

# College Communications 2018-19 Mission/Goals

## **Mission**

*The Office of College Communications promotes the mission, reputation, and identity of The College at Brockport to internal and external audiences. We achieve this through targeted marketing strategies and tactics, positive publicity generated in traditional and new media, and/or engaging print and electronic communication.*

## **Goals (Mapped to Strategic Plan 2017-2022)**

*In support of this mission, all members of the office partner with students, faculty, staff, communities, families, and alumni to achieve the following goals:*

- 1. Promote College at Brockport brand awareness to members of College's internal and external community (1.7, 2.1, 2.7)*
- 2. Share news and information about the College to internal and external stakeholders (2.6)*
- 3. Assist Admissions (Undergraduate and Graduate) recruitment at the local, regional, national and international level through coordinated integrated Marketing efforts (1.7)*
- 4. Promote and protect the College's agenda through external relations efforts, including building relationships with elected officials, business leaders, and community members (2.1, 2.2, 2.7)*