Marketing & Media Relations

Marketing & Media Relations Assessment and Planning Report
Missouri Valley College

Year: FY11
Service Program: Marketing and Media Relations    Supervisor: Chad Jaecques

I. Mission

The mission of the Marketing and Media Relations office is to manage all public relations efforts for the college, contributing 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, communicating internally and externally to support the mission of Missouri Valley College.

II. Goals

1. Oversee all internal and external communication/marketing collateral to maintain a consistent image.
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 liaison between Missouri Valley College and local, regional, national, and international media outlets.

III. Service outcomes

1. All internal and external communication and marketing collateral maintain a consistent image.
2. Campus organizations and programs are assisted in developing successful public relations plans.
3. Local, regional, national, and international media outlets are aware of MVC and assist the College in marketing efforts.
IV. Service delivery map

<table>
<thead>
<tr>
<th>Service Outcomes</th>
<th>Outreach</th>
<th>Public Relations</th>
<th>Marketing</th>
<th>Advertising</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>In/External</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>communication</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>collateral</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>maintain</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>consistent</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organizations/Programs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>assisted in PR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>plans</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Media outlets</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>are aware of</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>and advertise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MVC</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

V. Assessment tools

1. Service Outcome: All internal and external communication and marketing collateral maintain a consistent image.
   a. Marketing audit by professional marketing agency. (INDIRECT)
   b. Internal audit of marketing materials produced for campus organizations and programs.

2. Service Outcome: Local, regional, national, and international media outlets are aware of MVC and assist the College in marketing efforts.
   a. Media tracking reports (DIRECT)
   b. Google Alerts (DIRECT)
   c. Press Releases distributed (DIRECT)

3. Service Outcome: Campus organizations and programs are assisted in developing successful public relations campaigns. (DIRECT)
   a. List/tally of press releases
   b. List/tally of marketing campaigns worked on

Marketing Campaigns

ACADEMIC: Access Missouri Info  Anthropology Brochure  Anthropology Dig
Art-B.F.A. Program  MACC Program  J. Huston Tavern  Athletic Training Insert
Online Degree Programs  HT Program  Wentworth 2+2 Program  MVC Course Catalog
Morris Gallery  Maastricht Institute of Entrepreneurship  Convocation Week
HLC Visits

ADMISSIONS: Drop-out Re-Admit for Online Courses  Newspaper-Post-It Campaign
Admissions Fine Arts Day  Admissions Fall & Spring Recruitment
Admissions Summer Welcome  Baseball Visit Day  Online Summer ’10
**Press Releases Distributed**

MVC Senior Rebecca Markes Wins MSTA Scholarship
Viking Pride Worldwide is 2010 MVC Homecoming Theme
MVC to Kick-Off 2010-11 Academic Year with Freshman Orientation
MVC To Hold Ribbon Cutting Event for New Residence Hall
MVC 2010-11 Endowed Scholarship Recipients Announced
MVC Fall Enrollment Sets All-Time Record
ValleyPAŁOOZA!- MVC Family Weekend
MVC President Names Director of Security
MVC Viking-Inspired Car for Kansas Speedway
MVC Murrell Library Hosts Age of Progressive Reform
Renowned Archaeologist to Visit Battlefield in Marshall, MO
MVC Theatre Presents the Spitfire Grill
Viking Pride Worldwide – MVC to Celebrate Homecoming 2010
Archaeology Dig Provides Students with Hands-on Experience
MVC President Announces Associate Academic Dean
MVC Financial Aid Director Recognized as Outstanding New Professional
Veterans to be Honored at MVC Ceremony
MVC American Humanics Sutdents Give Back
MVC Theater Presents The Dumbwaiter
MVC to Celebrate the Holiday Season
MVC Chief Academic Officer Announces Assistant Professor of Art
MVC to Offer Master of Arts in Community Counseling
MVC President Announces Dean of Graduate Studies and MACC Program Director
MVC to Host Contemporary Ballet Company
Missouri Valley to Host “Jesus Through Many Eyes” Film Series
Spring 2011 Enrollment Sets Record
Murrell Library to Host Smithsonian Traveling Exhibit
MVC Theatre Presents Miss Julie
Arrow Rock Historic J. Juston Tavern to Reopen March 26
Murrell Library Smithsonian Traveling Exhibit Opening
Speakers Confirmed for the 2011 Maastricht Institute of Entrepreneurship
MVC Theatre Presents the Seventh Monarch
MVC’s Student Newspaper Received Awards
MVC Honors Top Academic Students at Scholar Banquet
Sierra Leones Refugee All Stars to Visit MVC
MVC Fine Arts Division Presents Spring Choral/Dance Showcase
Student Art Shows in Vern Nester
43rd Valley Women Hall of Famer to be Inducted
Mass Communication Students Win Awards at State Competition
MVC to Offer 207 Degrees at Commencement
Art In Motion
Murrell Library to Host Summer Reading Program
MVC Partners with Wentworth College
Construction of Morris Gallery of Contemporary Art at MVC Soon Underway
MVC Receives Interim Approval for Music Education Certification

