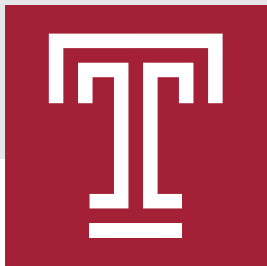


THE ROAD TO RHODES:

Telling the story of Hazim Hardeman,
Temple University's first Rhodes Scholar



BACKGROUND

In November 2017, just hours before the official announcement was made, we received confirmation that Temple graduate Hazim Hardeman was named a Rhodes Scholar, the first in our 130-year history. The Strategic Marketing and Communications team was eager to share Hazim's story and the university's history-making news thoughtfully, quickly and in a way that would connect with each segment of Temple's community, while still aligning with the university's strategic priorities.

Our department's workflow process set us up for success: We were able to quickly activate a team to develop and execute a data-driven strategy and comprehensive, multi-channel plan. Our goals were to strengthen Temple's academic reputation, underscore our community commitment and generate alumni pride and affinity. We scaled Hazim's story to maximize reach and impact, and maintained the authenticity of his personal journey.

MEDIA COVERAGE



Hazim and Temple University President Richard M. Englert visited FOX29 for a high-energy segment on “Good Day Philadelphia,” a show that has extraordinarily high viewership in our community, according to our market research.

[CLICK TO WATCH VIDEO](#) 

MEDIA COVERAGE

National wire stories mentioning Hazim and Temple were published by hundreds of outlets around the world, including:

[The Philadelphia Inquirer](#)

[The Philadelphia Tribune](#)

[WHYY](#)

[6ABC](#)

[KYW News Radio/CBS3](#)

[The Philadelphia Sun](#)

[Black Enterprise](#)

The New York Times

The Washington Post

Chicago Tribune

▼
The Philadelphia Inquirer
November 20, 2017

SET AN APPOINTMENT, KID Santa's visits at one store mean marking your calendar. **NATION** | A3

FIRE'S AFTERMATH Donations pour in after West Chester senior facility blaze. **REGION** | B1

The Philadelphia Inquirer

Winner of 20 Pulitzer Prizes

MONDAY, NOVEMBER 20, 2017 \$12 (PHILADELPHIA) 1:01 PM EST [NEWS ABOUT THE CLOCK](#) [PHILLY.COM](#)

EAGLES 37 | COWBOYS 9
Complete coverage in Sports, D1.

RIDING HIGH



After rolling over the Cowboys, Eagles look as if they have what it takes to be champs

TAX OVERHAUL
Repeal of ACA mandate on table

Trump budget director says repeal could be removed if doing so became politically necessary.

Sen. Sullivan and Demos (Photo: AP/WIDEWORLD)

WASHINGTON — President Trump's budget director said today that the White House is willing to remove a contentious provision taking aim at the Affordable Care Act from the Republican tax overhaul plan if politically necessary, a move that would fundamentally reshape the effort to fix the nation's budget.

In a television interview, Office of Management and Budget Director Mick Mulvaney said the Trump administration would be fine with jettisoning a proposal to strip the ACA's individual mandate if it became a hindrance to passing the tax bill, which is the GOP's top legislative priority.

"If we can repeal part of Obamacare as part of a tax bill and have a tax bill that is still a great tax bill that will give the president's agenda a big boost, that's great," Mulvaney said on CNN's State of the Union. "If it becomes an impediment to getting the best tax bill we can, then we're OK with taking it out."

He said it would ultimately be up to Sen. McCain on 11.

Comments come as GOP races to get a tax bill to Trump's desk.

"If we can repeal part of Obamacare as part of a tax bill and have a tax bill that is still a great tax bill that will give the president's agenda a big boost, that's great," Mulvaney said on CNN's State of the Union. "If it becomes an impediment to getting the best tax bill we can, then we're OK with taking it out."

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EDUCATION

Owl is Rhodes Scholar

Hazim Hardeman is Temple's first so honored.

By Susan Snyder
STAFF WRITER

Hazim Hardeman's mother wanted a better school than the family's North Philadelphia neighborhood could offer her son.

So she falsified the family's address and sent him to Shawmont in Roxborough.

"For her, it was a life-and-death situation," said Hardeman, now 23. "She understood that having access to this education at such an early age would really be formative and could shape or even determine the trajectory that my brother and I would be on."

