I. MISSION

The Missouri Valley College Office of Marketing and Media Relations manage all public relations efforts for the college. The Marketing and Media Relations Office works to contribute to the advancement of the college’s image/brand. Staff provides a consistent, professional image of the College by creating and maintaining the institutions advertising campaigns, publications, social media, and all other printed material. The office is also in charge of communicating internally and externally to support the mission of Missouri Valley College.

II. GOALS

1. Oversee all internal and external communication/marketing collateral.
2. Assist campus organizations and programs in developing successful public relations plans in order to strengthen enrollment, recruiting, and fund-raising efforts.
3. Serve as a liaison between Missouri Valley College and local, regional, national, and international media outlets.
4. Work directly with the institutional advancement, alumni relations, and development offices to maintain a consistent image and provide printed materials for all school activities and alumni events.

III. SERVICE OUTCOMES

1. Publicity requests and media inquiries processed in a timely manner, within two weeks of initial inquiry.
2. Being through with each marketing plan, incorporating all aspects of marketing for each plan. (Ex. Printed material, social media, posters, flyers, press releases, MVC website)
3. Utilize local, regional, national, and international attention through media outlets.
4. Follow MVC and AP (Associated Press) guidelines to ensure accuracy.
5. A consistent message and style in all printed material.
6. Work directly with the institutional advancement, alumni relations, and development offices to maintain a consistent image and provide social media, and printed materials for all school activities and alumni events.

IV. SERVICE DELIVERY MAP

Functions
1. Outreach
2. Public Relations
3. Marketing
4. Advertising
5. Database Management
6. Communication

<table>
<thead>
<tr>
<th>Service Outcomes</th>
<th>Outreach</th>
<th>Public Relations</th>
<th>Marketing</th>
<th>Advertising</th>
<th>Database Mgmt.</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process publicity requests and media inquiries</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Assist campus organizations and programs to create</td>
<td></td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>successful PR plans</td>
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<td></td>
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<tr>
<td>Oversee all Communication</td>
<td></td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Assist in designing and editing marketing material</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Assist enrollment, recruiting and fundraising efforts</td>
<td></td>
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<td>x</td>
<td></td>
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<tr>
<td>Serve as liaison between all media outlets</td>
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<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Maintain a consistent image</td>
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<td></td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

V. ASSESSMENT TOOLS

The most important service outcomes for the Marketing and Media Relations office are to:
A. Follow MVC and AP (Associated Press) guidelines to ensure accuracy and maintain consistency in all print collateral. Staffs provide a consistent, professional image of the College by creating and maintaining the institutions advertising campaigns, publications, social media and all other printed material.
B. Serving as a liaison between Missouri Valley College and local, regional, national, and international media outlets. Processing publicity requests and media inquiries in a timely manner, being through with each marketing plan.

The Office of Marketing and Media Relations uses the following assessment tools:
1. Marketing audits by professional marketing agencies. In 2009 Word Marketing, a professional marketing firm based in Columbia, Mo., auditing several marketing samples to check for a high quality of excellence in professional design standards. The results were compiled into a Media Audit. (Indirect)

2. Media tracking- reports from media outlets. (Ex. How many listeners MVC radio ads are reaching) Google alerts allow staff members to see who is picking up our stories, allows us to see who is talking about Missouri Valley College. (Indirect)

VI. SUMMARY OF FINDINGS

Missouri Valley College has generated marketing materials that would be on par with most colleges. We believe there is room for improvement in both graphic design and placement of media dollars. However with the limited marketing funds available media placement is being utilized acceptably.

Studies show that prospective students are consuming more material online then in the printed form, making our website and all web content (including social media) vital to the marketing strategy. A Social Media Policy is vital to safely moving forward with social media. The MVC website is outdated and hard to navigate through, a new website is vital to recruiting students.

Based on publicity submission records, all publicity requests were responded to in a timely manner. Production times for projects are contingent on the cooperation of the individual/group requesting publicity. With complete corporation, production time for publicity requests is less than two weeks. The number of press releases on campus has continually increased in the last three years.

