

**South Texas College  
2005-2007 Mid-Biennium Report  
Public Relations & Marketing**

**Guiding Principle**      **1. South Texas College will be a premier learning-centered higher education institution where student and community success are paramount.**

*Strategic Outcome*      *1.1 Build a learning organization by cultivating a culture of evidence that demonstrates mission-focused, data-driven decision making*

Performance Indicator 1.1.1:      Public Relations will develop internal/external public awareness strategies and initiatives of Achieving the Dream program

Action Plan:      Create a brochure.      Completed: y

Action Plan:      Advertise in newsletter.      Completed: y

Action Plan:      Create press releases and news releases.      Completed: y

Performance Indicator 1.1.4:      Public Relations will assist in the emergency loan process plan by marketing and promoting early deadlines both internally and externally and promoting early deadlines and procedures

Action Plan:      PR will create flyers and banners promoting emergency loans and installment deadlines.      Completed: y

Action Plan:      Announce deadlines through Luminus web program.      Completed: y      Channel for news and upcoming events used to achieve this; also used Campus Announcements channel.

*Strategic Outcome*      *1.2 Promote college-readiness for all students*

Performance Indicator 1.2.1:      PR will assist Outreach department in promoting the College to High School and Middle School students by providing publications

Action Plan:      PR will assist with publications and send Job Center Page contains information about the programs to students.      Completed: y      Also published "Career Pathways" to be distributed to high school counselors

Action Plan:      Revise mini cd project, distribute schedules and newsletters.      Completed: n      Will begin in Fall 2006

Performance Indicator 1.2.9:      PR will assist Student Services and Distance Education in publicizing new online services as they become available

Action Plan: Highlight services on home page. Completed: y

*Strategic Outcome*      *1.3 Promote shared responsibility among faculty, staff, and students to set and achieve high expectations*

Performance Indicator 1.3.2: PR will publicize all college rules and regulations as developed by the college communication plan

Action Plan: Assist in the developing and implementing of college communication plan. Completed: y Also created communication plan for emergency preparedness

Action Plan: Update college rules & regulations on the web and provide visible links/access. Completed: y Board policies also updated as changes take place

Performance Indicator 1.3.4: PR will inform faculty/staff/students of any new technology services.

Action Plan: Work in collaboration with student services to ensure info is available on the web. Completed: y Also provided Jagnet training and hands-on sessions for library and open labs staff, and some Student Success Center staff.

Performance Indicator 1.3.5: PR will assist Student Services in implementing the uniform retention plan.

Action Plan: Develop publications and will design mailouts as requested by student support services Completed: y Added new graphic designer to staff who gives priority to Student Services

*Strategic Outcome*      *1.4 Develop quality programs designed to meet regional workforce and economic development priorities*

Performance Indicator 1.4.1: PR will assist in the implementation of marketing strategies as requested by Distance Education and Student Support Services

Action Plan: Contact Distance Education and Student Support Services to determine needs. Completed: y

Action Plan: Create brochures. Completed: y Create as requested.

Action Plan: Advertise in newsletter, create press releases and news releases and web page. Completed: y

Performance

## Indicator 1.4.8: Assist Continuing Education with publications

Action Plan:	Design Cont. Ed. Catalog.	Completed: y	Published for each semester as well as summer.
Action Plan:	Provide news releases on programs, arrange radio/tv talkshow appearances of cont. ed. Personnel	Completed: y	

*Strategic Outcome*      *1.5 Exceed community and SACS expectations of a Level II baccalaureate degree granting institution*

Performance Indicator 1.5.1: PR will assist BAT in continuing to meet enrollment targets.

Action Plan:	Arrange personal appearance of Dean of Program on radio/tv.	Completed: y
Action Plan:	Print banners, brochures, flyers and highlight on web page and schedules.	Completed: y

Performance Indicator 1.5.2: PR will assist with the SACS on-site visit resulting in no findings or recommendations throughout the College.

Action Plan:	Review all publications, banners, mission statements and individual web pages and make corrections and updates as needed.	Completed: y	On-site visit was successful.
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**Guiding Principle**      **2. South Texas College will serve as the cornerstone for the economic vitality of South Texas.**

*Strategic Outcome*      *2.1 Develop quality workforce education, innovations, and economic development, designed to exceed local industry standards and expectations.*

Performance Indicator 2.1.1: PR will assist in the development of five new degree, certificate and marketable skills programs.

Action Plan:	Press releases will be generated and tools will be provided on the STC web page linking to information pertaining to new programs.	Completed: y
Action Plan:	Advertising of programs via internal/external newsletters, brochures, etc.	Completed: y

Performance Indicator 2.1.4: PR will assist in promoting the development of CEU training needs met by the Partnership.

