

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

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 2012-2013 This section due by May 1, 2012.				Report for 2012-2013 This section due by May 1, 2013	
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 5 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		
	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		

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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		
	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		
	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		
	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		

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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		
	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		
2.3 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		

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Goal 3: Increase Diversity This <i>Unit Action Plan</i> Specifically Supports Commitment 3.3, 3.4					

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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		
3.4 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		
	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		

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Goal 4: Leverage Resources
 This *Unit Action Plan* Specifically Supports Commitment **4.5**

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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		
	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		
	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		
	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		

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Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
<p style="margin: 0;">Goal 6: Community Engagement</p> <p style="margin: 0;">This <i>Unit Action Plan</i> Specifically Supports Commitment 6.1, 6.4, 6.6</p>					

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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		
6.4 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		
6.6 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,		

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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		
	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		
	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		
	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,		

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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,		
	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		
	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		
	Additional web pages and services		6.1.11 Continue to enhance web site to increase usability and serviceability for community constituencies		

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Budget Request Supplement for Academic Year 2012-2013
 Year Two – Strategic Planning Cycle

This section due by April 1, 2011.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Information not available May 1, 2012						