For Hardeman, a 2017 magna cum laude graduate of Temple University,

her choice might have been life-altering.

This weekend, Hardeman was awarded the prestigious Rhodes Scholarship — the first student in Temple's history to receive the honor. He will pursue his studies in sociology or political theory next fall at Oxford University in England.

Hardeman told the story of his mother's fateful decision to send him to Shawmont in his Rhodes application.

Hardeman, who transferred to Temple after getting his associate's degree at the Community College of Philadelphia, perfectly represents the kind of student that Temple

See **RHODES SCHOLAR** on A4



Hazim Hardeman will study sociology or political theory at Oxford. **TEM** (AUGUST / STAFF PHOTOGRAPH)

IMMIGRATION
Defining who is 'American' by language

Speaking English has become the intersection where demands for diversity and conformity collide.

By Jill Casanovi
STAFF WRITER

The American dream of Edoardo Almeida took root under the glaring lights of a Quaker Friends coffee shop in the trap Pennsylvania town of Oshkosh.

There, next by word and deed by word, he sat under the Portuguese of his native Brazil and learned to speak English. He did it by working menial jobs with a tutor from the volunteer English Program, a suburban initiative to help white-bread the language and the culture.

Knowing English enables Almeida to prosper with employers — far closer to home for a living — and to find a partner at work, to engage with neighbors, to enjoy fully participative in society.

"It helped me with my clients," he said, "and my whole life."

It has also helped Almeida, 46, navigate his way along the rim of a cultural volcano.

Below is the fierce national debate
See **ENGLISH** on A3



Gabriela Jencel, CHOP's language services manager, shows some Latin American

WEATHER NOVEMBER 20, 2017

Philadelphia	High 46, Low 38	Monday	58-47	Tuesday	46-33	Wednesday	52-36	Thursday	42-34	Friday	42-34	Saturday	51-33	Sunday	45-35
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For a complete list of Advertising Department numbers, see the "Contact Us" box on Page A4.

SOCIAL MEDIA COVERAGE

- ▶ Hazim's historic accomplishment was shared on social media hundreds of times.



FACEBOOK

- [Philly.com](#)
- [Community College of Philadelphia](#)
- [PA Department of Education](#)
- [WHYY](#)
- [CBS Philly](#)
- [This is Philly](#)

TWITTER

- [Governor Tom Wolf](#)
- [Christie Iletto](#) (6ABC)
- [Tamala Edwards](#) (6ABC)
- [Fox 29 Philly](#)
- [Alex Holley](#) (FOX 29)
- [Cherri Gregg](#) (CBS3)
- [Philly.com](#)
- [Councilwoman Helen Gym](#)

ADVERTISING

PERSEVERANCE CONQUERS.

Hazim Hardeman '17
is Temple's first
Rhodes Scholar.



PRINT, RADIO, OUT-OF-HOME & TRANSIT

PLACEMENTS INCLUDE:

- Harrisburg Patriot
- Philadelphia Inquirer/Daily News
- Philadelphia Tribune
- Metro (Philadelphia)
- :15 KYW Radio spot


PERSEVERANCE CONQUERS.

TEMPLE CONGRATULATES
OUR FIRST RHODES SCHOLAR.



OWNED MEDIA

CLICK TO WATCH VIDEO [↗](#)



Q&A with Temple's First Rhodes Scholar Hazim Hardeman

7.7K views 97 3 SHARE SAVE ...

Hazim Hardeman becomes Temple's first Rhodes Scholar

The 2017 Klein graduate who grew up only blocks from Main Campus makes history as Temple's first recipient of the prestigious scholarship.



FACEBOOK

10 Facebook posts with a total reach of **133,691** and **5,430** engagements (average: 8,157 reach, 168 engagements).

TWITTER

21 Tweets with a total of **348,340** impressions and **10,128** engagements (average: 14,401 impressions, 683 engagements).

YOUTUBE

Q&A video made for Temple's YouTube channel: **7,700** views.

