hivebrite

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.

Challenge

- Connect and inspire scholars in a collaborative online space

Solutions

- A branded online community platform
- Mobile community app
- Interactive member directory
- Interactive resource center
- Event module

Benefit

- A vibrant scholar community to foster connections, enhance resources, and fuel 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.

To increase the adoption and use of the online community, the Taco Bell Foundation wanted the platform to be intuitive and fun to use. The team carefully considered the community's features to avoid overwhelming members. The prior research on scholars' needs enabled the team to craft a targeted engagement strategy employing only the most impactful and relevant platform features for the launch. The team is now strategically activating additional features as engagement grows.

All visual elements in the community, from typology to colors, match the Taco Bell Foundation's visual identity to reinforce the organization's branding and create a seamless experience across all channels.

The Taco Bell Foundation has also rolled out a fully-branded mobile app version of the community. The app offers the same features as the desktop version of the community and enables members to more conveniently connect and engage, facilitates deeper engagement, and further enhances brand recognition.
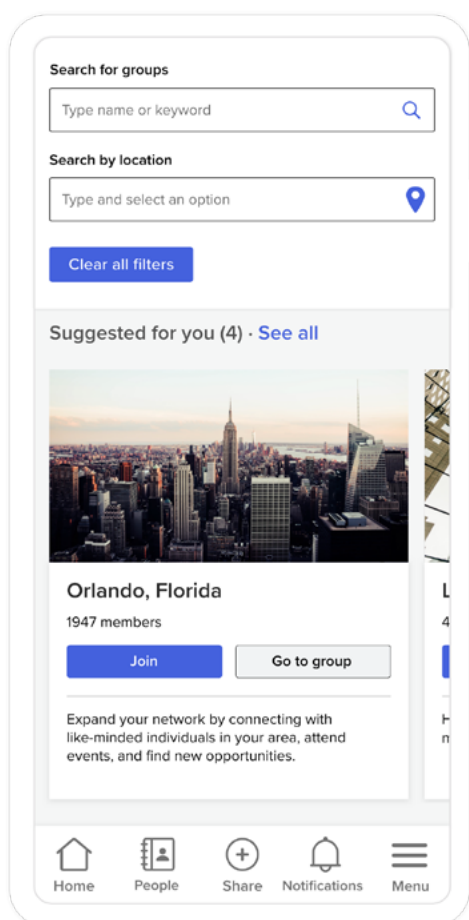
Fostering Connections, Enhancing Resources, and Fueling Passions

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.

The team is aware that connecting to the platform is not yet a habit for all members. They encourage members to log in and maximize content reach by communicating with them on other platforms, for example, sending an email to alert them about new challenges.

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> *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

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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.