



F.N.B. Corporation

**A Public Relations Campaign for First
National Bank produced by:**

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EXECUTIVE ***SUMMARY***

EXECUTIVE SUMMARY

For our strategic communication plan, our client is First National Bank of State College. Every year FNB Corporation aims to increase hours of community service involvement, serve the State College community through visiting schools and teaching lesson plans and help customers achieve economic success and financial security through creating and maintaining relationships. In order to achieve these goals, FNB Corporation relies on their loyalty and trustworthy image as a regional bank. Due to a decline of trust in the banking industry among customers since 2008, FNB Corporation has seen a lack of awareness in their community presence and involvement among students and local community members. FNB Corporation has great customer service and community service involvement from individual employees to the bank as a whole. Publicizing the true dedication of FNB Corporation to the community in order to increase awareness is the perfect marketing tool to regain trust among the State College community and students.

After conducting our primary research through a survey distributed among Penn State students and local community members we found that 44 percent of community members and 67 percent of students surveyed were unaware of the community service activities done by the banks in State College. Our survey indicated a major lack of community service awareness done by banks could be related to the fact that many students and community members primarily bank with a national bank. Of the 470 students surveyed, 62 percent bank with a national bank and of the 398 community members surveyed, 47 percent stated they bank with a national bank.

New, original and effective marketing strategies targeting the appropriate audience are vital to our communication plan. Our main focus is predominantly members of the State College community who are currently banking with a local or national bank. We want to communicate to our target audience that banks in State College, specifically FNB Corporation, can be a figure of trust through their efforts to create and maintain relationships and participate in community service activities. Our other main focus for the FNB Corporation event held at Houserville Elementary School will be third grade students that are not customers of the bank but they could be in the future. Our event focusing on teaching third graders how to properly save and spend their money will indirectly target community members such as the children's parents and the third grade teachers at Houserville Elementary School.

Trust in the Banking Industry Campaign

Our situational analysis identifies numerous strengths and opportunities for FNB Corporation and the banks in State College. During 2011, State College banks participated in 7,313 hours of community service. FNB Corporation alone spent 3,628 hours volunteering in the State College community proving their dedication and commitment to serving their current and potential customers in ways other than banking with FNB Corporation. FNB Corporation is committed to serving the State College community, which is demonstrated through their commitment in community service hours.

The goals for this campaign are to strategically create awareness among Penn State students and local community members of the community service activities done by State College banks. By increasing the awareness of community service done by banks we are looking to increase the level of trust among Penn State students and community members with FNB Corporation and local banks. Along with FNB's individual events we plan to reach our target audience through social media integration through the use of YouTube, Twitter and Facebook. We also plan to publicize the events of all the banks in State College through the Daily Collegian, On Campus Stall Stories and passing out Dum-Dum's with facts about the State College banking industry. This will instill confidence among Penn State students and the local community that State College banks are committed to serving them and that they can be a trusted company. This campaign will expose FNB Corporation and the State College banks in an original and innovative way thus revealing the increase in trust in FNB Corporation.

INTRODUCTION

INTRODUCTION

Due to the recent banking industry crisis, trust in the banking industry has reached an all-time low. Movements such as Occupy Wall Street and Move Your Money have sprung up nationwide and the banking industry needs to make steps to repair the lack of trust. The purpose of this campaign is to evaluate how big of an issue this lack of trust is in the State College area and work to improve the situation. We worked directly with First National Bank as a means to assess the current situation and help improve trust locally. We have conducted secondary research on the banking industry itself and the crisis to gain an in depth understanding of the situation. Primary research has also been conducted by surveying community members and students about their thoughts on the banking industry and their own experiences with banks. We also assessed and analyzed First National Bank's presence in the media and social media. After researching, we established the goals and objectives of the campaign and planned specific tactics to improve trust and create awareness about the community service efforts of banks in the area. An event aimed at reaching out to children and teaching them how to save money was planned with First National Bank. After the campaign was implemented we evaluated the success of our efforts by redistributing the survey and measuring the change in attitude towards the banking industry. As a result of this campaign we came to realize that trust in the banking industry is not as large of an issue in this area as we originally anticipated, but there is room for improvement. Overall the campaign was successful and trust and awareness increased in the State College area.

ISSUE
BACKGROUND

ISSUE BACKGROUND

Banking Industry:

Corporate banking is a sector of banking that is responsible for assessing companies and deciding if they should receive a loan. The decision is made based on whether or not the company provides an acceptable risk for investment. Corporate banks are often split into subcategories that specialize in specific industries. They work with large and small corporations and loan officers also become financial consultants, identifying the capital needs of a client and trying to sell supplementary loans to meet these needs. The goal of corporate banks is to maintain a profitable relationship with their clients and assist them in economic growth. They work strictly with companies, not individuals.

Commercial banks use deposits from lenders and give them out in the form of loans. They receive most of their funds from demand and time deposits, along with other sources such as federal funds purchases and security repurchase agreements, funds from parent companies, and borrowing from other lending institutions, such as Federal Home Loan Banks. They hold depositors' money securely in the form of checking and savings accounts. Commercial banks issue personal, business and mortgage loans not only to companies, but to individuals as well. Most of their services involve fees or interest payments. These banks are able to turn a profit by taking small, short-term deposits and turning them into larger, longer maturity loans. The process of this transformation is what generates the bank's revenue.

Credit unions are unlike other banks. They perform basically all of the same financial functions as a bank, but they are owned by their depositors rather than the stockholders. Because they are not owned by stockholders, profits are often shared with the depositors through annual bonus checks. Credit unions are considered a nonprofit, so they are exempt from a number of taxes and they have extremely low, or no minimum balance requirements. They offer lower fees on banking transactions and they have substantially lower interest rates on mortgages and even credit cards. Many credit unions also have a much less strict policy on credit requirements for loans and are willing to grant loans to people even if they have a low credit score.

Banking/mortgage crisis:

The mortgage crisis was first noticed in November 2006 when the Commerce Department said that new home permits dropped 28% from 2005. (Bloomberg, Business Week) The mortgage crisis was what began the 2008 financial crisis. Banks slowly became concerned about the credit of borrowers because they were still able to sell mortgages in the secondary market. Mortgage brokers that were unregulated gave permitted loans to those who were not qualified. Also, there was a large amount of homeowners who took out interest-only loans so that they would have lower monthly payments. Home prices decreased and mortgage rates increased causing homeowners to become unable to pay the mortgage or sell their home.

Mortgages were then referred to as mortgage backed securities (MBS). Banks brought people in to write computer programs that were able to redesign MBS into low and high risk products. People were aware that these products were losing value but they were unable to understand the resale value through the computer program. Many people who bought MBS included banks, investors, pension funds and hedge funds. So many different outlets purchased the product causing the issue to spread throughout the economy.

Banks became unwilling to lend each other money. A lot of people didn't admit how much debt they were in because their credit rating would be lowered and their stock price would decline. Banks cut back mortgages, causing housing prices to fall even more which then caused

borrowers to go into default. With borrowers in default, bad loans increased on banks' books which made them loan much less.

For references see Appendix E.

Banking scandals:

There have been numerous banking scandals causing Americans trust in banks to decline dramatically over the years. An example is when the Madoff Investment scandal broke in December 2008 when former NASDAQ chairman Bernard Madoff admitted that the wealth management arm of his business was an elaborate "Ponzi scheme". (Wall Street Journal) Bernard L. Madoff Investment Securities LLC was founded in 1960 and Madoff was its chairman until his arrest. Madoff pled guilty to 11 federal crimes and admitted to operating what became the largest Ponzi scheme in history. He was sentenced to 150 years in prison in 2009. Prosecutors estimated the size of the fraud to be \$64.8 billion, based on the amounts in the accounts of Madoff's 4,800 clients as of November 30, 2008. (Wall Street Journal) According to a New York Times article, statements were issued that month reporting that client accounts held a total balance of about \$65 billion, but actually "held only a small fraction" of that balance for clients. (New York Times) Insurance fraud among big banks and the banking industry has also led to the major decline in Americans trust in banks throughout the years. (New York Times) A New York State financial services agency is investigating several large banks to see whether they fraudulently steered homeowners into overpriced insurance policies. The investigation centers on so-called force-placed insurance that has become increasingly common since the downturn of the housing market began and homeowners had trouble keeping up with payments on home insurance. (New York Times) This investigation is another legal battle for the nation's largest banks and points to the type of problems they may continue to face nationwide. It is another example of the numerous banking scandals encountered causing Americans trust in the banking industry to rapidly decline. The banks continuously try to negotiate expenditures with state and federal officials to avoid future investigations, but it is not clear if businesses like home insurance would be covered if a deal were reached. This also focuses on one of the many problems that may be holding up the housing recovery. Some homeowners have found it more difficult to refinance their loans after banks tied this compulsory insurance to their loans.

For references see Appendix E.

Occupy, Bank Transfer Day, Move Your Money Project:

Movements and protests against banks and big businesses have been rapidly sweeping the nation over the past several months. The most well-known movement, Occupy Wall Street, began on September 17, 2011 in Liberty Square in Manhattan's Financial District. It has now spread to over 100 cities in the United States and there are actions in over 1,500 cities across the globe. (New York Times) Their goal is to fight back against the power of big banks and multinational businesses. They believe the powerful corporations created an economic collapse, leading to the current recession. Occupy Wall Street was inspired by movements in Egypt and Tunisia aimed to rebel against the richest 1% of the population who they believe are writing all the rules for the economy. Occupy Wall Street has coined the slogan "we are the 99%", to express this notion.

The Move Your Money Project is a movement that has grown immensely popular throughout the nation, alongside the Occupy Wall Street protests. Move Your Money encourages people to withdraw their money from big banks and move it to smaller banks or credit unions to promote financial change in the United States. The main goals of the Move Your Money Project are to help sustain economic growth within small businesses, create more new local jobs, put an end to banking monopolies, and reduce ATM fees. (NationofChange.org)

Move Your Money activist, Kristen Christian, organized a nationwide event on November 5, 2011, called Bank Transfer Day. This event was basically created with the same goals as the Move Your Money Project, to get as many consumers as possible to switch from big banks to small banks and credit unions on November 5. It began as a Facebook page and gained incredible online support, from both consumers and credit unions, who pledged to stay open and do whatever is necessary to make it easier for consumers to make the switch. The Facebook page offers links for viewers to download flyers, follow Bank Transfer Day on Twitter, find credit unions in the United States, Canada and the United Kingdom, and read frequently asked questions about the origins of the movement and why it is beneficial. To date, the event has 60,722 supporters online, via Facebook “likes”. (Moveyourmoneyproject.org)

For references see Appendix E.

Trust and banks:

Four years ago, 75% of Americans said they had confidence in financial institutions or banks. Following the financial crisis, that number has fallen dramatically, to 45%. (Freakonomics.com) This well-earned public mistrust may be yet one more factor regarding the recovery of the financial sector, and possibly the broader economy. Recent surveys also show that trust in government is also currently at a historic low directly relating to trust in banks among Americans. The effects of this can be seen every day in our political dialogue making it more difficult for policymakers to respond aggressively to our current economic condition. (Freakonomics.com)

Customer trust in banks is a very important characteristic for banks to have because it can increase customer satisfaction, decrease the likelihood of that customer switching banks and increase customer loyalty. (The commitment-trust Theory of Relationship Marketing) When a customer has confidence in a bank it gradually increases that customers’ loyalty toward the bank. “The Commitment-trust Theory of Relationship Marketing,” Journal of Marketing, Morgan and Hunt, 1994; “An Examination of the Nature of Trust in Buyerseller Relationships.,” Journal of Marketing, Doney and Cannon, 1997. In order for a bank to succeed and maintain its relationships with customers, it is imperative for those customers to trust the bank handling their funds. An absence of trust in banks can lead to a lack of customer satisfaction. Trust in financial institutions is of great importance for financial intermediation. More than a century ago Walter Bagehot singled out trust as a crucial factor in any great financial crisis. It comes hardly as a surprise that also the great catastrophe of 2008 has given rise to similar comments with trust in banks having dwindled over the years. “The global financial crisis has caused, however, a deterioration in the level of trust from 79 percent before the third quarter of 2007 (the start of the subprime crisis in the U.S.) to 72 percent afterwards with a minimum of 65 percent during the first quarter of 2009 (after the bankruptcy of Lehman Brothers).” (Markus Knell, Trust in Banks Study)

For references see Appendix E.

Transparency and banks:

There is a substantial gap between the public information available and the selected information that banks choose to disclose on their activities. An important and unresolved issue among banking regulation is the topic of transparency in promoting market disciplining of banks by outside investors. The primary reason in which transparency in the banking industry is important is because of trust. All transactions come down to trust because one must trust the person in which they are trading with which requires transparency in order to see what the other party is doing.

Bank disclosure is seen as an important tool in tackling financial exclusion. The lending patterns of individual banks make it possible to compare practice and to encourage a cumulative improvement in performance. Transparency among banks means providing information about a range of banking activities in certain departments and geographical areas. A high level of transparency provides the public with information on ways that banks invest the money that the public deposits with them. Transparency provides a greater understanding of the market trends and can be used to compare the performance of other banks in a clear way. Banking transparency has been used somewhat effectively in the U.S. For example, “the data provided through the Home Mortgages Disclosure Act helps to highlight the difficulty that people living in certain low-income neighborhoods have in obtaining a mortgage.” (Business Inquirer)

Transparency among banks is a way to monitor that banks are following the rules. A speech given during the Fiscal Reform Advisory council stated "Full transparency in government provides an incentive for decision makers to act in a spirit of compliance. The capability of the public to easily examine and review the full performance and financial statements of government entities leads to confidence and trust in the public sector. Full performance disclosure forces public agencies to focus on actual outcomes, not the quantity of activities." (Bis.org)

For references see Appendix E.

CSR and banks:

A simple definition of corporate social responsibility (CSR) refers to how companies and financial institutions take into consideration the impact on society of their operational activities. Consequently, it requires a built-in, self-regulating mechanism whereby businesses would monitor and ensure their adherence to law, ethical standards, and international norms to produce an overall positive impact on society. There has been a widespread adoption of CSR efforts among the banking community globally suggesting that the industry may be attaining equality for the first time in many years. The banking population as perceived by the general public is socially responsible however; they are not viewed as socially trustworthy. Due to recent events however, the banking community has increased funds that are allotted to CSR activities and events because of an increase in customer discontent globally. Research suggests that the main reason customers are switching to different banks is due to discontent and dissatisfaction with areas such as service charges and other services with high charges that the banks are providing. Among other factors bank dissatisfaction is growing from a deep increase in fees causing customers to switch banks as well. Other main reasons customers are switching banks so often is to avoid the fees of their current banks and receive more favorable prices. Customer loss and high discontent among customers shows that a banks greatest allocation of their funds may be

toward their CSR efforts. This is because satisfaction is directly related to profit sharing and a firm's market value.

Corporate Social Responsibility of banks reflects a bank's commitment to its customers, shareholders, employees and the communities in which they serve. It provides the public with the knowledge that a bank is acting ethically, fairly and with integrity in everything they do. It addresses financial exclusion, encourages diversity in the workplace and provides support of local communities. CSR is an important reputational driver which has the ability to create economic value over time. (<http://www.naplesforumonservice.it>)

For references see Appendix E.

ORGANIZATIONAL ***BACKGROUND***

ORGANIZATIONAL BACKGROUND

Purpose/Objectives:

F.N.B. Corporation, the holding company for First National Bank, has \$9.95 billion in assets and has been growing strong since 1864. With more than 230 community bank offices located throughout 42 counties in Pennsylvania and Northeastern Ohio. First National Bank opened in State College, Pa in 1922. Headquartered in Hermitage, Pa, F.N.B Corporation is a “diversified financial services company that seeks to provide high quality services to individual and business customers in a manner that is consistent with a philosophy of personal service and a commitment to maximizing shareholder value.” First National Bank’s services include, personal banking, corporate banking, wealth management and insurance. There are 10 First National Bank branches throughout Centre County, Pa.

<http://www.fnbcorporation.com/>

Composition:

With more than 230 community bank offices located throughout 42 counties in Pennsylvania and Northeastern Ohio, First National Bank provides sophisticated financial products with a community banking touch. First National Bank has an experienced and knowledgeable board consisting of 12 independent directors, six of whom are former financial services executives and three who are experienced financial services investors. A focused and unified management team leads more than 2,700 dedicated and experienced F.N.B. employees.

Relevant Publics:

Pennsylvania and Northeastern Ohio residents of the middle and upper class.

Mission Statement:

To help our customers achieve economic success and financial security by building enduring relationships based on trust and integrity. To build a workforce where employees can learn, grow and prosper as contributing members of a winning team. To create long-term value for our shareholders. To improve the quality of life in the communities we serve.

Competition:

Local and regional banks such as Nittany Bank and Jersey Shore bank are First National Bank’s biggest competition.

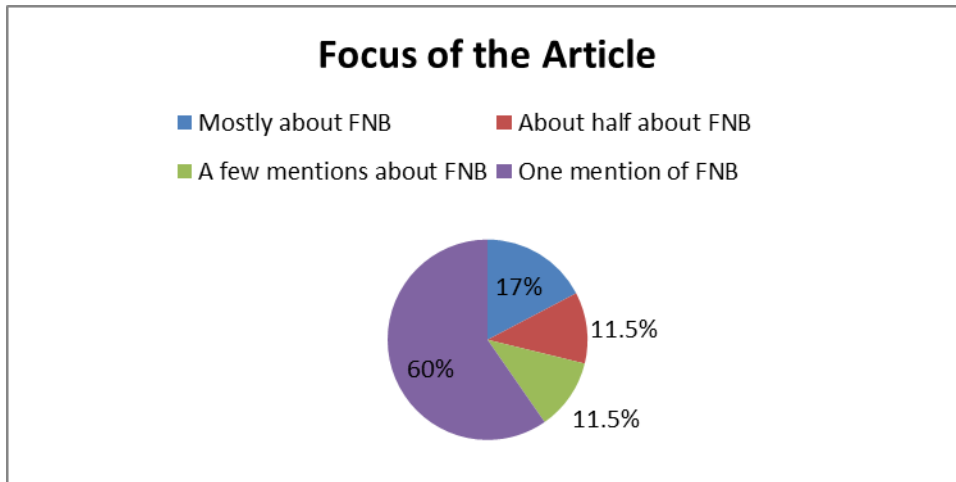
MEDIA ANALYSIS

Trust in the Banking Industry Campaign

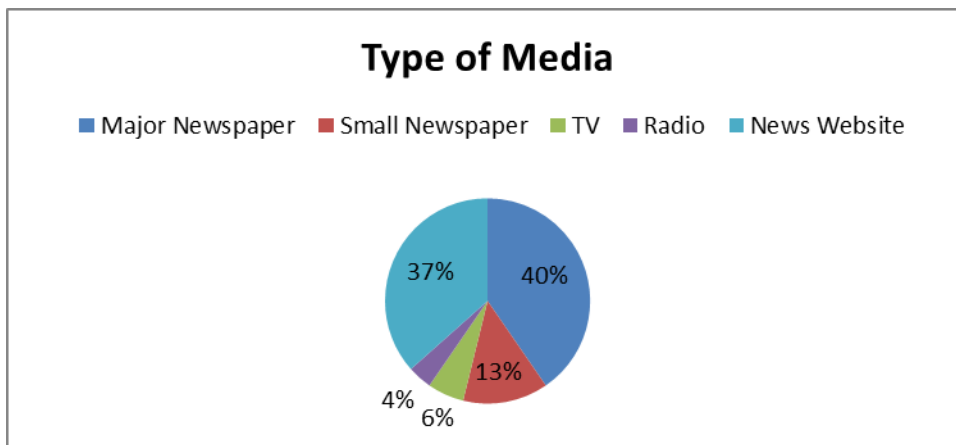
MEDIA ANALYSIS

A media analysis was conducted to gauge the media's perception of First National Bank (FNB) and to observe how frequently the bank appeared in different media outlets from November, 2011- January, 2012. It was conducted using a number of different professional search engines for news sources, such as Lexus Nexus, Factiva and Cision to find mentions of First National Bank in the media. The different publications in which First National Bank was mentioned were recorded and analyzed based on a number of different categories: type of media, focus of the article, tone of the article, tone about the bank and topic of the article.

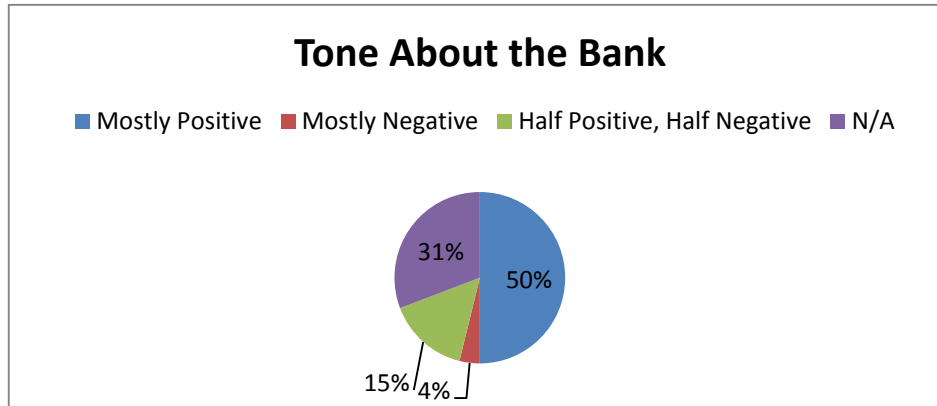
Over these three months, First National Bank received a moderate amount of media coverage in different publications. The bank was mentioned in the media 52 times and in 31 of these publications, the bank was only mentioned once throughout the article (59.6%). Nine of the articles were mostly about FNB (17.3%). The article was about half about the bank in six articles (11.5%) and the bank was mentioned a few times in the same amount of articles.



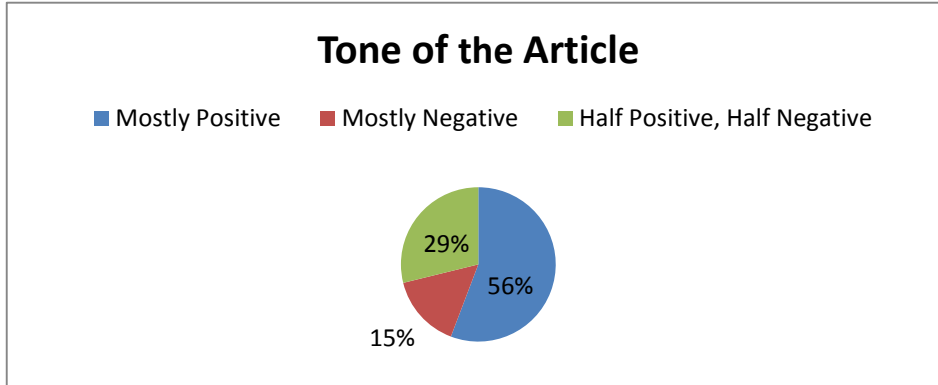
Forty percent of the mentions in the sample were in major newspapers (n=21). News websites made up 35% of the mentions (n=19). Smaller newspapers referenced First National Bank seven times (13.5%). Television mentions of FNB were only 6% (n=3) and radio was only 4% (n=2). Only 12% of the publications were from State College news sources (n=6).