VI. Summary of findings

The purpose of a media audit is to check previously produced marketing material for a high quality of excellence in professional design standards. The media audit provided the Marketing office with professional recommendations in reference to the materials provided. All recommendations were made with the following criteria in mind: style, message, strategy, and consistency. Word Marketing, a professional marketing agency contracted to audit the College's marketing materials confirmed that MVC satisfies the criteria of consistency. All pieces audited utilize similar fonts and color schemes, demonstrating cohesiveness that strengthens the brand visually. The area MVC received the lowest marks for was quality of printed the actual printed material. This is due to the low quality printers the office has to use to print its material.

The Marketing and Media Relations office worked on approximately 40 marketing campaigns during FY11. The office distributed approximately 50 press releases during FY11.

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. In response to the 2009 assessment the Marketing and Media Relations office worked with the IT office to create a new MVC webpage. The MVC webpage received 927,102 visits in FY11. That is an average of 2540 visits/day. The webpage received 3,581,388 page views, or 3.86 pages viewed on average. The average time spent on the website was
02:54. The website experiences a 30.34% Bounce Rate (30 percent of 100 percent of visitors to the site click and click away). In breaking down the most popular page, out of 100 percent of clicks on the front page, 47 percent of those are the Email link, 13 percent of those are the Athletics link and 9.6 percent is the My Moval link, with the rest of the links being scattered with minute percentages.

The office also increased its social media presence with a Facebook page, Twitter Account and YouTube page. The MVC Facebook page has 2,447 “fans.” The average number of fans for schools in the Heart of America Athletic Conference is 2,645. MVC is ranked sixth out of ten for the most fans in the HAAC. The MVC Facebook page received 10,691 click through visits (click throughs from the MVC webpage). The average time spent on MVC’s Facebook page by those who click through from the MVC webpage was 02:32. The office also created a Twitter page which currently has 104 followers.

A noticeable increase in Google alerts has also been noted by staff members. This means our local, regional, national, and international attention is increasing.

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 cooperation, production time for publicity requests is less than two weeks.

MVC has experienced record enrollment and increased retention the last two years. In 2009 the enrollment was 1,453, and in 2010 the enrollment was 1,476.

VII. Level of achievement of goals

Following the results of the media audit by Word Marketing, the Marketing and Media Relations office believes it is on par with other colleges for the quality of marketing collateral. All marketing collateral maintain a consistent image, this cohesiveness strengthens the brand visually. Content of marketing material prove to portray an effective message and strategy. The continued problem the office faces is the low quality of printed material. The printing continues to not meet the expectations of the Marketing office.
The office doesn’t set a goal on the number of press releases distributed each year as campus activities and news vary greatly from year to year. The office is satisfied with the amount of releases distributed and it feels all areas of campus were equally covered. The office does not distribute athletic releases as that is the duty of the sports information director. Although the office doesn’t set a goal, they are on par with other HAAC Institutions on the number of releases distributed last year.

