

Public Relations Committee

Date of review: 07/01/2020

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, 2020.
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 2020 we sent the newsletter three times. This year we added donors to the distribution list.
Data Analysis	The Outreach Coordinator has done a very good job creating an attractive and informative newsletter. It is reaching our intended audience. Reports indicate that there have been very few repeat donors recently.
Action/Recommendation	Maintain this level of newsletter distribution.
<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	The newspapers published two news releases per month. We had fewer news releases as the pandemic progressed
Data Analysis	The Teton Times is very supportive and includes our news releases.
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, 2020.
Measurement Goal	Use the newsletter, radio show and district meetings to reach non-traditional students.
Findings/Results	We reached students through the newsletter, radio show and Facebook. We also sent out 3 postcards to the same group that received the newsletter. The most recent postcard, for example, included information on applying for financial aid and completing the application process.
Data Analysis	Facebook remains a consistent way to reach students. The Outreach Coordinator purchased high quality recording equipment, which has allowed for the production of a higher-quality radio show aired on KLND. .
Action/Recommendation	Continue with these efforts.
<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, 2020.
Measurement Goal	At least one change to the website.
Findings/Results	Current website is being refreshed (though not complete yet). Programs are sending in changes they'd like, and some.
Data Analysis	Hiring out a company to update the website, is a costly endeavor and each time changes are made, we are required to pay to make the changes. Continue to maintain internally.
Action/Recommendation	Continue using the website as a marketing tool.

<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, 2020.
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 did not have any new scholarships to review this year.
Data Analysis	
Action/Recommendation	We should continue reviewing scholarships as needed.