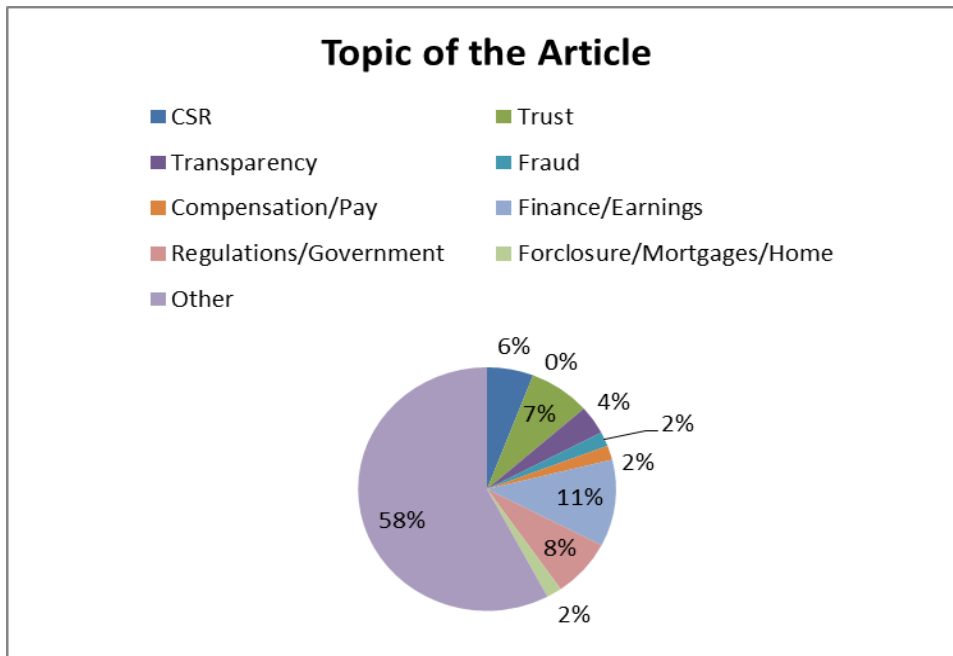
Of the 21 articles in major newspapers, six had a positive tone about the bank (28.6%), five were half positive and half negative (23.8%), nine were not applicable (42.9%) and only one had a negative tone (4.8%). Thirteen of the websites had a positive tone about the bank (68.4%), five were not applicable (26.3%) and only one had a negative tone (5.3%). In the sample of small town newspapers, four spoke positively about the bank (57.1%) and three spoke negatively (42.9%). All of the TV and radio publications were positive towards the bank, or not applicable. In total, exactly half (50.0%, n=26) of the coverage was positive about the bank. Only 4% was negative (n=2), and the rest was either half positive and half negative or not applicable.



The tone of the article did not always coincide with the tone about the bank. Research showed that while most articles had a definitive tone, many times the tone of the bank was neutral or not applicable. Of the 21 articles in major newspapers, 11 were mostly positive (52.4%), six were half positive and half negative (28.6%) and four were mostly negative (19%). Thirteen of the articles found on news websites were mostly positive (68.4%), three were mostly negative (15.8%) and the same number were half positive and half negative. Of the articles in small town newspapers, five were mostly positive (71.4%), two were half positive and half negative (28.6%) and none of were mostly negative. Two of the television publications were half positive and half negative (66.7%), one was negative (33.3%) and none were positive. Both of the radio publications were half positive and half negative. In total, 56% were mostly positive (n=29), 15% were mostly negative (n=8), and 29% were half positive and half negative (n=15).



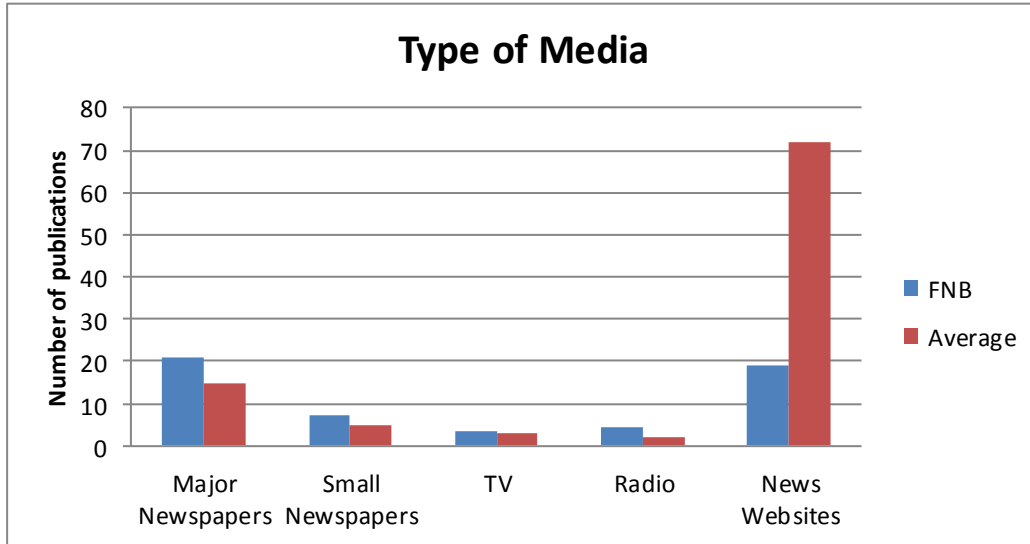
The topics of the coverage that mentioned First National Bank varied greatly. The “other” category made up 58% of the topics (n=30). Finances and earnings was the topic of 12% of the publications (n=7), while every other topic was only present in four articles, at most. Occupy Wall Street was not the topic of any articles.



Within the “other” category, 73% of the publications had a mostly positive tone (n=22). Only 17% were negative (n=5), and 10% were half positive and half negative (n=3). Four of the finance and earnings articles were half positive and half negative (66.7%), two were positive (33.3%) and none were negative.

In the “other” category, 47% of the publications had a positive tone about the bank (n=14) and the remaining 54% were either half positive and half negative or not applicable (n=16). None were negative. 83% of the finance and earnings articles spoke positively about the bank (n=5) and the remaining 18% articles were not applicable (n=2). Once again, none were negative.

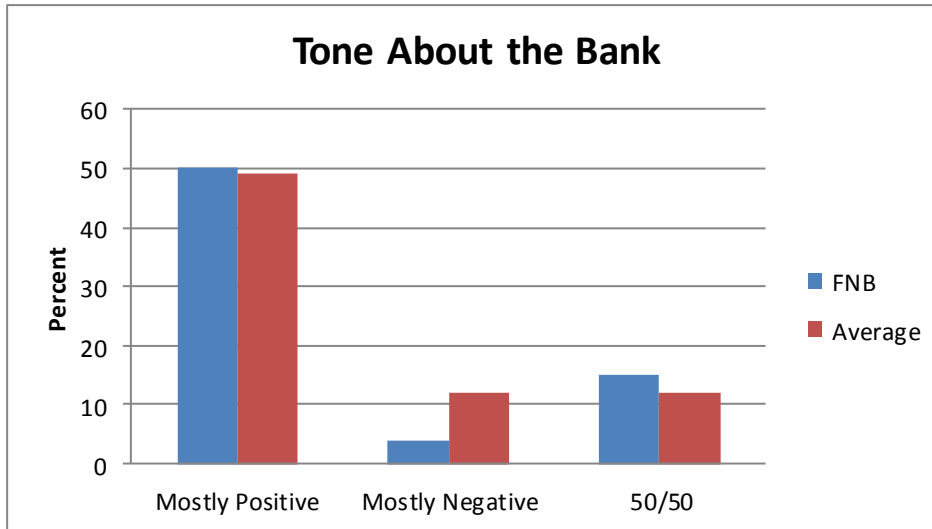
Comparative research was also conducted, to find out how First National Bank is portrayed in the media, versus 10 other State College banks. FNB was one of the seven banks that were mentioned in publications from State College media outlets. On average, the banks were mentioned in 93 news items from November through January, while FNB was only mentioned in 52. Major newspaper publications averaged at 15, small town newspapers were five, TV was less than one and radio was one. First National Bank surpassed the average in all of these media sources. The average number of online news mentions was 72, which was more than FNB.



On average, 61% of the coverage only mentioned the bank once, while First National Bank was similarly mentioned only once in 60% of the publications. The average for coverage that was mostly about that bank was 24%, but in the coverage mentioning FNB was less; only 17.3% was mostly about the bank.

When looking at all 11 banks, 61% of the news pieces were mostly positive, in comparison to the 56% of publications which were mostly positive and mentioned FNB. The average of mostly negative coverage was 20%, which is more than the 15% of mostly negative coverage found when researching FNB. A total of 19% of coverage was both positive and negative. In the case of publications about First National Bank, 29% were both positive and negative.

In regards to tone about the banks themselves, FNB excelled above the rest with 50% of First National Bank’s coverage being mostly positively, while the group’s average was 49%. Only 4% of publications about FNB were negative and the group’s average was 12%. The average of positive and negative coverage was 12%. The coverage about FNB was 15% positive and negative.



Generally speaking, the coverage on all of the banks was either about finances or earnings, or fell into the “other” category. For example, 12% of the publications about FNB were about finances or earnings, while the average was 33%. In conclusion, the comparative research showed that First National Bank is mainly consistent with the average in terms of media coverage, although there are categories where they exceed the rest.

SOCIAL MEDIA

RESEARCH

Introduction:

FNB Corporation is headquartered in Hermitage, PA and strives for financial and economic success among customers while building lasting and enduring relationships. One of the best and most effective ways to create and maintain lasting relationships in the banking industry is through the integration and frequent use of the countless social media platforms available. First National Bank does not currently use social media such as Twitter, Facebook or blogs however, it would be extremely beneficial for the company to begin with one social media platform and measure its success. Although some banks are hesitant to use social media, many have started using social websites to help them with everything from healing the financial industry to promoting their latest credit cards. Banks are not generally known for building warm and sincere communities around their products and services. Social media is one of the first steps to demonstrate to customers that the company is gearing its focus on customer service initiatives and adopting the personality of the people they serve.

Current Use of Social Media:

FNB Corporation of Hermitage, PA has a short Wikipedia page containing general information about the bank. It includes a few sentences where they operate in the United States and their recent expansion. FNB Corporation operates under the name First National Bank in Pennsylvania and Ohio only. The Wikipedia page has two hyperlinks that lead viewers to the website and the consumer page.

First National Bank has limited social media coverage due to the lack of social media platforms the company uses. First National Bank does not have a Twitter account and although they have a Facebook account the only information on it is pulled from their short Wikipedia page. Eight people “Like” FNB Corporation’s Facebook page. The picture used for their Facebook page is a picture of Pennsylvania with blue dots representing where FNB Corporation banks are located throughout the state.

In the social media world:

Using social search engine Hakia under CitySearch, there are places for customers to make comments about the bank. There were three positive comments and numerous positive blog articles found through the search engine mostly relating to promotions and services that the banks offers. For example, the promotion of the State College Branch Manager in 2011 was one of the first articles that appeared under the Hakia search engine. The three positive comments were in reference to either recently changing banks to bank with FNB Corporation or a positive experience they had with the bank tellers. The search engine also provided general information about the banks such as the founding date in 1864, the products and policies they offer along with the banks services. Although most of the articles and comments on FNB Corporation were generally positive there was one negative comment referring to the bank and its customer service. The comment stated that the bank cashed two checks which the customer did not sign, nor authorize and then told the customer it was their fault and would not waive their fees.

There were various Google blogs mentioning First National Bank attributing to the great customer service and positive experiences with their services. For example, the Business Journal Daily blog wrote an entry acknowledging the six “Awards for Excellence” the bank received in the past few years for overall satisfaction, relationship manager performance and branch satisfaction. Colliers International blog contained an entry about specific First National Bank branches opening in the Pennsylvania area. The most recent blog entries with January 2012 dates mentioned First National Bank’s fourth quarter earnings, results and their net income. Various blogs dealing with profits and earnings recognized First National Bank and their fourth quarter earnings. For example, *Wall Street Cheat Sheet* created a blog entry revealing First National Bank’s subsidiaries and financial services to consumers. The blog mentioned key statistics, quotes from management and competitors to watch in a short entry. Blogs that frequently mentioned FNB Corporation include: *Business News Express*, *All Pennsylvania Newswire*, *Gainerstoday.com*, *theta-trader.com* and *the Business Journal*. These blog entries remained positive generally reporting facts about FNB Corporation rather than opinions. Some blog entries such as *Seeking Alpha* report comparisons of FNB Corporation to other banks. For example, in one blog entry by *Seeking Alpha* they explain why Hunting Bancshares (HBAN) is significantly cheaper than FNB Corporation. FNB Corporation is not on Klout and therefore their Klout score could not be determined. Although FNB Corporation does not have a Twitter account the bank is mentioned about 1-5 times daily. Similarly to the blogs and Facebook posts the majority of the tweets are positive attributing to job openings and people switching banks to First National Bank. One recent tweet made by a new FNB Corporation customer stated, “Just had an FNB consultant come out and see us for our move from ABSA. Absolutely fantastic and very friendly service. Well impressed.”

One of the few complaints on Twitter about First National Bank has to do with having different branches of FNB Corporation use different policies. This was a major complaint for a few customers via Twitter. When using Google Trends to search for topics related to First National Bank there is not enough search volume on First National Bank to reveal graph trends.

When searching FNB Corporation on YouTube some of the first few videos that appear are from the Financial News Network concerning acquisitions, mergers, earnings and profits. The material and tone of the FNB Corporation YouTube videos similarly reflect the information and tone of the online articles and blog entries. The most common topics demonstrate actions and accomplishments the company has encountered. FNB Corporation does not currently have a YouTube channel however; it would be beneficial for the company to create one in order to demonstrate to the public the community service activities they are involved in. Current and potential customers would love to see their bank dedicated to the community and not only its profits.

Conclusion:

The mission statement of First National Bank is to help their customers achieve economic success and financial security by building relationships through trust and integrity. This overall

message does not come across through the talk among people online relating to First National Bank. Although the majority of comments, articles and blog entries are positive they do not relate back to the overarching goal of FNB Corporation. Along with creating relationships based on trust the goal of FNB Corporation is to create long-term value for their shareholders and improve the quality of life in the communities they service. There are numerous articles online about First National Bank and what their company is doing internally however, there is a lack of online articles, blog entries and trends that demonstrate what First National Bank is doing outside of promotions, earning and services they offer. There is an absence of online information referring to what First National Bank does for the community and their customers, which would create talk among online users relating back to their mission statement and overall goal of the company.

Recommendations:

There are numerous steps that we would recommend for FNB Corporation if they were interested in entering the constantly evolving world of social media. Social media has become a great customer service tool across many industries and banking is no exception. As an organization, creating an online presence has become a necessity. It demonstrates transparency within the organization and provides customers with the perspective that a bank actually cares. Our recommendations include:

1. Redoing and updating the FNB Corporation Wikipedia page- It is important to create a well-informed Wikipedia page, as it is one of the primary sources people use when researching unfamiliar organizations and companies. The lack of an informative Wikipedia page may negatively impact potential customers due to their lack of knowledge of the organization. Although the FNB Corporation website is very educational, Wikipedia is a fast and easy way for people to research your organization quickly and efficiently.
2. Write a blog- Creating a blog is a great way for an organizations company atmosphere to show through. FNB Corporation is dedicated to providing their employees and customers with a professional and laidback atmosphere and this can easily be reflected in a company blog. There are many companies that have a different employee write a blog post every few days. It does not only have to be about employee experiences, but it can be used as a chance to show off and brag about the company itself. The great thing about blog posts is they can be about anything you want! If a company recently won an award, promoted an employee or hired a new employee it is a great blog post. It is also an easy way to brag about all of the great services FNB Corporation offers and the countless hours of community service they participate in.
3. Create a YouTube Channel- This is a perfect way for FNB Corporation to promote itself by uploading commercials, community involvement and other videos. First National Bank at State College travels to numerous classrooms throughout the year teaching students the value of saving their money. The teaching of this lesson would be a great video to upload to a YouTube channel demonstrating how devoted FNB Corporation is to its customers and the community.

4. Create a Facebook Account- I think creating a Facebook account before a Twitter account is necessary because there are many more people on Facebook than Twitter. It also allows FNB Corporation to upload pictures, videos and a greater amount of information compared to a Twitter account. The great thing about Facebook is the fact that photos and videos can be uploaded and stored into different albums making it easy for customers

PRIMARY
RESEARCH

PRIMARY RESEARCH

Student Survey

Due to the banking crisis in 2008 recent polls and surveys have demonstrated a slow decline of trust among the banking industry. To better understand State College students' views and attitudes toward the banking industry a questionnaire of 18 questions was distributed throughout the Penn State University campus by the College of Communications students in Dr. DiStaso's Comm473 public relations class. The survey was distributed to 470 current Penn State students revealing students' opinions on topics such as the reputation of local and national banks, the confidence students have in local and national banks and the most important feature local and national banks employ. Hard copy surveys were distributed to current students, males and females of all ages, in numerous buildings around Penn State's campus and then entered into SurveyMonkey.com, an online survey tool. Likert-type questions ranging from strongly agree to strongly disagree were included in the survey along with multiple choice questions with a list of options for students to choose from. (See the questionnaire in Appendix A) Although the survey does not pertain to First National Bank or any of the banks the class is working with specifically, it reveals important and relevant information regarding the banking industry in general from the amount of trust students see in banks to the most pertinent features banks offer.

After gathering the community members' responses, the results were entered into SPSS, a computer program used for analyzing statistics and predicting behavior. By using the computer program SPSS we were able to run numerous tests such as cross-tabulations, means, percentages, ANOVA's, Chi-Square Tests, T-tests and correlations. Running these tests allowed us to gain a better understanding of the relationships among local community members and their perceptions on the banking industry. For example, over half of the student population surveyed (67 percent, n=319) were not aware of the community service activities offered by State College banks. In comparison to community members just under half (44 percent, n=179) were not aware of community service activities that banks offer. This will prove an important feature to our campaign by driving awareness of the community service activities employed by First National Bank. This will guide us to focus on awareness of community service activities throughout our campaign.

Demographics

The total number of students that completed the survey was 470. More than half of the survey participants were females at 59% (n=279). The amount of males that completed the survey was 41% (n=191). Most of the students that took the survey were between the ages of 21-23 years old (60.6%, n=285). The second highest age group was students between the ages of 18 to 20 years old (34%, n=160). The last age group that completed the student survey was 24 years old and up (5.3%, n=25). Of the students that took the survey, 61% came to State College from within the state (n=285). Those that were out of state made up 34% of the participants (n=161), and international students made up 5% of the participants (n=25).

"I believe that banks treat people fairly and justly."

Nearly half (46.7%, n=223) of the sample agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M=3.30 SD=.88).

“I believe that banks take opinions of the public into account when making decisions.”

This was a likert type question with choices including strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. In the sample, 38% agreed or strongly agreed with this statement (n=180). The average response to this question was neither disagree nor agree (M=3.03 SD=.95).

“I trust banks to do what is right.”

In the sample, 43% agreed or strongly agreed with this statement (n=207). The average response to this question was neither disagree nor agree (M=3.19 SD=.94).

“I trust local banks more than national banks.”

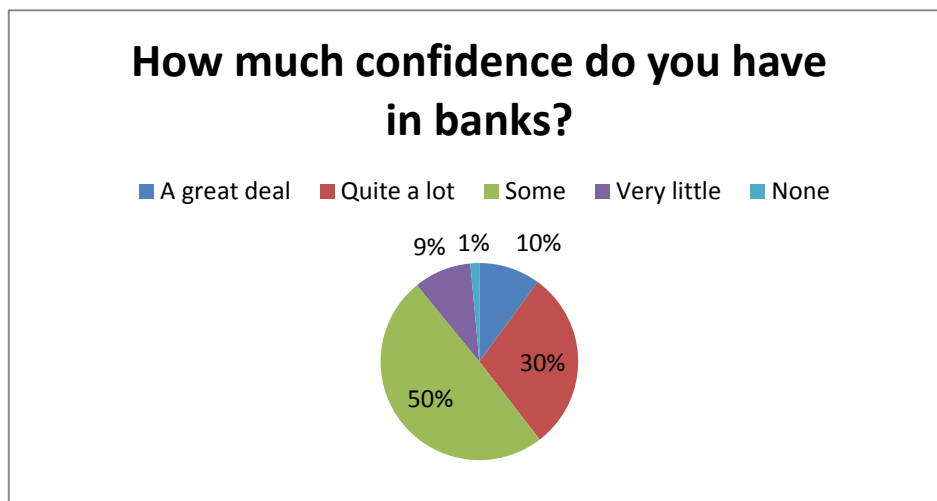
Just over half (50.5%, n=240) of the sample agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M=3.40 SD=.90).

“I’m aware of the community service activities by the banks in State College.”

Over half (67%, n=319) of the sample disagreed or strongly disagreed with this statement. The average response to this question was disagree (M=2.28 SD=1.0).

“How much confidence do you have in banks?”

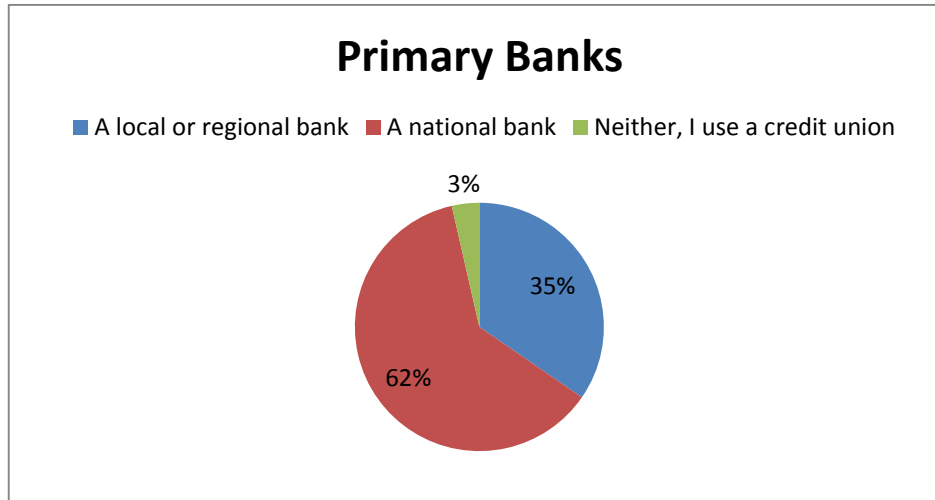
Nearly half (49.6%, n=237) of the sample said they had some confidence in banks. Of the sample, 30% said they had quite a lot of confidence in banks (n=141). Ten percent of the sample said they had a great deal of confidence in banks (n=48). Of the sample, 9% said they had very little confidence in banks (n=45). In a 2011 Gallup analysis of confidence in the banking industry, only 23% of the population said they had quite a lot or a great deal of confidence in banks. Of the sample, 2% said they had no confidence in banks (n=7). The average response to this question was some (M=2.62 SD=.84).



