

Public Relations Committee

Date of review: 07/01/2021

FUNCTION: Promote Sitting Bull College programs, services and activities to enhance and express the image of Sitting Bull College locally, statewide, regionally, and nationally.

SCOPE: Inform targeted audiences about Sitting Bull College and build support for the college.

Goal #1: To increase the overall visibility and enhance the reputation of Sitting Bull College through 2025.

<i>Objective A</i>	To double the distribution of the newsletter.
Measurement Tool (who, what, when, how)	The Public Relations Committee will review and make recommendation to increase the number of times the College newsletter is published and to look at what additional communities the newsletter is sent to by June 30, 2021.
Measurement Goal	Increase the number of newsletters from two to three per year adding three additional communities in which the newsletter is distributed.
Findings/Results	Three newsletters were distributed.
Data Analysis	It was switched to electronic to see if more audience will read.
Action/Recommendation	Continue with electronic distribution of the newsletter and increase the number of email addresses it is sent to by at least 20%.
<i>Objective B</i>	Distribute at least two news releases per month.
Measurement Tool (who, what, when, how)	Individual Public Relations Committee members will write two news releases per month through June 30, 2020.
Measurement Goal	Two new releases published monthly in the Teton Times and/or Mobridge Tribune.
Findings/Results	Approximately two news releases per month were included in The Teton Times and one per month in Mobridge Tribune.
Data Analysis	There was less news to report since activities were limited.
Action/Recommendation	Continue with this goal.

<i>Objective C</i>	Reach out to potential non-traditional students in at least two ways (community meetings, newsletter, special meetings, etc.).
Measurement Tool (who, what, how, when)	The Public Relations Committee will use tools already in place to reach non-tradition students through June 30, 2021.
Measurement Goal	Use the newsletter, radio show and district meetings to reach non-traditional students.
Findings/Results	During the first part of the year, the radio station was off line. After that we changed to program of the month. There were no district meetings.
Data Analysis	These methods are effective, along with the addition of social media.
Action/Recommendation	Continue to emphasize use of social media in reaching non-traditional students.
<i>Objective D</i>	Review websites of peer institutions and implement at least one best practice for using the website as public relations tool.
Measurement Tool (who, what, how, when)	The Public Relations Committee will look at peer websites to identify effective ways to use our website to increase public awareness of the college and recommend best practices through June 30, 2021.
Measurement Goal	At least one change to the website.
Findings/Results	The website will undergo significant changes to make it more informative, attractive and easy to use.
Data Analysis	
Action/Recommendation	Support continued efforts to make the website a one-stop tool for new and prospective students.

<i>Objective E</i>	Reach out to alumni in one way.
Measurement Tool (who, what, how, when)	The Public Relations Committee will use tools already in place to reach alumni by June 30, 2021.
Measurement Goal	Find one way to reach alumni of college.
Findings/Results	We continue to reach alumni through the newsletter, Facebook, postcards and the radio program.
Data Analysis	An informal observation is that Facebook is an effective means of reaching alumni.
Action/Recommendation	Continue reaching out to alumni in these ways.

<i>Objective F</i>	Share news and updates of Sitting Bull College at one district meeting (all districts).
Measurement Tool (who, what, how, when)	A college employee will attend a district meeting in each district one time during the year.
Measurement Goal	Keep district members informed about programs and successes of the college.
Findings/Results	We continue to reach district members through the newsletter, Facebook, postcards and the radio program. We did not have a representative at district meetings, updates were provided to the BOT monthly to relay to their district members.
Data Analysis	Due to Covid-19, attendance at district meetings was not completed.
Action/Recommendation	We should discuss the value and feasibility of attending district meetings if they will be held this year.

<i>Objective G</i>	Review and potentially accept new scholarships.
Measurement Tool (who, what, how, when)	The Financial Aid Director will submit scholarship proposals to the committee for approval. If approved, the scholarship proposals will go to the Governance Committee for further review.
Measurement Goal	Continue to grow the scholarship offerings at the college.
Findings/Results	We added the Donna Seaboy scholarship this year.
Data Analysis	
Action/Recommendation	We should continue reviewing scholarships as needed.