

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

DEPARTMENT PURPOSE

The purpose of the Public Relations Department is to support the College Advancement Division and the College in achieving its goals of securing financial stability and viability.

OBJECTIVE 1

The Public Relations Department will provide information to the residents of Brewton-Parker College's service region, so that they can be aware of the College's positive educational, Christian, cultural, and social impact. Through press releases and media contacts, messages will communicate the College's plans, decisions and events to the appropriate constituent groups in a timely and effective manner and provide the constituents with opportunities to contribute to the College through financial contributions.

ACTION PLAN 1

1. Provide news releases about the College's plans, decisions, and events to the region's media outlets including newspaper, radio, and television.
2. Provide copies of press release materials to the College's Webmaster for inclusion on the institution's web site.
3. Provide information concerning the College's plans, decisions, and events to media directors for affiliated organizations such as the Georgia Baptist Convention, *Christian Index*, *Southern Baptist Educator*, *Baptist Press*, and *Chronicle for Higher Education*.
4. Provide information to the College's alumni and friends through the semi-annual *The Lamp*, and to members of the board of trustees through the monthly *Baron Bulletin*.

ASSESSMENT

Monitor through a media clipping service the number and amount of submitted releases receiving publication.

RESPONSIBILITY

Director of Public Relations and Vice President for College Advancement

TIME FRAME

Annual

RESOURCES REQUIRED

Time; budgetary funding for clipping service

RELATED TO

Institutional Goal No. 1

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

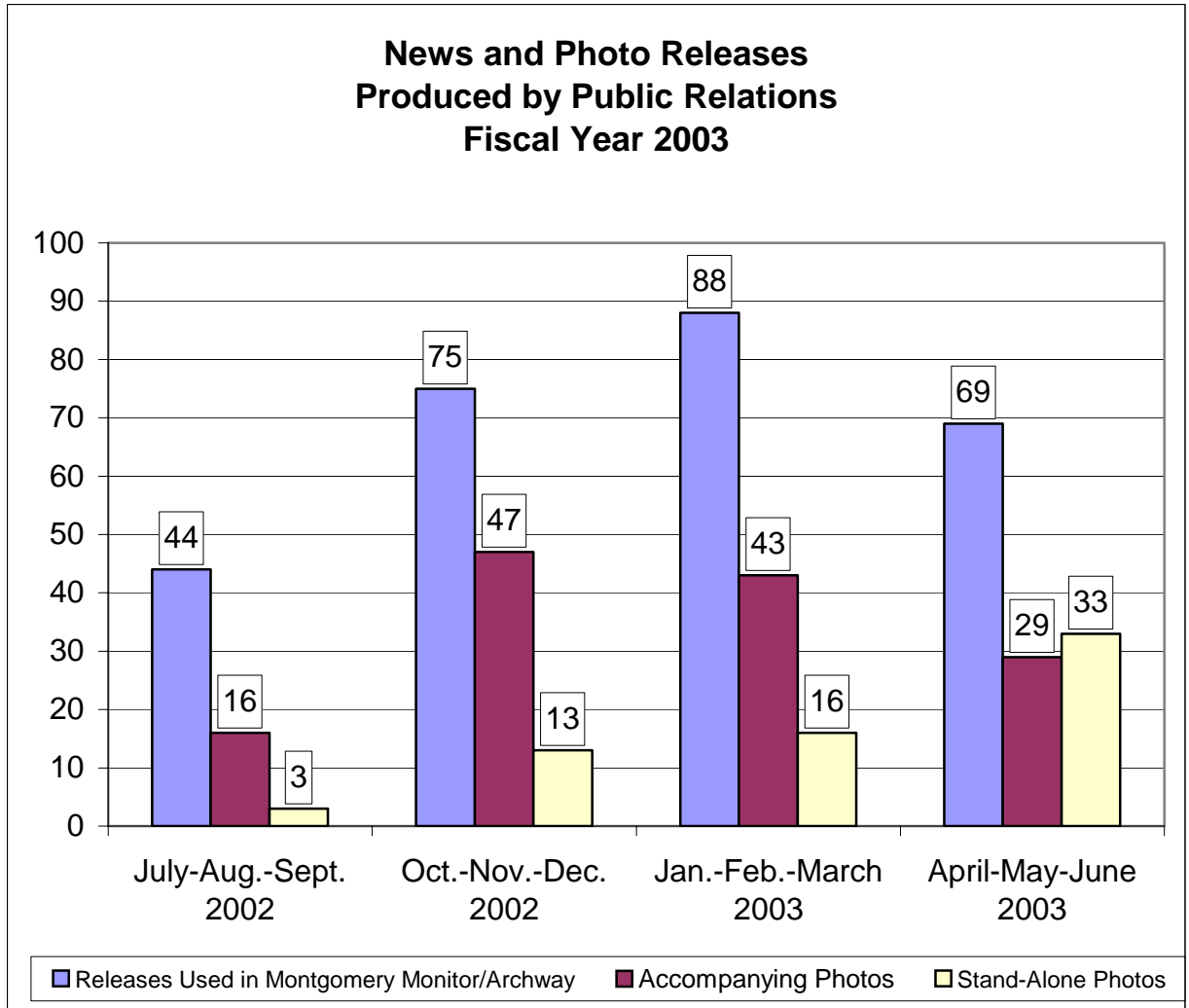
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RESULTS

