

PUBLIC RELATIONS

Mission

The mission of the Public Relations Department is to increase awareness of Oklahoma State University-Oklahoma City and its marketability as the provider of collegiate level career and transfer educational programs, professional development and supportive services.

Vision

The Public Relations Department will position Oklahoma State University-Oklahoma City as the preeminent educational resource in Oklahoma City.

Core Values

Excellence-We seek excellence in all our endeavors and we are committed to continuous improvement.

Intellectual Freedom- We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Diversity-We respect others and value diversity of opinions, freedom of expression, and other ethnic and cultural backgrounds.

Integrity-We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Stewardship of Resources- We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Goals, Critical Success Factors, Objectives, and Strategies

Goal One. Create and implement a marketing plan that elevates Oklahoma State University-Oklahoma City's reputation as the preeminent educational resource in Oklahoma City.

Critical Success Factors:

- Complete a strategic marketing plan by June 30, 2005
- Underserved student populations are identified
- 100% of major marketing publications are printed in Spanish
- 50% of press releases submitted by news bureau coordinator published
- Video segment, produced by Digital Media Specialist, airs bi-weekly on cable educational channel
- Marketing/communications materials and Oklahoma State University-Oklahoma City website are consistently updated
- Attended 100% called meetings with Oklahoma State University System communicators

Objective 1.1: Identify effective marketing tools.

Strategies:

- Continue to work with outside marketing firm to develop marketing opportunities.
- Submit proposal to work with outside marketing firm to develop strategic marketing plan.
- Track purchased media responses and annually measure effectiveness.

Objective 1.2: Identify underserved student populations and develop communications tools to reach them.

Strategies:

- Review enrollment growth trends of underserved populations through Institutional Research.
- Purchase advertising with targeted media.
- Develop Spanish translation of major marketing publications.
- Increase representation of diverse student population in publications.
- Prepare interview segments with students that represent the diversity of the Oklahoma State University-Oklahoma City campus.

Objective 1.3: Ensure that Oklahoma State University-Oklahoma City's image is presented in a clear and consistent manner.

Strategies:

- Request hiring of news bureau coordinator for the dissemination of local and national press releases.
- Submit at least 1 press release weekly to local media.
- Submit at least 2 press releases monthly to statewide media.
- Submit at least 6 press releases to national and professional media annually.
- Research and eliminate out of date marketing/communications materials and Oklahoma State University-Oklahoma City website information.
- Work with Academic Technology to develop job description for and hiring of a Digital Media Specialist.
- Develop a bi-weekly 30-minute segment promoting Oklahoma State University-Oklahoma City, on Channel 18 (Oklahoma City cable educational channel).

Objective 1.4: *Participate in integrated marketing approach to leverage the value of the Oklahoma State University brand.*

Strategies:

- Communicate opportunities for brand leverage to Oklahoma State University system communicators.
- Attend meetings with Oklahoma State University system communicators as called.

Goal Two. Serve as a communications clearinghouse, providing high quality communication tools and support to the growth and development of Oklahoma State University-Oklahoma City.

Critical Success Factors:

- Publish internal communications piece 4 times a year
- A faculty/staff area is functioning on Oklahoma State University-Oklahoma City website
- 90 percent of Public Relations requests completed before or on due date
- Membership in at least 2 professional organizations
- Public Relations staff attend at 2 professional development seminars annually

Objective 2.1: Identify gaps in communications resources.

Strategies:

- Schedule quarterly meetings with student recruitment staff to evaluate marketing needs.
- Attend Division Head meeting quarterly to identify new communications tools and evaluate effectiveness of current tools.
- Meet twice annually with in-house Image Committee.

Objective 2.2: Promote climate that fosters increased internal communication throughout the Oklahoma State University-Oklahoma City campus.

Strategies:

- Meet with a Division Head bi-monthly.
- Develop a faculty/staff area on the Oklahoma State University-Oklahoma City website.
- Post urgent and immediate faculty/staff related campus information in faculty/staff area of web site.
- Promote faculty and staff accomplishments and high profile campus events through quarterly internal communications tool.
- Communicate important changes to campus policies and procedures through quarterly internal communications tool.

Objective 2.3: Completion of Public Relations requests upon requested due date.

Strategies:

- Request hiring of clerical staff support.
- Encourage proper planning and timely Public Relations requests through internal communications tool.

- Continue regular meetings with campus media directors to review Public Relations requests and campus marketing projects.

Objective 2.4: *Encourage staff development opportunities and membership/leadership in professional organizations.*

Strategies:

- Identify staff development opportunities.
- Identify professional organizations to join.
- Continue representation on Oklahoma State Regents for Higher Education Communicators Council and Oklahoma College Public Relations Association Board of Directors.
- Request permission for Public Relations staff to attend professional regional conferences.

Goal Three. Develop the community's perception of Oklahoma State University-Oklahoma City as a strong community partner and leader.

Critical Success Factors:

- Publicized sponsorship of at least 2 high profile events per year
- Host 10 Greater Oklahoma City Chamber luncheons annually on campus
- Annually, at least 2 published press releases focusing on corporate partnerships and contributions
- President's Annual Report disseminated to key legislative and civic leaders annually

Objective 3.1: Increase interaction with community leaders and leadership organizations.

Strategies:

- Request permission for Public Relations Director to apply for Leadership Oklahoma City.
- Continue attendance to Oklahoma City Chamber monthly luncheon.
- Identify opportunities to host high profile events on Oklahoma State University-Oklahoma City campus.

Objective 3.2: Promote and generate awareness of critical corporate partnerships.

Strategies:

- Work with Divisions to identify critical corporate partnerships.
- Submit quarterly press releases focusing on corporate partnerships and contributions.
- Work with Institutional Advancement to highlight corporate support on Oklahoma State University-Oklahoma City web site.
- Produce a television segments focusing on corporate partnerships and contributions for Channel 18 television.

Objective 3.3: Generate media coverage of Oklahoma State University-Oklahoma City community contributions.

Strategies:

- Identify high profile sponsorship opportunities.
- Continue to produce President's Annual Report and disseminate to critical audiences.