

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Unit Name: RSUPR: Office of Public Relations _____

Unit Mission

The mission of the Rogers State University Office of Public Relations – RSUPR – is to protect, advance, and manage the university’s brand image, support and advance the university’s mission and strategic plan through the effective use of marketing and communication strategies, maintain clear and open communication channels with all university constituencies, provide marketing and communications leadership and support for student recruitment and fundraising, and maintain clear, open, and proactive relationships with all media outlets.

Goal 2: Strengthen Enrollment Management

This *Unit Action Plan* Specifically Supports Commitment **2.1, 2.2, 2.3**

Plan for 2011-2012 This section due by January 28, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	Enrollment of students at the university	5 percent increase in enrollment for summer semester and 8 percent increase in enrollment for fall semester	2.1.1 Develop, implement, and advance a comprehensive strategic marketing plan in support of enrollment management goals	2.1.1 Marketing committee will be convened early summer 2011 with completion of marketing plan targeted for early fall 2011; may need to conduct certain research or gather data	Through 2011-2012
	Enrollment of students at the university	5 percent increase in enrollment for summer semester and 8 percent increase in enrollment for fall semester	2.1.2 Utilize highly targeted direct mail campaign to reach prospective students and parents, including Search Piece, View Book, and other	2.1.2 New viewbook and search piece will be developed in summer/fall 2011, for use in recruiting fall class of 2012	Summer 2011

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
	Prospective students accessing RSU Facebook pages	10 percent increase in number of friends and visitors to RSU Facebook pages	collateral marketing materials (electronic and print) 2.1.3 Focus on electronic communication, including social networking sites and text messages, to build awareness and provide important information to prospective students	2.1.3 Ongoing, RSUPR began utilizing social networking sites in 2009 to communicate with prospective students 2.1.3. Enrollment office will begin using text messaging to communicate with students in fall 2011 via Blackboard Connect system	Ongoing In progress
	Public awareness of university mission and initiatives	Increase in awareness of university mission and initiatives	2.1.4 Work with RSU Public Television and RSU Radio to develop "It's Personal" advertising campaigns	2.1.4 RSUPR will begin working with RSU Public Television and RSU Radio in late spring/early summer 2011 to develop "It's Personal" advertising campaign, for launch in fall 2011	Fall 2011
	Public awareness of presence, mission, and initiatives of Pryor campus	Increase of 5 to 10 percent in enrollment at Pryor campus	2.1.5 Launch "Where to Start" campaign in Pryor Campus, including electronic and print publications, and targeted advertising	2.1.5 "Where to Start" campaign has been launched, including newspaper and theater screen advertising, January 2011. Campaign will be expanded to promote new Pryor campus at Mid-America Industrial Park through completion in 2013	Extend through 2011-2012
	Public awareness of presence, mission, and initiatives of Bartlesville campus	Increase of 5 to 10 percent in enrollment at Bartlesville campus	2.1.6 Develop specific marketing plan for Bartlesville campus	2.1.6 RSUPR will develop marketing plan for Bartlesville campus after completion of university marketing plan, target date for Bartlesville marketing plan, early 2012. May need to conduct certain research or gather data	2011-2012

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
2.2 Develop, implement, and advance a comprehensive marketing plan	Completion and implementation of mobile web app	Increase of 35 percent in visits to web site via mobile application	2.1.8 Contract for development of mobile web application for smart phones	2.1.8 Ongoing, bids are presently being solicited for development of RSU mobile web site application	2011-2012
	Attainment of objectives and goals included in comprehensive marketing plan	Development of marketing plan by September 2011	2.2.1 Assemble a university marketing committee, including faculty, staff, and students, for the purpose of developing a marketing plan 2.2.2 Develop, implement, and advance a comprehensive marketing plan	2.2.1 A university marketing committee will be convened in early summer 2011, may need to conduct certain research or gather data 2.2.2 Comprehensive marketing plan will be completed and submitted for approval in fall 2011, may need to conduct certain research or gather data	Summer 2011 Summer 2011
2.3 Involve all constituencies of the university in student recruitment and retention efforts	Enrollment of students at the university	Success in achieving student recruitment and retention goals	2.3.1 Develop, implement, and advance a comprehensive strategic marketing plan in support of enrollment management goals, and focusing on student recruitment	2.3.1 Comprehensive marketing plan will be completed and submitted for approval in fall 2011, may need to conduct certain research or gather data	Fall 2011
					Fall 2011

