Public Relations Review

I. Unit Mission

UNIT PURPOSE STATEMENT:
The purpose of Public Relations is to provide accurate information through college publications and to market the institution through public information.

II. Unit Goals

The goals of Public Relations are to:

1. Maintain a comprehensive quality public relations effort serving the institution’s communications needs;
2. Promote the institution through extensive marketing efforts;
3. Produce quality college publications that will provide accurate information and portray a positive image of the institution;
4. Provide public information as a service to the citizenry of the college district and the larger community;
5. Promote Northwest’s program of intercollegiate athletics to the media and the general public;
6. Serve as a clearinghouse for all college information that is disseminated to the general public;
7. Assist with arrangements and publicity for special college events.

RELATIONSHIP TO NWCC PURPOSE AND COLLEGE WIDE STRATEGIC GOALS:
The Public Relations unit purpose statement supports the Northwest’s primary mission through promotion of the programs and services outlined in that statement.

III. Evaluations of the Unit and Use of Results Forms

After meeting with representatives from Public Relations, Recruiting and Student Affairs, Mariana Hayes of HALO Design Group in Lexington, Miss., submitted a proposal for changing marketing strategies for the college. The college took HALO’s report (attached) into consideration.

An online survey was conducted (see attached) district-wide. Results and the survey are attached.

A committee, comprised of Public Relations directors from selected community colleges in the state, was formed at the request of the President’s Association to consider a proposal from Interact Communications for consideration of a proposed marketing campaign targeted at legislators for the purpose of increase awareness of community college funding. Northwest’s Public Relations Director Nancy Patterson sat on this committee. Interact was hired to conduct research based on focus groups that were interviewed at various locations throughout the state. Before the project was completed, Hurricane Katrina hit the state causing extensive damage to many of the state’s community colleges. The campaign was put on hold. However, vital messaging from those focus groups will still be helpful in determining marketing strategies for the colleges. The project is expected to be continued.
IV. Annual Plan to Improve

The annual assessment reports for the Unit’s Plan to Improve for the last three years are included at the end of this report.

V. Analysis of Unit Strengths, Weaknesses, Opportunities, Threats

Unit Strengths:
Strengths of the Public Relations unit, as identified by the HALO proposal, include five major areas.

- Location—the college is located in one of the most progressive areas of the state, thus providing opportunities for marketing to an increasing population.
- Leadership—the college administration recognizes the changing needs of the district and is willing to work together to meet the needs.
- Existing forum to receive on-campus feedback—the existing Marketing Committee, comprised of the Public Relations director and assistant director, representatives from academic and career and technical education, center deans, and two vice presidents provide valuable input for marketing decisions for the college.
- Budget—is adequate to the task if applied resourcefully. New projects will require additional funding.

Unit Weaknesses:
The major weakness of the department is that current personnel can hardly keep up with day-to-day tasks due to the growth of the student publications area (which is also operated by some of the same personnel) and increased marketing and public relations needs of the college. Several weaknesses were identified by the HALO group (see Item B, page 2 of report). However, these are weaknesses of the institution, and not all are to be considered weaknesses of the department. Time and resources for measurement of campaign results are perceived weaknesses.

Unit Opportunities:
As pointed out in the HALO report, the opportunity for growth for the college can be directly tied to increased population growth in the area. With changes in economic development in the district, there are opportunities to meet changing educational needs in the district. The college is taking advantage of these trends through programs such as online offerings. The Public Relations office is promoting those opportunities through press releases, photos, and in publications.

Unit Threats:
Threats to the college that must be addressed by the Unit include:

- Changes in trends in technology
- Challenge in meeting needs of college with current personnel in Unit
- Decrease in enrollment
VI. SACS Principles Compliance Survey

Institutional Effectiveness:
1. Are research-based evaluation processes used for assessing the service unit?

YES ☒ NO____

If yes, list all survey instruments and other processes used by the unit for evaluating effectiveness. Online Public Relations survey and HALO recommendations (see attached in Appendix)

2. Do the use of evaluation processes result in continuing improvement in the unit?

YES ☒ NO____

If yes, describe some of the recent improvements that have come about in response to needs identified through evaluation processes.

In response to some of the recommendations of the HALO proposal, the Marketing Committee is taking a closer look at alternative ways of marketing the college. Following review of the online survey, Public Relations is looking at ways of improving internal communications.

3. Does the unit identify expected outcomes for its services; assess whether it achieves these outcomes; and provide evidence of improvement based on analysis of those results?

YES ☒ NO____

See attached copies of the Unit’s Plan to Improve for the last three cycles.

4. If an outcome is not achieved, are documented modifications or improvements made in the unit?

YES ☒ NO____

Financial Support:
5. Is adequate financial support available to support the scope of services offered through the unit?

YES ☒ NO____

6. Does the institution operate and maintain physical facilities that are adequate to serve the needs of this unit?

YES ☒ NO____

7. Are the physical facilities for this unit accessible to disabled students?

YES ☒ NO____ NA____

8. Is the budget information accessible on-line to the unit supervisor?

YES ☒ NO____

Mission:
9. Does the unit have a defined mission statement?
UNIT PURPOSE STATEMENT:
The purpose of Public Relations is to provide accurate information through college publications and to market the institution through public information.

10. Is the unit’s mission related to the College’s Statement of Mission?

   YES ☑ NO

   What part of the institution’s mission does the unit effectively fulfill? (Refer to applicable phrases in the College’s mission statement)
   By marketing the institution as outlined in the Unit’s purpose statement, the Unit supports the college’s mission statement of “providing the students of its eleven-county district and beyond with opportunities for obtaining affordable quality education to meet their diverse needs.” Those opportunities are promoted through various Public Relations strategies.

   Staff:
11. Does the unit have qualified staff with the experience, competence, and capacity to fulfill the mission of the unit?

   YES ☑ NO _____ N/A

   Provide a roster of administrative officers and staff with their qualifications.
   Director, Nancy D. Patterson (information sheet attached)
   Assistant Director, Julie R. Bauer (information sheet attached)
   Publication Specialist, Scarlet Lawrence (information sheet attached)
   Assistant for Sports Information, Brett Brown (information sheet attached)

12. Does the unit have a staff member charged with the responsibility for supervision and coordination of the unit?

   YES ☑ NO

   Name of the supervisor: Nancy D. Patterson

13. Is the number of administrator/staff members employed for the unit adequate to support the unit effectively?

   YES _____ NO ☑

   See statement below.

