

**South Texas College
2005-2008 2nd Mid-Cycle
IE Report and Update of IE Plan for Year 3
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	Status: y	Comments: Done through internal and external publications; presentations by administration to staff and the public
Action Plan: 1	Create a brochure.	Status: y	
Action Plan: 2	Advertise in newsletter.	Status: y	
Action Plan: 3	Create press releases and news releases.	Status: 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	Status: y	Comments: Print materials as requested; Outreach has put info on plasma screens
Action Plan: 1	PR will create flyers and banners promoting emergency loans and installment deadlines.	Status: y	
Action Plan: 2	Announce deadlines through Luminus web program.	Status: y	

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	Status: y	Comments: Have provided materials as requested; also have provided media coverage
Action Plan: 1	PR will assist with publications and send Job Center Page contains information about the programs to students.	Status: y	Published in Fall 2007; Job Center is now called Career Center page and is published monthly in The Monitor newspaper and distributed to high schools.
Action Plan: 2	Revise mini cd project, distribute schedules and newsletters.	Status: ip	Have made these projects web-based.

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

Comments: Through print and broadcast advertising; news releases, etc.

Action Plan: 1

Highlight services on home page.

Status: ip

We are developing a marketing plan that will include all online classes, including those now offered by Continuing Education

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

Comments: Post revisions and new policies to the web as needed.

Action Plan: 1

Assist in the developing and implementing of college communication plan.

Status: y

Action Plan: 2

Update college rules & regulations on the web and provide visible links/access.

Status: y

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

Comments: Write articles for Staying Connected and send General e-mails to keep faculty/staff informed; Students are informed through articles in the Jaguar Journal

Action Plan: 1

Work in collaboration with student services to ensure info is available on the web.

Status: y

Have also keep faculty/staff informed via General e-mails

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

Comments: Assist as needed.

Action Plan: 1

Develop publications and will design mailouts as requested by student support services

Status: y

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

Comments: Have completed as new strategies develop

Action Plan: 1

Contact Distance Education and Student Support Services to determine needs.

Status: y

Action Plan: 2

Create brochures.

Status: y

Promote these one the web as well

Action Plan: 3

Advertise in newsletter, create press releases and news releases and web page.

Status: y

Performance Indicator 1.4.8:	Assist Continuing Education with publications		Comments: Continue to promote new programs, class dates and deadlines
Action Plan: 1	Design Cont. Ed. Catalog.	Status: Y	Working to provide updates on the web. Have added new online CE classes to marketing strategies
Action Plan: 2	Provide news releases on programs, arrange radio/tv talkshow appearances of cont. ed. Personnel	Status: 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 contnuing to meet enrollment targets.		Comments: Targets are being met. Have added 2nd BAT degree to marketing strategies
Action Plan: 1	Arrange personal appearance of Dean of Progam on radio/tv.	Status: y	Are using graduates from the first class to help market the program
Action Plan: 2	Print banners, brochures, flyers and highlight on web page and schedules.	Status: y	
Performance Indicator 1.5.2:	PR will assist with the SACS on-site visit resulting in no findings or recommendations throughout the College.		Comments: Provide materials and documentation requested. Continue to monitor publications printed by department to be in compliance.
Action Plan: 1	Review all publications, banners, mission statements and individual web pages and make corrections and updates as needed.	Status: IP	Preparing for next visit.

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 maketable skills programs.		Comments: Provide feedback when requested
Action Plan: 1	Press releases will be generated and tools will be provided on the STC web page linking to information pertaining to new programs.	Status: y	Provided services as new programs are added
Action	Advertising of programs via internal/external		Also write news releases and

Plan: 2	newsletters, brochures, etc.	Status: y	marketing for new programs as they are created
Performance Indicator 2.1.4:	PR will assist in promoting the development of CEU training needs met by the Partnership.		Comments: This now falls under Continuing Education and not the Partnership. We are providing the services to Continuing Ed
Action Plan: 1	Press releases will be generated and tools will be provided on the STC web page linking to information pertaining to new programs.	Status: Y	We also send out news releases to the local media to promote the programs.
Action Plan: 2	Advertising of programs via internal/external newsletters, brochures, and on-air interviews.	Status: y	Assist as new classes form; are also marketing the newly offered online classes
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.		Comments: Services provided on an ongoing basis
Action Plan: 1	Press releases will be generated and tools will be provided on the STC web page linking to information pertaining to new programs.	Status: y	Services provided on an ongoing basis
Action Plan: 2	Advertising of programs via internal/external newsletters, brochures, and catalog.	Status: y	Dr. Reed is including the services in her presentations; services provided on an ongoing basis

