

Public Relations Committee

Date of review: 06/30/2018

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, 2018.
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	<p>Two newsletters have gone out to the following communities: Cannonball, Fort Yates, Selfridge, Solen, Bullhead, Little Eagle, McIntosh, McLaughlin, Wakpala, Mobridge, Glenham, Selby, Shields, Flasher. The last three communities were added this year.</p> <p>Here are the numbers for the last 4 newsletters. There is a 17% increase in the number of newsletters distributed from 2017.</p> <p>April 2018- 3105 newsletters December 2017- 3094 newsletters July 2017- 2651 newsletters December 2016- 2634 newsletters</p>
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	Continue with three newsletters sent to these communities.
<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, 2018.
Measurement Goal	Two new releases published monthly in the Teton Times and/or Mobridge Tribune.

Findings/Results	PR Committee members sent out 9 press releases. Not all were selected by the newspapers for inclusion. In addition, the Teton Times included their own photos and news. The Mobridge Reminder wrote a story about high school students taking the Lakota class in Mobridge.
Data Analysis	Consensus of committee members was that one per month is more appropriate.
Action/Recommendation	Change the goal to be one news release a month. Add that we will find ways to encourage SBC clubs and advisors to contact the Teton Times when having an event.

Objective C	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, 2018.
Measurement Goal	Use the newsletter, radio show and district meetings to reach non-traditional students.
Findings/Results	The Executive Coordinator to the President is sending a summary of college news to board members to share at district meetings. The newsletter is reaching many non-traditional students in a broader geographic area. A member of the student services staff attended one meeting at each district. The scholarship coordinator sent one postcard about financial aid to the same group as the newsletter. She mailed 3133 postcards. She sent them to Cannonball, Fort Yates, Selfridge, Solen, Bullhead, Little Eagle, McIntosh, McLaughlin, Wakpala, Mobridge, Glenham, Selby, Shields, Flasher.
Data Analysis	These methods combined will help the college reach out to non-traditional students.
Action/Recommendation	Continue the same and work to improve the radio show.

Objective D	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, 2018.
Measurement Goal	At least one change to the website.
Findings/Results	The website's recent facelift makes a positive first impression and is easier to navigate. Two members of the committee have volunteered to continue this research.
Data Analysis	Websites are a vital source of information, and changes to our website will help increase public awareness of the college.
Action/Recommendation	Remind those committee members who volunteered to continue to identify best practices to do so next year.

<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, 2018.
Measurement Goal	Find one way to reach alumni of college.
Findings/Results	<p>Most of the alumni live in the area, so the expanded newsletter coverage will reach them.</p> <p>Two newsletters have gone out to the following communities: Cannonball, Fort Yates, Selfridge, Solen, Bullhead, Little Eagle, McIntosh, McLaughlin, Wakpala, Mobridge, Glenham, Selby, Shields, Flasher. The last three communities were added this year.</p> <p>Here are the numbers for the last 4 newsletters. There is a 17% increase in the number of newsletters distributed from 2017.</p> <p>April 2018- 3105 newsletters December 2017- 3094 newsletters July 2017- 2651 newsletters December 2016- 2634 newsletters</p>
Data Analysis	Many alumni still work in the area so our expanded newsletter coverage and radio show enhancements will reach them.
Action/Recommendation	Continue to reach out to alumni via newsletters, radio, and website.

<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	A member of the student services staff attended district meetings before the fall semester began. 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	Continue with having someone attend one meeting in each district. Continue having the Executive Coordinator for the President send SBC updates to the board members who represent those districts.

<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 accepted two new scholarships.
Data Analysis	Each scholarship was awarded to a SBC student.
Action/Recommendation	Continue reviewing scholarship proposals.