News release figures reflect those published in the Archway section of local Montgomery Monitor newspaper, which serves as Brewton-Parker College's primary news outlet.



- In addition to the charted information, the following multiple-release projects were completed: January—49 hometown versions of Dean's List releases; February—7 hometown versions of Homecoming releases; March—11 hometown versions of spring play releases, and 3 women's and 2 men's all-conference basketball hometown releases; April—32 hometown photo releases from Honors Day, and 9 softball and 4 baseball all-conference hometown releases; June—51 hometown versions of Dean's List releases and 46 hometown versions of spring graduates releases.
- Webmaster updated with releases and complementing photos as releases are approved.
- Baptist and other educational entities informed with pertinent institutional information; 11 releases sent between December 2002 and June 2003.
- *The Lamp* was released in January for first time since November 2001; the *Baron Bulletin* was produced monthly and sent to the 25 members of the Board of Trustees and to college administrators. The newsletter also was converted for the Board of Advancement for use by the director of development, with its first four

issues released bi-monthly to members of the board and to prospective members and the five most recent issues produced monthly.

RESPONSE

- Plan to meet with area media in efforts to seek to improve publicity needs and survey desired delivery methods, and build e-mail file for convenient releases; funding for monitoring story hits for out-of-area newspapers through clipping service not budgeted.
- The order of releases posted was changed to have the most recent releases listed first for browser's convenience. Also, mutual membership on the Web Site Community of Service, formed in March 2003, should provide campus-wide input on improving news and event dissemination through the Web site.
- As relations continue to improve, we look to continue to strengthen communication and relationships with Baptist media directors through direct communication and meeting and convention opportunities.
- The spring edition of *The Lamp* completed in June for publishing in July, with plans to have fall edition out by November 1. The *Baron Bulletin* will continue to be published and delivered monthly and the *Board of Advancement* newsletter will continue to be published at least bi-monthly or converted full time to monthly as the Board of Advancement's needs develop.