“Which of the following is your primary bank?”

This question had four choices including a local or regional bank, a national bank, neither (I use a credit union) and other. Over half (61.8%, n=295) of the sample said that a national bank is their primary bank. Of the sample, 35% said that a local bank is their primary bank (n=165), and

7% said that they use neither a local or national bank as their primary bank (n=17). There are limitations to this question because people may perceive what local banks and national banks mean differently.



“I trust my primary bank to do what is right.”

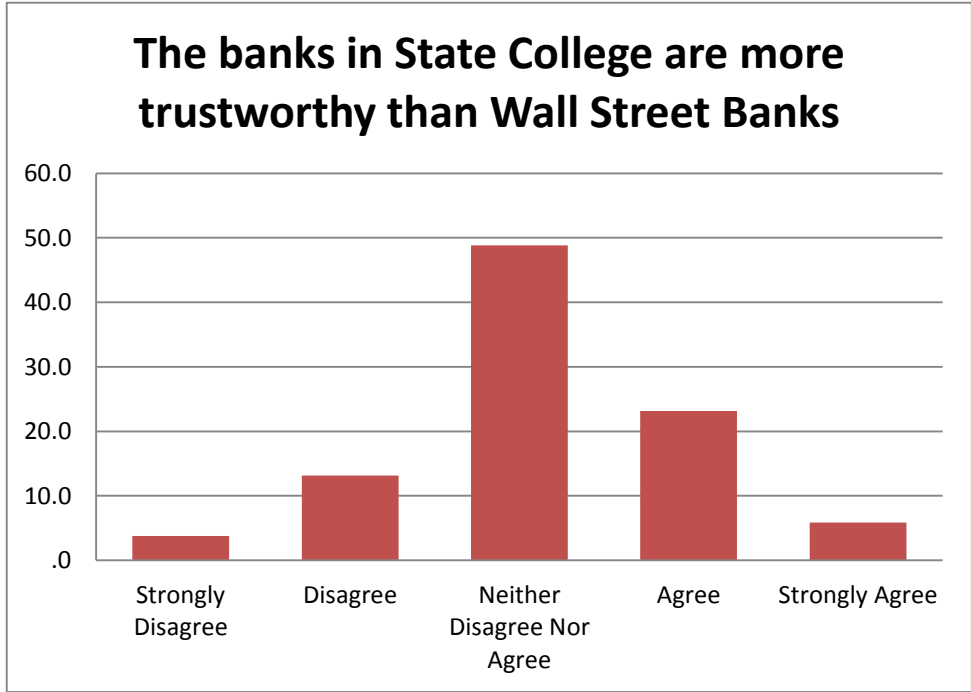
Over half (72.4%, n=330) of the sample agreed or strongly disagreed with this statement. Of the sample, 7% disagreed or strongly disagreed with this statement (n=33). The average response to this question was agree (M=3.73 SD=.79).

“My primary bank is responsive to my customer service needs.”

Most (79.5%, n=361) of the sample agreed or strongly agreed with this statement. The average response to this question was agree (M=3.85 SD=.76).

“The banks in State College are more trustworthy than Wall Street banks.”

A little over half (51.5%, n=234) of the sample neither disagreed nor agreed to this statement. Of the sample, 31% agreed or strongly agreed with this statement (n=139). The average response to this question was neither disagree nor agree (M=3.15 SD=.88).

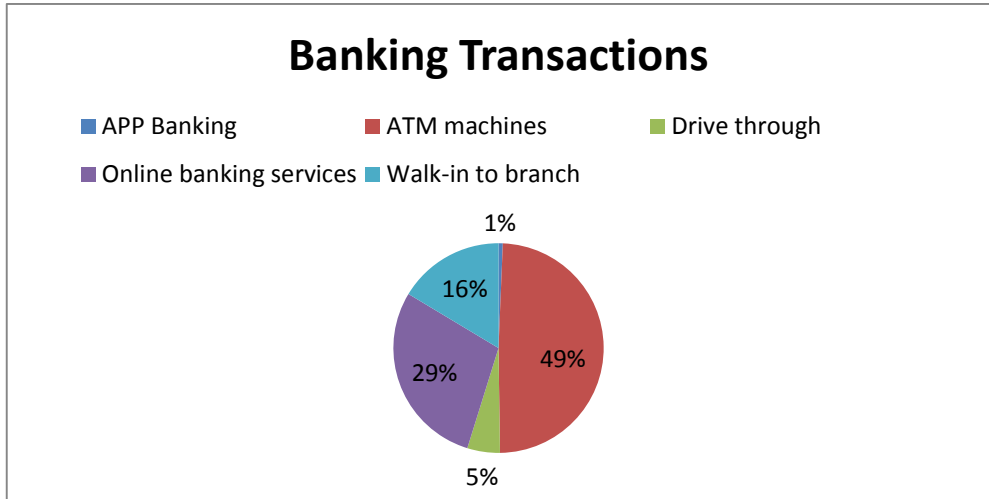


“How likely are you to change your primary bank in the near future?”

Over half (66%, n=302) of the sample said that they were unlikely going to change their primary bank in the near future. The average response to this question was unlikely (M= 2.35 SD=1.0). There are limitations to this question because people may perceive the “near future” differently.

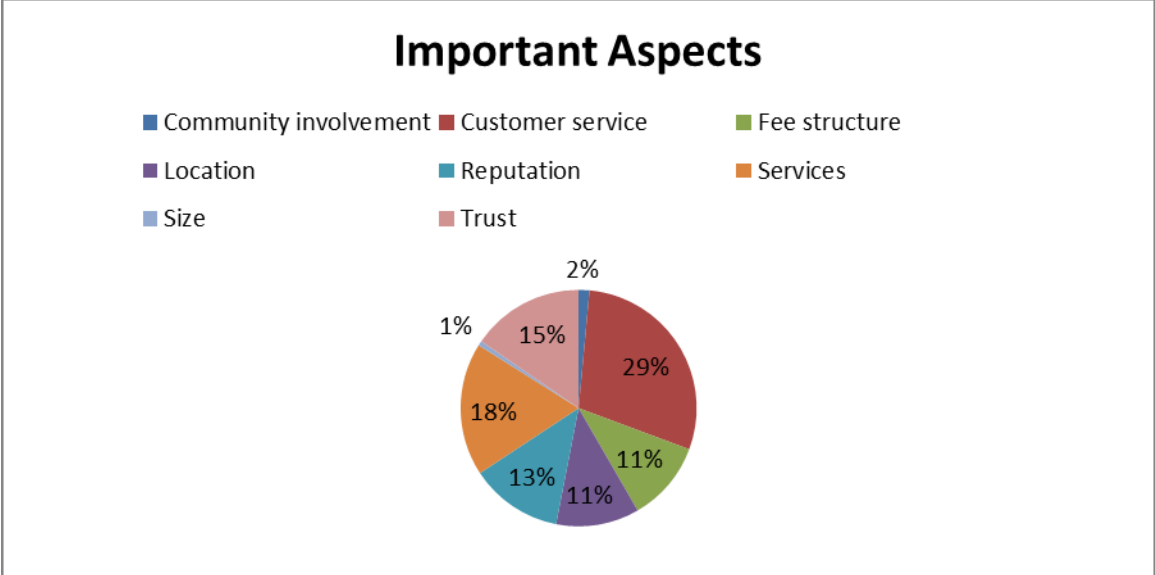
“How do you do most of your banking transactions (i.e deposits, transfers, withdrawals)?”

Almost half (49.1%, n=225) of the sample said that they do most of their banking transactions through ATM machines, 29% through online banking (n=132), 16% through walking into a branch (n=75), 5% through the drive through (n=23), and 1% through APP banking (n=3).



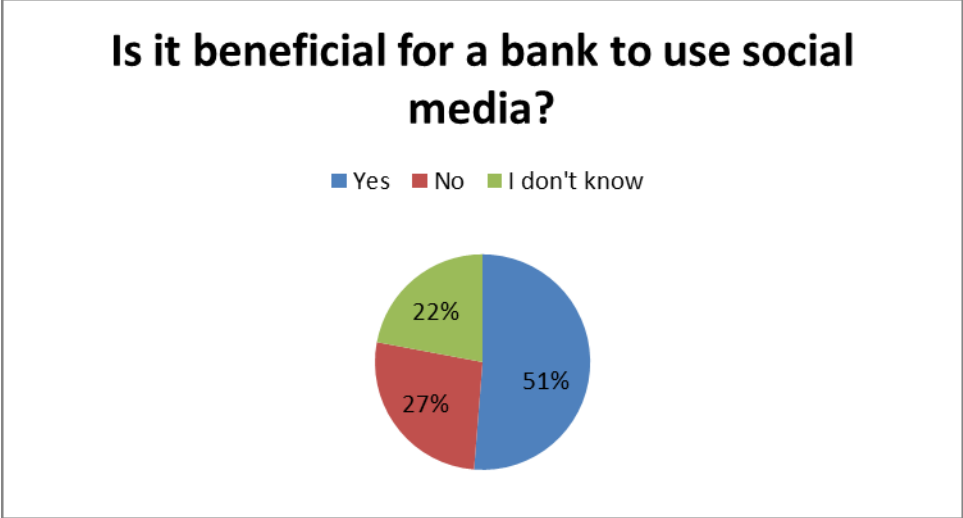
“What is the most important aspect of a bank?”

For 29% of those surveyed customer service is the most important aspect of a bank (n=138), 18 percent believed the most important aspect was the services (n=86), 15 percent believed it was trust (n=73), 13% believed it was a banks reputation (n=60), 11% said location (n=54), 11% said fee structure (n=52), 2% said a banks community involvement (n=7), and 1% said that size is the most important aspect.



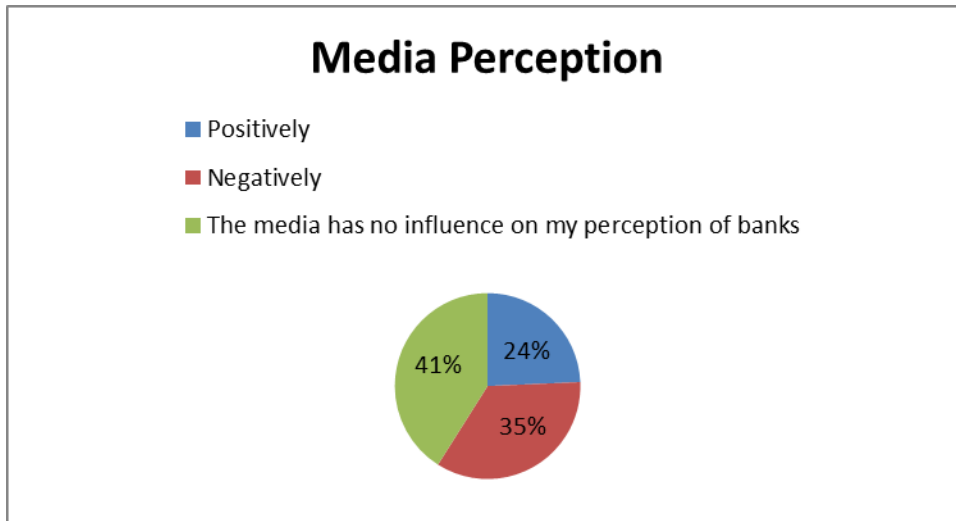
“Do you think it is beneficial for a bank to use social media?”

More than half (52%, n=242) of those surveyed believe it is beneficial for a bank to use social media, 27% think it is not beneficial (n=126), 22% said they don’t know if it is beneficial or not (n=104).



“How does the media influence your perception of banks?”

In regards to media perception on the banking industry, 41% believed the media has no influence, 35% believed the media had a negative influence (n=164), and 24 percent said the media had a positive influence (n=115).



Correlations

“I believe that banks take the opinions of the public into account when making decisions.”

This variable has a strong positive relationship with the variable “I trust banks to do what is right.” ($R(397) = .474, p < .000$) and the variable “How much confidence do you have in banks.” ($R(397) = .41, p < .001$). This variable has a weak positive relationship with the variable “I’m aware of community service in State College banks.” ($R(397) = .27, p < .000$). This variable has a moderately positive relationship with the variable “I trust my primary bank to do what is right.” ($R(397) = .34, p < .001$). This variable has a negligible relationship with the variable “The banks in State College are more trustworthy than Wall Street banks.” ($R(397) = .09, p < .001$) and the variable “How likely are you to change your primary bank.” ($R(397) = -.10, p < .001$). This variable has a weak positive relationship with the variable “My primary banks are responsive to my customer service needs.” ($R(397) = .29, p < .001$).

“I trust banks to do what is right.”

This variable has a strong positive relationship with the variable “How much confidence do you have in banks.” ($R(397) = .61, p < .001$) and the variable “I trust my primary bank to do what is right.” ($R(397) = .57, p < .001$). This variable has a negligible relationship with the variable “I’m aware of community service in State College banks.” ($R(397) = .17, p < .001$). This variable has a moderately positive relationship with the variable “My primary banks are responsive to my customer service needs.” ($R(397) = .36, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change you primary bank.” ($R(397) = -.211, p < .001$).

“I trust local banks more than national banks.”

This variable has a strong positive relationship with the variable “The banks in State College are more trustworthy than the Wall Street banks.” ($R(397) = .41, p < .001$). This variable has a negligible relationship with the variable “I trust my primary bank to do what is right.” ($R(397) = .10, p < .001$), the variable “My primary banks are responsive to my customer service needs.”

($R(397) = .18, p < .001$) and the variable “How likely are you to change you primary bank.” ($R(397) = -.16, p < .001$).

“I’m aware of the community service activities by the banks in State College.”

This variable has a weak positive relationship with the variable “How much confidence do you have in banks.” ($R(397) = .29, p < .001$).

“How much confidence do you have in banks?”

This variable has a strong positive relationship with the variable “I trust my primary bank to do what is right.” ($R(397) = .46, p < .001$). This variable has a moderately negative relationship with the variable “My primary bank is responsive so my customer service needs.” ($R(397) = -.35, p < .001$). This variable has a weak positive relationship with the variable “how likely are you to change your primary bank in the future?” ($R(397) = .25, p < .001$).

“I trust my primary bank to do what is right.”

This variable has a strong positive relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(397) = .65, p < .001$). This variable has a negligible relationship with the variable “Are the banks in state college more trustworthy than Wall Street banks.” ($R(397) = .15, p < .001$). This variable has a moderately negative relationship with the variable “How likely are you to change your bank in the near future?” ($R(397) = -.29, p < .001$).

“The banks in State College are more trustworthy than Wall Street banks.”

This variable has a negligible relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(397) = .18, p < .001$) and the variable “How likely are you to change your bank in the near future?” ($R(397) = -.16, p < .001$).

The variables “My primary bank is responsive to my customer needs” has a negligible relationship with the variable “How like are you to change your bank in the near future?” $R(397) = -.310, p < .001$.

Community Survey

Due to the banking crisis in 2008, recent polls and surveys have demonstrated a slow decline of trust among the banking industry. To better understand State College community members’ views and attitudes toward the banking industry a survey of 18 questions was distributed by the Penn State University College of Communications students to State College community members through telephone interviews. The survey was distributed to 398 local community members revealing their opinions on topics such as the reputation of local and national banks, the confidence students have in local and national banks and the most important feature local and national banks employ. The survey questions were read over the phone to community members, both males and females ranging in age. The responses were then entered into SurveyMonkey.com, online survey tool, by Dr. DiStaso’s public relations students. Likert-type questions ranging from strongly agree to strongly disagree were included in the survey along with multiple choice questions with a list of options for students to choose from. Although

the survey does not pertain to First National Bank specifically it reveals important and relevant information regarding the banking industry in general from the amount of trust students see in banks to the most pertinent features banks offer.

After gathering the community members' responses, the results were entered into SPSS, a computer program used for analyzing statistics and predicting behavior. By using the computer program SPSS we were able to run numerous tests such as cross-tabulations, means, percentages, ANOVA's, Chi-Square Tests, T-Tests and correlations. Running these tests allowed us to gain a better understanding of the relationships among local community members and their perceptions on the banking industry. For example, the community member survey revealed that 65 percent of people surveyed contained either some or very small level of trust in banks. As a result of this number showing that over 50 percent of local community members view a negative sign of trust in banks demonstrates the ability to increase that overall trust in banks dramatically. Although it provides us with a great possibility of perception change, it also establishes a challenging difficult to change the perception of such a large group of people. It was also noted that over half of the population believed State College banks to be more trustworthy than national banks providing our public relations campaign with positive perceptions regarding local banks such as First National Bank.

Demographics

The total number of community members who participated in the survey was 398. A little over half of the participants were female at 54% (n=215). 46% of the participants were male (n=183). Only 3% of the participants were 21 and younger (n=13). Ages ranging from 22 to 34 made up 14% of the participants (n=56) and ages 35 to 44 made up 27% (n=108). The largest percent of participants fell within the age range of 45 to 54 with 29% (n=118). 18% ranged from 55 to 64 years old (n=64) and only 9% were 65 and older (n=36). Of the population surveyed, 3% have lived in State College for less than one year (n=12). 23% have lived in State College for one to five years (n=92), 23% have lived in State College for six to ten years (91) and 24% lived here for 11 to 20 years (n=96). Of the community members contacted, 12% have lived here for 21 to 30 years (n=47), 10% have lived here for 31 to 40 years (n=39) and only 6% have lived here for over 40 years (n=23). The majority of the sample is currently employed (72.2%, n=288). Only 14% was unemployed (n=56) and 14% was retired (n=55).

“I believe that banks treat people fairly and justly.”

Over half of the sample (51.4%, n=208) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M= 3.26 SD=1.01).

“I believe that banks take opinions of the public into account when making decisions.”

In the sample, 44% agreed or strongly agreed with this statement (n=177). The average response to this question was neither disagree nor agree (M= 3.10 SD=.99).

“I trust banks to do what is right.”

Half of the sample (50%, n=201) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M=3.30 SD=.98).

I trust local banks more than national banks.

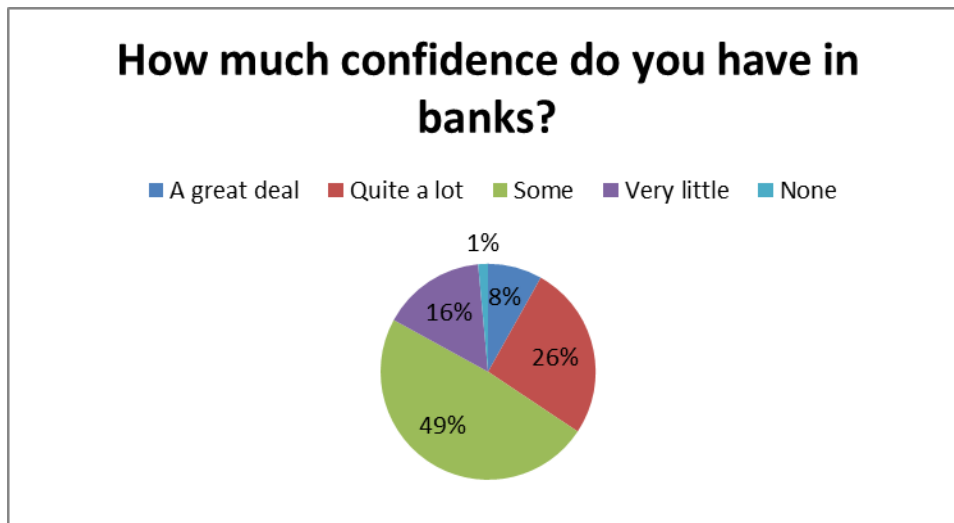
Just over half of the sample (52.2%, n=211) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M= 3.42 SD=.88).

“I’m aware of the community service activities by the banks in State College.”

In the sample, 44% disagreed or strongly disagreed with this statement (n=179). The average response to this question was neither agree or disagree (M= 2.83 SD=1.03).

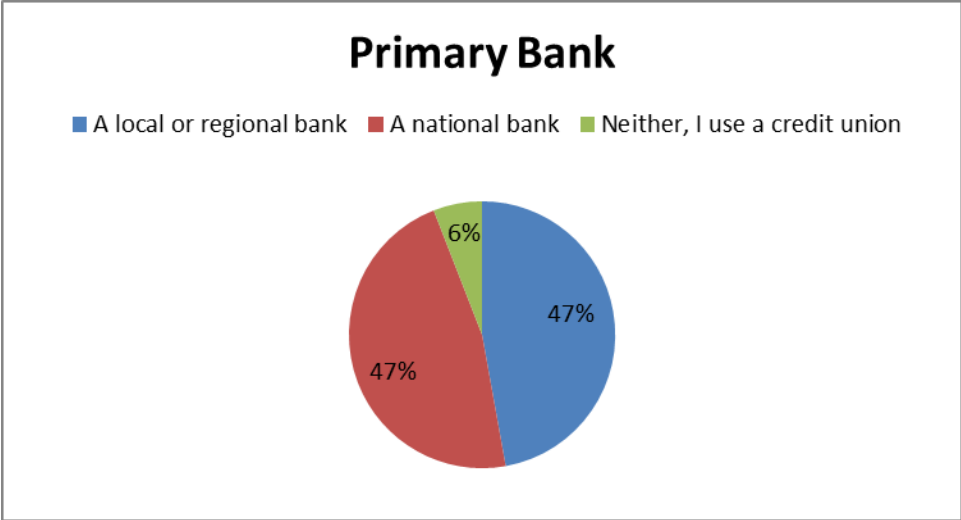
“How much confidence do you have in banks?”

Nearly half (48.6%, n=197) of the sample said they had some confidence in banks. Of the sample, 26% said they had quite a lot of confidence in banks (n=106). Of the sample, 8% said they had a great deal of confidence in banks (n=33) and 16% said they had very little confidence in banks (n=63). Only 2% said they had no confidence in banks (n=6). The average response to this question was some (M= 2.76 SD=.86).



“Which of the following is your primary bank?”

