How the Taco Bell Foundation Creates a Thriving Scholar Community

The nonprofit organization partnered with Hivebrite to build a supportive, fun community where scholars can grow and share passions.

The Taco Bell Foundation breaks down barriers to educate and inspire the next generation of leaders through organizational grants, scholarships, experiences, and community.

The Live Más Scholarship is awarded to young people who use their passion to help and inspire others.

**Fueling Young People’s Boldest Ambitions to Create Good**

The Taco Bell Foundation wanted to provide its scholars with more than scholarship money. The nonprofit wanted to give scholars unique access to inspirational programs and experiences so they can positively impact their communities.

The Taco Bell Foundation surveyed and spoke with its scholarship recipients to discover how it could better support them and their needs.

Among the scholars’ requests was a virtual community where they could get to know each other, organize in-person meetups, and collaborate on projects together.

“We already had a Facebook community, but we realized that it wasn’t a long-term option. We needed a platform that could accommodate the rapid growth of our scholar community and provide our scholars with real value,” said Marissa Lara, Programs and Partnerships, Taco Bell Foundation.

**Designed and Structured for Engagement**

The Live Más Scholar Community, Live Más Scholar Connect, provides scholars with a space to connect with peers, find inspiration, and grow personally and professionally.
Fostering Connections, Enhancing Resources, and Fueling Passions

Taco Bell Foundation teamed up with CoLabL, a training, education, and mentoring small business, to support the community’s engagement strategy.

“Making a community engaging and long-lasting requires an incredible amount of work. We decided to partner with CoLabL to ensure we can provide our scholars with fun, engaging, and valuable content to keep our community alive,” said Marissa.

The team creates fun and incentivized challenges to draw members into the community, drive organic content creation, and fuel members’ passions.

Content shared by the team aligns with academic programming, community events, and important dates. The community runs monthly team-based challenges with leaderboards, prizes, and spotlights to fuel members’ passions and drive continuous engagement. Content from the community has been picked up and amplified on external channels boosting the reach of the community.

Connecting scholars and encouraging meaningful relationships is facilitated by the interactive directory that allows members to quickly and easily search for peers based on criteria such as class, passion, and location. Members can send direct messages to others to grow their network, exchange ideas, and ask questions.

Multimedia content is shared in the online community’s resource center. All resources can be classified through a category tagging system making it incredibly easy and quick for members to find what they need. Community admins can also control access rights to different documents. Members can also upload their own content using the portfolio module.
Hivebrite provides the features we need to encourage member participation in the community. I can keep on the pulse of the community, spot trends, facilitate conversations, elevate voices, and demonstrate to our scholars that we are listening to their needs.

Our members are reaching out to share ideas, showcase their passions, ask and answer questions, and take action.

Michael Nemeth
Head of Digital Experience, CoLabL

A Supportive Community to Grow and Share Passions

Analytics give insights into member and content engagement to identify power users and popular content. The team has also developed monthly scorecards to provide a snapshot of the community’s health.

The team regularly surveys its members and gathers qualitative data on how the community meets their needs. It has also set up an advisory panel to gather feedback on the community and future plans.

As Live Más Scholar Connect continues to grow and evolve, it is serene with the knowledge that Hivebrite’s platform will continue to support its mission.

“With Hivebrite’s platform, the community can continue to create quality engagement initiatives to leverage and elevate members’ passion, expertise, and knowledge for positive change,” said Michael.

Visit the Community’s Homepage

Contact: hello@hivebrite.com

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About
Hivebrite is an all-in-one community management platform. It empowers organizations of all sizes and sectors to launch, manage and grow fully branded private communities.