**Unit Strategic Plan**

**2019 - 2021**

**Name of Department:** College and Community Relations

**Mission Statement**The mission of Jefferson State’s Office of College and Community Relations is to effectively communicate the offerings and opportunities of the college; coordinate the college’s media relations, communications and publications; and promote positive relations between the college and its many constituents.

**Summary of Access, Productivity and Effectiveness**The Office of College and Community Relations enhanced Jefferson State’s communication efforts to improve the college’s image and recruiting efforts to our service area. These improvements help produce increases in our advertising reach, frequency, engagement and more. These efforts have also increased awareness of the college’s various programs and offerings.

The office implemented an effective advertising campaign focused on television, radio, search engine marketing, and internet ads. The office also enhanced the college’s social media with more engaging content which greatly increased the number of social followers and engagement. Finally, the unit participated in various community organizations and special events to help promote the college.

**Internal Conditions**

1. **Technology**The technology in the Office of College and Community Relations is adequate.
2. **Budget**The office is requesting funds to cover more paid advertising. The office is requesting $350,000 per year for internet, radio, print, and television advertising.
3. **Staffing**The Office of College and Community Relations is comprised of one full-time director, a part-time media relations production assistant, and a part-time administrative assistant. The office plans to hire a full-time person to help with video production, production of social media content, and manage/edit the college website. This is not a new position, but rather a replacement to fill personnel that recently retired.
4. **Resources**

Resources for the Office of College and Community Relations are adequate.

1. **Enrollment**During a time where many colleges are seeing a decrease in enrollment, Jefferson State’s enrollment has remained level or increased over the last several semesters. The office strives to increase awareness of college opportunities and help increase enrollment in all areas of the college.
2. **Facilities**

Facilities and related infrastructure are adequate.

1. **Equipment**The office requests two new camera lenses for capturing close-up images and videos. The lenses will assist in videos with interviews. Estimated cost is $570.58 for the two lenses.

**External Conditions**

**State Funding**  
Needs for the College and Community Relations Office will be contingent on the availability of funds from state funding.

2013-2014 Accomplishments

* Increased frequency and engagement of radio, digital, television, and social media advertising by approximately 20 percent
* Improved and maintained college website
* Increased social media engagement by approximately 25 percent
* Updated and improved college viewbooks, college videos, photography, and presentation information
* Represented the college in various events and meetings.

2015-2016 Accomplishments

* Improved utilization of advertising budget to increase frequency, reach, and impressions in digital, radio and TV advertising.
* Increased social media reach, impressions, and engagement by approximately 20 percent
* Improved, maintained, and enhanced college website
* Updated college viewbook
* Took photos for use across all college publications
* Created video for college presentations and digital content
* Represented the college in various events and meetings.

**2017-2018 Accomplishments:**

* Improved effectiveness of the college’s marketing and advertising campaign by increasing radio, tv, and internet ad frequency by approximately 25 percent.
* Increased the college’s social media reach and engagement by approximately 20 percent by producing more video content and graphic design.
* Enhanced the college website through various improvements and daily maintenance.
* Produced a higher quality and quantity of college video for website, social media, and presentations.
* Produced, updated, and edited various printed pieces for the college such as annual reports, college viewbook, strategic plan brochures, college catalog, flyers, feasibility case, etc.
* Took quality photos for use in the college’s online and print publications.
* Designed and purchased retractable banners for general recruiting purposes.
* Help to develop the college’s OneACCS mobile app.
* Represented the college in various events and meetings.

**Considerations for Development of Unit Strategic Plans:**

1. **What can be done to improve the operation of the unit?**Replace the recently retired position with full-time person.
2. **What are the desired Student Learning Outcomes/Program Learning Outcomes/Service Unit Outcomes for each unit?**

* Keep the campus and community informed about the educational resources and opportunities of the college
* Attract and recruit new students to the college to increase enrollment
* Serve students by communicating information regarding registration, classes and educational opportunities.
* Build positive relationships for the college by working to meet the needs of various groups both on and off campus.
* Effectively manage the college’s emergency notification system to inform students, faculty, staff and the community about emergency situations or school closings.