Of the sample, 47% said that a local or regional bank is their primary bank (191) and 47% said that a national bank is their primary bank (n=190). Only 6% said that they use neither a local or national bank as their primary bank (n=24). There are limitations to this question because people perceive what local banks and national banks mean differently.



“I trust my primary bank to do what is right.”

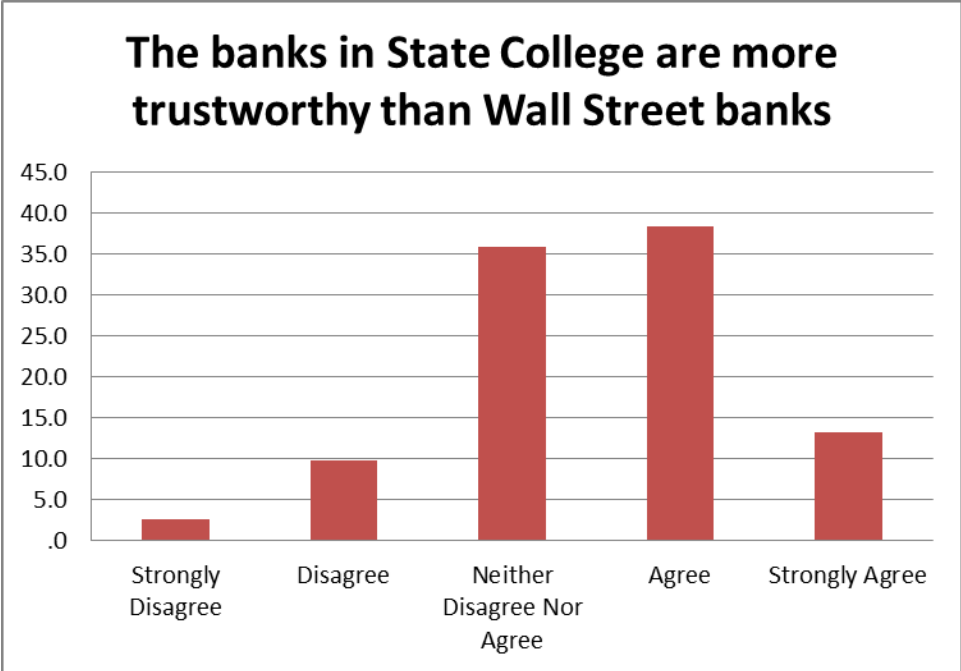
Over half (73.5%, n=274) of the sample agreed or strongly agreed with this statement. Of the sample, 5% disagreed or strongly disagreed with this statement (n=20). The average response to this question was agree (M= 3.77 SD=.70).

“My primary bank is responsive to my customer service needs.”

Most (75.3%, n=278) of the sample agreed or strongly agreed with this statement. The average response to this question was agree (M= 3.82 SD=.76).

“The banks in State College are more trustworthy than Wall Street banks.”

A little over half (51.6%, n=190) of the sample agreed or strongly agreed with this statement (n=139). The average response to this question was neither disagree nor agree (M= 3.50 SD=.94).



“How likely are you to change your primary bank in the near future?”

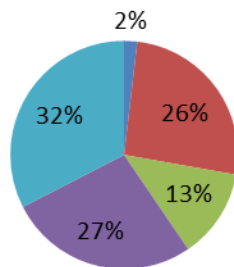
Over half (68.2%, n=259) of the sample said that they were unlikely going to change their primary bank in the near future. The average response to this question was unlikely (M= 2.13 SD=.89). There are limitations to this question because people perceive the near future differently.

“How do you do most of your banking transactions (i.e deposits, transfers, withdrawals)?”

Around a third of the sample (33%, n=123) said that they do most of their banking transactions through a walk in branch. Of the sample, 27% said that they do most of their banking transactions through online banking (n=102) and 26% said that they do most of their banking transactions through an ATM machine (n=98). Thirteen percent said that they do most of their banking transactions through drive through (n=48). Only 2% said that they do most of their banking transactions through APP banking (n=7).

Banking Transactions

■ APP Banking ■ ATM machines ■ Drive through
■ Online banking services ■ Walk-in to branch

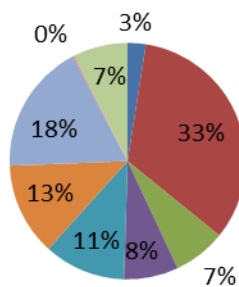


“What is the most important aspect of a bank?”

Thirty-three percent said that customer service was the most important aspect of a bank (n=134). Of the sample, 18% said that services was the most important aspect of a bank (n=72) and 13% said that reputation was the most important aspect of a bank (n=51). Eleven percent said that low fees was the most important aspect of a bank (n=45). Of the sample, 8% said that trust was the most important aspect of a bank (n=30). Of the sample, 8% said that location was the most important aspect of a bank (n=30). Only 7% said that fee structure was the most important aspect of a bank (n=29), 3% said that community involvement was the most important aspect of a bank (n=10) and less than 1% said that size was the most important aspect of a bank (n=1).

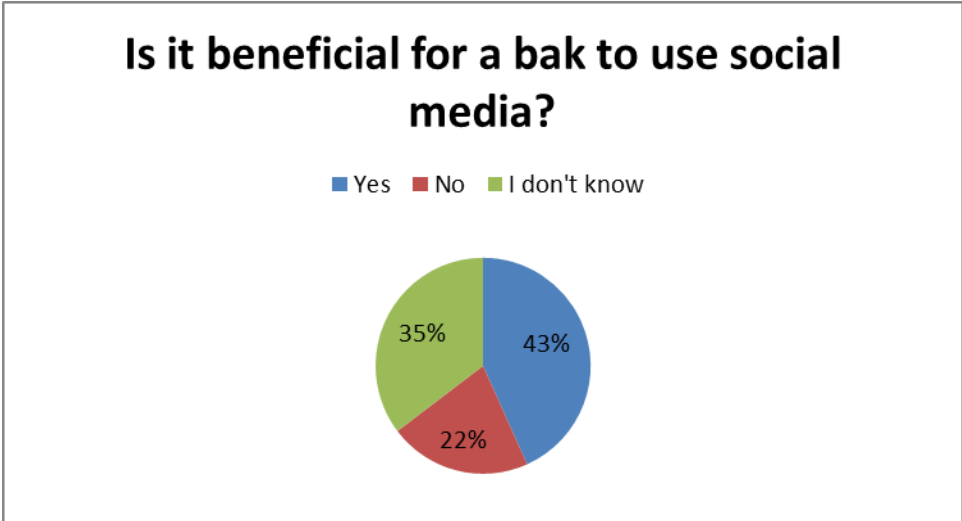
Important Aspects

■ Community involvement ■ Customer service ■ Fee structure
■ Location ■ Low fees ■ Reputation
■ Services ■ Size ■ Trust



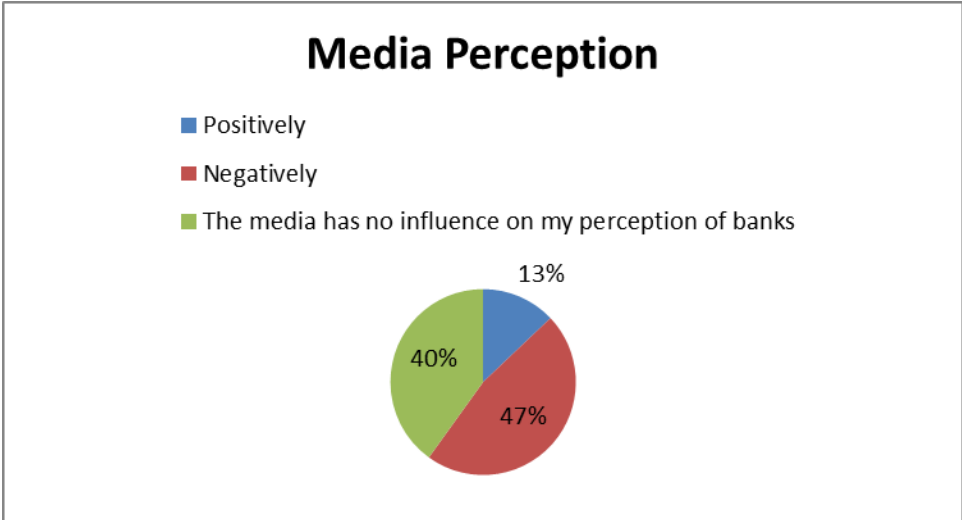
“Do you think it is beneficial for a bank to use social media?”

Nearly half (43%, n=174) think it is beneficial for a bank to use social media. Of the sample, 21% think it is not beneficial for a bank to use social media (n=86). Of the sample, 35% said they don’t know if it is beneficial for a bank to use social media (n=142).



“How does the media influence your perception of banks?”

Forty-seven percent said that the media has a negative influence on their perception of banks (n=189). Of the sample, 40% said that the media has no influence on their perception of banks (n=161) and 13% said the media has a positive influence on their perception of banks (n=52).



Correlations

“I believe that banks treat people fairly and justly.”

The variables “I believe that banks take opinions of the public into consideration when making decisions” ($R(404) = .67, p \leq .000$), “I trust banks to do what is right” ($R(404) = .71, p \leq .000$), “How much confidence do you have in banks” ($R(404) = .63, p \leq .000$) and “I trust my primary bank to do what is right” ($R(404) = .505, p \leq .000$) all have a strong positive relationship with “I believe that banks treat people fairly and justly”. This variable has a strong negative relationship with “How likely are you to change your bank in the near future.” ($R(404) = -.41, p < .000$). It

has a negligible relationship with the variable “I trust local banks more than national banks.” ($R(404) = .12, p < .011$). The variables “I believe that banks treat people fairly and justly” and “I am aware of the community service activities by the banks in State College” has a weak positive relationship. ($R(404) = .23, p \leq .000$). This variable has a moderate positive relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .38, p < .000$).

“I believe that banks take opinions of public into consideration when making decisions.”

This variable has a strong positive relationship with the variables “I trust banks to do what is right.” ($R(404) = .64, p < .001$) and “how much confidence do you have in banks.” ($R(404) = .48, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change your bank in the near future.” ($R(404) = -.42, p < .000$). This variable has a negligible relationship with the variable “I trust local banks more than national banks.” ($R(404) = .12, p < .000$). This variable has a weak positive relationship with the variable “I am aware of the community service activities by the banks in State College.” ($R(404) = .28, p < .001$). This variable has a moderate positive relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .38, p < .000$).

“I trust banks to do what it right.”

This variable has a strong positive relationship with the variable “How much confidence do you have in banks.” ($R(404) = .61, p < .001$) and the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .43, p < .000$). This variable has a strong negative relationship with the variable “How likely are you to change your bank in the near future.” ($R(404) = -.41, p < .000$). This variable has a negligible relationship with the variable “I trust local banks more than national banks.” ($R(404) = .19, p < .001$). This variable has a weak positive relationship with the variable “I am aware of the community service activities by the banks in State College.” ($R(404) = .25, p < .000$).

“I trust local banks more than national banks.”

The variable has a strong positive relationship with the variable “The banks in State College are more trustworthy than Wall Street banks.” ($R(404) = .46, p < .000$). This variable has a moderate positive relationship with the variable “I am aware of the community service activities by the banks in State College.” ($R(404) = .32, p < .000$). The variable has a weak positive relationship with the variable “How much confidence do you have in banks.” ($R(404) = .21, p < .000$) and the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .21, p < .001$). This variable has a negligible relationship with the variable “I trust my primary bank to do what is right.” ($R(404) = .19, p < .000$) and the variable “How likely are you to change your bank in the near future.” ($R(404) = -.16, p < .001$).

“I am aware of the community service activities by the banks in State College.”

This variable has a positive strong relationship with the variable “The banks in State College are more trustworthy than Wall Street banks. ($R(404) = .41, p < .001$). This variable has a weak positive relationship with the variable “How much confidence do you have in banks. ($R(404) = .27, p < .001$) and the variable “I trust my primary bank to do what is right,” ($R(404) = .23, p < .000$). This variable has a negligible relationship with the variable “My primary bank is responsive to my customer service needs. ($R(404) = .19, p < .000$). This variable has a weak negative relationship with the variable “How likely are you to change your bank in the near future.”

“How much confidence do you have in banks?”

This variable has a strong positive relationship with the variable “I trust my primary bank to do what is right.” ($R(404) = .53, p < .001$) and the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .46, p < .001$). This variable has a strong negative correlation to the variable “How likely are you to change your bank in the near future.” ($R(404) = -.51, p < .000$). This variable has a negligible relationship with the variable “The banks in State College are more trustworthy than the Wall Street banks. ($R(404) = .17, p < .000$).

“I trust my primary bank to do what is right.”

This variable has a strong positive relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(404) = .49, p < .000$). This variable has a strong negative correlation with the variable “How likely are you to change your bank in the near future.” ($R(404) = -.47, p < .000$). This variable has a negligible relationship with the variable “Banks in State College are more trustworthy than Wall Street banks.” ($R(404) = .11, p < .000$).

“My primary bank is responsive to my customer service needs.”

This variable has a strong negative relationship with the variable “How likely are you to change your bank in the near future.” ($R(404) = -.54, p < .001$). This variable has a weak positive relationship with the variable “The banks in State College are more trustworthy than Wall Street Banks.” ($R(404) = .23, p < .001$).

“The banks in State College are more trustworthy than Wall Street Banks.”

This variable has a negligible relationship with the variable “How likely are you to change your bank in the near future.” ($R(404) = -.11, p < .000$).

SITUATION

ANALYSIS

SITUATION ANALYSIS

First National Bank is located in the heart of downtown State College at 117 South Allen St. making it easy for FNB employees to connect with the local community and their loyal customers. FNB is headquartered in Hermitage, PA with over 260 community bank offices located throughout 45 counties in Pennsylvania, Eastern Ohio and West Virginia. FNB provides sophisticated and financial products with a community banking touch. This mission and vision of First National Bank is to help customers attain economic success and financial security by building strong and long lasting relationships. Their core values focus on improving the quality of life within the communities it serves.

FNB offers online banking, 24-hour telephone banking, overdraft honors, investments and wealth managements and numerous other services providing customers with the services they deem most favorable. FNB participates in various charity events and community service activities throughout the year. FNB's unique connection to the State College Community is seen through their focus on education and children. Since FNB transferred its name to First National Bank in the last few years they have increased their presence in the community by about 60 percent. They have begun to gear their primary concentration on increasing the knowledge of community service efforts by FNB employees coinciding with the bank's core values and goals. FNB is committed to customer satisfaction and superior financial performance.

Why is community involvement important?:

It is important for banks whether local or national to excel in community involvement to provide current and potential customers with a sense of commitment, loyalty and dedication not only among the banks customers but the banks local community. It aids in the banks positive image as a whole along with building strong and long lasting relationships, which is a feature that FNB lives by. By gaining these valuable relationships with FNB's customers FNB stays actively involved through hosting numerous community events throughout the year. For example, on April 4, 2012 FNB will visit the entire third grade at Houserville Elementary School in State College, PA educating students on the value of saving money. An entire lesson plan will be taught during the first half and then the students will implement the lessons learned through a "wants" and "needs" exercise. FNB believes that teaching kids at a young age to save money is vital in today's society. Each student will take home a piggy bank with one dollar inside to begin his or her savings. Through the integration of education and children FNB aims to increase the awareness of their bank among the children's families. If 75 children return home speaking with their families about how FNB came to school and taught their class the idea and brand is now placed into 75 different families heads. While increasing trust in the banking industry, specifically with FNB, is our main goal, increasing awareness of FNB's community involvement is the first step we will take in our campaign to begin alleviating any negative concerns the public may perceive toward banks. Through our survey we found that the majority of people trust local banks more than national banks providing us with an advantage in our campaign.

Campaign Weaknesses:

Although we see opportunity in the fact that the majority of students and community members surveyed trust local banks more than national banks there is still a generally negative perception toward banks and the banking industry since 2008. While FNB teaches lesson plans in classrooms up to 10 times a year some families may perceive the lesson plan negatively when their child comes home begging for an allowance to begin their savings. Although FNB has strong relationships with their current customers there is a lack of association between FNB and potential customers creating the opportunity for FNB to build new relationship with potential customers. FNB also lacks any form of social media, which would assist in reaching the audience they target.

Brand Image of First National Bank:

In order for us to resolve banks' negative perception among the public we must analyze what FNB is currently doing to target the community and their primary audience. We must also identify the banks competition and the reason why the community and students are not aware of local banks community involvement. First we will examine the FNB brand and the image it conveys to the public. FNB is branded as a company "that seeks to provide high quality services to individual and business customers in a manner that is consistent with a philosophy of personal service and a commitment to maximizing shareholder value." To develop this concept into a brand FNB hosts various community activities along with donating thousands of dollars to charity annually.

Future Goals:

It is always a goal for FNB to increase the number of classrooms they visit every year. In 2006 employees of FNB had the opportunity to visit 10 different schools and multiple different grades. However, on average the bank is visiting about three schools per year. Visiting classrooms and teaching lesson plans is not the only community activity the bank is involved in. Many times throughout the year FNB allows students to tour the bank and learn what a banker does, how they save and what they do on a daily basis. Increasing FNB's community involvement and the awareness of their involvement is of our primary goals with our current public relations campaign. Along with creating awareness of FNB's involvement with the community it would be beneficial to the bank and potential customers to create a Facebook page and Twitter account. The creation of a Facebook page and Twitter account generates a more personal aspect of the bank and also provides current and potential customers with another place where they can ask questions and provide comments and concerns. Transparency is one of the greatest concerns among the public and the banking industry and a presence on social media can be a step to improving that problem and concern.

KEY PUBLICS

KEY PUBLICS

Campaign

After conducting secondary and primary research, it is evident that the target audience for this campaign is members of the community and students. Members of the State College community who are currently banking with a local or national bank are important in this campaign because it is essential to understand their thoughts on banks' community service efforts and how that might relate with their trust.

Students also makeup a large part of the State College community so understanding what they look for in a bank is key because our research proved that most students do not bank with local banks.

Different aspects of the campaign as a whole are structured to reach different audiences. Some will reach middle-aged individuals, some will target international students and others are targeting children. By using different methods, the hope is to reach as much of the State College community as a whole so their trust in banks will have increased.

Event

Students in third grade, ranging from eight to nine years old, at Houserville Elementary School in State College consist of the event's primary audience. The event will be held at the school and will reach about 75 students. Children are not the customers of the bank but they will be eventually. The children's families are customers of the bank and whom the event is indirectly targeting. The children are attending the event and will be learning how to save and spend money wisely. Indirectly, the families of the children are who First National Bank hopes to effect. By going through the children, teaching them something new and giving them a piggy bank so that they can begin practicing smart saving, the hope is that the children's family will notice First National Bank's efforts.

MESSAGES

MESSAGES

Campaign

Banks in State College are trustworthy.

Rationale- With the recent banking crisis and movements such as Occupy and Move Your Money, the community and student body needs to believe that banks can be trusted.

Community service is a priority to the banks in State College.

Rationale- Many people in the entire State College community are unaware of the community service the banks do locally. Awareness of this community service would help increase trust.

Event

It is important that children are taught how to save and spend money appropriately.

Rationale- Children who learn good saving habits young are less likely to spend money frivolously as young adults and adults. Overall it will help them understand the concept that money is not limitless and it needs to be rationed appropriately, which is something that will translate into better spending habits at an older age.

Children need to understand the difference between needs and wants.

Rationale- Children who understand the difference between items that are necessities and items that are luxuries will help them choose their purchases wisely. A child may very well tell you that a new video game is a need because they do not fully understand what it truly means to physiologically need something, so they need to be taught good money management

First National Bank cares about teaching children to manage their money properly at a young age.

Rationale- It is important that the community is aware of First National Bank's involvement in the community in regard to their work with children. They head multiple events a year aimed at teaching children good saving habits and unless a child is in one of the classrooms they visit, adults are unaware. Their involvement with schools and children shows their passion for helping the community and children. Awareness will help to attract new business, particularly people looking to open savings accounts for the children who attended their saving events.

First National Bank is dedicated to customer service.

Rationale- It is important for people to recognize that customer service is a main priority at First National Bank. Their genuine interest in their customers' well-being is what sets them apart from other banks and this event demonstrates that.

First National Bank is the best bank to manage your child's first savings account.

Rationale- Many people don't consider opening a savings account for their children until a much older age. This event and message will motivate people to open an account for their children to

securely save their money and teach them the importance of saving. Many people would open an account for their child with their primary bank, but the event and First National Bank's dedication to educating children may help drive adults to open savings account there, even if they bank elsewhere.

TIMETABLE

-Trust in the banking industry campaign
 -Event with First National Bank at Houserville Elementary School
 -Both

January 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11 Secondary research	12 Secondary research	13 Secondary research	14 Secondary research
15 Secondary research	16 Secondary research	17 Secondary research	18 Secondary research	19 Secondary research	20 Secondary research	21 Secondary research
22 Secondary research	23 Secondary research	24 Secondary research	25 Secondary research	26	27	28
29	30 Media analysis	31 Media analysis Client meeting				

February 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1 Media analysis	2 Media analysis	3 Media analysis	4 Media analysis
5 Media analysis	6 Media analysis	7 Media analysis	8 Media analysis Social media research	9 Media analysis Social media research	10 Media analysis Social media research	11 Media analysis Social media research
12 Media analysis Social media research	13 Media analysis Social media research	14 Social media research	15 Social media research	16	17	18
19	20 Survey distribution (students & community)	21 Survey distribution (students & community)	22 Survey distribution (students & community)	23 Survey distribution (students & community)	24 Survey distribution (students & community)	25 Survey distribution (students & community)
26 Survey distribution (students & community)	27 Survey distribution (students & community)	28 Survey distribution (students & community)	29 Survey distribution (students & community)			

March 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16 Client meeting: selected lesson plan	17
18	19 Situation analy., key publics, messages, goals, objectives, strategies, tactics	20 Situation analy., key publics, messages, goals, objectives, strategies, tactics	21 Situation analy., key publics, messages, goals, objectives, strategies, tactics	22 Situation analy., key publics, messages, goals, objectives, strategies, tactics	23 Situation analy., key publics, messages, goals, objectives, strategies, tactics	24 Situation analy., key publics, messages, goals, objectives, strategies, tactics
25 Situation analy., key publics, messages, goals, objectives, strategies, tactics	26 Situation analy., key publics, messages, goals, objectives, strategies, tactics	27 Situation analy., key publics, messages, goals, objectives, strategies, tactics	28 Situation analy., key publics, messages, goals, objectives, strategies, tactics	29 Preparation and produce materials Resources, crisis plan, tactics	30 Preparation and produce materials Resources, crisis plan, tactics	31 Preparation and produce materials Resources, crisis plan, tactics

April 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 Preparation and produce materials Resources, crisis plan tactics	2 Preparation and produce materials Resources, crisis plan tactics	3 Preparation and produce materials Resources, crisis plan tactics	4 Event at Houseville Elementary School Resources, crisis plan tactics	5 Lollipop distribution Resources, crisis plan tactics	6 Lollipop distribution Resources, crisis plan tactics	7 Lollipop distribution Resources, crisis plan tactics
8 Lollipop distribution Release via Stall Stories	9 Lollipop distribution Release via Stall Stories	10 Lollipop distribution Release via Stall Stories	11 Lollipop distribution Video release via social media Release via Stall Stories	12 Lollipop distribution Release via Stall Stories	13 Release via Stall Stories	14 Release via Stall Stories
15	16 Survey distribution (students & community)	17 Survey distribution (students & community)	18 Survey distribution (students & community)	19	20	21
22	23	24	25	26	27	28
29	30					

May 2012

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Presentation to client	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

CAMPAIGN
IMPLEMENTATION

CAMPAIGN IMPLEMENTATION

RESOURCES

Campaign

Cost Estimates

- Lollipops- \$50
- Amazon gift cards- \$50

Total- \$100

Personnel

- Video creation- Jordan Nikolic
- Stall stories- Taylor Havlisch
- Daily Collegian contact- Megan Rhein
- Centre Daily Times contact- Marcia DiStaso
- Lollipop distribution- entire class

Equipment

- Video camera
- Video editing software

Event

Cost Estimates

- Piggy banks- donated by First National Bank
- 75 dollar coins (\$1 for each student)- donated by First National Bank
- Hand-outs for students- donated by First National Bank

Personnel

- Introduction and materials provided by- Nick and Linda (First National Bank)
- Wants versus needs activity leader- Michelle Lawrence
- Hamster activity leader- Kayla Inserra
- Crossword and glossary activity leader- Michelle LaPorte

Equipment

- None

CRISIS PLAN

Event

First National Bank representatives do not attend the event.