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2003-04

OBJECTIVE 1

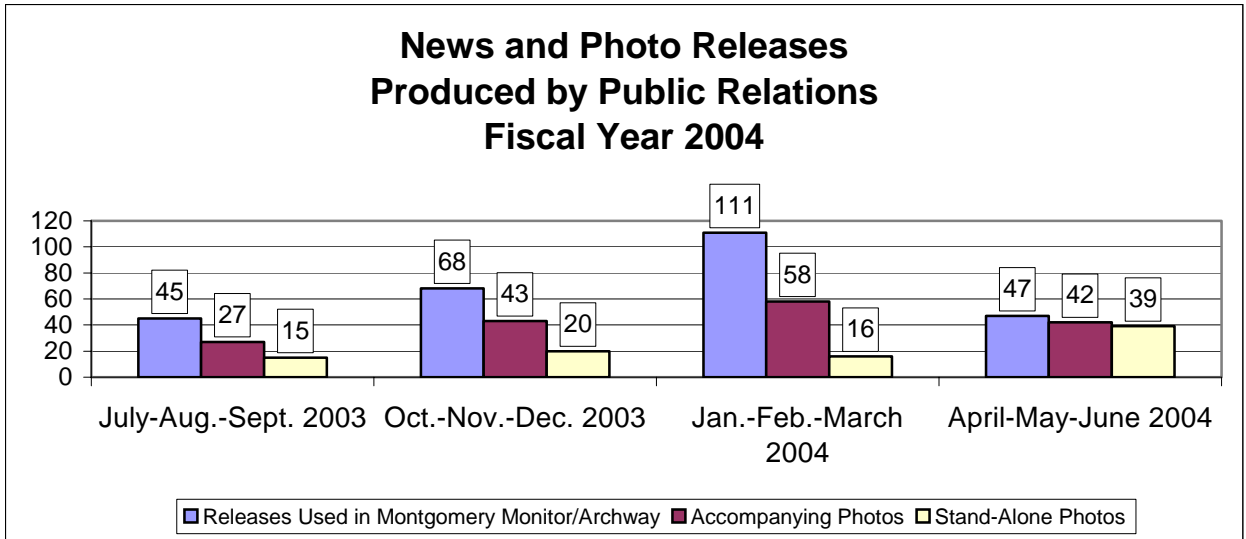
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ACTION PLAN 1

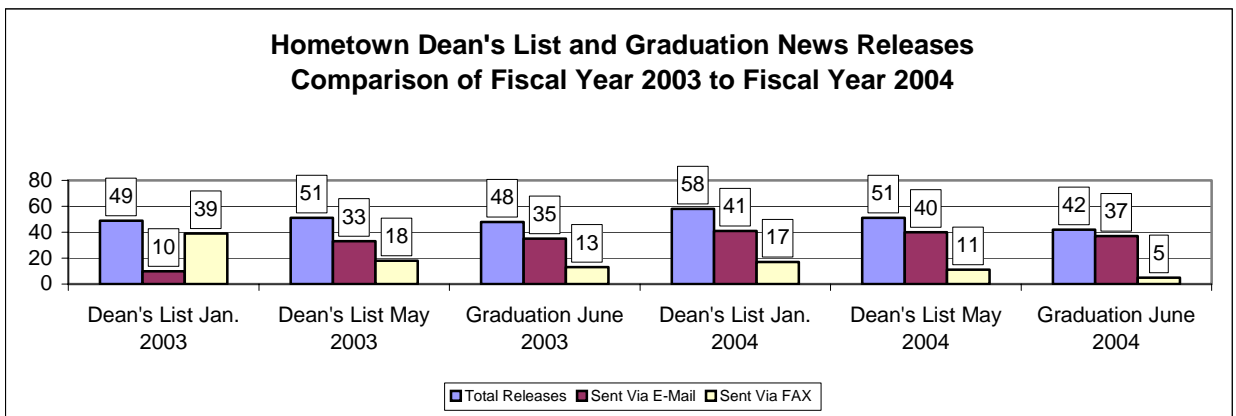
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4. Provide information to the College's alumni and friends through the semi-annual *The Lamp*, and to members of the board of trustees through the monthly *Baron Bulletin*.