   Security:
14. Are administrators and staff members in this unit careful in protecting the security, confidentiality, and integrity of student/staff records?

   YES ☑ NO _____ N/A

   If yes, provide a brief description of measures taken by the unit to insure the protection of privacy of its customers and the unit’s adherence to FERPA guidelines.
The Unit enforces the college’s policy of Privacy Rights of Parents and Students (see Bulletin, p. 50) in releasing information concerning student records to media. Computers which are networked to the college’s 5250 system are not accessible to students and are protected by password entry.

15. Does the institution take reasonable steps to provide a healthy, safe, and secure environment for this service unit?

YES ☒ NO _____

ANY ITEMS ANSWERED WITH A NEGATIVE RESPONSE INDICATE THAT THE INSTITUTION IS OUT OF COMPLIANCE AND MUST BE ACCOMPANIED WITH A WRITTEN PLAN FOR COMPLIANCE ON THE ISSUE.

Provide discussion below for any question that was assigned a “no” answer on the Principles Compliance Survey, and then provide a plan of improvement for each of those questions in the space below. Indicate the question number, your discussion, and the plan of action.

Response to #13

While the personnel employed in the unit are qualified, the number of employees is not adequate to meet the increasing demands of the Unit. A full-time entry-level slot will be requested in the spring status report. It should be noted that two of the four personnel listed above are shared with other departments. Scarlet Lawrence is also an academic faculty member, teaching 10 hours per semester while advising student publications. Brett Brown also has duties in the Athletic Department and is the coliseum manager. This leaves only two people who are full-time Public Relations practitioners.

Plan of Action-a request will be made in the spring status report. A part-time temporary position was filled in January. If no additional personnel are hired, current personnel will develop a plan to share overload responsibilities of the Unit. Part-time student employees will be utilized for tasks that are usually designated for full-time college employees. Quality of work, however, would be better if these tasks were performed by professional employees rather than students.

VII. Unit Improvements Resulting from the Planning Process

Marketing Committee members each received a copy of the HALO proposal. They were asked to review the plan and submit comments to the committee chair. Those comments are included in the documented minutes of that committee. After receiving comments, the committee entertained discussion on the proposed changes. These comments were helpful to the planning process for determining marketing needs of the college for the current and future semesters.

The personnel in the Public Relations Unit met following the receipt of the responses of the online survey. Responses were helpful in forming strategies for improving internal communications as well as reinforcing the idea presented by HALO of investigating alternative advertising sources.
VIII. Personal Information Sheets for Key Staff Members

PERSONAL INFORMATION SHEET

Name: Nancy D. Patterson

Unit: Public Relations  Date: Jan. 6, 2006

Position held: Director of Public Relations

Job Duties: The Director has the district-wide responsibility for marketing the college through a comprehensive public relations effort, for providing accurate information through college publications, and for serving as a liaison between the college and the news media. (see attachment of duties)

1. I have worked at Northwest Mississippi Community College for 27 years.
2. I have worked in my current position at Northwest for .5 years.
3. I have a total of 31 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   • Assistant Director of Public Relations, NWCC – 17 years
   • Manager WNJC-FM, NWCC – 10 years
   • News Director, WVIM-FM – 2 years
   • News Director, announcer, WKRA – 2 years
   • Freelance reporter-Voice of America – when needed

Highest degree held: I currently hold: (choose one of the following)

✓ Bachelor’s degree in Liberal Arts,
   Advanced Study
   Held Third Class License with Broadcast Endorsement, Federal Communications Commission (no longer required)

Accomplishments:
   • Returned to college as a non-traditional student to complete a degree, 2005
   • Named Outstanding Liberal Arts Student, University of Mississippi-DeSoto Center campus
   • Collected individual awards in writing, photography and layout-design from CPRAM (College Public Relations Association of Mississippi)
   • Advised student publications which were consistent award winners with MCJCPA (Mississippi Community/Junior College Press Association) and MPA (Mississippi Press Association)
• Presenter, Mississippi Press Association High School Workshop, 2005

Civic Interests/Professional Affiliations
• Member: CPRAM, PRAM, Mississippi Press Association, Southern Public Relations Federation
• Member, First Baptist Church-Senatobia
• Former Board Member: Mississippi Quarter Horse Association, newsletter editor
• Volunteer 4-H Leader, Tate County (10 years) Named Outstanding Leader

NWCC Committee Assignments:
Chair, Marketing Committee
Board member, Northwest Foundation
College-wide Planning Council
QEP Committee (Marketing subcommittee)
Other Northwest committees: Homecoming, Bull-A-Rama, Graduation
Assigned to cover board meeting of Northwest Board of Trustees
Former member: Steering Committee for Reaccreditation 1985

Date: Jan. 6, 2006

Signature of Employee
Name: Julie R. Bauer

Unit: Public Relations Date: Jan. 6, 2006

Position held: Assistant Director of Public Relations

Job Duties: Assists in marketing the college through a comprehensive public relations effort. (See attached job description)

1. I have worked at Northwest Mississippi Community College for 17 years.
2. I have worked in my current position at Northwest for .5 years.
3. I have a total of 18 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   - Public Relations Assistant, NWCC, 14.5 years
   - Work-study student, Public Relations, 2 years
   - Freelance newspaper reporter, The Democrat, 1 year
   - Freelance newspaper reporter, DeSoto Times, 1 year

Highest degree held: I currently hold: (choose one of the following)

☑ Bachelor’s degree in Journalism

Accomplishments:
- Numerous first, second and third place and honorable mention awards for writing, photography, and layout and design from CPRAM
- 1997 Grand Award for Best Print Media entry Junior Division, CPRAM
- PRAM Certificate of Achievement, 2005
- Served as judging coordinator for CASE District III Awards

Civic Interests/Professional Affiliations
- Member: CPRAM, PRAM, Mississippi Press Association, Southern Public Relations Federation

NWCC Committee Assignments:
- Marketing Committee
- Student Publications Committee
- Activities Committee
- Graduation Committee

