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Social Media in PR  
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**Situation Analysis:**

The Center for Student Success, located in the basement of Pratt Hall, is a new facility designed to help students and facilitate group work. Before the center was built, there was no place for students to work on projects, study or just get extra help on homework. The library was available but students were not finding it conducive to getting work done correctly. The problem that faces the center is that not many students are aware that it exists. It’s a new facility, as mentioned before and needs to be publicized more. I think that creating a fan page on Facebook will help to spread the word and appeal to the right demographic.

I think that utilizing more traditional public relations will be more effective and get a larger audience. Flyers that are appealing to the eye could be placed around campus (in the residence halls, HUB, library and dining halls). The flyers should be a bright color and very basic. Students will not want to read something that has a lot of words on it. The simpler; the better. Another suggestion would be to partner with the Writing Center on campus. The center get a lot of traffic throughout the day and give students evaluations to fill out after they have received help. There could be a question at the end of the evaluation regarding the Center for Student Success. The main issue facing the center is that students are unaware that it exists.

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| Item | Cost |
| Signs, flyers, etc. | $300 |
| Prizes, giveaways. | $100 |
| T-Shirts (Center for Student Success shirts) | $200 |
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**Statement of Purpose:**

This proposal will provide the foundation for a campaign to gain awareness for the Center for Student Success. By working with organizations on campus and utilizing traditional and social media outlets, word about the center will be spread and more people will become interested in it. The main problem facing the center is lack of awareness and interest. This proposal will attempt to resolve the issues and generate positive publicity about the organization.

**Publics**

* IUP Freshmen
  + IUP is a large school that is filled with freshmen who may be confused about college life. Some students have never worked with PowerPoint or certain computer programs and need assistance. Many new students may be embarrassed about coming for help, so spreading the word to all students is important.
* Professors
  + Students spend a lot of time with professors. Professors need to tell students about the center in their classes and possibly pass out a handout that explains essential information. If the professors emphasize the importance of the center, students may be more inclined to take interest in it.
* Resident Assistants
  + Many freshmen live in the residence halls, which have Community and Residence assistants. There are mandatory meeting in the residence halls and the center could be discussed. They could put signs up on each floor advertising the center. The main public is freshmen and targeting the residence halls is the most effective way of reaching them. A sign could be placed on the outside of doors and a mass email could be sent to freshmen.
* IUP students who are on probation or need academic assistance.
  + Many students, regardless of year, could be facing academic hardships. The Center for Student Success could be the outlet that students need. Often, the underlying cause of academic trouble is that students don’t know the basics. The center can help the “get back to basics” and learn the fundamentals.

**Goals, Objectives and Tactics**1. Goal: To promote the Center for Student Success to incoming freshmen.  
Objective: To appeal to freshmen by getting them involved with the center.

* Tactic #1: Place flyers in the residence halls and discuss the center at floor meetings each month. Since most freshmen live in the dorms, flyers advertising the center can be placed on the outside of each door. The flyers would include the name of the center, location, phone number, hours and services provided, etc.
* Tactic #2: Have professors announce the center in class and possibly give an extra credit opportunity to students for attending the Open House. It’s a “win” for both the students and professors.
* Tactic #3: Advertise the center in The Penn. An actual advertisement could be placed in the newspaper. An article could be written about the center and it can incorporate student’s feedback. The article could ask students if they have heard of the center, if it would be useful, etc.

2. Goal: Use many forms of media to promote the Center for Student Success for all students.

Objective: To use social and traditional and social media forms to promote the center.

* Tactic #1: Create a fan page on Facebook and have students in the IUP network become “fans.” This could create interest and spread the word about the center through a network that is primarely college students.
* Tactic #2: Have a chat room available, either on Facebook or another Web site that allows students to ask questions and receive immediate answers.
* Tactic: Use more a more traditional media outlet, email, to reach students. Send out an email that is separate from the Campus Event. The email could explain more about the open house and about the center in general.

3. Goal: Partner with organizations on campus to promote the Center for Student Success.

Objective: Work with the Writing Center, Admissions and other organizations on campus.

* Tactic #1: The Center for Student Success could partner with Admissions and attend academic expos. This would spread the word of the organization to parents, incoming students and faculty.
* Tactic #2: As mentioned in the situation analysis, the center could partner with the Writing Center. There could be questions asked at the end of the evaluations concerning the center, such as: Do you know about the Center for Student Success? Would you like more information? An email could be sent to interested students with information about the center.
* Tactic #3: The Communications Media department could put information about the center on the IUP television station and a commercial could be recorded on the radio station.

**Campaign Theme and Key Messages:**Some key messages are:

* Convey the idea that the center is for all students, not just freshmen. Any student can come and get one-on-one attention.
* Explaining exactly what the Center for Student Success is meant to do—enforcing the goals, objectives and tactics.
* Utilize all forms of media to create awareness of the center and all it can do for students.

A campaign theme is using the PATH idea and put that into all forms of media. People will remember that acronim and associate it with the Center for Student Success. I think that is a main theme showed throughout center. It’s the cornerstone for what the center is trying to acclomplish.

**Evaluative Measures**

The success or failure of the campaign could be based on surveys given out at the Center for Student Success. If students come to the open house, they could fill out a survey. An online form of the survey could be sent through email. I think the most effective way to measure success is to see if students actually use the center. Keeping a tally of how many students come in each day and week will be effective. Having evaluations available at the end of sessions allows students to voice opinions and suggest improvements.