1. **What equipment/resources are needed to accomplish the unit’s goals and objectives?**The Office of College and Community Relations needs additional funding for paid advertising to help increase student enrollment. The unit is requesting an increase from $300,000 to $350,000 to cover additional advertising.
2. **Are there any goals or objectives that were not completed from previous years that should be included in the new plan?**The office is working to develop a campus seminar and internal website to assist college personnel in marketing their programs, groups, or clubs. Information would reduce time and effort by the Community Relations Office and help campus personnel in improving printed materials, social media engagement and more.
3. **Can the performance of the unit be addressed by professional development?**

The Office of College and Community Relations continually strives to remain abreast of new technologies and methods of communication. Professional development initiatives relating to communications could help improve the performance of the unit.

**Unit Goals 2019-2020**

**Goal 1: Further develop the effectiveness of the college’s advertising and marketing by   
 increasing reach, frequency and engagement by 20 percent.**

**Objective:** Refresh college advertising; increase advertising   
 impressions, engagement, click volume; optimize search   
 engine marketing.

**Method of Assessment:** Evaluate effectiveness through analytics and data reports.

**Additional Funding:** Approximately $50,000  
The additional funding will allow us to expand on our advertising and marketing success. Specifically, the additional funding will allow us to:  
- increase television commercials and market to certain cable channel zones for more specific marketing for each campus  
- increase radio presence by adding more stations or increasing frequency on existing stations  
- increase mobile in-app advertising to reach high school students  
- develop a marketing plan for the college’s IT offerings  
- increase sponsorships similar to the Fox 6 Sideline Show

**Goal 2: Keep the college website updated, accurate and interesting for current students,   
 prospective students and the community.**

**Objective:** The Office of College and Community Relations will   
 work to maintain the website and continually update   
 the site with news, photos, videos, and more. The site   
 will continually offer current information on the   
 college’s offerings and opportunities.

**Method of Assessment:** Review of current website practices along with responses from students, employees and   
community members.

**Additional Funding:** No additional funding is necessary.

**Goal 3: Increase the college’s connections in social media by 20 percent to help promote and   
 advertise the opportunities and happenings of the college.**

**Objective:** The Office of College and Community Relations will   
 work to produce relevant and engaging content on   
 the college’s social media pages.

**Method of Assessment:** Review of the analytics for each social media page.

**Additional Funding:** No additional funding is necessary.

**Goal 4: Develop and execute a marketing plan for the college’s IT offerings.   
Objective:** The Office of College and Community Relations will   
 work to produce relevant and engaging advertisements   
 and social media content.

**Method of Assessment:** Review of the analytics for advertisements and each   
 social media page.

**Additional Funding:** No additional funding is necessary.

**Goal 5: Increase promotion of the college’s new Respiratory Therapy Program**

**Objective:** The Office of College and Community Relations will increase promotion of this program with mini-campaigns using video, social media, public relations, and various other recruiting methods.

**Method of Assessment:** Review engagement, publicity and analytics of all advertising and recruiting methods.

**Additional Funding:** No additional funding is necessary.

**Unit Goals 2021-2022**

**Goal 1: Increase promotion of the college’s CTE programs, including the college’s new Welding Program at the Shelby-Hoover Campus.**

**Objective:** The Office of College and Community Relations will increase promotions of these programs across all promotional and advertising methods used by the college.

**Method of Assessment:** Review engagement, publicity and analytics of all advertising methods.

**Additional Funding:** No additional funding is necessary.

**Goal 2: Build positive relationships for the college by working to meet the needs of various groups both on and off campus.**

**Objective:** The Director of College and Community Relations will participate in community organizations/efforts.

**Method of Assessment:** Assessment of leadership roles in the community.

**Additional Funding:** No additional funding is necessary.

**Goal 3: Develop a campus seminar and internal website to assist college personnel in marketing their programs, groups, or clubs.**

**Objective:** The Office of College and Community Relations will work with all program directors, group/club sponsors to help improve printed materials, social media engagement, presentations and more.

**Method of Assessment:** Review of feedback from faculty, staff and retirees.

**Additional Funding:** No additional funding is necessary.