**Unit Operational Plan**

**Due March 22, 2024**

**2024-2025**

**Name of Unit: Office of Community and Media Relations**

**Primary Purpose:** Jefferson State’s Office of Community and Media Relations effectively communicates the offerings and opportunities of the college; coordinates the college’s advertising, media relations, communications and publications; and promotes positive relations between the college and its many constituents.

**Unit Goals**

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| **Unit Goals** | **Unit Outcome** | **Institution Strategic Plan** | **Fundamental Principles** |
| Continue to improve the effectiveness of the college’s advertising and marketing efforts. | Offerings and opportunities of the college will be effectively communicated and advertised to appropriate audiences. | I.A, I.B, I.C, II.A, II.B, II.C, II.D, II.E, II.F, III.A, III.B, IV.A, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |
| Promote offerings, opportunities, and college news with effective public relations campaigns. | Offerings and opportunities of the college will be effectively communicated and advertised to appropriate audiences. | I.A, I.B, I.C, II.A, II.B, II.C, II.D, II.E, II.F, III.A, III.B, IV.A, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |
| Maintain and improve all aspects of the college website. | College’s online presence will effectively communicate and support marketing, advertising, and recruiting efforts; and will effectively support the needs of students, employees, and college programs. | I.A, I.B, I.C, II.A, II.B, II.C, II.D, II.E, II.F, III.A, III.B, IV.A, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |
| Increase the college’s social media engagement to help promote and advertise college initiatives. | College’s social media platforms will effectively communicate college opportunities, offerings, and happenings to various audiences. | I.A, I.B, I.C, II.A, II.B, II.C, II.D, II.E, II.F, III.A, III.B, IV.A, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |
| Produce professional videos and graphic materials to help promote and enhance the college. | All Jefferson State marketing materials will be effective in promoting the college’s opportunities and will illustrate a consistent brand identity. | I.A, I.B, I.C, II.A, II.B, II.C, II.D, II.E, II.F, III.A, III.B, IV.A, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.1, 3.2, 3.3, 3.4, 3.5, 4.1, 4.2, 4.3, 4.4, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |
| Continue to build positive relationships for the college by working with various community organizations. | Jefferson State will be known as a valued contributor to students and families, and business and industry in the communities served by the college. | I.A, I.B, I.C, II.B, II.C, II.D, II.E, III.A, III.B, IV.B | FP 1.1, 1.2, 1.3, 2.1, 2.2, 2.3, 2.4, 2.5, 2.6, 3.3, 3.4, 3.5, 5.1, 5.2, 5.3, 5.4, 5.5, 5.6 |

**Unit Plan for the next year**

1. **Goals –** The activities through which the outcome will be achieved. Each Unit Outcome should have at least one goal.
2. **Method of Assessment –** How the unit will determine if the objective has been met.
3. **Funding/Rationale –** Provide an estimate of the cost of achieving the objective. Also, include a description of how these funds will be used to accomplish the objective.

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| **Goal** | **Assessment** | **Funding/Rationale** |
| Further develop the effectiveness of the college’s advertising and marketing efforts by increasing reach, frequency, and engagement by 10 percent. | Review and evaluate marketing and advertisement effectiveness through enrollment data, website and social media analytics, and reporting from the college’s advertising agency. | No additional cost deemed necessary at this time. |
| Increase promotion of offerings, opportunities, and college news by 10 percent with effective public relations campaigns. | Review and assess the engagement, publicity, articles, and analytics of public relations and marketing efforts. | No additional cost deemed necessary at this time. |
| Modernize and restructure the college’s website. | Completion of a restructured and modernized website. | To manage the implementation and maintenance of the restructured website, a new full-time web developer position is needed. Estimated salary range is $55,000 - $75,000. |
| Increase the college’s social media engagement by 10 percent to help promote and advertise college initiatives. | Review and evaluate the analytics and reporting for each of the college’s social media platforms. | No additional cost deemed necessary at this time. |
| Produce professional videos and graphic materials to help promote and enhance the college. | Review and evaluate branding, engagement, and quality of all graphic and video materials.  | No additional cost deemed necessary at this time. |
| Continue to build positive relationships for the college by working with various community organizations. | Assessment of participation in community affairs. | No additional cost deemed necessary at this time. |