RESULTS

- News release figures reflect those published in the Archway section of local *Montgomery Monitor* newspaper, which serves as Brewton-Parker College's primary news outlet, and distributed to nine other immediate-area newspapers, seven radio stations and one TV station.



- The following chart offers a comparison of statistics reflecting how communication in obtaining e-mail addresses from concerned hometown newspapers, and using them in such multiple-release projects as the Dean’s List and Graduation, has significantly reduced the number of releases sent via FAX when compared to the same projects from Fiscal Year 2003. Projects are listed chronologically, and figures are not included in above chart.



- In addition to the information reflected in the two charts, the following multiple-release projects were completed: November—3 volleyball and 1 men’s soccer all-conference hometown releases; February—6 hometown versions of Homecoming releases and 3 hometown versions of the Bel Canto Music Competition releases; March—3 women's and 4 men's all-conference basketball hometown releases; April—31 hometown photo releases from Honors Day, and 9 softball and 2 baseball all-conference hometown releases.
- Webmaster updated with releases and complementing photos as releases are approved. Mutual membership on the Web Site Community of Service improved

news and event dissemination through the Web site until the Webmaster's position became vacated in April.

- Baptist and other educational entities informed with pertinent institutional information; 23 news/photo releases sent between November 2003 and June 2004.
- *The Lamp* was released in October 2003, March 2004 and produced during May and June for July 2004 publication; the *Baron Bulletin* was produced monthly and sent to the 25 members of the Board of Trustees and to college administrators. The newsletter also is converted for the Board of Advancement for use by the director of development, with its release schedule increased from bi-monthly to monthly since March 2003. In November 2004, a new version of the *Baron Bulletin* was created to send to former members of the Board of Trustees and has been sent since its creation on a monthly basis.

RESPONSE

- Continue to keep communication open with area and extended media in efforts to seek to improve publicity needs and utilize their desired delivery methods, and continue to add to e-mail file for convenient releases; funding for monitoring story hits for out-of-area newspapers through clipping service not budgeted.
- When a new Webmaster is named, efforts to continue to improve on improving news and event dissemination through the Web site.
- As relations continue to improve, we look to continue to strengthen communication and relationships with Baptist media directors through direct communication and meeting and convention opportunities.
- The summer edition of *The Lamp* was due for delivery in late July or early August, and plans are to have fall edition out by November 1, with another edition released in March. The *Baron Bulletin*, the *Baron Update*, and the *Board of Advancement* newsletter will continue to be published on a monthly basis.