Date: Jan. 6, 2006 Signature of Employee
PERSONAL INFORMATION SHEET

Name: Scarlet Lawrence-Akins

Unit: Public Relations  Date: Jan. 6, 2006

Position held: Journalism Instructor/Publications Specialist

Job Duties: The Journalism Instructor/Publications Specialist is the lead instructor for all journalism courses. She also serves as the adviser for student publications and assists with the preparation of other college publications. (See attached list of duties)

1. I have worked at Northwest Mississippi Community College for .6 years.
2. I have worked in my current position at Northwest for .6 years.
3. I have a total of 3 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   • Editor, European Homes and Gardens magazine – 1 year
   • Assistant Editor, Atlanta Homes and Lifestyles Magazine – 6 months
   • Graduate Assistant, University of Mississippi – 2 years

Highest degree held: I currently hold: (choose one of the following)

☒ Master’s degree in Journalism
   Bachelor’s degree in English

Accomplishments:
• 2003 Top Scholar Award, Kappa Tau Alpha
• Presenter, Mississippi Press Association High School workshop, 2005

Civic Interests/Professional Affiliations
• Member: Society of Professional Journalists, Kappa Tau Alpha Honors Society, Phi Kappa Phi Honors Society, Adviser Kappa Alpha Theta Fraternity
• Member: CPRAM, PRAM, Mississippi Press Association
• Webmaster, Hinds Chapel United Methodist Church

NWCC Committee Assignments:
Chair, Student Publications Committee

Date: Jan. 6, 2006  Signature of Employee
PERSONAL INFORMATION SHEET

Name: Brett Brown

Unit: Public Relations     Date: Jan. 6, 2006

Position held: Assistant for Sports Information

Job Duties: Provide publicity for all Northwest athletics which includes writing press releases, keeping statistics, taking photographs, calling in scores, updating sports section of Web site, and providing public address announcement as required by athletic department.

1. I have worked at Northwest Mississippi Community College for 18 years.
2. I have worked in my current position at Northwest for 15 years.
3. I have a total of 20 years of work experience.
4. List prior positions held with job duties and number of years experience in each.
   - WNJC-FM, Northwest public radio station, announcer, 1987-88
   - Part-time work for University of Mississippi, stat keeper and PA announcer, 10 years
   - Part-time work for WQLJ as sports announcer, as needed

Highest degree held: I currently hold: (choose one of the following)

☒ Held Third Class License with Broadcast Endorsement, Federal Communications Commission (no longer required)
Attended Northwest Mississippi Community College

Accomplishments:
• Collected numerous awards in sports writing, photography and for work on publications from CPRAM
• Presenter, Mississippi Press Association High School workshop, 2005

Civic Interests/Professional Affiliations
• Member: CPRAM

NWCC Committee Assignments:
Sports Hall of Fame

Date: Jan. 6, 2006     Signature of Employee
**IX. Budget Summaries**

<table>
<thead>
<tr>
<th>Category in 2005-06 budget</th>
<th>Amount budgeted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postage</td>
<td>9,000</td>
</tr>
<tr>
<td>Printing and Reproduction</td>
<td>53,000</td>
</tr>
<tr>
<td>Repairs and Maintenance</td>
<td>500</td>
</tr>
<tr>
<td>Other Contractual Services</td>
<td>4,300</td>
</tr>
<tr>
<td>Advertising and Publicity</td>
<td>33,000</td>
</tr>
<tr>
<td>Computer Software</td>
<td>500</td>
</tr>
<tr>
<td>Office Materials</td>
<td>3,500</td>
</tr>
<tr>
<td>Office Furniture and Equipment</td>
<td>3,600</td>
</tr>
<tr>
<td>Travel In-State</td>
<td>3,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>110,400</strong></td>
</tr>
</tbody>
</table>

*A separate budget is used for Student Publications.*
Northwest Mississippi Community College

(a) Evaluation Follow-up Form

The following form is to be completed and signed by the appropriate service unit supervisor after reviewing the results of the unit’s evaluation and after a discussion with co-workers on needed changes identified in the evaluation process. The completion of this form is meant to stimulate reflection about the purpose of the unit and to encourage the best use of results of these evaluations. A copy of this form will be sent to the appropriate Vice-President and filed with the unit’s Service Review forms.

Service Unit: Public Relations

Date of Review of Evaluations Spring, 2006

The unit’s strong points as identified by the evaluation are:

- Satisfaction rate of 82.5 percent based on district-wide online survey
- Overall experience rating of 85.9 percent was good or excellent based on online survey
- Structure of marketing committee provides forum for representation from different areas of college (HALO)
- Leadership of college is dedicated to the task of marketing the college (HALO)

Opportunities for improvement identified by the evaluation are:

- To develop a tactic for measuring marketing efforts (HALO)
- To investigate new marketing strategies based on changing needs of the district (HALO/online survey)
- To plan to request additional full-time personnel slot in order to keep up with demands of the college effort (HALO/online)
- To rethink advertising timelines (HALO)

Goals for growth or specific activities to be undertaken and/or completed before the next evaluation are:

- To add personnel in order to fulfill requests of various campus departments and market to potential students
- To communicate the unit’s mission to employees, district-wide
- To evaluate marketing strategies based on changing needs of the district
- To rewrite/update the college marketing plan based on input from committee members representing various areas of the college and based on the changing needs of the prospective student pool

Having met together and discussed this Evaluation Follow-up, we feel that the identified goals and specific activities adequately address opportunities for improvement and constitute evidence of attempted growth.

Signatures:

Supervisor:       Co-workers in Unit
Nancy D. Patterson     Julie R. Bauer
Scarlet A. Lawrence  Brett Brown
The purpose of public relations/student publications is to provide accurate information through college publications and student publications, to offer students opportunities for participation in student publications, and to market the institution through public information.