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 cooperation, production time for publicity requests is less than two weeks. The office works with several groups, individuals, and offices on different campaigns throughout the year. Staff members feel that they have succeed the expectations on most campaigns, base on the criteria that they were executed in a professional manner and on time.

The office has a lot to learn about social media, but is satisfied with the progress. MVC’s Facebook page is the most valuable social media tool, and staff members are pleased with its growth. The office would like to see more traffic on the Twitter and LinkedIn pages. MVC currently ranks last out of nine conference schools (Peru State does not have a Twitter account) for the number of “followers.” Of all the HAAC college’s only one school has over 500 followers. According to the Pew Research Center’s “Twitter Update 2011” of all active users on Twitter only seven percent come from rural areas. This could explain why the social media outlet continues to struggle in the Midwest.

The College set up a YouTube account, which is primarily utilized by the mass communication department.

The new MVC webpage has exceeded the expectations of staff members in the marketing office. The new website is easy to navigate, and aesthetically pleasing. The traffic on the page is greater than expected.

The spike in enrollment can be attributed to several things — coaches and admissions recruiting, and 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 grouping it 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
Allan Cantrell- Institutional Advancement Graduate Assistant
Ralitsa Gospodinova- Institutional Advancement Graduate Assistant

Table 1. Staff Profile

<table>
<thead>
<tr>
<th></th>
<th>Full time</th>
<th>Part time*</th>
<th>GA Full time</th>
<th>GA Part time*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total number of program staff</td>
<td>5</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of program staff by gender</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>female</td>
<td>3</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>male</td>
<td>2</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Highest degree for program staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Associate’s</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelor’s</td>
<td>3</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Master’s</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctorate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Years of professional experience in area</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-5</td>
<td>2</td>
<td></td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>6-10</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11-15</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-20</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21+</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</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.

The social media campaign launched after last year’s Assessment report is effective in reaching alumni as well as prospective students. The Facebook page will continue to be marketed and maintained, but more work should be placed into increasing awareness of the college’s LinkedIn, Twitter, and YouTube accounts. Staff members would greatly benefit from attending a social media marketing conference. The college’s YouTube page also needs more attention. Currently the Marketing office doesn’t utilize it effectively. Attending a social media seminar or conference would also help with this problem.

The Social Media policy put in place after last year’s Assessment seems to be a productive tool in keeping MVC’s social media presence consistent and effective.

The new website is a successful tool used to recruit students.

A better way to track media is still 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 department. Staff members need to come up with some type of tracking guidelines, so this information can be reported on.

After research on other conference schools, the Marketing and Media Relations office believe an academic logo is needed. Most conference schools have three official logos, an athletic logo, the college’s seal, and an academic logo. The office will work with graphic design/marketing firms to come up with a new, creative logo to be used for marketing all academic functions and programs.
X. Action plan

In regards to the action plan set out in the 2010 assessment all actions were completed. There is still some work to do regarding the College’s social media campaign, but as social media marketing continues to evolve, so will the action plans.

The Marketing and Media Relations office will move forward with hiring a company to design an academic logo, this logo will be essential in academic marketing material.

Staff members will look into attending a social media marketing conference to learn more about advancing the college through social media.

The Office would like to see a cohesiveness of signage throughout the campus. Staff members will work with other campus offices and outside contractors to see the feasibility of installing matching signage throughout the campus. The signage will help direct students and visitors.

Staff members will come up with a Google alert tracking method. Currently the office monitors Google alerts, but does not assign giving the publicity a dollar amount, or track the number of demographics of the alerts. Being able to report on the trends of the College’s Google Alerts will give MVC insight as how it is marketing to the local, regional, national and international media.

Staff members will work to cultivate relationships with local media outlets.