Action	Press releases will be generated and tools will be provided on the STC web page	Completed:
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Plan: linking to information pertaining to new programs. y

Action Plan: Advertising of programs via internal/external newsletters, brochures, and on-air interviews. Completed: y

Performance Indicator 2.1.6: PR will assist in promoting the continuing education program offerings throughout the workforce centers in the Mid Valley Campus, Starr County Campus and Technology Center.

Action Plan: Press releases will be generated and tools will be provided on the STC web page linking to information pertaining to new programs. Completed: y Also assisted with updating web info

Action Plan: Advertising of programs via internal/external newsletters, brochures, and catalog. Completed: y Also promoted on radio

*Strategic Outcome*      *2.3 Demonstrate excellence in fiscal responsibility and accountability to the public and taxpayers*

Performance Indicator 2.3.2: PR will adhere to auditing standards so that increased fiscal accountability will be strengthened through the establishment of and effective Internal Auditor Program by Fall 2005.

Action Plan: Will adhere to auditing standards by complying with established guidelines and procedures of financial audit. Completed: y

Performance Indicator 2.3.5: PR will assume fiscal responsibility by implementing security measures to protect College assets.

Action Plan: Will adhere to security measures as determined by the College. Completed: y

**Guiding Principle**      **3. South Texas College will foster an environment for the students and community to achieve a better quality of life.**

*Strategic Outcome*      *3.1 Develop and promote seamless systems and processes from prospective student through successful exit to motivate and assist in timely graduation, transfer or employment*

Performance Indicator 3.1.1: PR will assist student services to meet or exceed established enrollment growth targets for Fall, Spring and Summer through collaborative recruitment efforts throughout the college.

Action Plan: Create marketing plan to promote enrollment via web, news releases and student schedule of classes. Completed: y

*Strategic Outcome*      *3.2 Develop and implement quality services in prompt response to student and community needs*

Performance Indicator 3.2.1: PR will promote College for Kids and Summer Jump Start Programs in McAllen, Mid Valley, and Starr County.

Action Plan: Create marketing plan to promote enrollment via web, news releases, television and radio as well as weather channel segment.      Completed: y

Performance Indicator 3.2.2: PR will assist with promoting the implementation of student self-service, 24/7 anytime, anywhere, web based applications.

Action Plan: Webmaster will develop web page with information on computer labs at different locations.      Completed: y

*Strategic Outcome*      *3.3 Strengthen the personalized, student-centered environment*

Performance Indicator 3.3.4: PR will assist in promoting academic excellence throughout increased enrollment in the Honors Program and course offerings from academic year to academic year.

Action Plan: Promote the Honors program by creating a brochure.      Completed: n      Honors program promoted in schedule

Action Plan: Advertise in newsletter, create press releases and news releases and student schedule.      Completed: n      Have done so for Valley Scholars but not Honors program.

**Guiding Principle**      **4. South Texas College will nurture a culture where collaboration is valued and achievement is recognized.**

*Strategic Outcome*      *4.1 Pursue improved learning and performance through teamwork and collaboration*

Performance Indicator 4.1.2: PR will assist with fundraising events and promotions to increase available funding for student success,.

Action Plan: Assist with fundraising events & promotions.      Completed: y      Valley Scholars fundraiser in progress

Performance Indicator 4.1.7: PR will assist in marketing available resources such as classroom technologies and wireless access throughout the College and Distance Education.

Action Plan: Market services via web.      Completed: y

Performance Indicator 4.1.8: PR will assist in creating awareness of two Acadmies: DEMSA focused on Nursing/Allied Health Professionals and Engineering.

Action Plan:	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Completed: y	Also assisted with public presentations and radio interviews
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Performance Indicator 4.1.9: PR will assist in promoting the Learning Communities throughout the College.

Action Plan:	Internal marketing of learning communities and develop website.	Completed: y	Also included in Jaguar Journal fall and spring issues
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*Strategic Outcome*      *4.2 Value one another*

Performance Indicator 4.2.1: PR will promote College community environment and morale for faculty and staff on basis of performance, contribution and service.

Action Plan:	Continue with employee appreciation week and events.	Completed: y	Also held summer bash to show appreciation
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*Strategic Outcome*      *4.3 Encourage and provide up-to-date professional development and skill enablement for faculty and staff*

Performance Indicator 4.3.1: PR will assist in informing faculty/staff of changes and procedures in a timely manner.

Action Plan:	Facilitate communication via e-mail and web, internal/external newsletters.	Completed: y
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Performance Indicator 4.3.3: PR will assist in promoting HR training session information in order for Supervisors to better understand personnel issues and processes.

Action Plan:	General e-mails will be distributed to appropriate personnel or web based.	Completed: y	As provided
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Performance Indicator 4.3.6: PR will assist with promotion of Leadership Academies.

Action Plan:	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Completed: y
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*Strategic Outcome*      *4.4 Continuously improve faculty and staff satisfaction with the work environment*

Performance Indicator 4.4.1: PR will assist in promoting the "Keep Your Campus Beautiful" communication plan.

Action Plan:	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Completed: n	Not yet implemented
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