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2004-05

OBJECTIVE 1

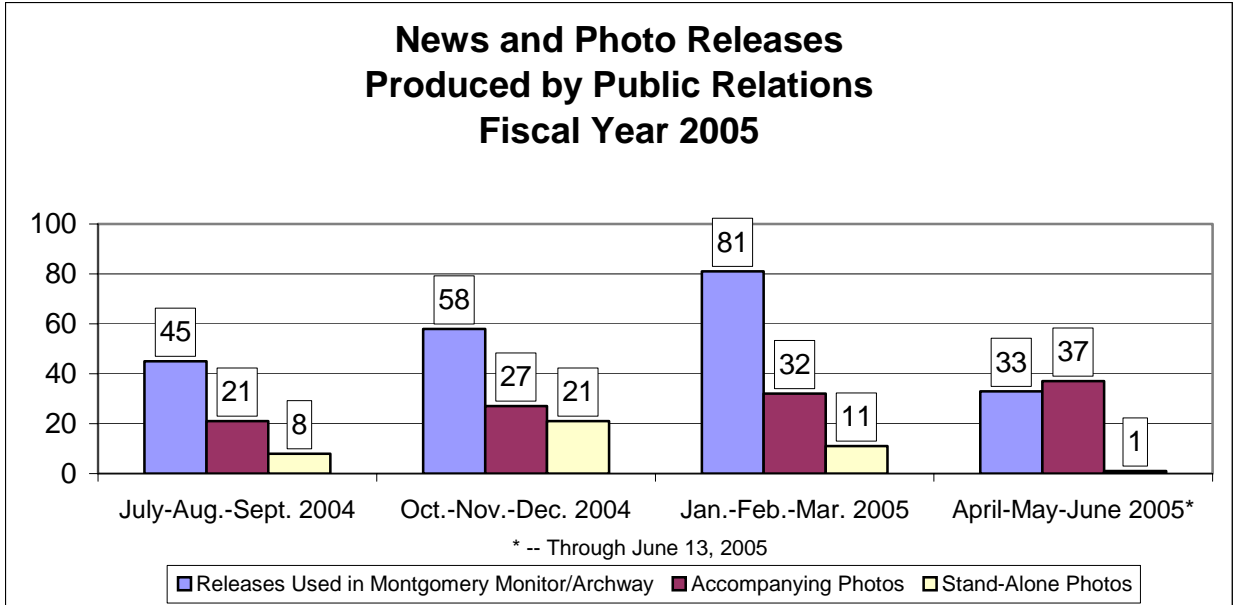
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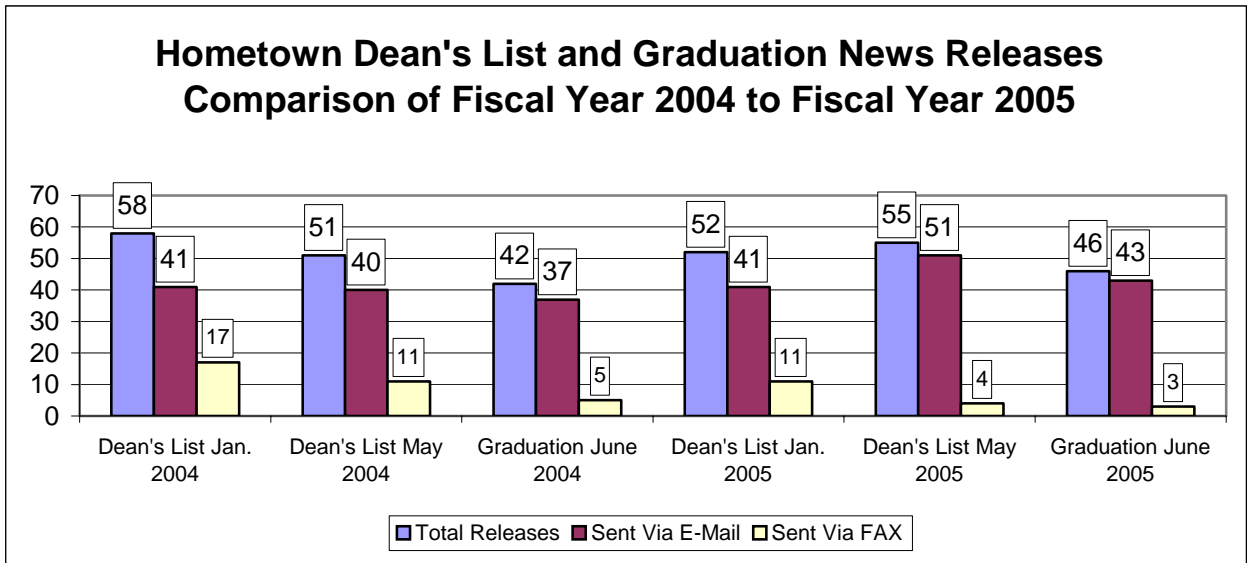
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2. Provide copies of press release materials to the College's Webmaster for inclusion on the institution's web site.
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4. Provide information to the College's alumni and friends through the semi-annual *The Lamp*, and to members of the board of trustees through the monthly *Baron Bulletin*.

RESULTS

1. News release figures reflect those published in the Archway section of local *Montgomery Monitor* newspaper, which serves as Brewton-Parker College's primary news outlet, and distributed to nine other immediate-area newspapers, seven radio stations and one TV station.



