies if needed.

Post-Campaign Evaluation

Final surveys, data analysis, and stakeholder reports compiled within one year of launch.

Long-Term Impact Study

Follow-up assessments after 18 months to measure sustained behavior change.

Budget

To develop an accurate budget, we used the objective-and-task model, which involves (a) reviewing specific objectives, (b) identifying the tasks required to achieve these objectives, and (c) estimating the costs associated with performing these tasks.

The primary objectives of the evaluation are to measure awareness, engagement, behavioral change, and stakeholder involvement. The tasks required include conducting surveys and focus groups, analyzing digital engagement, tracking event attendance, and compiling a final impact report. The estimated costs for these tasks are as follows:

Survey & Polling Costs

\$3,000 for development, distribution, and analysis. This cost covers the creation of survey instruments, online distribution via Qualtrics, and data analysis (Qualtrics, 2023).

Focus Groups & Interviews

\$5,000 for facilitator fees, transcription, and participant incentives. Skilled facilitators will be hired to conduct in-depth discussions, and incentives will be provided to encourage participation (Nonprofit Quarterly, 2023).

Marketing & Data Analytics Tools

\$2,500 for social media and website tracking software. Platforms like Hootsuite and Google Analytics will be used to monitor campaign engagement (Hootsuite, 2023; Google Analytics, 2023).

Event Monitoring & Logistics

\$4,000 for attendance tracking systems and evaluation personnel. Eventbrite and similar platforms will be used to manage attendance data (Eventbrite, 2023).

Final Report Production

\$2,000 for report writing, design, and distribution. This will include professional formatting, design, and printed copies for stakeholders (Nonprofit Quarterly, 2023).

Total Estimated Budget: \$16,500

Step 9: Budgets and Funding Sources

Budget Overview

The budget for the "Know Your Rights and Resources" campaign is designed to ensure effective outreach, engagement, and evaluation. Based on the objective-and-task method, the total estimated budget is \$16,500, covering key areas such as research, community engagement, digital outreach, and reporting.

Budget Breakdown

- Survey & Polling Costs (\$3,000) – Development, distribution, and analysis of pre- and post-campaign surveys.
- Focus Groups & Interviews (\$5,000) – Facilitator fees, transcription, and participant incentives.
- Marketing & Data Analytics Tools (\$2,500) – social media and website tracking software.
- Event Monitoring & Logistics (\$4,000) – Attendance tracking systems and evaluation personnel.
- Final Report Production (\$2,000) – Report writing, design, and distribution.

Justification for Budget

Each listed expense is essential to achieving the campaigns goals. We are especially looking at bringing awareness, increasing engagement, and measuring impact. Surveys and focus groups will provide insight into our primary audience’s perceptions, while analytic tools will track digital engagement. The event budget ensures strong community participation, and the final report ensures we keep accountability and transparency to stakeholders and funders.

Potential Funding Sources

To cover costs and expand campaign efforts, multiple funding sources will be pursued:

Local and State Grants

- New Mexico Immigrant Law Center Grant
- City of Las Cruces Community Assistance Grants
- State of New Mexico Refugee and Immigrant Assistance Program

Nonprofit and NGO Partnerships

- American Civil Liberties Union (ACLU) of New Mexico
- NM Dream Team
- Catholic Charities of Southern New Mexico
- United We Dream

Corporate Sponsorships

Local businesses invested in community support (e.g., legal firms, healthcare providers)
Regional banks and credit unions supporting immigrant financial literacy programs

Educational Institutions

Partnerships with New Mexico State University (NMSU) and Doña Ana Community College (DACC) for funding and in-kind support (e.g., free venue spaces, student volunteers, marketing support)

Crowdfunding & Community Donations

GoFundMe or Kickstarter campaigns targeting local donors
Fundraising events such as benefit dinners, community fairs, and online donation drives

Step 10: Implementation and Sustaining Behavior Plans

Implementation Plan

The implementation of the "Know Your Rights and Resources" campaign will follow a phased approach to ensure effectiveness and long-term impact.

Month 1

In Month 1, during the pre-launch phase, the campaign team will finalize materials, establish partnerships with community organizations, and schedule key events. This includes the creation of multilingual brochures and online materials (\$2,000), outreach to legal aid groups and advocacy organizations, and setting up event logistics. Partnering with local NGOs and immigrant rights groups will provide the foundation for the campaign's reach and credibility.

Month 2

In Month 2, the campaign will officially launch. A kickoff event (\$3,500) will introduce the initiative to the public, featuring guest speakers from legal advocacy organizations, local government representatives, and community leaders. Multilingual resources will be distributed at community centers, schools, and places of worship. A social media campaign (\$2,500 for ads and content creation) will be deployed, utilizing trusted messengers to maximize visibility and engagement.

Month 3-6

Between Months 3 and 6, the engagement phase will focus on direct community involvement. Workshops (\$1,500 per event, total \$6,000), legal aid clinics (\$2,000 per session, total \$8,000), and community outreach events will be conducted in partnership with local attorneys and advocacy groups. Volunteers and professionals will provide on-site legal assistance, distribute rights-awareness materials, and connect individuals with ongoing support. Paid outreach coordinators (\$4,000) will ensure engagement with hard-to-reach populations, especially those hesitant to seek help due to fear or misinformation.

Month 6-9

Between Months 6 and 9, the campaign will undergo an evaluation and adjustment phase. Pre- and post-campaign surveys (\$3,000 for development and analysis), social media engagement analytics, and focus groups (\$5,000) will assess the campaign's impact. The research team and campaign coordinators will refine messaging, identify service gaps, and improve accessibility to resources.

Month 9-12

From Months 9 to 12, the expansion phase will begin. Based on feedback from the evaluation phase, the campaign will scale up outreach efforts, expand partnerships, and refine messaging to better serve the community. Additional events (\$10,000) will be scheduled in high-need areas, and targeted ad campaigns (\$3,000) will reach underrepresented groups. Campaign strategists will work alongside local government agencies and nonprofits to enhance institutional support and funding.

Sustainability Plan

The sustainability phase will be ongoing. To maintain long-term influence, the campaign will integrate educational resources into community centers, schools, and workplaces, ensuring materials remain available beyond the initial campaign, develop a volunteer ambassador program

(\$4,500 for training and materials) where trained individuals continue outreach efforts, secure ongoing funding from grants, corporate sponsors, and crowdfunding (\$15,000 annual target) to maintain operations, establish annual "Know Your Rights" events (\$7,500 per event) to keep engagement high, encourage local policy changes, working with policymakers to integrate rights-awareness programs into local government initiatives.

Estimated Total Implementation Budget

Pre-launch materials and logistics: \$2,000

Kickoff event: \$3,500

Social media marketing and content creation: \$2,500

Workshops and legal aid clinics: \$14,000

Paid outreach coordinators: \$4,000

Surveys, analytics, and focus groups: \$8,000

Expansion efforts: \$13,000

Volunteer training program: \$4,500

Sustainability initiatives: \$7,500

Total Estimated Budget: \$59,000

Sustaining Behavior Change

To ensure the campaign's long-term success, we will:

- Integrate educational resources into community centers, schools, and workplaces.
- Develop a volunteer ambassador program where trained individuals continue outreach efforts.
- Secure ongoing funding from grants, corporate sponsors, and crowdfunding to maintain operations.
- Establish annual "Know Your Rights" events to keep engagement high.
- Encourage local policy changes that institutionalize rights-awareness programs.

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