The goals of the division are to:

1. Maintain a comprehensive quality public relations effort serving the institution's communications needs;

2. Promote the institution through extensive marketing efforts;

3. Produce quality college publications that will provide accurate information and portray a positive image of the institution;

4. Provide public information as a service to the citizenry of the college district and the larger community;

5. Facilitate the production of accurate and informative student publications and to provide maximum opportunities for educational journalistic experiences;

6. Promote Northwest's program of intercollegiate athletics to the media and the general public;

7. Serve as a clearinghouse for all college information that is disseminated to the general public;

8. Assist with arrangements and publicity for special college events; and

9. Re-establish a Speaker's Bureau and develop a brochure for public distribution.
<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome</th>
<th>Strategy/Procedure To Achieve Outcome</th>
<th>Assessment/Evaluation</th>
<th>Use of Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article II. Objective 1. The Public Relations Unit, in cooperation with the Marketing Committee, will continue effective implementation of the Marketing Plan.</td>
<td>1a. Through four regularly-scheduled meetings, the marketing committee will ascertain and address ongoing marketing needs of the college.</td>
<td>In progress. The marketing committee met in September and November 2004. The next meeting, scheduled to discuss marketing needs for 2005-06, will be Feb. 9.</td>
<td>The committee used input obtained from members to develop marketing campaigns and strategies.</td>
</tr>
<tr>
<td></td>
<td>1b. A Public Relations campaign will be continued to promote Evening School enrollment on the Senatobia campus.</td>
<td>Evening School was promoted through newspaper advertisements and oversized postcards that were inserted in newspapers in target counties.</td>
<td>Evening School enrollment increased in the fall 2004 semester.</td>
</tr>
<tr>
<td></td>
<td>1c. The PR staff will develop a new marketing slogan for the college along with increased message consistency in the overall marketing effort.</td>
<td>The slogan “Northwest … Your Road to Success” has been implemented through print and promotional materials and the college Web site.</td>
<td></td>
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<tr>
<td></td>
<td>1d. The PR staff will produce a general college brochure as well as academic and career-technical program brochures for Recruiting.</td>
<td>Academic and career-technical brochures have been completed. A general college brochure is being printed, and a four-page magazine insert was created to provide general information about the college.</td>
<td></td>
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<tr>
<td></td>
<td>2a. An e-mail newsletter will be developed as another tool for communication with faculty/staff, alumni, boosters, donors and friends of the college.</td>
<td>An e-mail address was created and published in Northwest Now for those interested in receiving the newsletter.</td>
<td>Due to limited response, further plans to develop the newsletter were postponed.</td>
</tr>
<tr>
<td></td>
<td>2b. The college’s Web address will be placed on all printed materials produced and/or reviewed by the PR Unit.</td>
<td>The college’s Web site has been listed on all print materials.</td>
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</table>
### 4.01 ADMINISTRATIVE SERVICES

**Planning Unit:** Public Relations/Student Publications

<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome</th>
<th>Strategy/Procedure To Achieve Outcome</th>
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<tbody>
<tr>
<td>Article V. Objective</td>
<td>Article VI. Activity</td>
<td>Article VII. Results</td>
<td>Improvement</td>
</tr>
</tbody>
</table>
| 3. The Student Publications Unit will provide increased opportunities for journalism majors and participants to acquire career opportunities and practical experience. | 3. a. Advisers will actively assist journalism majors in acquiring professional internships.  
3. b. Journalism students will have the opportunity to attend a national conference of the College Media Advisors in Nashville, Tenn., as well as two Mississippi journalism conferences.  
3. c. Under the guidance of advisers, students enrolled in College Publications will develop an online version of *The Ranger Rocket*. | Advisers are currently working with four to five journalism students who are interested in internships.  
Financial constraints prohibited students and advisers from attending the out-of-state conference, but plans are underway to attend the two state conferences this spring.  
Advisers have met with the webmaster and plans are underway for development of the online *Ranger Rocket* in the Fall 2005 semester. When a template is designed, an online editor will be appointed to update the student newspaper on a monthly basis. | Four students received paid internships over the summer months. Supervisors reported their performance to the journalism instructor. All received satisfactory or above ratings on performance.  
One student who attended a state conference ran for office and was elected. She will communicate with members via an e-mailed newsletter.  
The webmaster, who is new in this position, is investigating formatting of other newspapers in online format. |
### Unit/Program Intended

<table>
<thead>
<tr>
<th>Article VIII.</th>
<th>Objective</th>
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</thead>
<tbody>
<tr>
<td>1. The Public Relations Unit, in cooperation with the Marketing Committee, will continue effective implementation of the Marketing Plan.</td>
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<table>
<thead>
<tr>
<th>Activity</th>
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<tbody>
<tr>
<td>1a. Through four regularly-scheduled meetings, the marketing team will ascertain and address on-going marketing needs of the college.</td>
</tr>
<tr>
<td>1b. A Public Relations campaign will be developed to promote Evening School enrollment on the Senatobia campus.</td>
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<tr>
<td>1c. The Marketing Committee will continue to promote programs at DeSoto Center through partnership advertising with the University of Mississippi.</td>
</tr>
<tr>
<td>1d. The current Marketing Plan will be reviewed and updated through a cooperative effort of the PR staff and the Marketing Committee.</td>
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<tr>
<td>2a. The staff will attend area, state, regional or national professional meetings or workshops.</td>
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<tr>
<th>Assessment/Evaluation</th>
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<tbody>
<tr>
<td>Article X.</td>
</tr>
<tr>
<td>Results</td>
</tr>
<tr>
<td>1b. A series of newspaper ads were developed and printed in the district’s daily and weekly papers for fall 2003 and spring 2004. In addition, the PR staff developed feature articles and photos.</td>
</tr>
<tr>
<td>1c. NWCC and Ole Miss co-oped ads in eight publications.</td>
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<tr>
<td>1d. The Marketing Committee postponed the Marketing Plan update due to changes in personnel in Public Relations.</td>
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<tr>
<td>2a. The PR staff participated in the following workshops and conferences: the Mississippi Press Association Workshop, the MS C/J College Press Association Conference, and the College Public Relations Association of MS Conference.</td>
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<tr>
<th>Use of Results</th>
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<tr>
<td>Improvement</td>
</tr>
<tr>
<td>1a. A fifth meeting has been added after budget approval to allocate funds.</td>
</tr>
<tr>
<td>1c. Additional publicity planned in response to 2+2 initiative.</td>
</tr>
<tr>
<td>1d. Marketing plan to be updated fall 2004.</td>
</tr>
<tr>
<td>2a. One regional conference to be added fall 2004.</td>
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NORTHWEST COMMUNITY COLLEGE  
2003 UNIT ANNUAL OUTCOME OBJECTIVES  
Section 7.01 ADMINISTRATIVE SERVICES
### Section 10.01  ADMINISTRATIVE SERVICES