Plan- Apologize to school teachers and administrators and ask if they are interested in rescheduling. If they choose to reschedule, be sure to obtain materials from First National Bank representatives before the date of the event to make it possible for the event to continue as planned in their absence.

A child becomes sick or injured or is causing a disruption during the presentation.

Plan- Teachers and/or administrators would have control over the situation if this were to occur.

One of the team members is unable to attend the event.

Plan- One of the other team members or First National Bank representatives assumes the responsibility of leading the absentee's activity.

GOALS,
OBJECTIVES,
STRATEGIES &
TACTICS

GOALS, OBJECTIVES STRATEGIES & TACTICS (and RATIONALES)

Campaign

Goals

To increase trust in the State College Banks by 15% by May 2012.

Rationale- Due to the recent banking crisis, trust in the banking industry has declined. It is important to restore trust for the banking industry to remain successful.

Objectives

To create awareness of the community service done by banks in State College by 20% by May 2012.

Rationale- Community service is a way to demonstrate to the community that the local banks care about maintaining and acquiring strong, mutually beneficial relationships with clients and community members and that the banks are trustworthy.

Strategies

In order to increase trust in the banking industry, facts about community service efforts will be spread to the community and the student body through a number of different sources. Facts regarding the results of our survey will also be shared. We will use slogans such as “in banks we trust” to reiterate to our key publics that we trust banks and believe in our campaign. Repeating this slogan in different outlets will get the audience thinking about trust in the banking industry.

Tactics

Run a story in the “Stall Stories” on campus, stating how many hours of community service is done by banks in State College and how much money they donate.

Rationale- Students living in the dorm rooms read the stall stories while in the bathroom very often and it is a free resource that could easily raise student awareness of the banking industry.

Distribute lollipops around campus with instructions on how to enter an interactive social media contest to win a \$25 gift card to Amazon.com. To win the contest, students must tweet one of the following facts to @ITrustBanksPSU.

State College banks completed 7,313 hours of community service in 2011.

More than 200 State College bank employees volunteered in the community in 2011.

State College banks donated nearly a half of a million dollars to the community in 2011.

Rationale- Offering a prize to students will motivate them to tweet the facts about the banks and raise awareness of the community service completed by the State College banks.

Create and post a video reiterating the facts stated on the lollipops.

Rationale- Posting a video to Facebook, YouTube and Twitter will help raise awareness of community service completed by the State College banks.

Send a press release to the Centre Daily Times explaining the results of the survey.

Rationale- To get media coverage to raise awareness about the banks in State College.

FOR IMMEDIATE RELEASE

STATE COLLEGE, Pa (April 5, 2012) – Since the 2008 banking crisis began, there has been a decline in trust in banks nationwide. However, this trust decline is not as dominant in the banks in State College. In a survey with State College community members we found confidence in banks was 19% higher in State College than it was nationally. The percentage of State College community members expressing a “great deal” or “quite a lot” of confidence in banks was 34% versus 15% nationally according to an November 2011 Gallup Poll.

This survey was conducted as a part of a public relations campaigns class at Penn State where students spent the semester researching and working with 10 State College banks. The telephone survey with 405 State College community members the week of February 20, 2012 also found that customer service was the most important aspect of a bank and that 50% of State College Community members trust their current bank to do what is right compared to the 25% who do not and the 25% who did not have an opinion either way.

The students also found that the banks in this area are highly involved in the community. In 2011, the 10 banks in State College that the students are working with spent over 7,000 hours volunteering within the State College community and to donated almost half a million dollars to a variety of local organizations. State College bankers live in our community, volunteer in our community and make a difference in our community.

There is a difference between banks on our street versus those on Wall Street.

Please contact me if you are interested in learning more about our research or our work with the banks.

Contact: Dr. Marcia W. DiStaso
 Assistant Professor of Public Relations
 Penn State University
 814-863-9874
 mwd10@psu.edu

Send a press release to The Daily Collegian about the community involvement of banks in State College and the interactive social media campaign.

Rationale- To gain coverage and to entice students to participate in the social media contest.

The Daily Collegian
123 S. Burrowes Street, State College PA 16801
814-865-2531

Megan Rhein Cell (410) 404-2267
Mer5215@psu.edu

FOR IMMEDIATE RELEASE

April 4, 2012

INTERACTIVE SOCIAL MEDIA CAMPAIGN

(State College, PA) Since the 2008 banking crisis, there's been a decline in trust in banks nationwide. This semester a public relations class researched the topic in an attempt to analyze if the State College area followed the same trend as the national level. The research included a student and community survey and a traditional and social media analysis. It was found that Penn State students have 17 percent more confidence than the national average.

Currently, the class is initiating a trust campaign by creating awareness of the community service efforts led by local banks in State College. Sixty-seven percent of Penn State students were not aware of the many community service activities done by State College banks. In total, banks in the community spent 7,313 hours in 2011 volunteering and donated almost a half million dollars to various organizations.

To increase student trust in the banking industry, an interactive social media campaign was launched April 4, 2012. Students are invited to follow @ITrustBanksPSU for the chance to win one of two \$25 gift cards to Amazon.com. Students will be entered into the drawing by tweeting at least one relevant fact to @ITrustBanksPSU, found from various locations downtown, through a YouTube video and from distributed flyers attached to lollipops.

-30-

Event

Goals

To educate third grade class at Houserville Elementary School about how to effectively save and spend money.

Rationale- It is important to teach children the importance of saving money at a young age by using examples they can understand. Demonstrating to the families that First National Bank is dedicated to teaching local children about appropriate spending and saving habits will help instill trust in the bank.

To demonstrate to the community that First National Bank's primary concern is maintaining a high standard of customer service.

Rationale- Good customer service is one of the key determinants of trust between a bank and its customers. Participating in community service events shows that FNB is dedicated to creating and maintaining long-term and strong relationships with the community, along with current and potential clients.

Objectives

To have every student participate in the activities provided by First National Bank.

Rationale- The students will be more apt to learn and apply the information taught to them during the event if they actively engage in them. They will also be more likely to tell their families about what they learned if they participate.

To have every student bring home something representative of First National Bank.

Rationale- Bringing home something with the First National Bank logo on it will serve as a reminder of what they learned and will also demonstrate First National Bank's dedication to the children to their families.

Strategies

Provide the children with an entertaining and engaging presentation that will teach them how to save and spend money appropriately and show their families that First National Bank is dedicated to helping the community. The activities will keep the children interested and amused, but also explain the importance of money management in a way they can easily relate to. Also, we will send the children home with something to remind them and their families of First National Bank's appearance at Houserville Elementary School.

Tactics

Complete an activity asking the children to identify whether an object is a want or a need.

Rationale- Helping the children understand the difference between a want and a need will ultimately help them make purchase decisions in the future and learn what is necessary to survive.

Give the children a scenario where they have \$12 and have to choose what to purchase. Five dollars will be spent on a hamster and they must choose what to purchase with the remaining \$7 from a list of different objects with different prices based on what the hamster needs.

Rationale- This will apply what the children learned in the wants and needs exercise to a scenario that they can understand. It will involve decision making involving what purchase is necessary for the hamster to survive and what would be a luxury.

Teach the children a list of glossary terms and complete a crossword puzzle with them, using the terms.

Rationale- This will further teach the children about banks and saving. Completing the crossword will demonstrate whether or not they learned the information.

Send the children home with a First National Bank piggy bank and a dollar coin to begin their savings.

Rationale- This will motivate the children to continue saving and give them a means to do so, while also showing their families that First National Bank is generous and genuinely cares about helping the community.

Send the children home with a First National Bank pencil.

Rationale- This will serve as a reminder of First National Bank's efforts in the community and to make the children and their families remember the bank's brand.

EVALUATION

EVALUATION

Objective:

To be involved in events between February 15 and April 15, 2012 for the 11 banks the class is working with this semester

Evaluation:

This objective was not met. Only five of the 11 banks had events that the class was involved with during this timeframe (see highlighted banks below). While not all the events happened or involved classmates, the publicity about some of the events still may have positively influenced perceptions of State College banks.

Banks:

Ameriserv Bank – no event was held

Citizens Bank – a collection drive was held during this time but the students were not involved

First National Bank – team members taught a class on saving to 75 third grade students

Fulton Bank – held a kids event focused on safety with approximately 55 attendees

Jersey Short State Bank – held a kids event with over 250 attendees

Kish – social media account and event were not implemented in the timeframe

M&T – having a fraud protection event for small businesses May 1

Nittany Bank – having their Shred Event on April 28

Northwest Savings Bank – had grand opening for three branches that the team was involved with

Reliance – planned an event for first time home owners but no RSVPs so cancelled event

Sovereign – held an information session for 12 international student organization leaders

Objective:

To obtain positive media coverage about the State College banks by April 15, 2012.

Evaluation:

This objective was not met. While coverage of the State College banks as a whole was not received, there was some media coverage during the campaign. Jersey Shore State Bank received coverage of their event in the Centre Daily Times. Fulton received coverage of their event announcement on B94.5 for one day and Nittany Bank also received coverage for their event on 95.3 on April 23 (after the campaign surveys were conducted). There will most likely be an article about the State College banking industry, but it will not come out until after the campaign ends.

Objective:

To spread the word about the community efforts of State College banks to at least 10 percent of the student body at Penn State's University Park campus by April 15, 2012

Evaluation:

This objective was met and exceeded. The Penn State University Park campus has a total of 44,485 students, so 10 percent is 4,449 students. An estimated final total of students reached was 6,344.

Objective:

To increase trust in the State College Banks by 15% by May 2012.

Evaluation:

This objective was not met. After resurveying students and local community members we saw an increase in trust among State College banks by 6 percent. However, within the student population, the percent of students who agreed or strongly agreed with the statement “I trust banks to do what is right” increased from 43% to 58%. According to the student survey we reached our goal of increasing trust among Penn State students, but we did not increase trust by 15 percent when community members are involved. Our efforts and approach are going in the right directions, but I think if we had continued the dum dums strategic marketing and publicized the Twitter contest we had going on over a longer period of time we could have seen a greater increase. I think our campaign was only the beginning of creating awareness about local banks community involvement positively correlating to students and community members increasing their level of trust in State College banks.

Objective:

To create awareness of the community service done by banks in State College by 20% by May 2012.

Evaluation:

This objective was not met. Through resurveying students and community members we saw awareness of community service efforts of banks in State College changed drastically. In the initial survey 67% disagreed or strongly disagreed with the statement “I’m aware of community service activities by the banks in State College”, which was the majority. When the survey was redistributed, 41% of students agreed or strongly agreed with the statement. Confidence in banks also increased. Although we strategically handed out dum dums throughout campus with facts about the community service involvement of banks in State College, 20 percent may have been too large of an increase to accomplish in 4 months.

Event Goals

Goal:

To educate third grade class at Houserville Elementary School about how to effectively save and spend money.

Evaluation:

This goal was met. When students were asked prior to the lesson plan if they understood the difference between wants and needs and the best way to save money not every student raised their hand. By the end of the event when the same question was asked every student raised their hand demonstrating they had a good understanding of how to effectively save their money in the future.

Goal:

To demonstrate to the community that First National Bank's primary concern is maintaining a high standard of customer service.

Evaluation:

This goal was not met. Although First National Bank had the potential to reach this goal by the amount of community members they were involved with through their event there is no way to measure this goal. By allowing First National Bank to teach at Houserville Elementary school, it had the potential to reach 75 third graders parents and all of the third grade teachers at Houserville Elementary school. Although there is no way to confirm that every third grade students told their parents that First National Bank taught at their school today, we sent each third grader home with an item from First National Bank demonstrating the potential the lesson plan had to reach their parents.

Event Objectives

Objective:

To have every student participate in the activities provided by First National Bank.

Evaluation:

This objective was met. Activities were prepared prior to the event to engage student participation. Students were put into groups prior to the event and fliers were made for students to hold up throughout the event. Each student was given activity packets and pencils in order to participate in the exercises. All 75 students participated in the activity whether it was in a group setting, filling out the worksheet, asking questions or being called on to answer questions. Active participation among students leads to a thorough understanding of the activities lesson. When students are engaged, participating and having fun by learning they have a greater appreciation of the material being taught. Numerous forms of teaching were used to target most types of student learning. Group lessons were used, individual writing assignments were used, question and answer sessions were used and lecture sessions were used.

Objective:

To provide something representative of First National Bank for students to bring home.

Evaluation:

First National Bank representatives handed out 75 FNB piggy banks with one dollar inside, 75 FNB pencils and 75 FNB activity packets. Every student left our event with a First National

piggy bank. The piggy banks were handed out at the end of the event ensuring each student received one before leaving. All 75 piggy banks were in circulation once the event ended. All 75 third graders left our event with a First National Bank pencil in hand. Throughout the presentation we mentioned the name First National Bank numerous times to ensure the students understood what bank we were associated with. Students became conscious of saving money and associated saving with First National Bank. When the students were asked if they were going to begin saving more money using their new FNB piggy banks 100 percent of students raised their hands.

The following tactics were used for this objective:

Toilet Paper (AKA Stall Stories): in 2 elevators and 58 bathroom stalls in the campus HUB, one of the busiest buildings on campus claiming to have 40,000 visitors daily. *See Appendix B.*

Video: 139 views and 1 like as of 1:30. *See Appendix B.*

Dum-Dum Lollipops: 2,000 lollipops were distributed on and around campus with three different facts. *See Appendix B.*

Sandwich Boards: M&T Bank had a sandwich board in front of their Allen Street branch from April 10 and was still up on April 25, 2012. Assuming about one person an hour passes the sign this would be a total of 480 a day, so the 16 days would result in approximately 7,680 people possibly viewing the sign. Note that this sign was also viewed by community members.

Twitter: the account @ItTrustBanksPSU 51 followers. *See Appendix B.* A total of 63 facts were tweeted about banks CSR efforts. This included re-tweets and tweets from classmates. There were 32 tweets from non-classmates.

The possible reach for the State College CSR messages in all social media was:

- 8,249 total followers for all people who tweeted facts
- 13,055 total friends for all classmates who shared facts

While this does not provide an exact number of people who read and understood the messages, it does give us an indication of the total number of possible reach through social media. It is also likely that many of the same people were reached through multiple messages, indicating that these are not unique but people but number of times the messages were possibly viewed. This total is 21,304.

The full total of possible views for our messages was: 71,123. Assuming a 10 percent viewing of the Toilet Paper, sandwich board and social media gives a final total of 7,112 students. Adopting a 10 percent viewing is simply our estimate of true reach, but since it cannot be verified, it is possible that the percentage could be lower or higher.

After the implementation of all campaign elements, the survey distributed as a primary research tactic was redistributed to 319 students and 330 community members from April 16 through April 18. The exact same survey was used, with the addition of one question to the community survey asking if the participant is he or she is a small business owner. The reason for the

redistribution of this survey was to evaluate the effectiveness of the campaign by measuring the change in responses.

Student Survey

The results of the second survey showed that the campaign was successful. Within the student population, the percent of students who agreed or strongly agreed with the statement “I trust banks to do what is right” increased from 43% to 58%. Awareness of community service efforts of banks in State College changed drastically. In the initial survey 67% disagreed or strongly disagreed with the statement “I’m aware of community service activities by the banks in State College”, which was the majority. When the survey was redistributed, 41% of students agreed or strongly agreed with the statement. Confidence in banks also increased. The students who said they had quite a lot of confidence in banks increased from 30% to 39%. The amount of respondents who said they had a great deal of confidence in banks remained the same at 10%. The national average of both of those responses combined is only 23%, so State College residents in students have more confidence in their banks than the rest of the nation. When the survey was initially distributed, only 2% said they had no confidence in banks, but this time, no one chose that response. The amount of students who responded agree or strongly agree to the statement “The banks in State College are more trustworthy than Wall Street banks” rose from 31% to 43%.

Demographics

The total number of students that completed the survey was 319. More than half of the survey participants were females at 60% (n=191). The amount of males that completed the survey was 40% (n=127). Most of the students that took the survey were between the ages of 21-23 years old (57.3%, n=181). The second highest age group was students between the ages of 18 to 20 years old (36.7%, n=116). The last age group that completed the student survey was 24 years old and up (6%, n=19). Of the students that took the survey, 63% came to State College from within the state (n=197). Those that were out of state made up 34% of the participants (n=106), and international students made up 4% of the participants (n=12).

“I believe that banks treat people fairly and justly.”

More than half (64.2%, n=205) of the sample agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M=3.59 SD=.75).

“I believe that banks take opinions of the public into account when making decisions.”

This was a likert type question with choices including strongly disagree, disagree, neither disagree nor agree, agree and strongly agree. In the sample, 56% agreed or strongly agreed with this statement (n=179). The average response to this question was neither disagree nor agree (M=3.46 SD=.80).

“I trust banks to do what is right.”

In the sample, 58% agreed or strongly agreed with this statement (n=183). The average response to this question was neither disagree nor agree (M=3.51 SD=.81).

“I trust local banks more than national banks.”

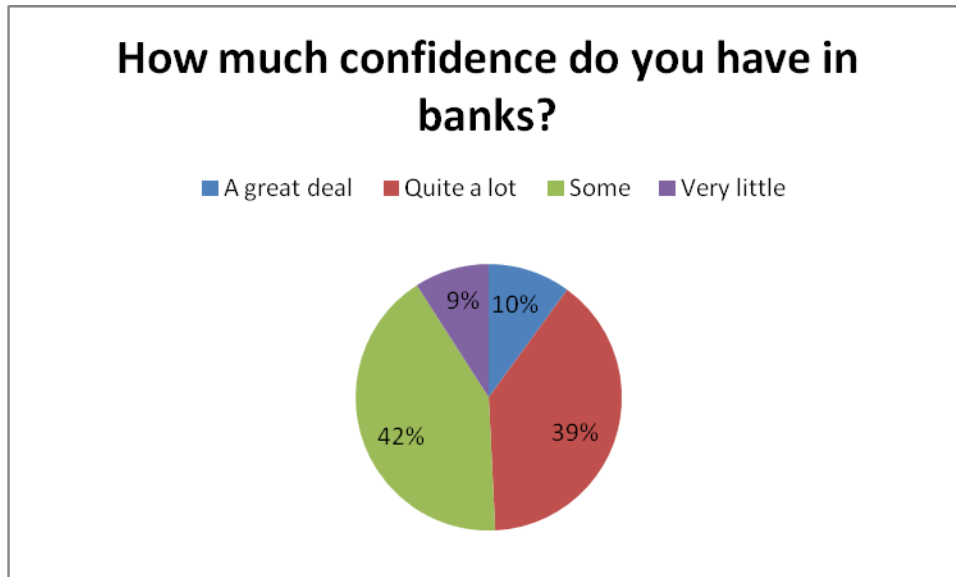
Nearly half (48.9%, n=156) of the sample agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M=3.39 SD=.82).

“I’m aware of the community service activities by the banks in State College.”

In the sample, 41% agreed or strongly agreed with this statement (n=131). The average response to this question was neither disagree nor agree (M=3.05 SD=1.04).

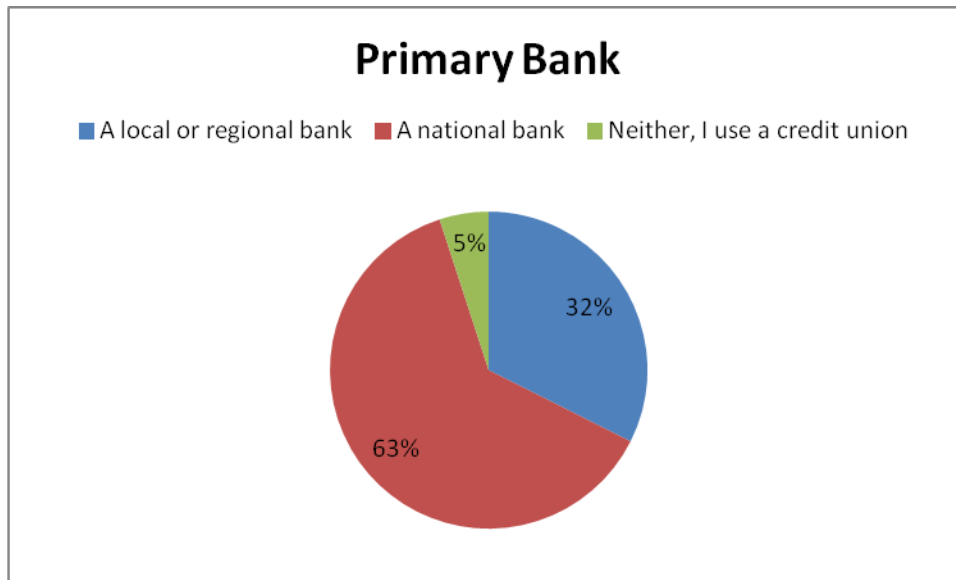
“How much confidence do you have in banks?”

