

Public Relations Committee

Date of review: 06/30/2019

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, 2019.
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	In July 2018, December 2018 and April 2019, we sent out 5125 newsletters. This is an increase from last year when we sent out 3105 newsletters. We added the mailboxes in Mobridge and Selby instead of only the PO boxes that added about 2000 recipients.
Data Analysis	This action resulted in many more people learning about the programs the college has to offer and helped dispel some myths about the college.
Action/Recommendation	Since many students access information via online sources, the committee recommends distributing only two newsletters, adding the communities of Promise, Trail City, Timber Lake and Eagle Butte, and increasing the use of social media.
<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, 2019.
Measurement Goal	Two new releases published monthly in the Teton Times and/or Mobridge Tribune.
Findings/Results	PR Committee members sent out at least one or two press releases or photos each month. Not all were selected by the newspapers for inclusion. In addition, the Teton Times included their own photos and news, often pulling photos from the college's Facebook page.
Data Analysis	It is the consensus of committee members that two or more per month is appropriate.
Action/Recommendation	Increase efforts to identify newsworthy items that we can share with media sources. Develop a media list and share it with others on the shared drive.

<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, 2019.
Measurement Goal	Use the newsletter, radio show and district meetings to reach non-traditional students.
Findings/Results	The newsletter is reaching many non-traditional students in a broader geographic area. In addition, Student Services sends postcards about registration and financial aid to the same communities as the newsletter. SBC sent a FAFSA Postcard in July of 2018 and a Spring Registration postcard in October of 2018. SBC printed 3200 and mailed 3067 of these.
Data Analysis	These methods combined will help the college reach out to non-traditional students.
Action/Recommendation	Since many potential students find information online, the outreach coordinator will put the newsletter on the website and develop promotional videos for Facebook. Recommended that next year the postcards be sent to the Selby and Mobridge mailboxes, so over 5000 will be sent.

<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, 2019.
Measurement Goal	At least one change to the website.
Findings/Results	The website makes a positive first impression and is easy to navigate. It is now easy to use on a phone.
Data Analysis	Websites are a vital source of information. Students want to be able to apply online. The website must remain phone-friendly since many students access it via phone only.
Action/Recommendation	Investigate the option of allowing new students to apply online. Put the newsletter on the website. Create promotional videos and put them on the website.

<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, 2019.
Measurement Goal	Find one way to reach alumni of college.
Findings/Results	Most of the alumni live in the area, so the expanded newsletter coverage reached them. The outreach coordinator has improved the radio program by scheduling regular guests and by using new audio equipment and software for better sound and production quality.
Data Analysis	Many alumni still work in the area so our expanded newsletter coverage and radio show enhancements will reach them.
Action/Recommendation	Continue reaching out to alumni via newsletter, radio and social media. Check the status of the alumni emails and consider ways to utilize the list.

<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	No one in Student Services attended district meetings this year. Some of the board members attended, and the Outreach Coordinator had materials available to share. The Executive Coordinator for the President sent SBC updates to the board members who represent those districts.
Data Analysis	Having a SBC staff member and a BOT member talk about the college at district meetings is an effective way to share the news of the college.
Action/Recommendation	Send someone from Student Services to district meetings one time in the 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	The committee did not accept any new scholarships.
Data Analysis	NA
Action/Recommendation	Continue reviewing scholarship proposals.