**Planning Unit:** Public Relations/Student Publications

<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome</th>
<th>Objective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Article XI.</td>
<td>3. The Public Relations Unit will investigate opportunities for increased radio coverage for Northwest programs and activities.</td>
</tr>
<tr>
<td></td>
<td>4. The Sports Information segment of the Public Relations Unit will increase promotional material for intercollegiate sports.</td>
</tr>
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<td></td>
<td>5. The Student Publications Unit will provide increased opportunities for journalism majors and participants in student publications for layout and design experience.</td>
</tr>
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<tr>
<th>Strategy/Procedure To Achieve Outcome</th>
<th>Article XII.</th>
<th>Activity</th>
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<tbody>
<tr>
<td>3. Staff will research E-mail addresses for radio stations in the 11-county district, Memphis, Tupelo, and Jackson.</td>
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<tr>
<td>3b. Public Service Announcement copy, written in radio format, will be provided through E-mail to these radio stations.</td>
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<td>4. Sports posters will be produced to include women’s softball.</td>
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<table>
<thead>
<tr>
<th>Assessment/Evaluation</th>
<th>Article XIII.</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>3a. E-mail addresses for district radio stations were added to PR’s media directory in summer 2003.</td>
<td></td>
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<tr>
<td>3b. Information released by the PR office was consistently sent to radio stations in the district.</td>
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<td>4. Softball pocket and schedule posters were created and printed.</td>
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<table>
<thead>
<tr>
<th>Use of Results</th>
<th>Improvement</th>
</tr>
</thead>
<tbody>
<tr>
<td>5a. Students enrolled in College Publications were active in the layout and design of <em>The Ranger, Rocket</em> and <em>Rocketeer</em>.</td>
<td></td>
</tr>
<tr>
<td>5b. The Mississippi Press Association funded a grant request for two new Macintosh computers. This allowed students to take an active role in the layout and graphic design process.</td>
<td></td>
</tr>
</tbody>
</table>
## 2002 Unit Annual Outcome Objectives

### Section 13.01  Administrative Services

#### Planning Unit: Public Relations/Student Publications 11-08-02

<table>
<thead>
<tr>
<th>Unit/Program Intended Outcome</th>
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<tr>
<td>Article XIV.</td>
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<tr>
<td>Objective</td>
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<tr>
<td>1. The Public Relations Unit in cooperation with the Marketing Committee will continue effective implementation of the Marketing Plan.</td>
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<tr>
<th>Strategy/Procedure To Achieve Outcome</th>
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<tr>
<td>Article XV.</td>
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<tr>
<td>Activity</td>
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| 1a. Through four regularly-scheduled meetings, the marketing team will ascertain and address on-going marketing needs of the college.  
  1b. Public Relations campaigns will be developed for special needs areas such as the expansion of LYTC and the Evening School program on the Senatobia campus.  
  1c. The current Marketing Plan will be reviewed and updated through a cooperative effort of the P.R. staff and the Marketing Committee.  
  1d. The marketing team will work with the Web Page Committee to develop and augment the marketing aspects of the website. |

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<tr>
<th>Assessment/Evaluation</th>
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<td>Article XVI.</td>
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<td>Results</td>
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| 1a. Marketing Committee meetings were held during the fall semester and will continue into the spring semester. Composition of the committee changed by reinstating the Vice President for Educational Affairs while retaining the Dean of DeSoto Center.  
  1b. Marketing Committee meetings were held during the fall semester and will continue into the spring semester.  
  1c. The current Marketing Plan will be reviewed and updated through a cooperative effort of the P.R. staff and the Marketing Committee.  
  1d. The marketing team will work with the Web Page Committee to develop and augment the marketing aspects of the website. |

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<th>Use of Results</th>
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<td>Improvement</td>
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| 1a. No action necessary.  
  1b. The Marketing Committee will address needs for promotion of the Evening School program on the Senatobia campus when a plan is presented.  
  1c. The Marketing Plan is scheduled for review at the final spring meeting of the Marketing Committee. Prior to the meeting, members will be asked to review the plan and be prepared to offer any suggested revisions.  
  1d. The Public Relations Director and staff will strive to work more closely with the Webmaster on the visual presentation, informational content, and overall accuracy of the college’s new website. |
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<tr>
<td>Article XVII. Objective 2.</td>
<td>2a. The director and staff will attend area, state, regional, or national professional meetings or workshops. 2b. Staff will seek training in advanced technological changes that effect production of publications.</td>
<td>2a. Two staff members attended the state CPRAM conference for public relations personnel of two- and four-year public and private colleges in May. The director and two staff members attended a professional meeting in July in Dallas at Taylor Publishing Company. This was a one-on-one workshop, design session, and plant tour at the main facility of the college’s yearbook publisher. The director also attends local staff development sessions on a regular basis. 2b. The director and staff received advanced training in Dallas. Staff received technology updates in printing equipment and processes as well as new software programs.</td>
<td>2a. No action necessary. 2b. No action necessary.</td>
</tr>
<tr>
<td>Article XVIII. Activity 3a.</td>
<td>3a. P.R. staff will discuss a list of SCANS competencies with workers at the beginning of each semester. These will include the importance of meeting deadlines, coming to work on time, dressing appropriately for the workplace, and improving time management practices.</td>
<td>3a. An evaluation tool for student workers and part-time employees was developed and implemented in the spring 2002 semester and continues to be in effect.</td>
<td>3a. No action necessary.</td>
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<tr>
<td>Article XIX. Results</td>
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<td>Article XX. Objective</td>
<td>3b. Supervisors will go over an evaluation sheet with each student on an individual basis at the beginning of the semester and review the student’s work performance with him/her at the end of each school year or semester.</td>
<td>3b. Students met individually with a supervisor for evaluation. Results were provided to the students if requested.</td>
<td>3b. No action necessary.</td>
</tr>
<tr>
<td>4. The Student Publications unit will improve opportunities for students to utilize the latest technologies in the production of student publications.</td>
<td>4a. Student publications labs will be updated with new Macintosh computers and additional software used in the production of the newspaper and yearbook.</td>
<td>4a. A new PowerMac G4 computer was purchased in a co-op agreement between the college, the yearbook publisher, and the yearbook publisher representative. Quark XPress, the most widely used layout and design software in the printing and publishing industry, was purchased through the Department of Languages and Communications for use by newspaper staff members. In addition, a CD burner was purchased for use by the yearbook staff, and computers and printers in both student publications labs were connected to the P.R. office’s local Ethernet network for improved file and printer sharing.</td>
<td>4a. No action necessary.</td>
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## Unit/Program Intended Outcome

### Article XXIII. Objective

5. The Public Relations unit will continue to apprise faculty and staff at all centers of the functions and services of the department.

