

# Grays Harbor College Public Relations



## Section A Resources and Capacity

What are the mission and goals for your program area, department or office? Identify the indicators and measures for each goal.

**Mission Statement for the Office of Public Relations:** Present a positive image of Grays Harbor College on campus, throughout the community and beyond (cc system, state & fed govt.). Provide support to all aspects of the College, including the GHC Foundation and Bishop Center. *(As a result, the goals of other entities within GHC become goals impacting the PR Office. The planning process that resulted in this document reflects feedback for most all other functions of the College. )*

### **Objectives of the Mission of the Grays Harbor College Public Relations Office:**

- Continue to increase awareness about all aspects & programs of Grays Harbor College.
- Provide public relations support to all entities of Grays Harbor College to ensure success.
- Appropriately celebrate & acknowledge campus-wide successes, milestones, events.

## 2009- 2010 Goals and Indicators of Success

### **Continue to promote Grays Harbor College within reduced budget.**

#### **Indicators of Success:**

- Resources were reallocated resulting in fewer newspaper ads, more ads in classified sections of daily, weeklies
- Coverage was increased in editorial section of newspapers  
The College had a more significant presence in the local daily paper in 2009-10 than previously, including:
  - 2 guest editorials by President
  - Frequent suggestions to reporting staff resulted in additional features and news articles being published
  - News releases were sent to weeklies, radios consistently
- North Beach TV – President has good connection and appeared monthly
- More frequent participation in radio talk shows on both Jodesha and Grays Harbor Radio stations. ABE & President are regular radio guests.

### **Increase attendance at Bishop Center events while economizing promotion budget.**

#### **Indicators of Success:**

Reallocated resources, spending less on newspaper ads, about the same on radio, and more on web/email/Facebook/posters/postcards for promotion. The results were very positive including:

- More sell-outs/full houses than in previous years
- Opening nights of Summer and Spring musicals were better attended
- Increased attendance at Sneak Preview, generating more sponsors & season donors

### **Serve as Public Relations resource for campus.**

#### **Indicators of Success:**

- Created and copied brochures, flyers, and posters in-house to reduce costs to other college departments including publications for Running Start, Counseling Center, Bishop Center, GED, and Continuing Education.
- Arranged for other promotional items such as banners, sign display boards, reader board announcements, give-away baskets, etc.
- Developed campaign to introduce "Charlie's" to community - Promoted in class schedule, classified ads, GHC website. Identified community groups to use/return to using HUB.
- Provided input on the decision to suspend printed versions of the class schedules and the College catalog.
  - Researched current practices of other colleges in system and reported that information as part of the decision-making process.
  - Helped develop no-print marketing strategy.
  - Facilitated delivery of message of change to campus, students, community.
  - Monitored reaction, adaptability of all class schedule users.
- Participated in campus emergency planning process.

### **How does your program area, department or office support the college administrative unit to which you report (i.e. Student Services, Administrative Services, Human Resources, etc.**

The Public Relations Director reports directly to the President and provides support for that office. At the same time, the Director is responsible for services for the entire campus community and must maintain strong ties with community media, individuals and organizations which must readily access the College. Public Relations overlaps with most of the offices and departments within the College during the year.

**Is the current budget allocation for your program, department or office sufficient to meet your mission and goals? Why or why not?**

GHC's Public Relations office is unique among community colleges within the State, as it is staffed by one half-time employee. Where other community college PR staffs include several other professionals, GHC works with a free-lance graphic designer and occasionally with a free-lance professional photographer. Hopefully this arrangement is meeting most of the PR needs of GHC at this time, since it would not be reasonable to expect additional funds to be budgeted for Public Relations at this time.

**Is the staffing for your department, program or office sufficient to fulfill your mission and goals? Why or why not?**

At this time, given the statewide budget crisis, it seems unreasonable to expect any additional funds for staffing and I believe that PR services provided are meeting all needs. The PR Director does partially supervise the Asst. Director for School-College Relations and this position provides additional PR services and recruiting for the College among school districts in the community. At some point, reorganization might be necessary depending on how web design and maintenance will be coordinated in the future, plus other possible shifts in College support staff.

**Is space allocated and available to the department, program or office adequate to fulfill your mission and goals? Why or why not?**

The current office and storage spaces at the College are adequate for PR responsibilities.

**Are equipment allocations, available equipment, and technology support adequate to support the services provided and fulfill goals? Why or why not?**

For the Public Relations office, equipment allocation and access are adequate. Technical support is readily available whenever needed.

**Are all required policies and procedures for your area up to date, clear, and easily accessible?**

Policies and procedures are current and clear. Forms exist and are used by campus staff to obtain proper permission for photographing, video-taping, and recording students and staff; non-discrimination notices consistently appear in publications.

## Section B

### Assessment and Improvement

**What evidence do you have to indicate that you are successfully achieving the goals of your department, program or office?**

The success of the Public Relations Office is measured more subjectively than other areas of the college. It is often difficult to isolate the quantitative effect of new PR initiatives apart from other factors that might also be present. For example, it is tempting to report that PR efforts must be very effective because GHC enrollment is nearing record-breaking numbers. However, this dramatic increase in enrollment is typical when a severe downturn in the economy occurs, and this downturn may continue for some time in our severely impacted community.

Subjective measures such as news coverage in community media that is primarily positive, positive responses by citizens in the community when asked about the College, and positive student perceptions are often used to measure success in the field of public relations.

