

## The Office of College Communications

### *Executive Summary, Priorities & Resource Requests*

Aligned with the “Building a Better Brockport: A Strategic Plan for the Future 2017-2022”

This document provides an overview of the Office of College Communications goals, priorities and funding requests aligned with the College’s Strategic Plan 2017-2022.

**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.

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

#### **GOAL 1:**

1. *Promote College at Brockport brand awareness to members of College’s internal and external community. (1.7, 2.1, 2.7)*
  - a. **Divisional Priority:** Develop marketing materials targeting internal and external constituents.
    - **Funding Request:** \$20,000 from central funds to conduct market research survey.
  - b. **Divisional Priority:** Expand the use of digital tools, such as social media, video, and the College’s website to market the College.
    - **Funding Request:** \$50,000 from staff salary pool to hire videographer (SL-3) **OR** \$30,000 to hire external video support.
    - **Funding Request:** \$55,000 from staff salary pool to hire Web Programmer (SL-3).
  - c. **Divisional Priority:** Secure news and advertising placements in local, regional, and national media.
    - **Funding Request:** None

#### **GOAL 2:**

2. *Share news and information about the College to internal and external stakeholders. (2.6)*
  - a. **Divisional Priority:** Continue to publish The Port and build a more robust and regularly updated news website.
    - **Funding Request:** \$45,000 from staff salary pool to hire communications specialist (SL-2).
  - b. **Divisional Priority:** Enhanced Daily Eagle - Make Daily Eagle more user friendly for users and visually appealing.
    - **Funding Request:** None

- c. **Divisional Priority:** Further develop and implement Campus Calendar – Event Management System (EMS) – a. Pull events data from EMS using RSS feed to populate the homepage and appropriate department pages with events information. b. Deliver training in the use of the Calendar.
  - **Funding Request:** None

### **GOAL 3:**

- 3. *Assist Admissions (Undergraduate and Graduate) recruitment at the local, regional, national and international level through coordinated integrated Marketing efforts. (1.7)*
  - a. **Divisional Priority:** Develop traditional recruitment-oriented marketing campaigns using both traditional (ie: print, radio) and non-traditional (ie: social media) methods.
    - **Funding Request:** \$45,000 from staff salary pool to hire communications specialist (SL-2).
  - b. **Divisional Priority:** Partner with external media buying firm for radio/digital/other media placements.
    - **Funding Request:** None

### **GOAL 4:**

- 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)*
  - a. **Divisional Priority:** Increase the opportunities for community members to engage with College leadership, through Town/Gown initiatives and campus-based opportunities.
    - **Funding Request:** None
  - b. **Divisional Priority:** Strategic sponsorship of events.
    - **Funding Request:** None
  - c. **Divisional Priority:** Proactively work with elected officials to promote the legislative agenda for the College and SUNY.
    - **Funding Request:** None
  - d. **Divisional Priority:** Attend FLREDC open meetings and workshops when applicable.
    - **Funding Request:** None
  - e. **Divisional Priority:** Maintain/grow relationships with external organizations through regular meetings with community/business leaders.
    - **Funding Request:** None
  - f. **Divisional Priority:** Partner with Office of Alumni Engagement to communicate as needed regarding advocacy opportunities for the alumni base.
    - **Funding Request:** None