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.		Comments: All policies and guidelines are followed
Action Plan: 1	Will adhere to auditing standards by complying with established guidelines and procedures of financial audit.	Status: y	All policies and guidelines are followed
Performance Indicator 2.3.5:	PR will assume fiscal responsibility by implementing security measures to protect College assets.		Comments: Follow all guidelines and provide input to committees when asked
Action Plan: 1	Will adhere to security measures as determined by the College.	Status: y	Follow all policies and guidelines

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.	Comments: Have met targets
Action Plan: 1	Create marketing plan to promote enrollment via web, news releases and student schedule of classes. Status: 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.	Comments: Provide promotional services as requested
Action Plan: 1	Create marketing plan to promote enrollment via web, news releases, television and radio as well as weather channel segment. Status: y	This program has undergone numerous changes; continue to work with the program as it changes
Performance Indicator 3.2.2:	PR will assist with promoting the implementation of student self-service, 24/7 anytime, anywhere, web based applications.	Comments: Provide assistance on an ongoing basis
Action Plan: 1	Webmaster will develop web page with information on computer labs at different locations. Status: y	Continue to update information

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.	Comments: Provide assistance when requested
Action Plan: 1	Promote the Honors program by creating a brochure. Status: n	Will incorporate into marketing plan
Action Plan: 2	Advertise in newsletter, create press releases and news releases and student schedule. Status: y	Have written news releases and feature students when possible

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*

Comments: Assisted with Valley

Performance Indicator 4.1.2:	PR will assist with fundraising events and promotions to increase available funding for student success,.		Scholars Night with the Stars and various student events. In late fall 2008, department began overseeing the newly created STC Alumni & Friends Assn. Funds were raised for BAT student scholarships.
Action Plan: 1	Assist with fundraising events & promotions.	Status: y	We are now overseeing the new STC Alumni & Friends and are funds for BAT scholarships
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.		Comments: Designed campus signs to show wireless areas; promoted services through General e-mails and Staying Connected newsletter
Action Plan: 1	Market services via web.	Status: y	Continue to increase promotions on the web
Performance Indicator 4.1.8:	PR will assist in creating awareness of two Acadmies: DEMSA focused on Nursing/Allied Health Professionals and Engineering.		Comments: Continue to successfully promote the academies
Action Plan: 1	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Status: y	
Action Plan: 2	Create awareness through public access TV channels operated by school districts involved with academies	Resources:	
Performance Indicator 4.1.9:	PR will assist in promoting the Learning Communities throughout the College.		Comments: Promoted within the college; sent news releases to local media; provide assistance when requested
Action Plan: 1	Internal marketing of learning communities and develop website.	Status: y	Provide Web updates when requested
<i>Strategic Outcome</i>	<i>4.2 Value one another</i>		
Performance Indicator 4.2.1:	PR will promote College community environment and morale for faculty and staff on basis of performance, contribution and service.		Comments: Provide staff recognition through newsletters, news releases. Hold two major college-wide employee recognition events annually. Also added employee appreciation event to end of staff development days
Action	Continue with employee appreciation week and	Status: y	Have added employee celebration events to follow

Plan: 1 events. college-wide professional development events

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.		Comments: Prompt messages are sent through general e-mail
Action Plan: 1	Facilitate communication via e-mail and web, internal/external newsletters.	Status: y	This is done on an ongoing basis.
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.		Comments: Promoted sessions via General email; also sent staff to trainings;
Action Plan: 1	General e-mails will be distributed to appropriate personnel or web based.	Status: y	Send General e-mails; Also send department staff to trainings.
Performance Indicator 4.3.6:	PR will assist with promotion of Leadership Academies.		Comments: Provided them with assistance with printed materials; promoted through General e-mails
Action Plan: 1	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Status: y	Also support the new Ambassadors Cross Training program

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.		Comments: Committee was replaced by a task force for implementing smoking and non-smoking policies for campuses and in accordance with new city ordinances.
Action Plan: 1	Create public awareness through internal/external newsletter, flyers, brochures and other publications.	Status: y	This committee was replaced with a task force that developed "Smoking Areas" on campus. We assisted with this.