Of the sample, 42% said they had some confidence in banks (n=133). Of the sample, 39% said they had quite a lot of confidence in banks (n=125). Ten percent of the sample said they had a great deal of confidence in banks (n=32). Of the sample, 10% said they had very little confidence in banks (n=45). In a 2011 Gallup analysis of confidence in the banking industry, only 23% of the population said they had quite a lot or a great deal of confidence in banks. Of the sample no one said they had no confidence in banks (n=7). The average response to this question was some (M=2.50 SD=.79).



“Which of the following is your primary bank?”

This question had four choices including a local or regional bank, a national bank, neither (I use a credit union) and other. Over half (62.6%, n=199) of the sample said that a national bank is their primary bank. Of the sample, 22% said that a local bank is their primary bank (n=103), and 5% said that they use neither a local or national bank as their primary bank (n=16). There are limitations to this question because people may perceive what local banks and national banks mean differently.



“I trust my primary bank to do what is right.”

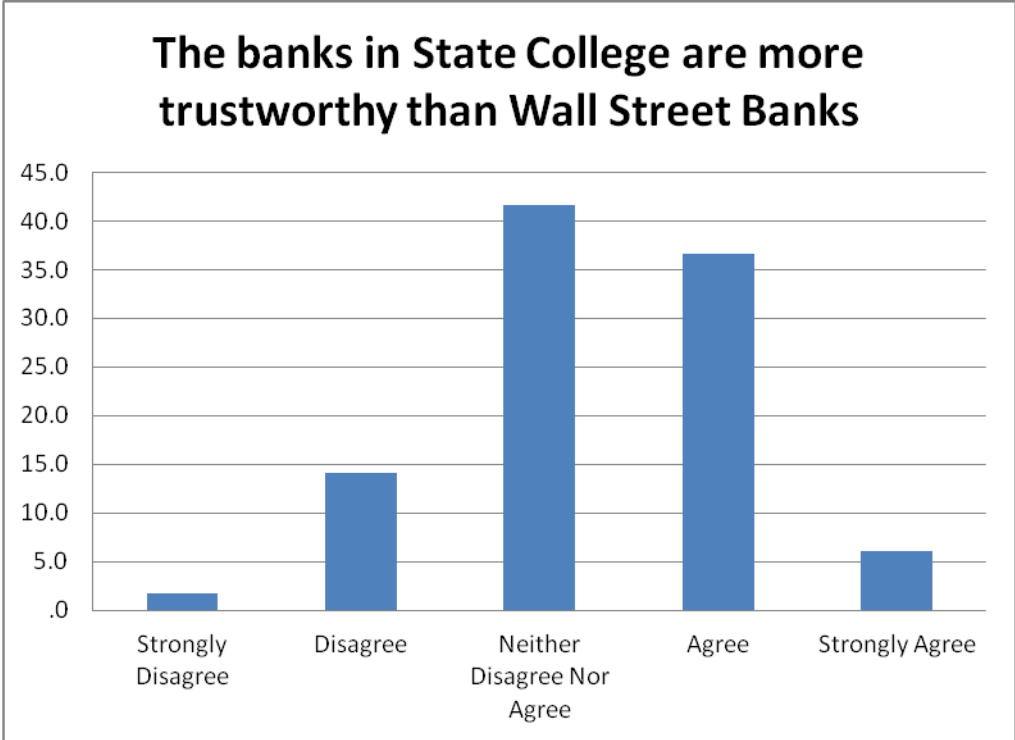
Well over half (80.9%, n=242) of the sample agreed or strongly disagreed with this statement. Of the sample, 6% disagreed or strongly disagreed with this statement (n=18). The average response to this question was agree (M=3.83 SD=.66).

“My primary bank is responsive to my customer service needs.”

Most (81.7%, n=245) of the sample agreed or strongly agreed with this statement. The average response to this question was agree (M=3.91 SD=.67).

“The banks in State College are more trustworthy than Wall Street banks.”

Forty-three percent of the sample agreed or strongly agreed with this statement (n=127). Of the sample, 42% neither agreed nor disagreed (n=124). The average response to this question was neither disagree nor agree (M=3.31 SD=.84).

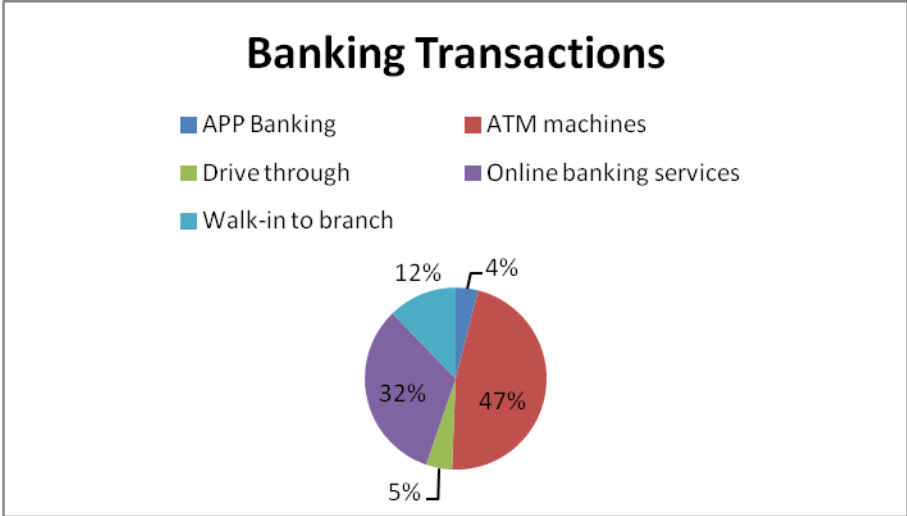


“How likely are you to change your primary bank in the near future?”

Over half (60.9%, n=184) of the sample said that they were unlikely going to change their primary bank in the near future. The average response to this question was unlikely (M= 2.31 SD=.96). There are limitations to this question because people may perceive the “near future” differently.

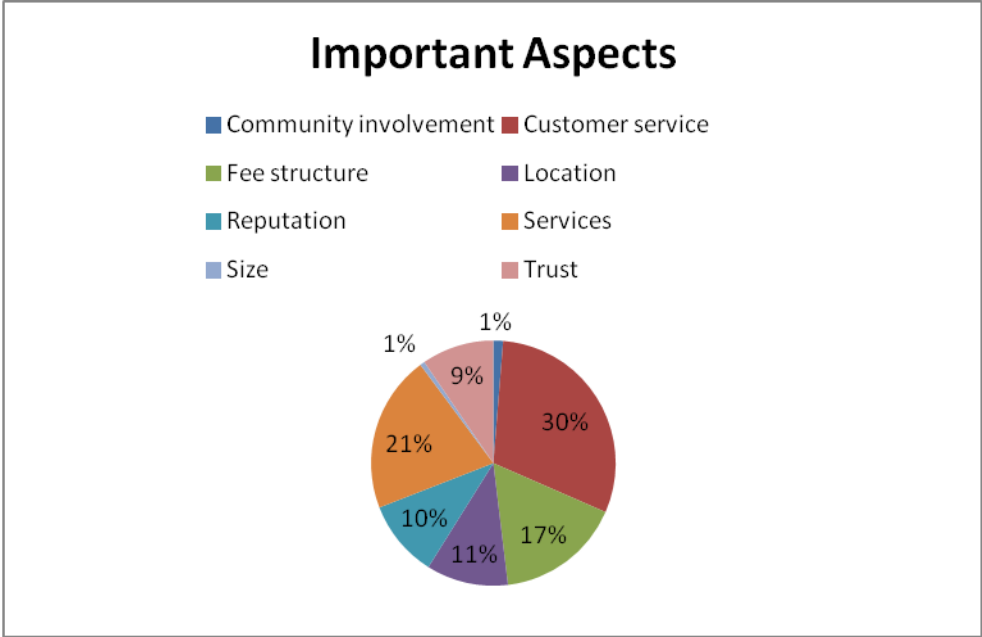
“How do you do most of your banking transactions (i.e deposits, transfers, withdrawals)?”

Almost half (46.7%, n=141) of the sample said that they do most of their banking transactions through ATM machines, 33% through online banking (n=98), 12% through walking into a branch (n=37), 5% through the drive through (n=14), and 4% through APP banking (n=12).



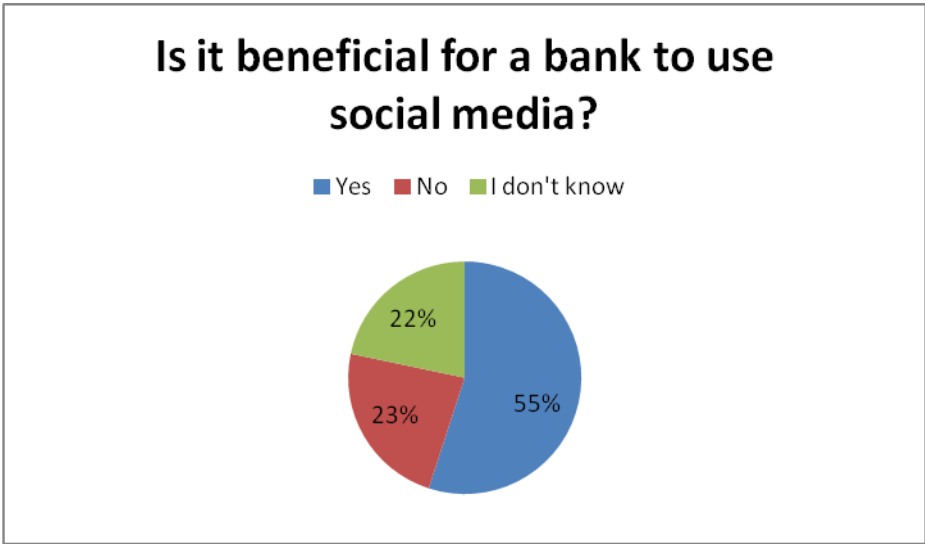
“What is the most important aspect of a bank?”

For 30% of those surveyed customer service is the most important aspect of a bank (n=95), 21% believed the most important aspect was the services (n=65), 17% said fee structure (n=52), 11% said location (n=34), 10% believed it was a banks reputation (n=32), 10 percent believed it was trust (n=30), 1% said a banks community involvement (n=4), and less than 1% said that size is the most important aspect (n=2).



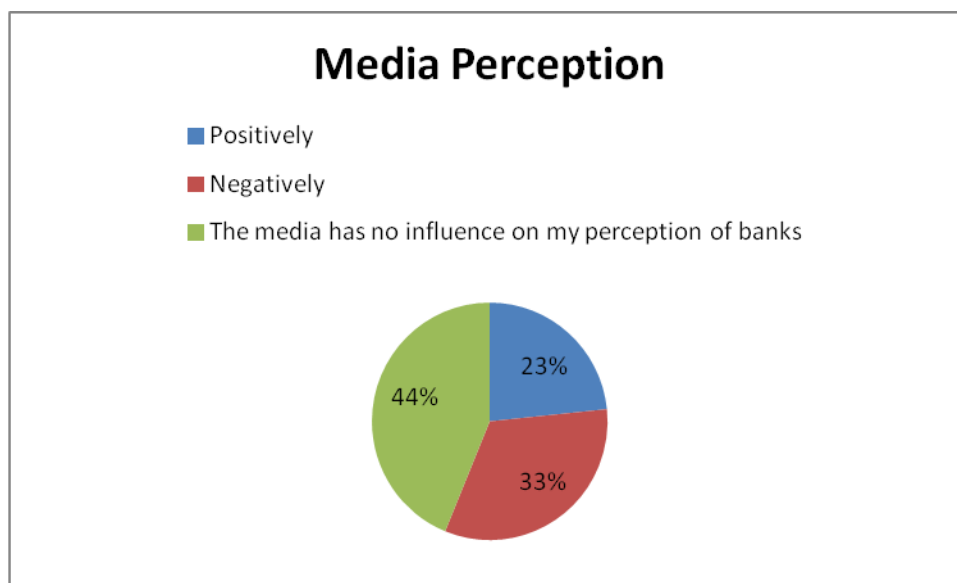
“Do you think it is beneficial for a bank to use social media?”

More than half (55%, n=175) of those surveyed believe it is beneficial for a bank to use social media, 23% think it is not beneficial (n=74), 22% said they don’t know if it is beneficial or not (n=69).



“How does the media influence your perception of banks?”

In regards to media perception on the banking industry, 44% believed the media has no influence (n=139), 33% believed the media had a negative influence (n=104), and 23% said the media had a positive influence (n=74).



Correlations

“I believe that banks treat people fairly and justly.”

This variable has a strong positive relationship with the variables “I believe that banks take opinions of the public into consideration when making decisions” ($R(404) = .689, p \leq .000$), “I trust banks to do what is right” ($R(404) = .690, p \leq .000$), “How much confidence do you have in banks” ($R(404) = .546, p \leq .000$) and “I trust my primary bank to do what is right” ($R(404) = .543, p \leq .000$). This variable has a weak positive relationship with the variable “I am aware of the community service activities by the banks in State College” ($R(404) = .229, p \leq .000$). This variable has a moderate positive relationship with the variable “My primary bank is responsive to my customer service needs” ($R(404) = .370, p < .000$). This variable has a weak positive relationship with the variable “The banks in State College are more trustworthy than Wall Street Banks.” ($R(404) = .168, p < .000$.) This variable has a weak negative relationship with the variable “How likely are you to change your bank in the near future” ($R(404) = -.281, p < .000$).

“I believe that banks take the opinions of the public into account when making decisions.”

This variable has a strong positive relationship with the variables “I trust banks to do what is right.” ($R(397) = .657, p < .000$), “How much confidence do you have in banks.” ($R(397) = .456, P < .001$) and “I trust my primary bank to do what is right.” ($R(397) = .432, p < .001$). This variable has a weak positive relationship with the variables “I’m aware of community service in State College banks” ($R(397) = .229, p < .000$) and “The banks in State College are more

trustworthy than Wall Street banks” ($R(397) = .211, p < .001$). This variable has a moderate positive relationship “My primary bank is responsive to my customer service needs.” ($R(397) = .372, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change your primary bank. ($R(397) = -.299, p < .001$).

“I trust banks to do what is right.”

This variable has a strong positive relationship with the variables “How much confidence do you have in banks” ($R(397) = .513, p < .001$) and “I trust my primary bank to do what is right.” ($R(397) = .553, p < .001$). This variable has a weak positive relationship with the variable “I’m aware of community service in State College banks” ($R(397) = .249, p < .001$). This variable has a moderate positive relationship with the variable “My primary banks are responsive to my customer service needs” ($R(397) = .396, p < .001$). This variable has a negligible relationship with the variable “The banks in State College are more trustworthy than Wall Street banks.” ($R(397) = .173, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change you primary bank” ($R(397) = -.272, p < .001$).

“I trust local banks more than national banks.”

This variable has a strong positive relationship with the variable “The banks in State College are more trustworthy than the Wall Street banks” ($R(397) = .564, p < .001$). This variable has a moderate positive relationship with the variable “I’m aware of community service in State College banks” ($R(397) = .340, p < .001$). This variable has a negligible relationship with the variables “I trust my primary bank to do what is right” ($R(397) = .178, p < .001$) and “My primary banks are responsive to my customer service needs” ($R(397) = .190, p < .001$).

“I’m aware of the community service activities by the banks in State College.”

This variable has a weak positive relationship with the variable “How much confidence do you have in banks” ($R(397) = .205, p < .001$). This variable has a negligible relationship with the variables “I trust my primary bank to do what is right” ($R(397) = .174, p < .001$), “The banks in State College are more trustworthy than the Wall Street banks” ($R(397) = .190, p < .001$) and “My primary banks are responsive to my customer service needs” ($R(397) = .118, p < .001$).

“How much confidence do you have in banks?”

This variable has a strong positive relationship with the variable “I trust my primary bank to do what is right” ($R(397) = .420, p < .001$). This variable has a moderate negative relationship with the variable “My primary bank is responsive so my customer service needs” ($R(397) = .317, p < .001$). This variable has a moderate negative relationship with the variable “how likely are you to change your primary bank in the future?” ($R(397) = -.372, p < .001$).

“I trust my primary bank to do what is right.”

This variable has a strong positive relationship with the variable “My primary bank is responsive to my customer service needs” ($R(397) = .697, p < .001$). This variable has a weak positive relationship with the variable “Are the banks in state college more trustworthy than Wall Street banks” ($R(397) = .287, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change your bank in the near future?” ($R(397) = -.275, p < .001$).

“My primary bank is responsive to my customer service needs.”

This variable has a moderate positive relationship with the variable “The banks in State College are more trustworthy than Wall Street banks” ($R(397) = .315, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change your bank in the near future?” ($R(397) = -.244, p < .001$).

Community Survey

The results based on the community survey were similar to that of the student survey. The percent of community members who agreed or strongly agreed with the statement “I trust banks to do what is right” increased from 50% to 56%. Awareness of community service also increased. Initially, at 46%, the majority of participants disagreed or strongly disagreed with the statement. When the survey was redistributed, majority of participants responded agree or strongly agree at 46%. Confidence in banks also increased. The community members who said they had quite a lot of confidence in banks increased from 26% to 33%. The amount of respondents who said they had a great deal of confidence in banks increased from 8% to 14%. The percent of participants who responded agree or strong agree to the statement “The banks in State College are more trustworthy than Wall Street banks” remained exactly the same.

Demographics

The total number of community members who participated in the survey was 330. A little over half of the participants were female at 55% ($n=181$). Forty-five percent of the participants were male ($n=147$). Only 2% of the participants were 21 and younger ($n=6$). Ages ranging from 22 to 34 made up 17% of the participants ($n=57$). The largest percent of participants fell within the ages of 35 to 44 with 34% ($n=112$). Ages ranging from 45 to 54 made up 30% ($n=100$). Eleven percent ranged from 55 to 64 years old ($n=36$) and only 6% were 65 and older ($n=19$). Of the population surveyed, 3% have lived in State College for less than one year ($n=10$). Twenty-one percent have lived in State College for one to five years ($n=69$), 24% have lived in State College for six to ten years (80) and 22% lived here for 11 to 20 years ($n=73$). Of the community members contacted, 18% have lived here for 21 to 30 years ($n=58$), 6% have lived here for 31 to 40 years ($n=21$) and only 5% have lived here for over 40 years ($n=18$). The majority of the sample is currently employed (73.3%, $n=241$). Only 16% was unemployed ($n=52$) and 11% was retired ($n=36$). Only 9% of the sample owned small businesses ($n=29$).

“I believe that banks treat people fairly and justly.”

Over half of the sample (57%, $n=188$) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree ($M= 3.48$ $SD=.85$).

“I believe that banks take opinions of the public into account when making decisions.”

In the sample, 53% agreed or strongly agreed with this statement ($n=174$). The average response to this question was neither disagree nor agree ($M= 3.34$ $SD=.90$).

“I trust banks to do what is right.”

Over half of the sample (56%, $n=184$) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree ($M=3.51$ $SD=.83$).

“I trust local banks more than national banks.”

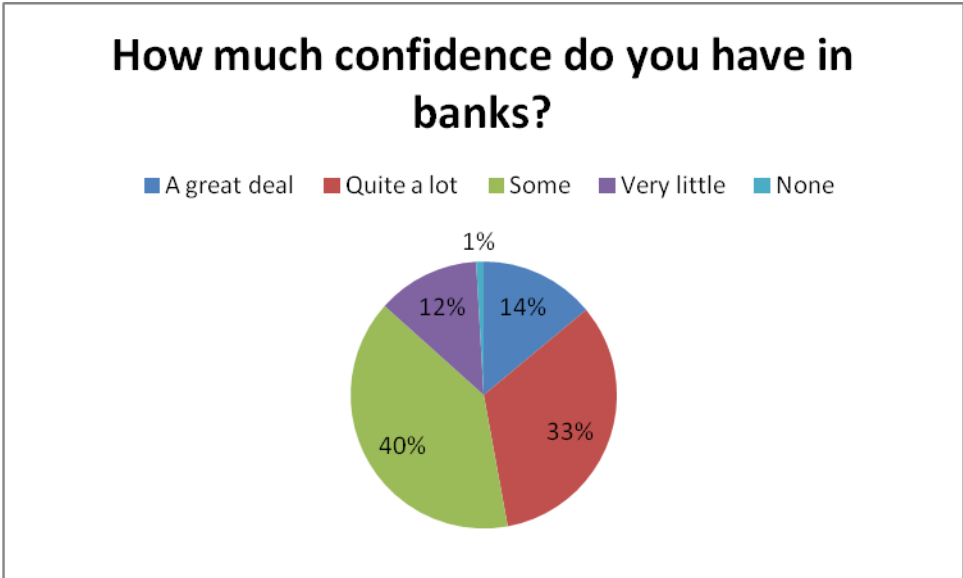
Over half of the sample (57%, n=187) agreed or strongly agreed with this statement. The average response to this question was neither disagree nor agree (M= 3.54 SD=.82).

“I’m aware of the community service activities by the banks in State College.”

In the sample, 46% agreed or strongly agreed with this statement (n=151). The average response to this question was agree (M= 3.26 SD=.97).

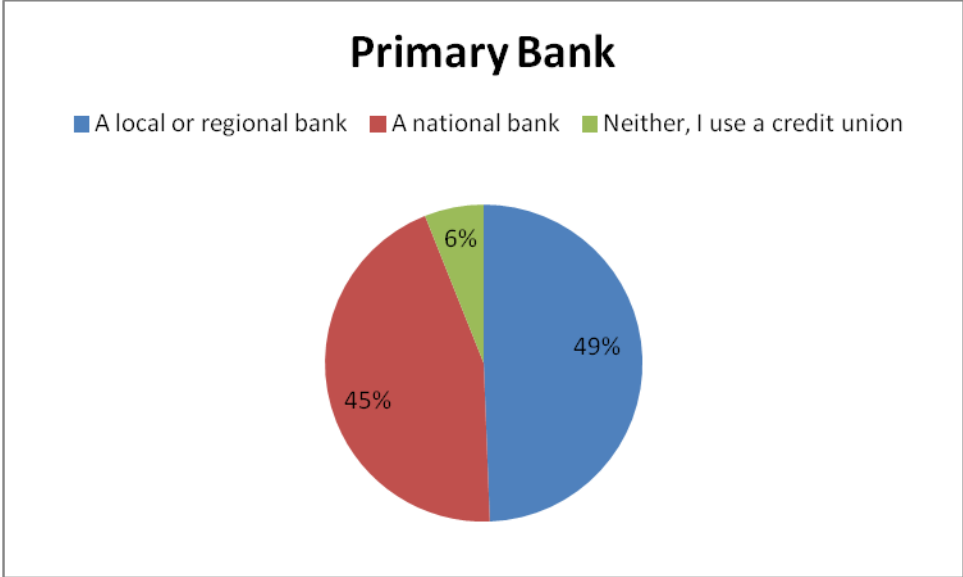
“How much confidence do you have in banks?”

