Marketing & Media Relations

Marketing & Media Relations Assessment and Planning Report
Missouri Valley College

Year: FY13
Service Program: Marketing and Media Relations  Supervisor: Chad Jaecques/April DeGraff

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; that is identifying the image and brand of the College and ensuring that image and brand is carried throughout all avenues of marketing.
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>Functions</th>
<th>Outreach</th>
<th>Public Relations</th>
<th>Marketing</th>
<th>Advertising</th>
<th>Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>In/External communication and marketing collateral maintain consistent image</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Organizations/Programs assisted in PR plans</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Media outlets are aware of and advertise MVC</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
</tbody>
</table>

V. **Assessment tools**

1. Service Outcome: All internal and external communication and marketing collateral maintain a consistent image.
   a. Work hand in hand with all departments to ensure all materials reflect the image identified by the MVC marketing and media relations department.
   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) show us the reach of our public relations efforts. Anytime MVC is mentioned online, we are notified via Google Alert.
   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—we are able to see and measure the success of our press releases by evaluating our media tracking reports in order to see which press releases are ran most by external media outlets.
   b. List/tally of marketing campaigns worked on

**Marketing Campaigns**

**ACADEMIC:**
- MACC Program
- Online Degree Programs
- Morris Gallery
- Maastricht Institute of Entrepreneurship
- Convocation Week
- Blosser Program
- HLC Visits
- Ag-Business Degree
- Capital Campaign
- HIS Degree Program
**ADMISSIONS:** Drop-out Re-Admit for Online Courses  
Newspaper-Post-It Campaign  
Admissions Fine Arts Day  
Admissions Fall & Spring Recruitment  
International Packet  
Admissions Summer Welcome  
Admissions Viewbook  

**OTHER:**  
Theatre Productions  
Viking Views  
Valley Women  
Social Thank You’s  
ValleyPaLOOZA  
Football Materials  
Senior Send-Off  
HOMECOMING  
Trustee Related  
Senior Day  
Monthly Newsletter  

**Press Releases Distributed**  
Spaces still available for MVC Division of Fine Arts Performing Arts Camp 7/9/12  
MVC Nursing Student Receives Scholarship 7/9/12  
Viva Los Vikings: MVC to Celebrate Homecoming 2012 7/18/12  
Andy Pulverenti named MVC SID 7/24/12  
Alumnae to Serve as MVC Director of Alumni and Public Relations 7/24/12  
MVC President announces Associate Academic Dean 7/26/12  
MVC Art Department Receives Missouri Arts Council Grant 8/9/12  
MVC Chief Academic Officer Announces Director of Student Success 8/17/12  
New Faculty Members Join MVC 8/20/12  
MVC Dance Department Receives Missouri Arts Council Grant 8/22/12  
MVC Fall Enrollment 2012 is 1,440 8/30/12  
MVC Counseling Program Strengthens Partnerships within the Community 8/31/12  
MVC Chief Financial Officer announces Director of Student Financial Aid 8/31/12  
ValleyPaLOOZA: MVC Family Weekend 2012 set for Sept. 15 9/11/12  
MVC ATEP Receives 10-year Continuing Accreditation 9/11/12  
MVC’s Murrell Library to Host “In Our Family: Portraits of all kinds of Families” 9/26/12  
MVC Theatre Dept. Announces Cast for “Heads” Production 9/26/12  
MVC to Present International Speaker and Holocaust Survivor Peter Loth 10/1/12  
Viva Los Vikings: MVC to Celebrate Homecoming 2012 10/9/12  
MVC Fine Arts Department to Present Fall Showcase 10/9/12  
MVC Meets Mabee Foundation Challenge & Announces Official Name of Student Center 10/18/12  
Dr. Larry Godsey Hired as Agribusiness Instructor 10/22/13  
MVC Fine Arts Division to present “The Nosemaker’s Apprentice” 11/6/12  
Veteran’s to be Honored at MVC Ceremony 11/7/12  
MVC Division of Fine Arts to Present Annual Celebration of Christmas Holiday Show 11/26/12  
MVC’s Dr. Acay Selected to Present Paper at International Conference 12/6/12  
MVC’s Murrell Library to Host Ozark Light: The Photographs of Charles Elliott Gill from the Missouri State Archives 12/10/12  
MVC Assistant Professor to have Book Published in 2013 12/11/12  
MVC Associate Professor to have Article Published in Missouri Magazine 12/28/12  
MVC Professor helps author book published in December 1/7/13  
Instruction Begins in School of Nursing & Health Sciences Fitness Testing Lab 1/11/13  
MVC’s Sam Spurgin Receives Outstanding S-MSTA Officer of the Year Award 1/25/13  
Samantha Haesmeyer Selected as NextGen Nonprofit Leader 2/1/13  
MVC Fine Arts Division to Present Spring Production 2/8/13
Speakers Confirmed for 2013 Maastricht Institute of Entrepreneurship 2/14/13
MVC to Hold Symbolic Groundbreaking Ceremony for Student Center 2/15/13
Repertory Dance Ensemble Presents Independent Spring Concert 2/21/13
MVC to Hold Emergency Preparedness Drill 2/28/13
New Traveling Exhibit tells Story of the King James Bible 3/11/13
Three MVC Professors Named Best in Missouri 3/18/13
Counseling Program Receives Approval to Offer Early Licensure Exam Options 3/20/13
Theatre Students Earn Honors at Regional Festival 3/22/13
MVC adds HIS Associates Degree 3/25/13
Carly Eades Senior Art Show to be Displayed in the Vern Nester art Gallery 3/28/13
2013 MIE set for Next Week 4/4/13
MVC to Host Atlatl Competition 4/11/13
MVC Division of Fine arts to Present Spring Choral Show 4/12/13
Senior Art Show to be Displayed in Vern Nester Art Gallery 4/12/13
MVC Theatre Students to Present Play on Bullying 4/22/13
MVC Student Journalists Win 22 Awards at Missouri College Media Association Convention 4/23/13
45th Annual Valley Women's Hall of Famer to be Inducted 4/24/13
MVC to Confer 233 Degrees at Commencement on May 4 4/26/13
MVC Athletic Training Student Receives National Scholarship 5/13/13
Two MVC Graduates Recognized as Outstanding Beginning Teachers 5/13/13
Mike Henderson Artwork to be displayed in the Morris Gallery of Contemporary Art 5/14/13
MVC to Open Early Childhood Lab School 6/7/13
MVC Master’s Students Boast High Scores on National Exam 6/13/13
Coleman Appointed as MVC Director of Student Success 6/13/13
MVC Professor Published in International Journal 6/28/13

