**Unit Strategic Plan**

**2021 - 2023**

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

**Mission Statement**The mission of Jefferson State’s Office of Community and Media 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 Community and Media 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 needs to be expanded and upgraded. The office has requested and been approved for new equipment to serve our two new positions in the office. The office plans to purchase three MacBook Pro laptop computers with improved capabilities over current equipment that will allow for better production and presentation of various media content. The office also plans to purchase a Dell Ultrasharp 30-inch monitor that will allow for better editing of video, photo, and graphic content.
2. **Budget**The office is requesting $400,000 for the 2021-2022 fiscal year for digital, radio, print, and television advertising. The office is also requesting $13,500 for the 2021-2022 fiscal year for new computer equipment and software.
3. **Staffing**The Office of Community and Media Relations is comprised of one full-time director, a full-time digital media specialist, a part-time media relations production assistant, and a part-time administrative assistant. The office plans to hire a full-time graphic designer/social media technician to help with graphic design and production of social media content.
4. **Resources**

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

1. **Enrollment**During a time when many colleges are seeing a decrease in enrollment, Jefferson State’s enrollment has remained somewhat level 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 new video cameras, video/photography lighting kits, and other equipment to allow for improved video and photo quality. The estimated cost is $13,500 for the new equipment.

**External Conditions**

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

2019-2021 Accomplishments

Even with the uncertainty of the COVID-19 pandemic, the Community Relations Office accomplished many initiatives. The addition of the digital media specialist position was a tremendous addition to our office and allowed for more production on many fronts. We expect more to be accomplished with the addition of the graphic designer/social media position.

* Increased quality and quantity of video/digital content such as numerous marketing videos for the Culinary and Hospitality Institute, Construction, Manufacturing, Dental Assistant, IT Academy, virtual reality training, Respiratory Therapy, and more.
* For the college’s capital campaign, our office facilitated the creation of videos, created a logo and printed materials, and designed a capital campaign webpage.
* Supported a virtual education model for students through digital/hybrid production of traditionally in-person events/efforts, such as Nursing Commemoration, Honors Convocation, JSCC Celebrates, career fairs, Respiratory Therapy pinning, Pioneer Day, Judy Merritt Memorial 5K, graduation ceremony, Welcome Back Breakfasts, Legislative Luncheon, and more.
* Enhanced the college’s standing in the community through promotion and participation in philanthropic efforts such as the Spring CleanUp with ALPALS (Alabama People Against a Littered State), school supply drives, and educational programs.
* Marketed the new Shelby-Hoover Welding Center, Heavy Equipment Operator program, and the new Lineworker Training program through videos, digital media, and social media.
* Staff actively participates in functions associated with organizations, civic clubs, and non-profits such as Kiwanis, Big Brothers/Big Sisters, Leadership Shelby County, National Council for Marketing and Public Relations, Alabama Community College System Public Relations Association, Shelby County School Board, various chambers of commerce, and more.
* Updated and improved college videos, photography, and presentation information.
* Improved utilization of advertising budget to increase frequency, reach, and impressions in digital, radio, and TV advertising.
* Improved, maintained and enhanced the college website.
* Created videos for college presentations and digital content.
* 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.
* Produced a higher quality and quantity of college videos for the website, social media, and presentations.
* Produced, updated, and edited various printed pieces for the college such as annual reports, college viewbooks, strategic plan brochures, college catalogs, flyers, etc. The office won several awards at the annual ACCSPRA Conference for these materials.
* Took quality photos for use in the college’s online and print publications.
* Represented the college in various events and meetings.

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

1. **What can be done to improve the operation of the unit?**Purchase new computer equipment and add a full-time graphic designer/social media employee to the office.
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 emergencies or school closings.

1. **What equipment/resources are needed to accomplish the unit’s goals and objectives?**The Office of Community and Media Relations needs additional funding for paid advertising to help increase student enrollment. The unit is requesting an increase from $350,000 to $400,000 to cover additional advertising. The unit needs a graphic designer/social media technician. The unit is requesting a full-time position for this need.
2. **Are there any goals or objectives that were not completed in previous years that should be included in the new plan?**The office is working to develop a campus seminar and to assist college personnel in marketing their programs, groups, or clubs. The 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 Community and Media 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 2021-2023**

**Goal 1: Further develop the effectiveness of the college’s an 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 the frequency of existing stations  
- increase mobile in-app advertising to reach high school students  
- Develop adverting and content across social media platforms such as TikTok and Snapchat  
- 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 Community and Media 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   
 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 social media engagement by 20 percent to help promote and   
 advertise the opportunities and happenings of the college.**

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

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

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

**Goal 4: Increase promotion of the college’s CTE programs.**

**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 5: 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 and members of the office will participate in community organizations/efforts.

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

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

**Goal 6: 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, and 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.