### Strategy/Procedure To Achieve Outcome

#### Article XXIV. Activity

4b. Training in the use of the lab’s computer hardware and software will be provided for new staff members each semester.

4c. Monies will be budgeted for as-needed maintenance and/or technical assistance by contracted Macintosh technicians.

5a. As new personnel are hired, the P.R. Department will provide them with an information sheet outlining the services, functions and deadlines of the P.R. office. This information will be e-mailed or distributed through campus mail.

5b. All divisions and departments will be sent memoranda reminding them of P.R. services and deadlines. This information will be updated as needed.

### Assessment/Evaluation

#### Article XXV. Results

4b. Editors of both publications receive individual instruction in the use software and computer equipment. Staff members receive instruction on a case-by-case basis.

4c. Technical support and hardware troubleshooting was purchased on a per-incident basis from Service Assurance of Memphis. Support hours were charged to the college’s general support contract with Service Assurance; hardware troubleshooting was charged to the P.R. budget.

5a. The P.R. Department provides on an ongoing basis information sheets to new personnel.

5b. All divisions and departments were sent memoranda detailing P.R. services and deadlines when the goal was initially implemented. Updates will be distributed as needed.

### Use of Results

#### Improvement

4b. No action necessary.

4c. Monies for technical support need to be specifically earmarked for Public Relations/Student Publications in the new budget.

5a. No action necessary.

5b. No action necessary.
Appendix 5: PR Services/Policy

Public Relations Services

In order to maximize our marketing efforts for the college, the Office of Public Relations is providing you with this information concerning the services performed by and available through this office.

Public Information - Information about Northwest is mailed or e-mailed to newspapers, radio and television stations in the college's 11-county district, Tupelo, Memphis, and Jackson. Material must be received in the P.R. Office by Wednesday of each week. An estimated timetable for publicity is two weeks prior to an event, and immediately following an event (not more than one week after it has taken place). Press releases are also posted at the online newsroom on the college's Web site.

Special Events Coverage - The P.R. Office provides coverage of special events on campus such as tournaments, Bull-A-Rama, and Fine Arts productions. At least one week prior notice is required for coverage of a special event. P.R. assists with Homecoming, building dedications, and special events as requested by the President.

Sports Coverage - Sports press releases and radio PSAs are e-mailed to all media on the regular mailing list; special pre-game stories are faxed or called in to daily newspapers, radio and TV stations. Following all home athletic events, scores and statistics are reported to newspapers and television stations in Memphis, Tupelo, and Jackson. Press releases are sent to hometown newspapers of out-of-district and out-of-state athletes. Game stories, scores and statistics are also post on the college's Web site.

Photography - Photographs are made of student events, special awards, sports events, etc. The purpose of making these photographs is to send them to area newspapers for publicity purposes. At least two days' notice is required for scheduling photography services. The P.R. Office does not make photos for scrapbooks and displays. There is, however, a camera that may be checked out for those purposes. Processing is to be provided by the person or department requesting the display photos.

Clearinghouse - All college materials including programs and invitations for dissemination to the public are channeled through the Public Relations Office for proofreading and assisting with the communication process.

Advertising - Advertising for the college is approved by the Marketing Committee and designed by the Public Relations staff. Television or radio advertising is coordinated by the P.R. Office.

Business Cards - The Public Relations Office is responsible for designing and ordering business cards for Northwest faculty and staff.

College Publications - The Public Relations staff is available for assistance with copy writing, layout and design, and production of college publications for divisions, departments, and special events. The P.R. Office works out production details with the printer. Contact the P.R. Office at least six weeks prior to the date the material is needed.

Student Publications - The Ranger Rocket is published monthly during the regular academic year. If there is an event that warrants coverage in the student newspaper, contact the P.R. Office for a reporter and/or photographer. Special events may also be covered for the Rocketeer yearbook.

Specific requests or publicity needs should be discussed with Public Relations personnel. For more information call 562-3276.
Appendix 6: Job Descriptions

Job Description

Director of Public Relations
Northwest Mississippi Community College

The Director of Public Relations has the district-wide responsibility for marketing the college through a comprehensive public relations effort, for providing accurate information through college publications, and for serving as a liaison between the college and the news media. Duties and responsibilities include:

1. Publicizing and promoting the college through utilization of all news media;
2. Supervising the preparation and release of stories and/or photographs to area media;
3. Coordinating the planning, design, and production of college publications intended for the general public (i.e. Bulletin, newsletters, brochures, sports programs, etc.), assuring the accuracy of information and the portrayal of a positive image of the college;
4. Developing promotional advertising for the college;
5. Supervising the promotion of the college’s program of intercollegiate athletics to the media and the general public;
6. Approving all college information before it is disseminated to the general public;
7. Serving as a consultant to the student newspaper and yearbook;
8. Assisting with arrangements and publicity for public events and ceremonies;
9. Supervising all operational aspects of the Office of Public Relations and the Ann Yates Whitten Media Center, including planning and budgeting;
10. Attending all regular meetings of the college’s Board of Trustees;
11. Performing other related duties as requested by the Vice President for Student Affairs and/or the President.

Job Description

Assistant Director of Public Relations
Northwest Mississippi Community College

The Assistant Director of Public Relations assists in marketing the college through a comprehensive public relations effort. This effort includes providing accurate information through college publications and serving as a liaison between the college and the news media. Duties and responsibilities include:
1. Publicizing and promoting the college through utilization of all news media;
2. Supervising the preparation and release of stories and/or photographs to area media;
3. Planning, designing, and producing college publications intended for the general public (i.e. Bulletin, newsletters, brochures, sports programs, etc.), assuring the accuracy of information and the portrayal of a positive image of the college;
4. Developing promotional advertising for the college;
5. Coordinating all graphic design efforts in college publications;
6. Assisting in the approval of all college information before it is disseminated to the general public;
7. Serving as a consultant to the student newspaper and yearbook;
8. Assisting with arrangements and publicity for public events and ceremonies;
9. Assisting with the operational aspects of the Office of Public Relations and the Ann Yates Whitten Media Center, including supervising the Office and Center in the absence of the Director;
10. Performing other related duties as requested by the Director of Public Relations and/or the Vice President for Student Affairs.