The following chart offers a comparison of statistics reflecting how communication in obtaining e-mail addresses from concerned hometown newspapers, and using them in such multiple-release projects as the Dean’s List and Graduation, has significantly reduced the number of releases sent via FAX when compared to the same projects from Fiscal Year 2004. Projects are listed chronologically, and figures are not included in above chart.



- In addition to the information reflected in the two charts, the following multiple-release projects were completed: November—4 volleyball all-conference hometown releases; January—8 hometown versions of Homecoming releases and 7 hometown releases of the new Board of Trustees members; March—4 women's and

1 men's all-conference basketball hometown releases, and 3 Young Writers Conference hometown releases; April—34 hometown photo releases from Honors Day, 15 hometown releases on participants in the musical “Into the Woods,” and 4 softball and 2 baseball all-conference hometown releases.

3. Webmaster and Director of Public Relations have worked together to update Web site with releases and complementing photos after Public Relations computer was installed with Web page creation software.
4. Baptist and other educational entities informed with pertinent institutional information; seven news/photo releases sent between August 2004 and June 2005.
5. *The Lamp* was released in July 2003 and November 2004, while the spring edition was delayed because of illness to the Director of Public Relations. Production plans are for publication in July 2005; the *Baron Bulletin* was produced monthly and sent to the 25 members of the Board of Trustees and to college administrators. The newsletter also is converted for the Board of Advancement for use by the Director of Development, with its release schedule increased from bi-monthly to monthly since March 2003. Since November 2004, a new version of the *Baron Bulletin* was created to send to former members of the Board of Trustees and has been sent since its creation on a monthly basis.

RESPONSE

1. Continue to keep communication open with area and extended media in efforts to seek to improve publicity needs and utilize their desired delivery methods, and continue to add to e-mail file for convenient releases; funding for monitoring story hits for out-of-area newspapers through clipping service not budgeted.
2. Efforts through the Webmaster to continue to improve on improving news and event dissemination through the Web site.
3. As relations continue to improve, we look to continue to strengthen communication and relationships with Baptist media directors through direct communication and meeting and convention opportunities.
4. The summer edition of *The Lamp* is due for delivery in late July or early August, and plans are to have fall edition out by November 1, with another edition released in March. The *Baron Bulletin*, the *Baron Update*, and the *Board of Advancement* newsletter will continue to be published on a monthly basis.

BREWTON-PARKER COLLEGE

**PUBLIC RELATIONS DEPARTMENT
SIX-YEAR STRATEGIC PLAN
2002-03 THROUGH 2007-08**

RESULTS & RESPONSES-2005-06

The Public Relations Department plan results and responses for 2005-06 have been moved to the Enrollment Services Division. See beginning page Enrollment Services—45—[2005-06] R10.

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

OBJECTIVE 1

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ACTION PLAN 2

Develop and implement a strategic marketing program for the College's capital campaign

ASSESSMENT

Evaluation of completed project through results connected to the targeted objective and to surveys conducted with the target groups before and after the project

RESPONSIBILITY

Director of Public Relations and Vice President for College Advancement

TIME FRAME

In accordance with targeted objectives

RESOURCES REQUIRED

Budgeted during strategic marketing program planning

RELATED TO

Institutional Goal No. 1

BREWTON-PARKER COLLEGE

PUBLIC RELATIONS DEPARTMENT SIX-YEAR STRATEGIC PLAN 2002-03 THROUGH 2007-08

RESULTS & RESPONSES—2002-03

OBJECTIVE 1

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ACTION PLAN 2

Develop and implement a strategic marketing program for the College's capital campaign

RESULTS

One aspect continues of the capital campaign – to raise funds for the Student Activities Center. Communication efforts designed to enhance awareness and attendance of events in the center included:

- Advance news releases were used to promote the building's grand opening sent to area newspapers, TV and radio stations, and announcements were sent to Montgomery County Schools; Follow-up story and photos were used in two local newspapers, the *Baron Bulletin*, *Board of Advancement* newsletter and *The Lamp*;
- Preview stories were sent to same media for two high school and three college tournaments/ classics held in the center; and weekly stories concerning men's and women's basketball games in the center also were sent to two newspapers, the TV station and three nearest radio stations;
- Stories announcing large donors to project were used in local and hometown newspapers and the newsletters;
- Advertising in eight area newspapers was used for basketball season tickets;
- Stories and advertising/public service announcements through five radio stations, two newspapers and Vidalia cable system were used to promote the April dedication of the center.

Development officers, the president, and the athletic director were asked the following questions in a survey to determine the effectiveness of media results in influencing fund-raising efforts:

- In visiting with prospective donors, do you conclude that media efforts of the college have been effective in raising funds and are the donors more susceptible to giving as a result? Explain.
- Is Brewton-Parker College better known through media efforts and improved the amount of fundraising as a result? Explain.
- Do donors believe media efforts have been too concentrated in the nearby area? Explain.

A summary of the results:

- With a consensus answer of “No,” comments included: “There is still not sufficient public awareness about Brewton-Parker College in general, but it is not the fault of the media presentation which I feel is well done and adequately done,” and “The coverage of SAC and athletics has raised awareness of the college in a more positive way. However, most prospective donors I have visited still do not have BPC as a priority recipient of financial giving.”
- While fundraising officers agree that fundraising has not benefited, one said he believes recent media coverage has raised the awareness and perception of BPC. The athletic director also said he believes attendance at indoor athletic events doubled with the center’s opening.
- A consensus answer of “Yes” with comments including: “We need to expand further advertising, but we need to have the financial resources to do so.”

RESPONSE

Although a direct correlation between public relations efforts concerning the Student Activities Center and fundraising for completing the project is inconclusive, it is believed that the efforts attributed to increased attendance at indoor athletic events. In addition, near-capacity crowds attended the two high school basketball tournaments, and large crowds attended the grand opening and the men’s conference postseason basketball tournament in the center’s first year. Therefore, the potential for fundraising was elevated. When budgetary constraints permit, advertising of events in the center will expand geographically farther from the campus.

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RESULTS & RESPONSES—2003-04

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ACTION PLAN 2

Develop and implement a strategic marketing program for the College's capital campaign.

RESULTS

One aspect continued of the capital campaign entering fiscal year 2004 – to raise funds for the Snooks Student Activities Center. As those goals were reached, communication efforts designed to enhance awareness and attendance of events in the center included:

- Continue to keep communication open with area and extended media in efforts to seek to improve publicity needs and utilize their desired delivery methods, and continue to add to e-mail file for convenient releases; funding for monitoring story hits for out-of-area newspapers through clipping service not budgeted;
- Stories announcing large donors to project were used in local and hometown newspapers and the newsletters, the Baron Bulletin, the Baron Update, and the Board of Advancement newsletter and The Lamp;
- Advance news releases to area newspapers, radio stations and TV station, along with purchased advertisements in 13 area newspapers and commercials/public service announcements on four radio stations, were used to promote the building's naming ceremony; follow-up coverage on local radio and TV stations, and story and photos were used in two local newspapers, the newsletters and The Lamp;
- Preview stories were sent to same media for two high school and four college tournaments/ classics held in the center; and weekly stories concerning men's and women's basketball games in the center also were sent to two newspapers, the TV station and three local radio stations;
- Advertising in eight area newspapers was used for basketball season tickets;

- Stories and advertising/public service announcements through four radio stations, two newspapers and Vidalia cable system were used to promote the center's naming ceremony;
- Events – including nine volleyball regular-season matches and three days of conference tournament action; 14 men's and women's basketball doubleheaders plus four days of conference men's tournament; three days of high school invitational basketball tournament over Christmas break and six days of high school regional tournament action; two days of Vidalia Sweet Onion Classic high school wrestling tournament and Montgomery County Wrestling Club youth tournament; plus Commencement exercises for Brewton-Parker College and Montgomery County High School – brought an estimated 24,054 patrons into the Snooks Student Activities Center during 2003-04.