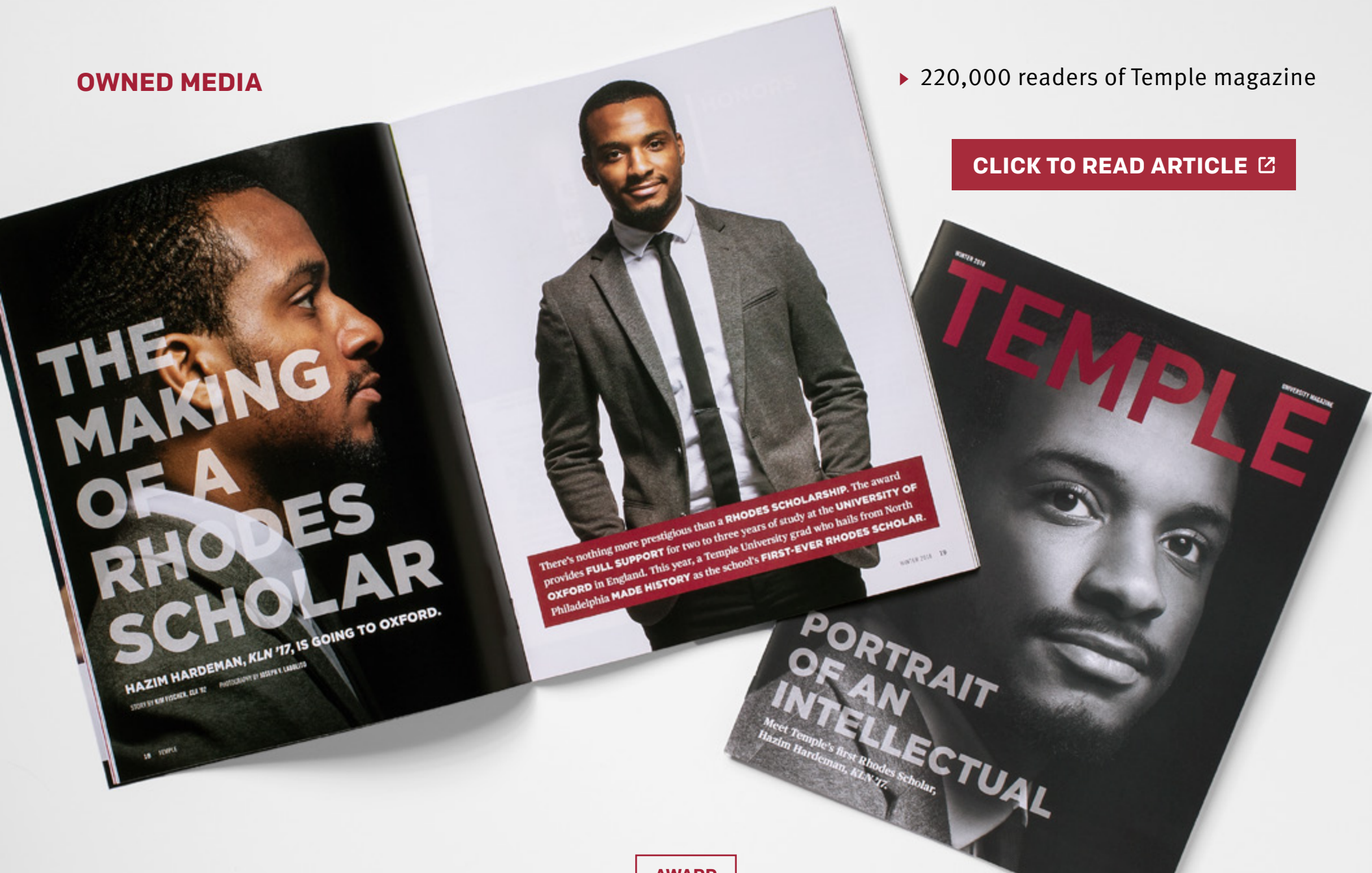
EMAIL

6 emails to Temple employees, students and alumni which received a total of **60,176** opens (average 26%).

OWNED MEDIA

▶ 220,000 readers of Temple magazine

[CLICK TO READ ARTICLE](#) 



AWARD

Cover photo earned first place in the cover category from the University Photographers' Association of America.

MARKETING

- ▶ Video mailer sent to 250 university presidents and provosts

[CLICK TO WATCH DEMO](#) 



AWARD

University and College Design Association's Award of Excellence, for "in-house team."