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
Goal 3: Increase Diversity This <i>Unit Action Plan</i> Specifically Supports Commitment 3.3, 3.4					

Plan for 2011-2012 This section due by January 28, 2011.				Report for 2011-2012 This section due by April 1, 2011.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	Demographics of RSU students, faculty and staff	All university publications will include photographs reflecting diversity including ethnicity, age, and gender	3.3.1 Feature photographs of diverse faculty and students in all electronic and print publications, and web site	3.3.1 Completed and ongoing, more photographs of diverse faculty and students have been taken and are being featured in electronic and print publications, and on the university web site	Continue through 2011-2012
3.4 Increase enrollment of minority populations	Demographics of RSU students, faculty and staff	All university publications will include photographs reflecting diversity in regard to ethnicity and minority populations	3.4.1 Feature photographs of diverse faculty and students in all electronic and print publications, and web site	3.4.1 Completed and ongoing, more photographs of diverse faculty and students have been taken and are being featured in electronic and print publications, and on the university web site	Continue through 2011-2012
	Demographics of RSU students, faculty and staff	Ads featuring minority populations	3.4.2 Increase advertising in minority-oriented electronic and print publications in northeast Oklahoma	3.4.2 Will be executed, budget-permitting (budget request submitted)	2011-2012

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Goal 4: Leverage Resources

This *Unit Action Plan* Specifically Supports Commitment **4.5**

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
4.5 Develop, implement and advance comprehensive fundraising	Fundraising publications	Fundraising publications and other marketing tools will contribute to a 25 percent increase in annual giving	4.5.1 Develop communications strategies, including electronic and print publications, to support, advance, and achieve all fundraising goals	4.5.1 RSUPR will continue to support fundraising goals of Office of Development as needed	Ongoing, 2011-2012
	Production and distribution of comprehensive Foundation giving publication	Fundraising publications and other marketing tools will contribute to a 25 percent increase in annual giving	4.5.2 Develop comprehensive Foundation giving publication, explaining all giving programs and opportunities	4.5.2 Comprehensive fundraising publication will be completed by December 2011	Fall 2011
	Attendance at university events	Increase attendance at university events by 10 to 25 percent	4.5.3 Develop electronic and print publications to increase attendance at university events	4.5.3 Completed and ongoing, RSUPR develops and distributes electronic and print publications to support all university events, attendance data not yet available	Ongoing through 2011-2012
	Involvement of RSU and OMA alumni in life of university	Increase alumni giving at university by 10 to 25 percent Increase attendance at alumni events by 25 to 40 percent	4.5.4 Develop electronic and print publications, and other communication and marketing support, for RSU and OMA alumni	4.5.4 RSUPR has begun development of new alumni brochure, with targeted completion date of Summer 2011, with goal of increasing alumni involvement/support	Ongoing through 2011-2012

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Plan for 2011-2012 This section due by January 28, 2011.				Report for 2011-2012 This section due by April 1, 2011.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
<p style="margin: 0;">Goal 6: Community Engagement</p> <p style="margin: 0;">This Unit Action Plan Specifically Supports Commitment 6.1, 6.4, 6.6</p>					