PR tasks continue to increase as GHC staff members seek more and more assistance for promotion of specific programs. Attendance at Bishop Center events continues to increase and our GHC Foundation grows stronger with more donors and more scholarships available. These are additional indicators that the PR Office is operating successfully and fulfilling its mission.

## Section C

### Improvement and Sustainability

**Based on the evidence you gathered in Section B:**

**How well are you meeting your goals and fulfilling your mission?**

The PR Office has a strong rapport with all of the entities comprising the College and works closely with them to meet their PR needs. In doing so, the office is meeting its goals and fulfilling its mission.

**What changes/improvements are you planning /implementing as a result of your assessments?**

Changes include continuing to create more and more ways to maintain and increase awareness of the College in the community, expanding programming and attendance at the Bishop Center and developing more success for the GHC Foundation. Improving GHC's presence on the web is one area that should be addressed in the coming year. Although it is not considered a total PR function at this time, the GHC website is an important PR tool, and the office of Public Relations collaborates and offers input suggestions about revisions and updates.

**How sustainable are your current efforts?**

As long as students continue to enroll at GHC, faculty and staff continue to meet requirements of their jobs, and the community continues to rely on this College to meet a variety of needs, the PR efforts will be sustained. With the current level of staffing and resources, quality PR services can be provided.

**What resources are necessary to make changes and assure an acceptable level of mission fulfillment?**

It does not seem responsible, given the current economic climate, to expect that additional funds should be allocated for PR services as the mission is being met now at an acceptable level. However, as the budget picture improves, funding should be made available to enhance the College's website presence. With the decision to no longer print class schedules or catalogs, the Internet becomes even more significant for telling the GHC story. There should be a closer connection between the PR office and design and management of the website. This would provide more consistency and coherence in delivery of the College's message.

**What future trends/issues are likely to impact your area?**

The critical economic situation of our community has the greatest impact on this College. New trends in social media and communications also impact the job of the PR office. Decisions about improvements and changes throughout the campus also impact the scope of work performed by the PR office. Sometimes it is difficult to predict what those improvements or changes may be until called upon. So the main personal goal of the PR Director is to stay flexible, available and ready to offer solutions and guidance.

**What revisions or additions to your department/program/office goals and indicators are necessary? Provide specifics.**

## **Goals and Objectives for 2010-2011:**

### ***Identify new and additional ways to communicate the GHC message***

Develop year-long publicity strategy for observance of GHC's 80<sup>th</sup> Anniversary

- Outline plans for entire year, involving the entire campus community
- Incentives to staff for "80 reasons to attend GHC"
- Incentive to refer alums "80 stories for 80 years"
- Write history of GHC – profiles of alum, faculty emeritus, founders
- Catalog GHC art, sculptures, consolidate into brochure –work with Business Off.
- Commemorative plaques, frames for buildings named in honor of... (Wellington, HUB, Spellman, Bishop, etc.)
- Use 80<sup>th</sup> year to increase media presence, talk shows, service clubs
- Re-consider shot at more expensive media (TV, web links, billboard, bus wraps): = greater exposure, remind people GHC is here!
- Re-cost, look for deals in this economy, media buys
- Use social networks (Facebook, etc.) to connect with students, alums
- Develop 80<sup>th</sup> add-on to logo (*underway with Amy Ostwald*) and use entire year.

### **Indicators of Success:**

A comprehensive, full scale marketing plan that engages staff and the community is developed to celebrate GHC's 80<sup>th</sup> year.

### ***Facilitate and communicate changes in past practices, incorporating technology advancements when appropriate.***

Class Schedule no longer will be mailed to households; catalog also not printed for 2011-13; yet must continue to relay message about that change, redirecting focus to website.

### **Promos:**

- "warning" postcards, posters, ads in advance of non-mailing first time (*done*)
- 8-page promo brochures 2x in first year (*underway*)  
news blurbs about college, reminders about where to find classes geared to new, prospective students; extras printed for recruiting
- 2<sup>nd</sup> round of 'warning' postcard
- Assess difference, comments, complaints – somewhat subjective
- Evaluate need for other print materials, new ideas for following year (2011-12)

Website: Revamp to reflect promo efforts

- Research websites with good message, similar 'look'
- President to ask if web designers could be 'loaned', price? Budget? Walla Walla, Big Bend, others? as a method of campus sustainability.
- Add searchable feature for catalog and maybe schedule – IT expertise needed  
(Attended first meeting to begin this process; assignments given and next meeting set)

**Indicators of Success:**

A widespread PR campaign is initiated to ease the transition to non-print media. The campaign is evaluated as well as the success of the new online delivery method.

PR and IT collaborate to enhance GHC website functions and features.

A campus & community survey is administered to assess ways to better communicate.

***Increase greater awareness, connectivity within GHC campus community***

- Increase the number of campus-wide events for faculty and staff.
- Better plan for functions, events, other ways to involve – scheduled talks with Pres.
- Develop and distribute a calendar for the year's events.

**Indicators of Success:**

One campus-wide event is scheduled per month. A baseline is established for faculty and staff attendance at each event.

***Begin strategies for new total marketing plan for the coming year***

Assess what GHC message really is

Establish Committee

Study CLARUS results, note those instituted and those not yet used.

Brainstorm for slogans, taglines, branding.

Re-visit Charlie Choker, Top 10 Worst mascots.

**Indicators of Success:**

Available data including the results of the campus and community survey, the CLARUS data, and committee input are used to develop new PR strategy for 2011-12.