

BREWTON-PARKER COLLEGE

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

RESULTS & RESPONSES—2005-06

OBJECTIVE 1

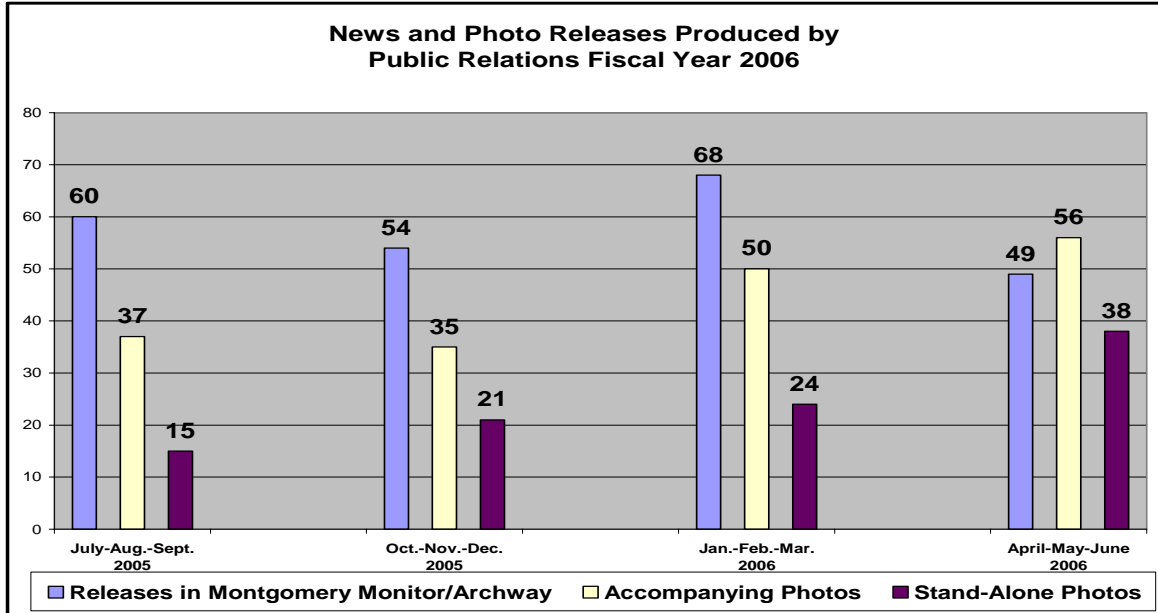
The Public Relations Department will provide information to the residents of Brewton-Parker College's service region, so that they can be aware of the college's positive educational, Christian, cultural, and social impact. Through press releases and media contacts, messages will communicate the college's 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

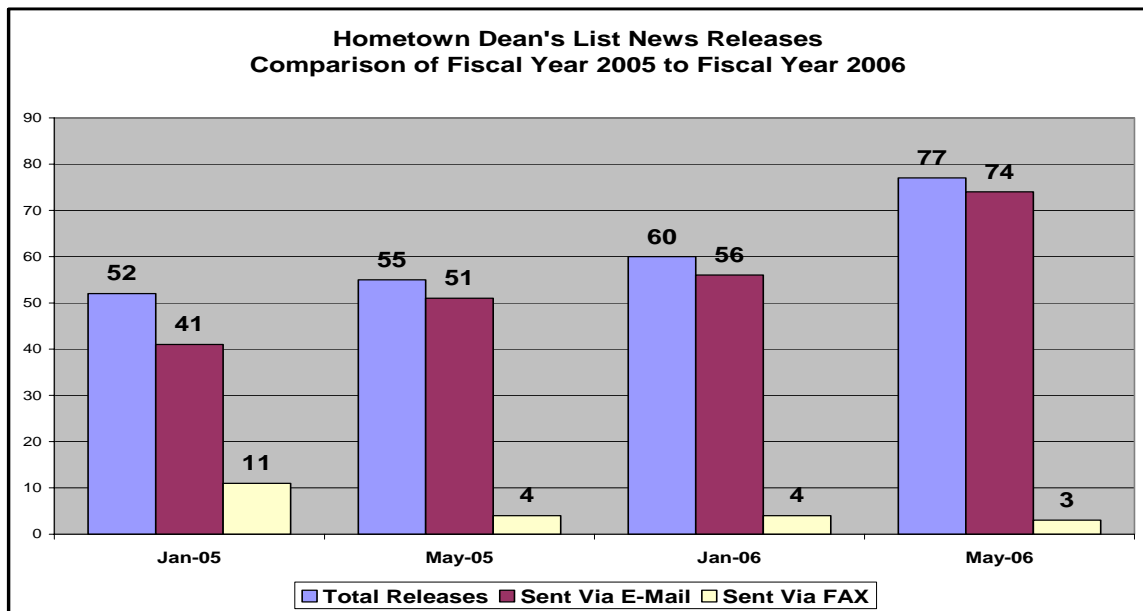
1. Provide news releases about the college's plans, decisions, and events to the region's media outlets including newspaper, radio, and television.
2. Provide copies of press release materials to the college's Webmaster for inclusion on the institution's web site.
3. Provide information concerning the 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* and *Trustee Bulletins*.

