

**Office of Marketing and Public Relations  
Strategic Plan: 2011-2012**

08/11

**Mission Statement**

***The purpose of the Office of Marketing and Public Relations is to share the Bluefield College story.***

To contribute to the overall vision and mission of the college through effective efforts to 1) increase public awareness of the school, 2) enhance the college image, market position and brand identity, and 3) cultivate positive, mutually beneficial relationships with the media, community, alumni, students, donors and friends.

**Initiatives**

- 1) Increase public awareness and improve the market position of Bluefield College (its vision, mission, programs, students, events, news, alumni, accomplishments, etc.) through strong, mutually beneficial relationships with regional **media** and through the distribution of key, timely news releases that tell the BC story
- 2) Increase public awareness, improve market position, and support student recruitment efforts for BC through the use of print, broadcast, outdoor, online and other **advertisements** with local, regional and Christian media
- 3) Strengthen the college's image, brand identity and market position by serving as a college-wide clearinghouse for all PR and marketing material to ensure the accuracy, consistency and quality of BC **marketing** messages
- 4) Increase public awareness and improve the market position of Bluefield College through the building of mutually beneficial relationships between the college and the **community**
- 5) Increase public awareness, improve the overall image, and promote the activities, news, events, vision and mission of the college through the use of print **publications**
- 6) Improve **internal** communication at the college in order to become a more effective, better informed institution
- 7) Promote the college through the creation/use of **online, social and multi-media** resources (i.e. web site, Facebook)
- 8) Improve the efficiency of the Office of Public Relations through consistent **planning, professional development, and evaluation** (i.e. workshops, seminars, surveys, tracking and other assessment devices)

*\*note: "D" in the far right column indicates the project is the responsibility of the **director** of public relations; "S" indicates the job is the responsibility of a **support** staff member in the Advancement Office; "IO" indicates the job is likely to be delegated to an **intern** or **outsourced** to a freelance worker*

**I. Media Relations Goals and Objectives**

A. visit and communicate regularly with contacts in the local media to build relationships	weekly	D
B. cover BC news and events for publicity (pre and post) and develop and distribute press releases on news, events, accomplishments, etc.	2-3 per week	D,S,IO
C. arrange media coverage or press conferences for key BC events/news	as requested/needed	D
D. send calendars of events and invitations to events to local media	2-3/month or as needed	D,S
E. create and distribute press packets to local media	annually by April 30	S,IO
F. maintain a current media directory (phone, fax, e-mail, contacts)	update annually by August 31	S,IO
G. plan and coordinate an annual Media Appreciation Day	annually in April	D,S

**II. Advertising Goals and Objectives (see also Advertising Plan)**

A. develop an annual advertising plan/strategy, using print, broadcast, outdoor, online and event advertising to increase public awareness, improve brand identity, and support student recruitment within the school's local and Christian/Baptist markets	annually by July 31	D
B. design or create print, radio, TV and other ads to support the advertising campaign and to be used consistently for all BC advertising projects	annually by July 31 and as needed	D

**III. Integrated Marketing Goals and Objectives**

- A. chair and coordinate the efforts of an Integrated Marketing Team whose purpose is to a) strengthen the college's brand identity and market position, b) conceive, recommend and monitor campus-wide marketing standards, plans and programs, and c) ensure the accuracy, consistency and quality of BC marketing messages and images as needed D
- B. serve as a college-wide clearinghouse for all PR and marketing material to ensure the accuracy, consistency and quality of marketing messages and images as needed D
- C. develop and maintain a Marketing Standards and Visual Identity System outlining marketing and VIS policies and procedures for the college (w/ a specific goal this year of completing the handbook by December 31) as needed and by December 31, 2011 D

**IV. Community Relations Goals and Objectives**

- A. organize community promotional events (hi school football, baseball, festivals) featuring promo product giveaways and name recognition activities minimum two per year D,S
- B. send calendars of events and event invitations to local civic groups, schools, churches, chambers 2-3/mo. or as needed S
- C. maintain a current community directory (contacts, phone, e-mail) update annually by August 31 S
- D. manage the BC Speakers Bureau by scheduling civic speaking opportunities for faculty and staff monthly S
- E. promote the BC Speakers Bureau by distributing Speakers Bureau brochures to local community groups (i.e. civic clubs, churches, media) annually by April 30 D,S,IO

**V. Publications Goals and Objectives (see also Publications Schedule)**

- A. create and distribute the President's Annual Report to printer by mid August D
- B. oversee the ordering and supply of official college letterhead/envelopes annually (Aug.) + as needed D
- C. oversee the ordering of faculty/staff business cards and name badges annually (Aug.) + as needed D
- D. create and distribute the fall alumni news magazine to printer by mid September D
- E. create and distribute the winter alumni news magazine to printer by mid January D
- F. create and distribute the BC Speakers Bureau brochure to printer by late March D,IO
- G. create and distribute the spring alumni news magazine to printer by mid May D
- H. design and distribute fyi, the BC family electronic newsletter monthly D
- I. accommodate requests for designing other special project/promotional publications (invitations, alumni/donor pieces, event brochures, etc.) as requested D,S,IO
- J. serve as a college-wide clearinghouse, overseeing the creation of all BC promotional publications as needed D

**VI. Internal Communication Goals and Objectives**

- A. design and distribute fyi, the BC family electronic newsletter monthly D
- B. communicate class delays/postponements to faculty, staff, students through voice mail, e-mail, the web site, RamAlert, and the media as needed D
- C. serve on the college's Crisis Management Team as the school's crisis communication officer and official spokesperson as needed D
- F. evaluate and update the college's Crisis Management Plan to ensure the most effective and reliable forms of communication and response are in place and being communicated to the campus community (w/ a specific goal this year to update communications portion of plan) annually by June 30 and as needed and by December 31, 2011 D

**VII. Online, Social and Multi Media Goals and Objectives**

- A. serve on the Web Site Committee to evaluate the quality, efficiency and accuracy of the web site and to oversee revisions and additions as needed D
- B. maintain the "News and Events/PR" portion of the BC web site as needed D
- C. develop and maintain a BC presence with online social media sites, including Facebook and Twitter (w/ a specific goal this year of exploring and developing new social media initiatives) as needed and by June 30, 2012 D

**VIII. Planning, Evaluation and Professional Development Goals and Objectives**

- A. track BC articles in sample of local newspapers and maintain a media coverage spreadsheet/tracking report daily tracking of news and monthly reports S
- B. track and evaluate social media analytics monthly tracking/reports D
- B. evaluate and revise annual PR mission, objectives, and Strategic Plan annually by July 31 D
- C. attend regular Advancement staff meetings for planning and evaluation as needed/scheduled D,S
- D. attend the Advancement staff retreat for planning and evaluation annually (August) D,S
- E. complete annual institutional effectiveness surveys, evaluating goals objectives, effectiveness of Public Relations annually by July 31 D
- F. complete annual personnel evaluations for PR annually by Sept. 30 D
- G. attend professional development workshops or seminars at least one per year D
- H. report to Advancement Committee during Board of Trustees meetings October and April D

**IX. Miscellaneous Goals and Objectives**

- A. accommodate requests for support on various PR/marketing projects (i.e. brochures, narratives, graphic design, photos, proofing, etc.) as needed/requested D,S,IO
- B. recruit and supervise student interns, work-studies, and freelance writers and designers to support PR projects and objectives as needed D,S
- D. develop, oversee, and maintain the annual PR budget by July 31 and as needed D,S