Marketing & Media Relations

Marketing & Media Relations Assessment and Planning Report
Missouri Valley College

Year: FY12  
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 communication and marketing collateral</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>maintain consistent image</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></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. 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 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 Ag-Business Degree Capital Campaign

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
OTHER: Multiple Theatre Productions   Business Office Forms   Greek Life Brochure
Valley Women   Financial Aid Calendar   Social Thank You’s   ValleyPaLOOZA
Soccer Brochure   Welcoming a Viking   Senior Send-Off   HOMECOMING
Partners in Progress   Trustee Related   Senior Day   Monthly Newsletters
Viking Views Winter

Press Releases Distributed
MVC Art Department Receives Missouri Arts Council Grant 7/7/11
McDaniel to Serve as Assistant Professor of Psychology for Undergraduate and Graduate Programs 7/12/11

MVC Alumni Association Hosts Fifth Annual Golf Tournament 8/9/11
Smith to Serve as Director of the MVC Learning Center 8/11/11
Taylor to Join MVC School of Nursing and Health Sciences Faculty 8/19/11
Nebeck to Join MVC Business Division 8/25/11
MVC to Hold Ribbon Cutting Event for New Art Gallery 8/26/11
Missouri Valley College Fall 2011 Enrollment is 1,455 8/30/11

MVC Murrell Library to Host Jewish Songwriters Exhibit 9/5/11
ValleyPALOOZA! MVC Family Weekend 2011 set for Sept. 22-24 9/22/11
Arrow Rock Archeological Excavation to Provide MVC Students with Hands on Experience 9/22/11
MVC to Hold Science and Religion Seminars on Mondays in October 9/30/11

MVC Theatre Presents Sylvia 10/3/11
MVC Viking Logo to be Featured on ML Motorsport’s No. 70 Foretrade Chevy at the Kansas Speedway 10/5/11
MVC Fine Arts Division to Present Fall Showcase 10/12/11
J.E. and L.E. Mabee Foundation Provides Challenge Grant to Missouri Valley College 10/17/11
Valley Rocks!—Missouri Valley College to Celebrate Homecoming 2011 10/18/11
Sanders Appointed Director of Master’s Program at Missouri Valley College 10/31/11
MVC’s Murrell Library to Host National Abraham Lincoln Exhibition 10/31/11

MVC Fine Arts Division to Present Experimental Production 11/2/11
Veterans to be Honored at Missouri Valley College Ceremony 11/8/11
MVC Anthropology Professor to Take Part in Middle Eastern Study 11/11/11
MVC to Celebrate Holiday Season 11/22/11

MVC Students to Sing at Governor’s Mansion Preservation Gala 12/7/11

MVC’s Murrell Library to Host Missouri State Archives Civil War Exhibit 1/6/12
Speaker’s confirmed for the 2012 Maastricht of Entrepreneurship at MVC 1/13/12
MVC Student to Present at Sigma Tau Delta International Convention 1/20/12
MVC Dance Program to Host Workshop 1/23/12
MVC Fine Arts Division to Present Spring Production 2/7/12
Repertory Dance Ensemble to Present Independent Soring Show 2/1/12
Missouri Valley College Announces Formation of the Honors Program 2/28/12

Missouri Valley College Mass Communication students win Awards at State Competition 4/3/12
MVC to Honor Top Academic Students at Scholar Banquet 4/5/11
Randy Ritter Senior Show to be displayed in Vern Nester Gallery 4/9/11
Six Missouri Valley College Students Awarded Gwendolyn Allen Scholarship 4/12/12
MVC Nonprofit Leadership Alliance Students Take to the Boxes Again 4/12/12
MVC Top Academic Students Honored at Scholar Banquet 4/13/12
TV Host Mickey Burns to Address Missouri Valley College Class of 2012 at Commencement Ceremonies 4/16/12
MVC Division of Fine Arts to Present the Spring Choral Music Show 4/16/12
MVC Student Journalists Win 20 Awards at Missouri College Media Association Convention 4/17/12
44th Annual Valley Women’s Hall of Famer to be Inducted 4/24/12
MVC Presents Second Biennial Student Animation and Documentary Film Festival 4/24/12
MVC adds Agri-Business Degree to Curriculum 4/27/12

MVC to Confer 196 Degree at Commencement May 5 5/1/12
MVC’s MACC Program Partners with Local Health Professionals 5/1/12
MVC Announcements 2012-13 Virginia Kugel-Zank Scholarship Recipient 5/10/12
Trent Loos Rodeo Academic Scholarship Awarded 5/1/12
MVC Division of Fine Arts to Host Performing Arts Camp 5/16/12
MVC’s Morris Gallery to Host Artist Reception for New Show 5/25/12

MVC Athletic Training Student Placed on State Committee 6/7/12
Missouri Valley College Faculty Member Leads Archeological Survey in Jordan 6/26/12
MVC’s First Graduate Counseling Students to Enter Practicum 6/29/12

VI. Summary of findings

The Marketing and Media Relations office worked on approximately 40 marketing campaigns during FY12. The office distributed approximately 52 press releases during FY12.

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 943,652 visits in FY12. That is an average of XXXX visits/day. The webpage received 3,576,291 page views. The average time spent on the website was 03:46. The website experiences a 30.38% 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, 46 percent of those are the Email link, 11 percent of those are the Athletics link and 9.8 percent is the My Moval link, with the rest of the links being scattered with minute percentages.

The office also continued to increase its social media presence with their Facebook page, Twitter Account and YouTube page. The MVC Facebook page has 3,331 “fans,” up 884 from FY11. The average number of fans for schools in the Heart of America Athletic Conference is 3,349. MVC is ranked sixth out of ten for the most fans in the HAAC. The MVC Facebook page received 23,100 click through visits (click throughs from the MVC webpage) which is over 12,000 more than last year. The office also maintains a Twitter page which currently has 475 followers, up 371 from FY 11.
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

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 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. Overall, the website is easy to navigate, and aesthetically pleasing. The traffic on the page is greater than expected.

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 FY11, the office produced press releases that were picked up by local and national print and online media outlets which added up to just under $30,000 of free publicity. The office continues their internal media tracking process, and has begun to more specifically document which press releases are being printed. This will show the Marketing office which area (sports, theatre, academics...) is most desired by news outlets.

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>0-5</td>
<td>2</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6-10</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11-15</td>
<td>1</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
16-20
21+

*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. 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 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.

The need for a better way to track media was sufficed by the Marketing and Media Relations office when they implemented their internal media tracking process.

After research on other conference schools, the Marketing and Media Relations office believed there was a need for an academic logo. The office worked with graphic design/marketing firms and designed a new logo which is now used for marketing all academic functions and programs.
X. **Action plan**

In regards to the action plan set out in the 2011 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 design and implement a new social media strategy that would limit the number of MVC social media pages.