This question had five choices including a great deal, quite a lot, some, very little and none. Forty percent of the sample said they had some confidence in banks (n=130). Of the sample, 33% said they had quite a lot of confidence in banks (n=109). Of the sample, 14% said they had a great deal of confidence in banks (n=46). Of the sample, 13% said they had very little confidence in banks (n=41). Of the sample, less than 1% said they had no confidence in banks (n=3). The average response to this question was some (M= 2.53 SD=.91).



“Which of the following is your primary bank?”

This question had four choices including a local or regional bank, a national bank, neither (I use a credit union) and other. Nearly half of the sample (49.4%, n=163) said that a local or regional bank is their primary bank. Of the sample, 45% said that a national bank is their primary bank (n=147). Only 6% said that they use neither a local or national bank as their primary bank (n=20). There are limitations to this question because people perceive what local banks and national banks mean differently.



“I trust my primary bank to do what is right.”

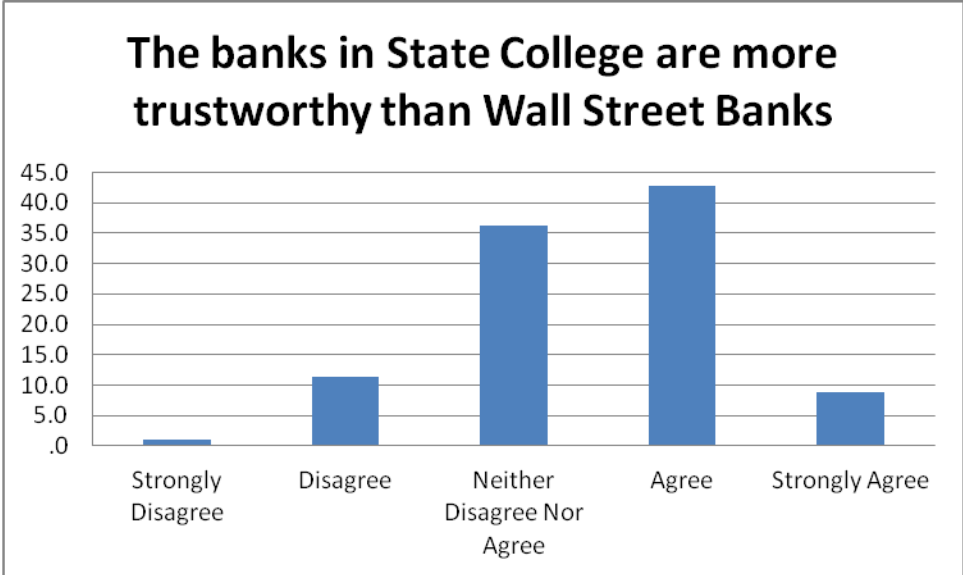
Well over half (76.4%, n=236) of the sample agreed or strongly agreed with this statement. Of the sample, 7% disagreed or strongly disagreed with this statement (n=21). The average response to this question was agree (M= 3.77 SD=.74).

“My primary bank is responsive to my customer service needs.”

Most (81.1%, n=249) of the sample agreed or strongly agreed with this statement. The average response to this question was agree (M= 3.88 SD=.77).

“The banks in State College are more trustworthy than Wall Street banks.”

A little over half (51.5%, n=158) of the sample agreed or strongly agreed with this statement (n=139). The average response to this question was neither disagree nor agree (M= 3.47 SD=.84).



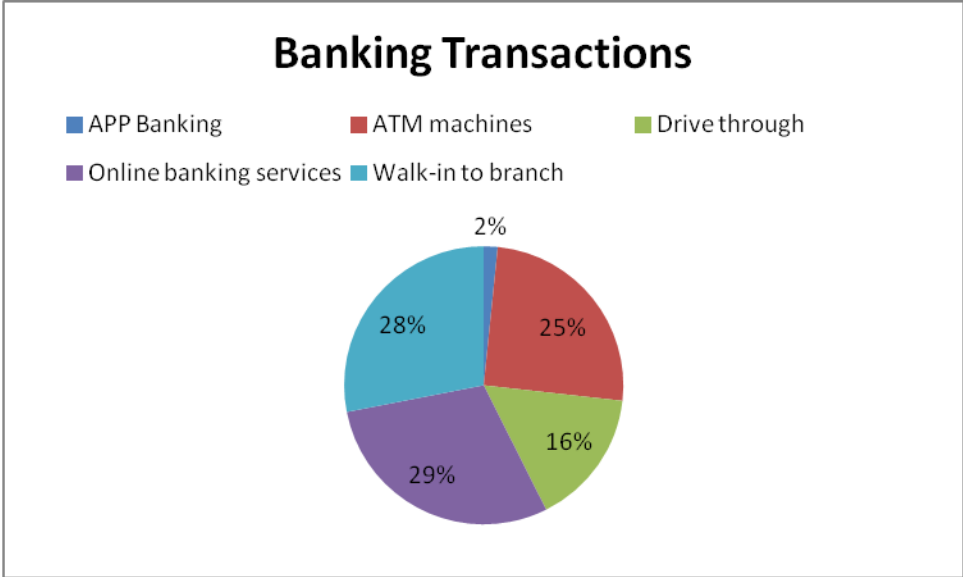
Trust in the Banking Industry Campaign

“How likely are you to change your primary bank in the near future?”

Over half (70.3%, n=218) of the sample said that they were unlikely or highly unlikely going to change their primary bank in the near future. The average response to this question was unlikely (M= 2.09 SD=.88). There are limitations to this question because people perceive the near future differently.

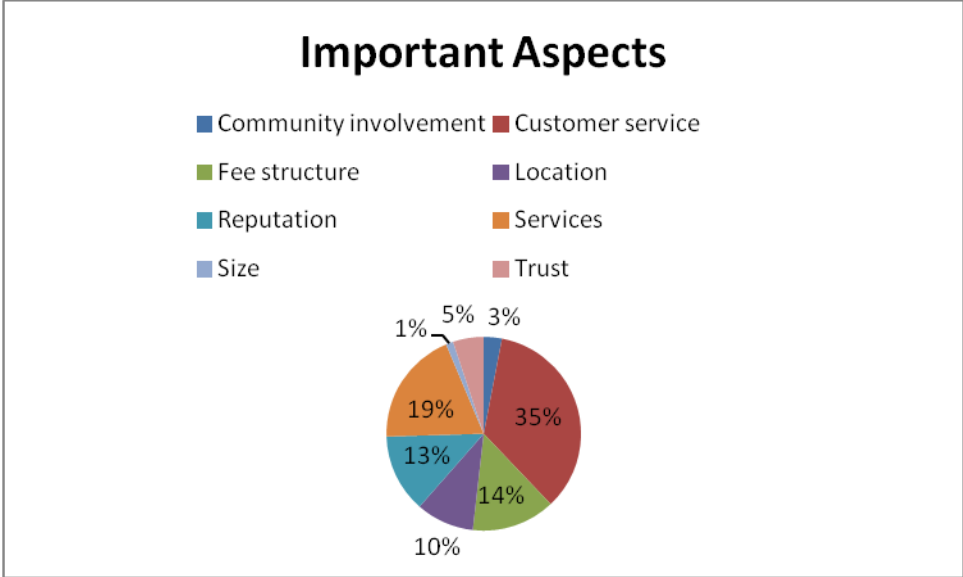
“How do you do most of your banking transactions (i.e deposits, transfers, withdrawals)?”

Of the sample, 29% said that they do most of their banking transactions through online banking (n=91). Of the sample, 28% said that they do most of their banking transactions through a walk in branch (n=87). Of the sample, 25% said that they do most of their banking transactions through an ATM machine (n=78). Of the sample, 16% said that they do most of their banking transactions through drive through (n=49). Of the sample, 2% said that they do most of their banking transactions through APP banking (n=5).



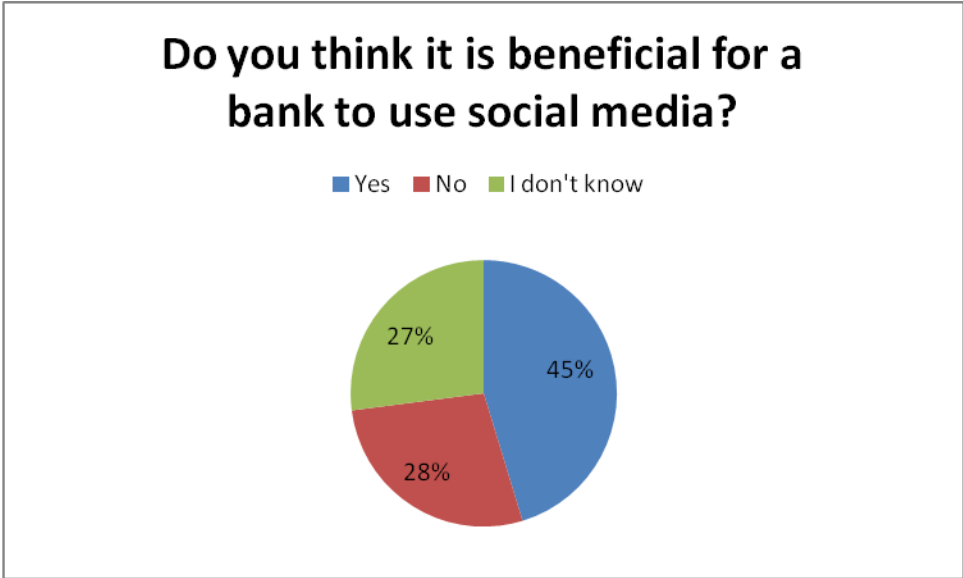
“What is the most important aspect of a bank?”

Of the sample, 35% said that customer service was the most important aspect of a bank (n=115). Of the sample, 19% said that services was the most important aspect of a bank (n=63). Of the sample, 14% said that fee structure was the most important aspect of a bank (n=46). Within the sample, 13% said that reputation was the most important aspect of a bank (n=43). Ten percent said that location was the most important aspect of a bank (n=32). Only 5% said that trust was the most important aspect of a bank (n=17), 3% said that community involvement was the most important aspect of a bank (n=10) and 1% said that size was the most important aspect of a bank (n=4).



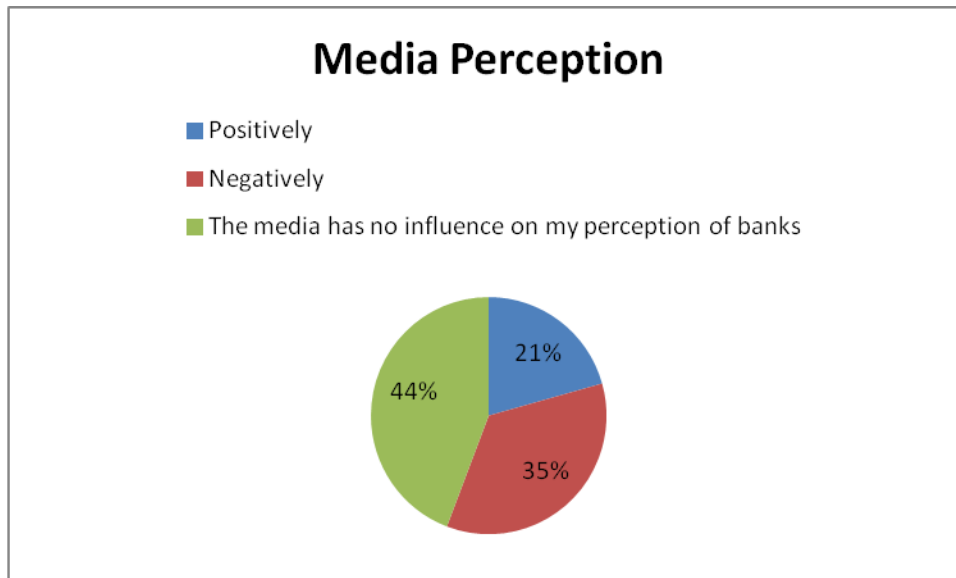
“Do you think it is beneficial for a bank to use social media?”

Nearly half of the sample (45.3%, n=149) think it is beneficial for a bank to use social media. Thirty percent think it is not beneficial for a bank to use social media (n=91), and 27% said they don’t know if it is beneficial for a bank to use social media (n=89).



“How does the media influence your perception of banks?”

Forty-four percent of the sample said that the media has no influence on their perception of banks (n=161). Thirty-five percent said that the media has a negative influence on their perception of banks (n=116). Only 21% said the media has a positive influence on their perception of banks (n=68).



Correlations

“I believe that banks treat people fairly and justly.”

This variable has a very strong positive relationship with the variables “I believe that banks take opinions of the public into consideration when making decisions” ($R(404) = .722, p \leq .000$) and “I trust banks to do what is right” ($R(404) = .739, p \leq .000$). This variable has a strong relationship with the variables “How much confidence do you have in banks.” ($R(404) = .610, p \leq .000$), “I trust my primary bank to do what is right” ($R(404) = .558, p \leq .000$) and “My primary bank is responsive to my customer service needs” ($R(404) = .428, p < .000$). This variable has a weak positive relationship with the variables “I trust local banks more than national banks.” ($R(404) = .257, p < .011$), “I am aware of the community service activities by the banks in State College” has a weak positive relationship. ($R(404) = .262, p \leq .000$) and “The banks in State College are more trustworthy than Wall Street Banks.” ($R(404) = .189, p < .000$.) This variable has a strong negative relationship with the variable “How likely are you to change your bank in the near future”. ($R(404) = -.421, p < .000$).

“I believe that banks take the opinions of the public into account when making decisions.”

This variable has a strong positive relationship with the variables “I trust banks to do what is right.” ($R(397) = .695, p < .000$), “How much confidence do you have in banks.” ($R(397) = .593, P < .001$) and “I trust my primary bank to do what is right.” ($R(397) = .474, p < .001$). This variable has a weak positive relationship with the variables “I trust local banks more than national banks” ($R(397) = .260, P < .001$), “I’m aware of community service in State College banks” ($R(397) = .290, p < .000$) and “The banks in State College are more trustworthy than Wall Street banks.” ($R(397) = .247, p < .001$). This variable has a moderate positive relationship with the variable “My primary bank is responsive to my customer service needs.” ($R(397) = .395, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change your primary bank. ($R(397) = -.447, p < .001$).

“I trust banks to do what is right.”

This variable has a strong positive relationship with the variables “How much confidence do you have in banks.” ($R(397) = .629, p < .001$), “I trust my primary bank to do what is right” ($R(397) = .550, p < .001$) and “My primary banks are responsive to my customer service needs.” ($R(397) = .447, p < .001$). This variable has a moderate positive relationship with the variables “I trust local banks more than national banks” ($R(397) = .366, p < .001$) and “I’m aware of community service in State College banks” ($R(397) = .340, p < .001$). This variable has a weak positive relationship with the variable “The banks in State College are more trustworthy than Wall Street banks” ($R(397) = .262, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change you primary bank.” ($R(397) = -.469, p < .001$).

“I trust local banks more than national banks.”

This variable has a strong positive relationship with the variables “I’m aware of community service in State College banks” ($R(397) = .469, p < .001$) and “The banks in State College are more trustworthy than the Wall Street banks” ($R(397) = .495, p < .001$). This variable has a moderate positive relationship with the variable “How much confidence do you have in banks.” ($R(397) = .316, p < .001$). This variable has a weak positive relationship with the variables “I trust my primary bank to do what is right” ($R(397) = .266, p < .001$) and “My primary banks are responsive to my customer service needs” ($R(397) = .281, p < .001$). This variable has a moderate negative relationship with the variable “How likely are you to change you primary bank” ($R(397) = -.335, p < .001$).

“I’m aware of the community service activities by the banks in State College.”

This variable has a moderate positive relationship with the variables “How much confidence do you have in banks” ($R(397) = .321, p < .001$) and “The banks in State College are more trustworthy than the Wall Street banks” ($R(397) = .346, p < .001$). This variable has a negligible relationship with the variables “I trust my primary bank to do what is right” ($R(397) = .193, p < .001$) and “My primary banks are responsive to my customer service needs” ($R(397) = .159, p < .001$). This variable has a weak negative relationship with the variable “How likely are you to change you primary bank” ($R(397) = -.256, p < .001$).

“How much confidence do you have in banks?”

This variable has a strong positive relationship with the variable “I trust my primary bank to do what is right” ($R(397) = .498, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change your primary bank” ($R(397) = -.524, p < .001$). This variable has a moderately positive relationship with the variable “My primary bank is responsive so my customer service needs” ($R(397) = .368, p < .001$). This variable has a weak positive relationship with the variable “The banks in State College are more trustworthy than the Wall Street banks” ($R(397) = .282, p < .001$).

“I trust my primary bank to do what is right.”

This variable has a strong positive relationship with the variable “My primary bank is responsive to my customer service needs” ($R(397) = .693, p < .001$). This variable has a moderate positive relationship with the variable “Are the banks in state college more trustworthy than Wall Street banks” ($R(397) = .368, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change your bank” ($R(397) = -.452, p < .001$).

“My primary bank is responsive to my customer service needs.”

This variable has a moderate positive relationship with the variable “The banks in State College are more trustworthy than Wall Street banks” ($R(397) = .393, p < .001$). This variable has a strong negative relationship with the variable “How likely are you to change your bank” ($R(397) = -.467, p < .001$).

The variables “The banks in State College are more trustworthy than Wall Street banks” has a moderate negative relationship with the variable “How like are you to change your bank in the near future?” ($R(397) = -.343, p < .001$).

STEWARDSHIP

PLAN

STEWARDSHIP PLAN

Campaign

The *Trust in Banking Campaign* accomplished each goal and objective during the semester. These goals and objectives include:

- Increasing trust in the State College banking industry by May 2012.
- Increasing awareness of the Community Service done by State College banks by May 2012.

First National Bank will continue to show community service involvement and work toward increasing trust among the State College community by carrying on the countless hours of community service each employee is involved in. As First National Bank's mission is to help customers achieve economic success and financial security by building enduring relationships based on trust and integrity, FNB will continue to stay active in its community involvement and maintain its current relationships with customers.

First National Bank endures lasting relationships with clients through their customer service, community involvement and loyalty toward current customers. FNB will continue to visit classrooms increasing the number of classrooms they visit during the 2013 school year in order to indirectly reach parents and teachers as potential new customers. Not only will their services indirectly reach parents and teachers, but it will demonstrate the efforts FNB endures to not only be a profitable business but will reflect the company and employees that work there.

Event

Upon its conclusion, The *Trust in Banking Campaign* will have accomplished two objectives and two goals:

- To educate third grade class at Houserville Elementary School about how to effectively save and spend money.
- To demonstrate to the community that First National Bank's primary concern is maintaining a high standard of customer service.
- To have every student participate in the activities provided by First National Bank.
- To bring home something representative of First National Bank

In order to continue to show First National Bank's engagement with community service activities, First National Bank will continue to visit school classrooms around the State College and Bellefonte area to teach students how to save their money effectively. As relationships grow among the students, teachers and First National Bank representatives, students and teachers will see firsthand the success of each event and schedule lesson plans with First National Bank every year. It is critical that First National Bank continue to thank the schools for allowing them to use part of their day, for it will ensure continue support for the bank and that the foundation they have begun to build remains solid.

First National Bank will continue to show engagement, commitment and participation within the community, demonstrating a consistent reflection of FNB's mission and values. In 2011, First

National Bank spent 3,628 hours volunteering in the State College community. To increase volunteer hours and continue involvement within the community, First National Bank will continue to participate in volunteer activities, increase the number of hours from 2011 to 2012 and increase the amount of classrooms they visit in 2012.

CONCLUSION & **SUMMARY**

CONCLUSION & SUMMARY

After completing our campaign, which promoted trust in the banking industry and our event with the First National Bank of a State College, it is evident that trust is not as big of an issue as anticipated. There is however room for improvement. Our tactics successfully reached the community and students of State College. Working directly with the First National Bank gave us an understanding of how much effort goes into the community to promote awareness. After reassessing our audience after the tactics were implemented, we were able to see if our campaign as a whole had an impact on the community and students.

We believe that social media is a growing technology and that most companies should be involved to promote awareness. First National bank's social media presence is absent and that would be a large outlet to target in the future. Our event at Houserville Elementary School was a success and raised awareness to children and their guardians. Overall, the campaign was successful and trust and awareness increased in the State College area.

APPENDICES

Survey Copies

Student Survey Pre & Post Campaign:



1. Please select the answer that best represents your agreement with the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I believe that banks treat people fairly and justly.	1	2	3	4	5
I believe that banks take opinions of the public into account when making decisions.	1	2	3	4	5
I trust banks to do what is right.	1	2	3	4	5
I trust local banks more than national banks.	1	2	3	4	5
I'm aware of the community service activities by the banks in State College.	1	2	3	4	5

2. How much confidence do you have in banks?

1. A great deal
2. Quite a lot
3. Some
4. Very little
5. None

3. Which of the following is your primary bank?

1. A local or regional bank
2. A national bank
3. Neither, I use a credit union – If this is selected SKIP to #COMM
4. Other (please specify)_____

4. Please select the answer that best represents your agreement for the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I trust my primary bank to do what is right.	1	2	3	4	5
My primary bank is responsive to my customer service needs.	1	2	3	4	5
The banks in State College are more trustworthy than Wall Street banks.	1	2	3	4	5

5. How likely are you to change your primary bank in the near future?

1. Highly unlikely
2. Unlikely
3. Neither unlikely nor likely

4. Likely
5. Highly likely

6. How do you do most of your banking transactions (i.e deposits, transfers, withdrawals)?

1. APP Banking
2. ATM machines
3. Drive through
4. Online banking services
5. Walk-in to branch

7. What is the most important aspect of a bank?

1. Community involvement
2. Customer service
3. Fee structure
4. Location
5. Reputation
6. Services
7. Size
8. Trust
9. Other (please specify)

8. Do you think it is beneficial for a bank to use social media?

1. Yes
2. No
3. I don't know

9. How does the media influence your perception of banks?

1. Positively
2. Negatively
3. The media has no influence on my perception of banks

10. What is your sex?

1. Male
2. Female

11. What is your age?

1. 18 to 20
2. 21 to 23
3. 24 to 26
4. 27 and up

12. Where did you come to State College from?

1. In-state
2. Out of state
3. Internationally

Thank you! Please let us know anything that you would like to add about the US banking industry.