VI. Summary of findings

The Marketing and Media Relations office worked on approximately 40 marketing campaigns during FY13. The office distributed approximately 59 press releases during FY13.

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. The MVC webpage received 1,072,415 visits in FY13. That is an average of 2,938 visits/day. The webpage received 3,778,796 page views. The average time spent on the website was 3:50. The website experiences a 33.33% Bounce Rate (30 percent of 100 percent of visitors to the site click and click away).

The office also continued to increase its social media presence with the MVC Facebook page, Twitter Account and YouTube page. The MVC Facebook page has 4,272 “fans,” up 941 from FY12. The average number of fans for schools in the Heart of America Athletic Conference is 5,148. MVC is ranked seventh out of ten for the most fans in the HAAC. The office also maintains a Twitter page which currently has 853 followers, up 378 from FY12.
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.

VII. Level of achievement of goals

Service Outcome 1. 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.

The office has made great strides in learning about social media. MVC’s Facebook page is the most valuable social media tool, and staff members are pleased with its growth. The office is also pleased with the increase in followers on the MVC Twitter page, however would like to see more traffic on the LinkedIn pages. The College set up a YouTube account, which is primarily utilized by the mass communication department.

The MVC webpage continues to meet many expectations of staff members in the marketing office. The office does see a need for a mapped process on how information on the various pages of the MVC website should be kept current. The office also sees a need to update the layout of the website in order to make it easier to navigate and to give it a fresh look visually.

Service Outcome 2. 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.

Service Outcome 3. The Marketing and Media Relations office implemented an internal media tracking process in 2011 that continues to be helpful in gauging the reach of MVC media. During FY13, the office produced press releases that were picked up by local and national print and online media outlets which added up to $30,446 of free publicity. The office continues their internal media tracking process, and has begun to more specifically document which press releases are being printed. Our findings illustrate that athletic press releases gain the most print media attention followed by academics/general and then fine arts.
VIII. **Staff/Clientele/Program information**

Director of Media Relations-Chad Jaecques July-Jan./April DeGraff Feb.-July
Marketing and Communications Specialist- Danielle Durham

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
April DeGraff- Director of Alumni Relations July-Feb / Jennifer Hiller Feb.-June
Trish Freeman- Institutional Advancement Graduate Assistant
Ralitsa Gospodinova- 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>
</tr>
</thead>
<tbody>
<tr>
<td>Number of program staff by gender</td>
<td>female 3</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>male 2</td>
<td></td>
</tr>
<tr>
<td>Highest degree for program staff</td>
<td>High school 1</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Associate’s</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Bachelor’s 2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Master’s 2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Doctorate</td>
<td></td>
</tr>
<tr>
<td>Years of professional experience in area</td>
<td>0-5 2</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>6-10 2</td>
<td></td>
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<tr>
<td></td>
<td>11-15 1</td>
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<td></td>
<td>16-20</td>
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<tr>
<td></td>
<td>21+</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. Media attention and consistent marketing materials are all indicators that the Office is effective in serving the College.
The social media campaign launched in 2011 continues to be effective in reaching MVC alumni, students and friends as well as prospective students. The Facebook and Twitter pages will continue to be marketed and maintained, but more work should be placed into increasing awareness of the college’s LinkedIn and YouTube accounts. Currently the Marketing office only utilizes it minimally. Attending a social media seminar or conference would also help with this problem.

The Social Media policy put in place in 2011 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. We determine that the website aids in recruitment because of the number of visits the site receives daily.

After research on other institutions, the Marketing and Media Relations office along with the associate academic dean determined there was a need for an online logo. The office worked with graphic design interns and designed a new logo which is now used for marketing all online courses and programs.

**X. Action plan**
In regards to the action plan set out in the 2012 assessment all actions were completed.

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.

The Office would like to hire an external company to conduct a media audit. This would give the office more insight and ideas of what they can improve on in regards to marketing and media materials.

The Office would also like to attend a workshop on the Adobe Creative Suite software in order to become more familiar with the software’s capabilities thus enhancing the marketing materials designed internally.

The Office has identified a need for an updated layout of the website in order to make it easier to navigate and to give it a fresh look visually.

The need for a new slogan has also been addressed. The Office believes a committee needs to be formed to select a new slogan of the College.

Missouri Valley College is coming up on its 125th birthday. The Office sees a need for committees to be formed and plans to be established in preparation of the 125 celebration.