Job Description

**Journalism Instructor/Publications Specialist**
Northwest Mississippi Community College

The Journalism Instructor/Publications Specialist is the lead instructor for all journalism courses. She or he also serves as the adviser for student publications and assists with the preparation of other college publications. Duties and responsibilities include:

1. Teaching all sections of the following courses during the academic year: Principles of Journalism I and II (Jou 1313 and Jou 1323), College Publications (Jou 1111, Jou 1121, Jou 2111, and Jou 2121), and Advanced Photography (Jou 2523);
2. Serving as faculty adviser for Journalism and Public Relations majors;
3. Serving as adviser to the student newspaper and the student yearbook;
4. Coordinating the operational aspects of both student publications, including planning and budgeting;
5. Assisting with planning, design, and production of College publications intended for the general public, assuring the accuracy of information and the portrayal of a positive image for the College;
6. Assisting with the general duties of the Public Relations Office, including photography, layout, preparation and release of stories, etc.;
7. Attending all Public Relations Staff Meetings and all Languages and Communications Division Faculty Meetings;
8. Performing other related duties as requested by the Director of Public Relations.
Appendix 7: HALO Proposal

Article XXVI.

Article XXVII.
Article XXVIII.

Article XXIX. Northwest Mississippi Community College

Article XXX. Initial Consultation Report

Submitted on:

September 27, 2005

This report prepared by
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President and Lead Consultant
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Disclaimer: The ideas contained in this report are based on the limited summary information provided to date and recommendations and advice may differ with the presentation of additional information, data,
statistics or scenarios. The information contained in this report are recommendations only and do not guarantee specific results.
I. Summary

On June 21, 2005, an initial exploratory and fact-finding meeting was held at the Senatobia campus. At this meeting, a discussion of marketing methods, advertising campaigns, messages, demographics, geography and other matters were reviewed.

On September 19, Nancy Patterson presented additional information by phone, and she requested this report.

The goal of this consultation is to begin to address ways to improve enrollment in light of a slight decline for Fall 2005 semester and changing district demographics and needs.

II. SWOT Analysis

The following is an introductory level analysis of the strengths, weaknesses, opportunities and threats facing Northwest Mississippi Community College at the current time based on the information provided. The items are listed in no particular order.

a. Strengths
   i. Location - growing, progressive area of the state
   ii. Leadership - that recognizes the changing needs of the district and are willing to work together to meet the need
   iii. Existing forum to receive on-campus feedback from faculty, board, etc. and brainstorm about best ways to communicate and promote NWMCC.
   iv. Budget is adequate to the task if applied resourcefully.

b. Weaknesses
   i. Decline in enrollment for Fall 2005 semester.
   ii. Lack of current coordination between departments in advertising, recruiting, marketing, and public relations messages
   iii. Timing of marketing campaigns targeting traditional students
   iv. Lack of knowledge/understanding of Generation “Y” and how to communicate/market to them.
   v. Lack of target in marketing message.
   vi. Lack of overall marketing planning and image consistency across marketing campaign, regardless of target market.
   vii. Expense of advertising in Memphis market on current allocated budget
   viii. Lack of existing or clear measurement of existing tactics
   ix. No existing market research
   x. Lack of clarity about changing needs of prospective students in the district

c. Opportunities
   i. Growing customer base because of growth in local population
   ii. Economic development in district – opportunity to meet the changing educational needs of district

d. Threats
   i. Demographic changes within the target district
   ii. Shift in decision-making paths and expectations from Generation Y
   iii. Challenge involved in meeting the needs of a variety of generations and socio-economic backgrounds found in the district
iv. Existing demands placed on employees limits their time to think creatively or recognize gaps in marketing and communication.

v. Competition from out of state educational institutions.

vi. Lack of coordination between web/IT department/budget and “traditional” marketing and public relations efforts.

III. Initial Recommendations

The basis for any solid marketing, public relations, promotion or advertising program is solid planning. The initial recommendation to NWMCC following our initial evaluation is to engage in college-wide, comprehensive communication analysis and marketing program planning for the twelve month period beginning January 1, 2006. The following may be used as more specific guidelines during the planning process:

a. Adopt recommended project goals. The should include:
   i. Increase enrollment. This is obvious, but it should be our primary focus - enrollment creates revenue, word of mouth, and long-term alumni referrals. It will take more investigation to determine a more specific goal - ie. what percentage improvement we'd like to achieve for which semester and other factors (age group, location/center, etc.)
   ii. Coordinate both internal (on-campus) and external (off-campus) communication and marketing across departments to create a united, more efficient and more effective effort. (Read: save money, time, and improve results through a coordinated effort/proper planning.)

b. Develop a winning marketing strategy.
   i. The college needs to develop an marketing strategy that may or may not stem from an existing campaign/slogan.
   ii. Such a strategy should be versatile, memorable, and work college-wide. In other words, it should be the “marketing mantra” that works across all areas and demographics touched by the college.

c. Engage in “Big-Picture” Planning.
   i. As recommended above, a comprehensive, 12-month marketing plan is a must. Without such a plan, you cannot know where you are going, how to get there or when you have arrived.
   ii. A good plan will be one that is workable and feasible allowing each department to work together to accomplish the stated plan goals. The marketing plan will take into account the needs of the target audience and the capabilities of the college. The final plan should include the following:
      1. Stated goals (no more than three).
      2. Description of each target audience group. In this case, an inadequate understanding exists, so prior to further planning, implement feedback and information gathering measures to fill any knowledge gaps about the target audience(s).
      3. Strategy statements (explanation of the “angle” to be used to accomplish the goals to include presentation and integrity of NWMCC image).
      4. Listing of tasks and tactics (to include ALL communication, outreach, marketing, public relations and advertising including training of recruiters and other employees in contact with prospects or new students, clothing, atmosphere, buy-in of faculty, promotional items, media relations, etc.).
5. Marketing/communication calendar that explains when each task and tactic is to be prepared for and/or performed.
6. Budget that connects an expense to each tactic/task.
7. Measurement plan (see below).
8. Analysis & Revision process (see below).