Plan for 2011-2012 This section due by January 28, 2011.				Report for 2011-2012 This section due by April 1, 2011.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	Electronic and print communication tools	Increase in number of attendees at campus events	6.1.1 Support the community relations initiatives of the Office of Development utilizing appropriate marketing and communications strategies	6.1.1 RSUPR will continue to support community relations goals of Office of Development as needed	Ongoing through 2011-2012
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	Improved newsletter	Increase in private giving of 10-25 percent	6.1.2 Continue improvements and expansion of On the Hill alumni and community newsletter, including enhancement of magazine hybrid format	6.1.2 Completed and ongoing improvements and expansion of On the Hill alumni and community newsletter, including enhancement of magazine hybrid format	Ongoing through 2011-2012
6.6 Establish an	Improved e-newsletter	Increase in attendance at university events	6.1.3 Continue improvements to Hilltalk monthly e-newsletter for alumni and the community,	6.1.3 Completed and ongoing improvements to Hilltalk monthly e-newsletter for alumni and the community, and expansion of electronic mailing list	Ongoing through 2011-2012

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
institutional structure to promote community engagement and regional stewardship	Completion of instructional videos	High school teachers utilizing faculty instructional videos in their classrooms 5 percent increase in enrollment for summer semester and 8 percent increase in enrollment for fall semester	and expansion of electronic mailing list 6.1.4 Develop instructional videos of faculty presentations to be placed on web site for use by area high schools	6.1.4 Project initiated and ongoing through 2011	Ongoing through 2011-2012
	Completion of web enhancements	Increase in attendance at university events	6.1.5 Enhance community calendar and news section on web site to attract interest of community	6.1.5 Community committee to improve marketing and communications in Claremore area will complete new community calendar, to be featured on all area web sites, including RSU, in spring 2011	Ongoing through 2011-2012
	Completion of e-invitations and expansion of mailing lists	Increase in attendance at university events	6.1.6 Develop more e-invitations to send to community for arts events, lectures, and theatre productions	6.1.6 Ongoing, RSUPR will develop and distribute e-invitations to send to community for arts events, lectures, and theatre productions	Ongoing through 2011-2012
	Complete three Power Point presentations	Public knowledge and understanding of university initiatives and accomplishments Increase in private giving	6.1.7 Develop three standard university Power Point presentations for the President to present in Claremore, Bartlesville,	6.1.7 Standard Power Point presentations for the Bartlesville and Claremore campuses were completed in March 2011, and Pryor Power Point will be completed in spring/summer 2011	Continue to update through 2011-2012

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
	See upcoming marketing plan	Public knowledge and understanding of university initiatives and accomplishments	6.1.8 Protect, advance, and manage the university's brand image,	6.1.8 Comprehensive marketing plan will be completed and submitted for approval in fall 2011, may need to conduct certain research or gather data	Fall 2011
	Employ all appropriate communication strategies	Knowledge and understanding of university initiatives and accomplishments by alumni, donors, and the community	6.1.9 Maintain clear and open communication channels with all university constituencies	6.1.9 Ongoing, and enhancements will result from marketing plan	Fall 2011
	Maintain and expand media contacts	Media awareness and coverage of university mission and initiatives	6.1.10 Maintain clear, open, and proactive relationships with all media outlets	6.1.10 Completed and ongoing, all media requests for information fulfilled on a timely basis	Ongoing through 2011-2012
	Additional web pages and services		6.1.11 Continue to enhance web site to increase usability and serviceability for community constituencies	6.1.11 Completed and ongoing, university web site is reviewed daily to ensure accurate information, optimal structure/organization, and innovative design	Ongoing through 2011-2012

Budget Request Supplement for Academic Year 2011-2012
Year Two – Strategic Planning Cycle

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This section due by April 1, 2011.						
University Objective	Action for 2011-2012	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
2.1 Develop, implement, and advance a comprehensive enrollment management plan, including student recruitment, retention, and persistence toward graduation	2.1.8 Contract for development of mobile web application for smart phones	40 hours of in-house staff time	\$25,000 to contract with firm to construct and implement mobile application for web site			\$25,000
3.4 Increase enrollment of minority populations	3.4.2 Increase advertising in minority-oriented electronic and print publications in northeast Oklahoma	12-24 hours of staff time	\$5,000 for advertising campaign			\$5,000