**Public Relations Plan for Longwood University Student Recruitment/Attainment**

Areas of Concern:

1. **Application Process**

*Strategy*

* Overall review and analysis of application process
* Discover how many students receive applications but do not apply

-On average from 2008-2010, 300 students who initially received applications did not complete and submit to Longwood Unviersity

*Tactics*

* Reduce number of essays required
* Allow more creative leniency with essay topics
* Reduce cost of application fee

1. **University Growth**

*Strategy*

* Having the pride, opportunities, and reputation of large school while maintaining the small school feel

*Tactics*

* Add more classes but keep class sizes small
* Eventually add housing and dining halls to campus
* Add a parking garage or more lots to the campus with the influx of students

1. **Reputation**

*Strategy*

* Change the idea that Longwood is JUST a teaching school, as well as the misconception it’s a women’s college
* Increase pride for Longwood University

*Tactics*

* *Advertise more majors during tours, on the website, and increase knowing of different majors through word of mouth*
* *Picture equal number of men and women on posters, web pages, and brochures*
* *Advertise masculine oriented activities, sports, and interests to attain male attention*

1. **Retention and Transfers**

*Strategy*

* Increase retention rate
* Increase transfer rate

*Tactics*

* Have places for students to submit suggestions and comments (other than dhall), this will make for happier students which lead to higher retention rates
* Promote Longwood at community colleges more frequently and advertise benefits of being a transfer at Longwood University
* Do a yearly evaluation of the bests and worsts of Longwood to get feedback from students

1. **Standing Out**

*Strategy*

* Make Longwood stand out against other schools
* Share traditions to increase the idea that Longwood is unique

*Tactics*

* “Try on Longwood” for potential students. Full day at Longwood, sitting in classes, going to sporting events, ect.
* Promote Longwood traditions: the crown and rotunda, chi walks, princeps, color wars, chi droppings, ect.