Community Survey Pre-Campaign:



1. Please select the answer that best represents your agreement with the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I believe that banks treat people fairly and justly.	1	2	3	4	5
I believe that banks take opinions of the public into account when making decisions.	1	2	3	4	5
I trust banks to do what is right.	1	2	3	4	5
I trust local banks more than national banks.	1	2	3	4	5
I'm aware of the community service activities by the banks in State College.	1	2	3	4	5

2. How much confidence do you have in banks?

- 6. A great deal
- 7. Quite a lot
- 8. Some
- 9. Very little
- 10. None

3. Which of the following is your primary bank?

- 5. A local or regional bank
- 6. A national bank
- 7. Neither, I use a credit union – If this is selected SKIP to #COMM
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4. Please select the answer that best represents your agreement for the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I trust my primary bank to do what is right.	1	2	3	4	5
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The banks in State College are more trustworthy than Wall Street banks.	1	2	3	4	5

5. How likely are you to change your primary bank in the near future?

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- 7. Unlikely
- 8. Neither unlikely nor likely
- 9. Likely
- 10. Highly likely

6. How do you do most of your banking transactions (i.e. deposits, transfers, withdrawals)?

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7. What is the most important aspect of a bank?

10. Community involvement
11. Customer service
12. Fee structure
13. Location
14. Reputation
15. Services
16. Size
17. Trust
18. Other (please specify)

8. Do you think it is beneficial for a bank to use social media?

4. Yes
5. No
6. I don't know

9. How does the media influence your perception of banks?

4. Positively
5. Negatively
6. The media has no influence on my perception of banks

10. What is your sex?

3. Male
4. Female

11. What is your age range?

5. 21 and under
6. 22 to 34
7. 35 to 44
8. 45 to 54
9. 55 to 64
10. 65 and over

12. How long have you lived in State College?

4. Less than 1 year
5. 1 to 5 years
6. 6 to 10 years
7. 11 to 20 years
8. 21 to 30 years

9. 31 to 40 years
10. 41 to 50 years
11. More than 50 years

13. Are you currently employed?

1. Yes
2. No

Thank you! Please let us know anything that you would like to add about the US banking industry.

Community Survey Post-Campaign:



1. Please select the answer that best represents your agreement with the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
I believe that banks treat people fairly and justly.	1	2	3	4	5
I believe that banks take opinions of the public into account when making decisions.	1	2	3	4	5
I trust banks to do what is right.	1	2	3	4	5
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I'm aware of the community service activities by the banks in State College.	1	2	3	4	5

2. How much confidence do you have in banks?

- 11. A great deal
- 12. Quite a lot
- 13. Some
- 14. Very little
- 15. None

3. Which of the following is your primary bank?

- 9. A local or regional bank
- 10. A national bank
- 11. Neither, I use a credit union – If this is selected SKIP to #COMM
- 12. Other (please specify)_____

4. Please select the answer that best represents your agreement for the following statements:

	Strongly Disagree	Disagree	Neither Disagree Nor Agree	Agree	Strongly Agree
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The banks in State College are more trustworthy than Wall Street banks.	1	2	3	4	5

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- 12. Unlikely
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- 14. Likely
- 15. Highly likely

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11. What is your age range?

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12. 22 to 34
13. 35 to 44
14. 45 to 54
15. 55 to 64
16. 65 and over

12. How long have you lived in State College?

12. Less than 1 year
13. 1 to 5 years
14. 6 to 10 years
15. 11 to 20 years
16. 21 to 30 years

- 17. 31 to 40 years
- 18. 41 to 50 years
- 19. More than 50 years

13. Are you currently employed?

- 1. Yes
- 2. No

14. Are you a small business owner?

- 1. Yes
- 2. No

Thank you! Please let us know anything that you would like to add about the US banking industry.

Campaign Marketing Tactics

Stall Stories:

ITrustBanksPSU Twitter Page:

Lollipop Distribution:

State College banks completed 7,313 hours of community service in 2011.

Tweet this fact to **@ITrustBanksPSU** for a chance to win a \$25 Amazon gift card!

More than 200 State College bank employees volunteered in the community in 2011.

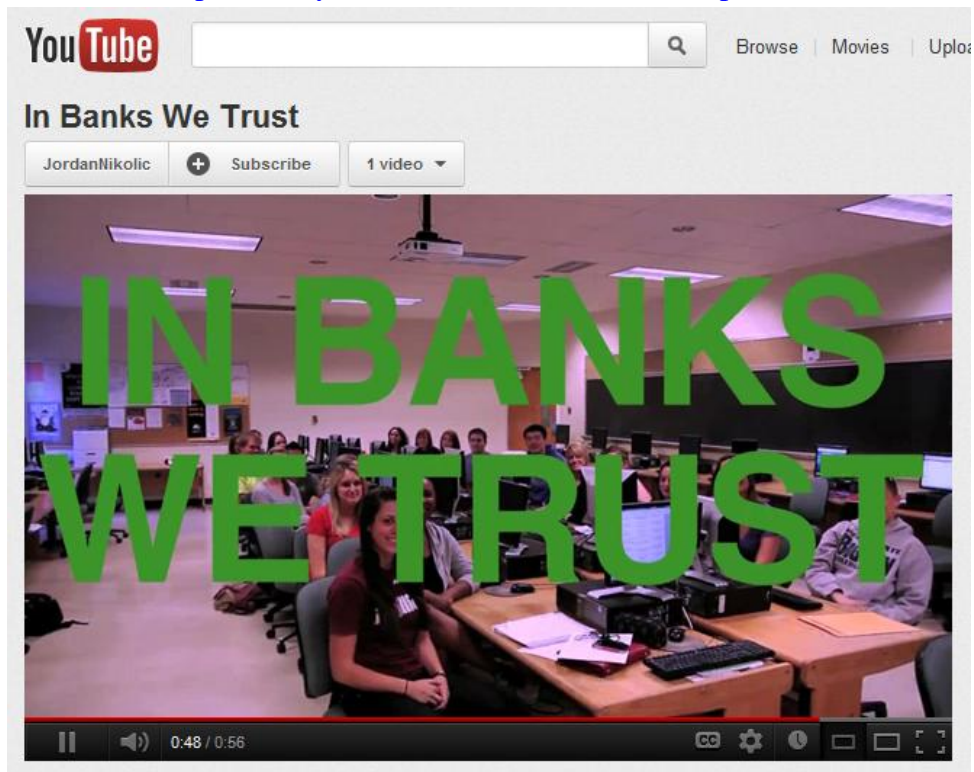
Tweet this fact to **@ITrustBanksPSU** for a chance to win a \$25 Amazon gift card!

State College banks donated nearly a half of a million dollars to the community in 2011.

Tweet this fact to **@ITrustBanksPSU** for a chance to win a \$25 Amazon gift card!

YouTube Video:

http://www.youtube.com/watch?v=iMBtiMpm_xU



Trust in the Banking Industry Campaign

News Releases

FOR IMMEDIATE RELEASE

STATE COLLEGE, Pa (April 5, 2012) – Since the 2008 banking crisis began, there has been a decline in trust in banks nationwide. However, this trust decline is not as dominant in the banks in State College. In a survey with State College community members we found confidence in banks was 19% higher in State College than it was nationally. The percentage of State College community members expressing a “great deal” or “quite a lot” of confidence in banks was 34% versus 15% nationally according to an November 2011 Gallup Poll.

This survey was conducted as a part of a public relations campaigns class at Penn State where students spent the semester researching and working with 10 State College banks. The telephone survey with 405 State College community members the week of February 20, 2012 also found that customer service was the most important aspect of a bank and that 50% of State College Community members trust their current bank to do what is right compared to the 25% who do not and the 25% who did not have an opinion either way.

The students also found that the banks in this area are highly involved in the community. In 2011, the 10 banks in State College that the students are working with spent over 7,000 hours volunteering within the State College community and to donated almost half a million dollars to a variety of local organizations. State College bankers live in our community, volunteer in our community and make a difference in our community.

There is a difference between banks on our street versus those on Wall Street.

Please contact me if you are interested in learning more about our research or our work with the banks.

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 Assistant Professor of Public Relations
 Penn State University
 814-863-9874
 mwd10@psu.edu

The Daily Collegian
123 S. Burrowes Street, State College PA 16801
814-865-2531

Megan Rhein Cell (410) 404-2267
Mer5215@psu.edu

FOR IMMEDIATE RELEASE

April 4, 2012


INTERACTIVE SOCIAL MEDIA CAMPAIGN

(State College, PA) Since the 2008 banking crisis, there's been a decline in trust in banks nationwide. This semester a public relations class researched the topic in an attempt to analyze if the State College area followed the same trend as the national level. The research included a student and community survey and a traditional and social media analysis. It was found that Penn State students have 17 percent more confidence than the national average.

Currently, the class is initiating a trust campaign by creating awareness of the community service efforts led by local banks in State College. Sixty-seven percent of Penn State students were not aware of the many community service activities done by State College banks. In total, banks in the community spent 7,313 hours in 2011 volunteering and donated almost a half million dollars to various organizations.

To increase student trust in the banking industry, an interactive social media campaign was launched April 4, 2012. Students are invited to follow @ITrustBanksPSU for the chance to win one of two \$25 gift cards to Amazon.com. Students will be entered into the drawing by tweeting at least one relevant fact to @ITrustBanksPSU, found from various locations downtown, through a YouTube video and from distributed flyers attached to lollipops.

-30-

Event Materials**Lesson Plan:**


Bank on Your Future. Be a \$mart \$aver! Grades 2-3

LESSON PLAN 4

Patty's Pet Hamster

Overview: Patty's Pet Hamster helps children understand the difference between needs and wants and how to identify expenses. In this lesson, students will identify what a pet hamster needs to live and decide what to spend their money on.

Objectives: Students will be able to:

- ✓ Explain the difference between needs and wants.
- ✓ Identify ways to save money.
- ✓ Make decisions about spending money.
- ✓ Discuss trade-offs, giving up one thing in order to have another.

Materials:

- PATTY'S PET HAMSTER WORKSHEET (provided; photocopy 2-3 Activity 4)
- PET STORE SHEET (provided; photocopy 2-3 Activity 4)

Presentation Format:

1. Start the class talking about things the students like.

Say: "Having a pet is fun. How many of you have a pet?" (Allow students to tell you about their pets.) "Taking care of a pet is a big responsibility."

Say: "Today we are going to help Patty decide if she has enough money to buy and take care of a hamster. Patty has saved \$12. Her mom said she could have a hamster if she saved her money and can take care of her new pet. Patty is not sure if she has enough money, so she needs our help."
2. Distribute Patty's Pet Hamster Worksheet and the Pet Store Sheet.

Say: "Let's help Patty find out what her hamster will cost. The pet store sells hamsters for \$5. Her brother had a hamster before and has a cage he will give to Patty. Patty does not need to buy a cage. What else must Patty get for the hamster?" (Allow students to list items.)

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3. Discuss needs.

Say: "The things the hamster must have are called needs. These are food, shelter, and water. Hamster food will cost Patty \$2 a month. She also needs to buy bedding to put in the cage. The big bag of bedding costs \$4. A food dish costs \$3 and a water bottle costs \$2.50."

4. Help the students write down the amounts of money Patty will spend on needs.

Say: "Let's total up Patty's expenses. Does she have enough money to provide all that the hamster needs?"

5. Discuss wants.

Say: "Patty thinks her hamster will be lonely if it doesn't have several toys. She wants to buy a play toy for \$4. Does the hamster need this? Patty saw a cute hamster sweater in the store, too. It costs \$6. Does the hamster need a sweater? Not really. This is called a want. Patty decides she must spend her money on the needs first. Mark a "W" by the things Patty wants for the hamster. Mark an "N" by the things the hamster needs."

6. Discuss the concept of saving more or spending less.

Say: "If Patty doesn't have enough money, what can she do? She really would like to have a hamster." (Allow students to share their ideas.)

7. Discuss the concept of trade-offs.

Say: "If she doesn't have enough money, she will have to save more. And she may find ways to spend less money. For example, instead of buying a food dish, she may find an old dish at home that her mom will allow her to use."

8. Discuss saving.

Say: "Patty saved money in order to buy her hamster and the things it needed. If Patty did not have money saved, she would not be able to get and keep a pet. When we save money, we can have many of the things we want."

9. **Say:** "I am a banker. I work at a place called a bank. You can save money in a bank, too. I hope you will come to visit a bank some day."

Presentation Suggestions:

- This activity will take about 30 minutes. Because of the dollar values involved, the lesson will work better for third graders.
- Keep your words and sentences simple. Allow time for the children to respond to your questions.

- Involve the students in all the activities. Allow children time to write down the amounts of money Patty may spend.
- Sit on a low chair so you are at the level of the children.

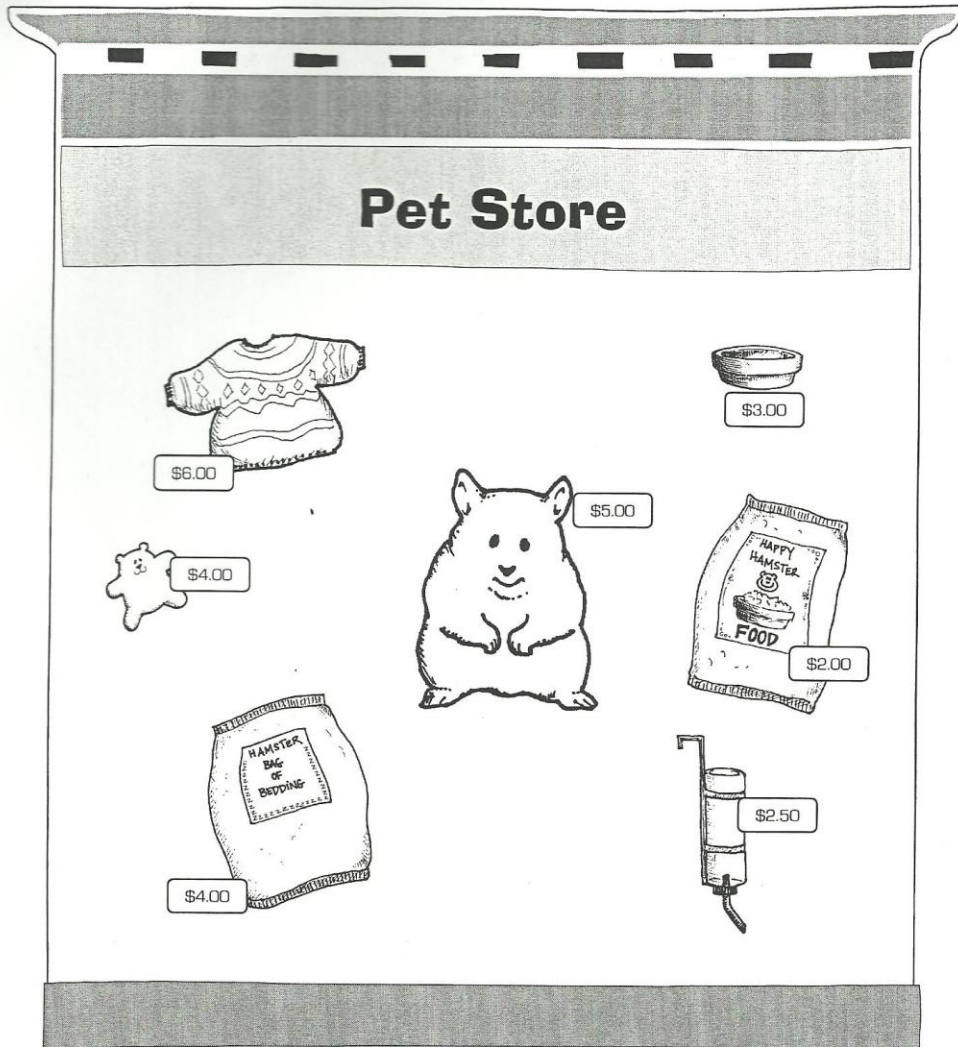
Concepts Taught:

- Saving money will help you reach your goal.
- Trade-offs are when you give up one thing for another.
- A bank is a place where you can save money.
- You can't spend more money than you have.

Topics in the Lesson Keyed to the National Standards in Personal Finance:

- Needs and wants
- Calculations
- Saving
- Decision-making
- Trade-offs

SUBJECT AREA	SKILL
Personal Finance	Identifies needs and wants. Finds alternatives to spending.
Social Studies	Distinguishes between needs and wants.
Language Arts/English	Uses a variety of sources to gather information. Asks questions to obtain information.
Mathematics	Solves real-world problems involving addition and subtraction of whole numbers. Understands that numbers and the operations performed on them can be used to describe things in the real world.
Life Work	Determines appropriate behaviors that are used and should be adopted to obtain wants and/or needs.





Patty's Pet Hamster Worksheet

Item	Cost	Patty has saved: \$12.00
Hamster		-
	Amount Remaining:	
Cage		-
	Amount Remaining:	
Food		-
	Amount Remaining:	
Bedding		-
	Amount Remaining:	
Water Bottle		-
	Amount Remaining:	
Food Dish		-
	Amount Remaining:	
Toy		-
	Amount Remaining:	
Sweater		-
	Amount Remaining:	
TOTAL		

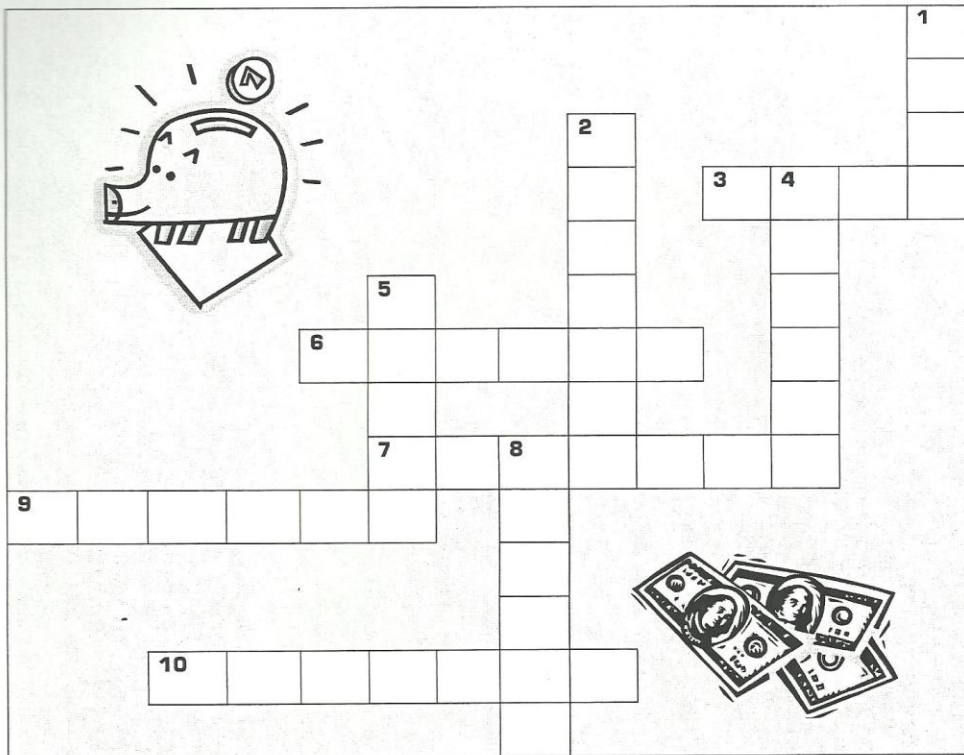


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\$mart \$aver Crossword



ACROSS

- 3. There is a _____ when you invest your money.
- 6. _____ is the easiest way not to spend money.
- 7. Money a person pays out to buy something.
- 9. The official currency of the United States.
- 10. Add money to your bank account.

DOWN

- 1. The safest place to save your money.
- 2. The amount of money in a bank account.
- 4. Money a person gets or receives.
- 5. It's wise to be a smart _____.
- 8. The result of having more income than expenses.



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Glossary

- Allowance** – An amount of money parents give kids.
- Bank** – A business that keeps money for customers, makes loans, and provides other money-related services.
- Bank Book** – A list that shows how much money you have saved in the bank.
- Cash** – Money in the form of bills and coins.
- Coins** – Pennies, nickels, dimes, and quarters.
- Dime** – A small silver coin worth ten cents.
- Deposit** – Adding money to your savings or bank account.
- Dollar** – The official currency of the United States.
- Goal** – Something you are working towards in the future.
- Grows** – Getting larger.
- Income** – Money a person gets or receives.
- Interest** – The money paid by a bank on savings deposits.
- Money** – Paper and coins that are used to buy things.
- Need** – Something you must have in order to live.
- Nickel** – A silver coin worth 5 cents.
- Penny** – A copper coin worth one cent.
- Quarter** – A silver coin, larger than a nickel, that is worth 25 cents.
- Saving** – Keeping your money for a future goal instead of spending it now.
- Spending** – Using your money to buy things you want or need.
- Want** – Something you would like to have but don't necessarily need.



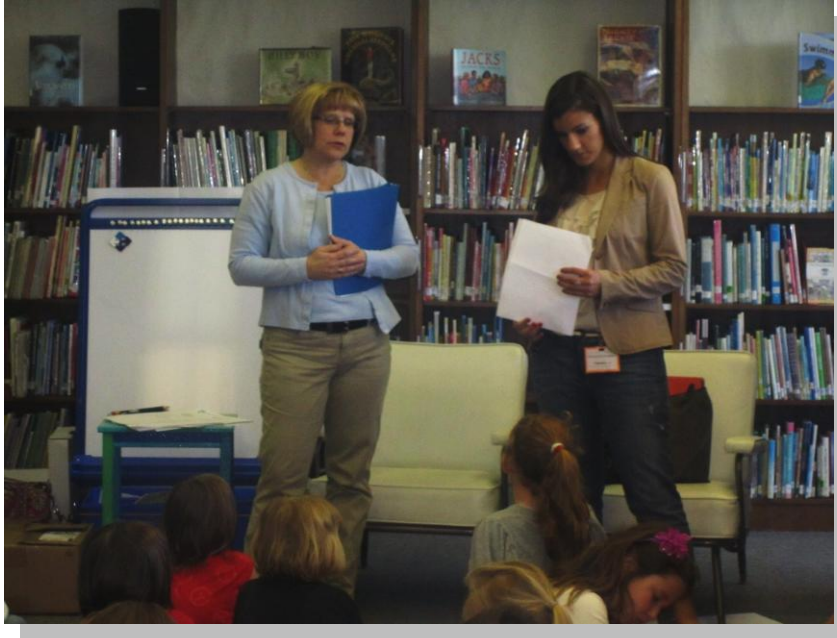
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Event Photos:







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<http://moveyourmoneyproject.org/>

We the undersigned have thoroughly reviewed this project. We certify that it is original work (or attributed to the proper sources).

Michelle Lawrence

Michelle LaPorte

Kayla Inserra