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 has significantly reduced the number of releases sent via FAX when compared to the same projects from Fiscal Year 2005. 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: 8 hometown releases for the BPC production of

“Fools”; 9 hometown releases for Homecoming Court; 5 hometown releases for the Young Writers Conference winners; 4 hometown releases for Young Musicians Competition winners; and 27 hometown photo releases from Honors Day.

3. All releases/photos pertinent to BPC were sent to the Webmaster for publication on BPC’s web site.
4. Baptist and other educational entities informed with pertinent institutional information; six news/photo releases sent between July 2005 and June 2006.
5. *The Lamp* was released in fall 2005 with a completely redesigned version scheduled to be published mid fall 2006.
6. The *Baron Bulletin* was produced monthly – with the exception of a couple of issues where two months were combined – and sent to the 25 members of the Board of Trustees and to the executive staff. The *Trustee Bulletin* was also produced monthly – with the exception of a couple of issues where two months were combined – and was sent to the 50 former members of the Board of Trustees.

RESPONSE

During fiscal year 2005, the Public Relations department was reassigned from the Office of College Advancement to the Division of Enrollment Services, with the department’s new objective being to use its resources to increase enrollment levels at the main campus and all external sites. With the department moving into this new Division, an Office of Marketing was created with the Public Relations department being placed under the leadership of the Director of Marketing. To accommodate the reassignment of the department and its new objective, the department experienced a change in personnel with the new employee assuming the title of Director of News and Public Information.

The Director of News and Public Information will maintain the following responsibilities while working with the Director of Marketing to increase the general public’s awareness of the college:

1. Continue to strengthen already established media relationships (both in immediate and surrounding areas) and work to increase the number of media contacts to bring additional coverage of BPC faculty, students, staff, and events to the general public.
2. Continue to work with the Webmaster in publishing all pertinent releases and photos on the college’s website.
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 Lamp* will undergo a complete redesign in time for release in mid fall 2006. The Director of News and Public Information will continue to serve as editor-in-chief of *The Lamp* with assistance from the Director of Marketing, the Director of Alumni Relations, and the Vice Presidents for Enrollment Services and Advancement.
5. The *Baron* and *Trustee Bulletins* will be produced on a monthly basis and distributed to the current and former members of the Board of Trustees.

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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. During fiscal year 2005, the Public Relations department was reassigned from the Office of College Advancement to the Division of Enrollment Services, with the department's new objective being to use its resources to increase enrollment levels at the main campus and all external sites. With the department moving into this new Division, an Office of Marketing was created with the Public Relations department being placed under the leadership of the Director of Marketing. To accommodate the reassignment of the department and its new objective, the department experienced a change in personnel with the new employee assuming the title of Director of News and Public Information.

As a result of this change, the Public Relations department – with assistance from the Director of Marketing and the Vice President for Enrollment Services – will begin re-evaluating how the Public Relations department, the Office of Marketing, and the Division for Enrollment Services can work with the Office of College Advancement to further strengthen the overall mission of the college.