RESPONSE

Awareness of the Snooks Student Activities Center is made constantly available through media in the college's home two-county area, and the added events such as the high school wrestling tournament continue to expose more area patrons to the amenities of the facility.

Also, the Dublin Courier-Herald sports department has expressed a strong interest in expanding its coverage of Brewton-Parker athletics beginning with the fall 2004 athletic seasons. As a result, the potential for interest, attendance, and eventually fundraising is elevated. Awareness through such news releases and word of mouth – primarily from patrons who would plan to attend the high school events secured in the center – will continue in hopes of bringing more area attendees, although the 2004-05 list of events will not include the two conference tournaments that accounted for an estimated 1,400 attendees.

The one paid advertising campaign, for basketball season tickets, proved fruitless in gaining external response, and for 2004-05 will focus on new events such as concerts, and in turn paid advertising for events in the center will expand geographically farther from the campus.

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RESULTS & RESPONSES-2004-05

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ACTION PLAN 2

Develop and implement a strategic marketing program for the College's capital campaign

RESULTS

The final aspect of the capital campaign – to raise funds for the Snooks Student Activities Center -- was completed in fiscal year 2004. As those goals were reached, communication efforts designed to enhance awareness and attendance of events in the center included:

- Continue to keep communication open with area and extended media in efforts to seek to improve publicity needs and utilize their desired delivery methods, and continue to add to e-mail file for convenient releases; funding for monitoring story hits for out-of-area newspapers through clipping service not budgeted;
- Preview stories were sent to area newspapers, radio stations and TV station for two high school and one college tournaments/ classics held in the center; and weekly stories concerning men's and women's basketball games in the center also were sent to three newspapers, the TV station and three local radio stations;
- Events – including 10 volleyball regular-season matches; 14 men's and women's basketball doubleheaders, one single-date women's basketball game, a four-day high school invitational basketball tournament and two days of high school regional tournament action; two days of Vidalia Sweet Onion Classic high school wrestling tournament and Montgomery County Wrestling Club youth tournament; plus the additions of the Elementary School Quiz Bowl and Language Appreciation Day activities, along with Commencement exercises for Brewton-Parker College and Montgomery County High School – brought an estimated 15,350 patrons into the Snooks Student Activities Center during 2004-05. Attendance dropped largely in part to the loss of having the three-day conference

volleyball tournament and four-day men's basketball conference tournament, which were contested in the facility in 2003-04.

RESPONSE

Awareness of the Snooks Student Activities Center is made constantly available through media in the college's home two-county area, and the added events such as Language Appreciation Day and Elementary School Quiz Bowl continue to expose more area patrons to the amenities of the facility. Also, the Dublin *Courier-Herald* sports department's interest in having coverage of Brewton-Parker athletics beginning with the fall 2004 athletic seasons was successful but could be stronger, and we hope to continue to strengthen that relationship with more cooperation from coaches in getting statistics in more timely fashion to serve the paper's needs. As a result, the potential for event interest and attendance is elevated. Awareness through such news releases and word of mouth – primarily from patrons who would plan to attend the high school events secured in the center – will continue in hopes of bringing more area attendees and additional events. Efforts for 2005-06 will focus on new events such as concerts, and in turn paid advertising for events in the center will expand geographically farther from the campus.

BREWTON-PARKER COLLEGE

**PUBLIC RELATIONS DEPARTMENT
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RESULTS & RESPONSES-2005-06

The Public Relations Department plan results and responses for 2005-06 have been moved to the Enrollment Services Division. See beginning page Enrollment Services—46—[2005-06] R7.