VII. LEVEL OF ACHIEVEMENT OF GOALS

Through a professional media audit the Marketing and Media Relations office was able to determine that it does maintain a consistent image across all mediums; font, style, message and strategy maintain MVC Marketing standards and are effective in communicating the intended message. The results of the media audit were better than expected. The only negative comment in the audit was the lack of professional printing for the materials printed on campus. Currently the Office uses the Ricoh print shop for in-house printing. For the Viking View Alumni Magazine the Office outsources the printing.

Based on publicity submission records, all publicity requests were responded to in a timely manner. With complete corporation, production time for publicity requests is less than two week, thus exceeding expectations.

The amount of press releases distributed by the Marketing and Media Relations office has increased in the past three years. (See chart below)
A noticeable increase in Google alerts has also been noted by staff members. This means our local, regional, national, and international attention is increasing.

MVC has experienced record enrollment and increased retention the last two years. In 2009 the enrollment was 1,453, the 2010 enrollment was 1,476. The spike in enrollment can be attributed to several things, coaches recruiting, admissions recruiting, and the economy, but also an increased awareness of MVC created by the media plan followed by the Marketing and Media Relations office that includes printed material and social media.

VIII. Staff/Clientele/Program information

Director of Media Relations-Chad Jaecques
Marketing and Communications Specialist- April Stottlemyre

The Marketing and Media Relations office falls under the Institutional Advancement umbrella which includes development and alumni relations, rather than thinking of themselves as a separate entity. Members of the Institutional Advancement office include:

Cindy Carnes- Institutional Advancement Office Coordinator
Eric Sappington- Vice President of Institutional Advancement
Jodi White- Director of Alumni Relations
Paul Harmon- Institutional Advancement Graduate Assistant
Table 1. Staff Profile

<table>
<thead>
<tr>
<th>Total number of program staff</th>
<th>Full time</th>
<th>Part time*</th>
<th>GA Full time</th>
<th>GA Part time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of program staff by gender</td>
<td>female 3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>male 2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highest degree for program staff</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Associate’s</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bachelor’s 3</td>
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<td></td>
<td></td>
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<tr>
<td></td>
<td>Master’s 1</td>
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<tr>
<td></td>
<td>Doctorate</td>
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<td></td>
</tr>
<tr>
<td>Years of professional experience in area</td>
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<td></td>
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<tr>
<td></td>
<td>6-10 2</td>
<td>1</td>
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<td>11-15 1</td>
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<td></td>
<td>21+</td>
<td>1</td>
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</tbody>
</table>

*Part time is defined as 20 work hours a week or less.

IX. Analysis/Interpretation

In summary, the Marketing and Media Relations office has drawn the following conclusions with respect of program function and success.

The Marketing and Media Relations office IS achieving desired outcomes. Increased enrollment and media attention and consistent marketing materials are all indicators that the Office is effective in serving the College.

Due to the growing trend in social media, one area that warrants change is in social media marketing. A facebook page should be created to reach alumni and friends and potential students. The Office also plans on exploring other social media platforms such as Twitter, LinkedIn, and YouTube. To further explore social media a formal social media policy should be made first.

It is imperative that MVC develop a better website. A graphic design firm should be hired to develop a page that is easy to navigate through and is esthetically pleasing.

A better way to track media is needed, however, due to the high cost of hiring a third party or buying an advanced software program, it would not be cost effective to the program.

In an effort to gain more media attention, MVC needs to focus on breaking into the Kansas City Star. Currently there are several alumni in the Kansas City area that
request coverage in the newspaper. With five other HAAC schools in the Kansas City area, coverage will be limited, but a marketing plan needs to be devised to ensure we get so attention in Kansas City.

X. Action plan

Social Media Policy- the Office will develop a social media policy to ensure that any and all interactions on behalf of MVC on the web represent the College’s best interests.

Social Media- A facebook page, YouTube page, and Twitter account will be created by the Marketing and Media Relations Office as the “official” page. The Office will further look into LinkedIn. The Office will maintain the page keeping in current and relevant for alumni, friends, and prospective students. The Office will also work with the information technology office to make social media highly visible on MVC’s homepage.

MVC Web- An outside web design firm will be hired to design a new MVC website.

Continue to follow the 2009-2010 Marketing Plan created by the Marketing and Media Relations office.