d. Objectively evaluate all existing marketing measures.
   i. Put all existing marketing measures under the microscope. Evaluate and rate their usefulness.
   ii. Assign the existing tactic to a demographic target group for further evaluation during the planning process.
   iii. Do not automatically incorporate existing tactics into the marketing plan described above. There are a lot of things going on with NWMCC marketing, and I believe there is some fat that could be cut or at the very least modified to make it more effective and help achieve the stated goals.

e. Measure everything.
   i. Attach a measurement method to every single task/tactic. You cannot know when you have reached your goal or how effective you were if you fail to measure.
   ii. Overall measurement is not enough; individual task measurement allows revision as described below in order to continuously improve your process and effective use of the budget.
   iii. Some possible measurement methods include the following, but more specific ideas could be formulated with plan development:
      1. Student/prospect feedback cards
      2. Student/prospect thank you/feedback cards – to be used after campus visits, upon application, registration, etc.
      3. Financial analysis based on current month promotion/advertising and compared to previous year and year-to-date activity
      4. Tasks accomplished and to what extent based on this marketing plan
      5. Analysis and review of individual marketing programs (did it work or not, how could it be better, how can we save time, money, resources next time, etc.)

f. Analyze, Review and Revise Process according to a set schedule.
   i. A marketing plan must be flexible and work for the employees and owners, the people who will breathe life and success into the plan. Careful review of the plan draft by all stakeholders, with an opportunity to question tactics and timelines, as well as a revision process will result in a more successful and profitable plan life.
   ii. In addition, scheduled review and revision of the marketing program should be ongoing in order to bring a higher and higher level of return to the marketing investment.
      1. As such, we recommend monthly meetings where feedback on success and failure of marketing tactics will be solicited from all stakeholders.
      2. In addition, we recommend that the program leadership meet together at least once per quarter for the sole purpose of measuring the marketing program against the stated metrics. This analysis should result in additional revision to the plan.
Appendix 8: Online Public Relations Survey

1. Your name (optional)
   Kitt Albritton
   Tim Chavez
   Mary Bonds
   Susanne VanDyke
   Jerry Nichols
   James Baker
   Mike Dottorey
   Patricia Lowder
   Howard Luttrell
   Robert Bunce
   Bill Sumrall
   Charlotte Alexander
   Kathy Buchanan
   ROBERT KING
   Angie Stuart
   Joyce Brasell
   Jennifer Casey
   Keith Godbold
   R. Steele
   Guy Purdy
   Richie Lawson
   Ed Holly
2. On which campus do you work?

3. Which services have you requested currently or in the past?

4. Were you served in a timely and professional manner?
5. Was your request completed to your satisfaction?

![Bar chart showing responses]

6. How would you rate your overall experience with the Public Relations Office?

![Bar chart showing responses]

7. In what way(s) can Public Relations improve on the services we provide?

I am satisfied with the services currently provided.

More info about programs @NWCC Career/Technical Programs needs to be made available both in-house as well as to students and the general public. *All instructors, not just department heads should be informed about deadlines for "Outstanding Major" etc., not just department heads. The deadline for "Hall of Fame" nominations was well circulated, however; the deadline for "Outstanding Major" was not which may explain why some departments did not respond in a timely manner. We do appreciate all of your hard work!

More articles about students and organizations in the county papers. More effort to make sure students and personnel are in the yearbook.

The Public Relations Department services for SUCCESS CLUB and Geographic Information Services (GIS) grant project reporting have been splendid. The only dreams I have are for additional cross-referencing in the index of the NWCC Bulletin so that people can find GIS courses more easily and for inclusion of Virtual College offerings in the publication mailed to service area residents about fall and spring courses.
Include Career Technical and Vocational programs in advertising.

I would like to see the school advertised more. We need more publicity to let people know we are here—everyday you see commercials run on TV about new schools that are in the area especially Desoto county. We need a couple of billboards on the interstate perhaps like Ole Miss has that are very tastefully done. Also, I don't know if we put anything advertising our school in local high school papers—we certainly could advertise what some of our majors are here and also some of the events. I also think we need to have more activities that get high school students onto our campus so they can see what we have—I know we have high school days here but I would really like to see us take it up a notch and have some awesome college fairs at these high schools around here. So many students don't know what they want to major in and I would like to see a big campaign for these students and let them know all of the opportunities NW has to offer.

Great job!

I don't think this is a Public Relations problem, but I live in Batesville and I notice the Panolian covers EVERYTHING about Ole Miss and very little about Northwest. When there are calendar of events listed each week, our fine arts activities are NEVER listed, yet I read articles about Northwest from time to time. Ole Miss is STOMPING us as far as publicity in the Batesville area. Like I said, this isn't the fault of our people but of The Panolian. Maybe they could call them or something. I LOVE our Public Relations department. They are AWESOME!!!

The first edition of the school paper could be released earlier if possible.

Although I have been satisfied with the service they have provided my department, I do feel that they are understaffed. They try very hard to cover all events, but due to the limited staff, it is very difficult for them to be everywhere they are needed.

Public Relations is basically doing a very good job. However, there have been times that there are programs on campus that deserve newspaper coverage throughout our district and I have not found that coverage in the newspapers I've seen. They do an excellent job of setting up posters, programs, etc., that have to go to printing. I commend them for their good work in that area.

The relevance of my survey response is that I have never used the public relations office

1. Smile and be pleasant!! 2. Check your surveys for typos before publishing to the internet (Business Cares should be Business Cards...right?)

Pictures on the NWCC Home Page (website) should have more African Americans and other ethnic groups (Mexican, Asian) students shown. Rather than one picture of two white girls (as now) which does not reflect the true makeup of the student body or the college mission to promote fair representation with no discrimination on the basis of race, color, etc.
Our Public Relations Dept. focuses most of their attention on Student Publications and is a bit weak in true "public relations". Merely sending out articles to the area newspapers does not obtain the exposure that we could have if we were more focused on this weakness. You have to work the media to get their attention. All of their publications are first class though.

Keep doing what you're doing.

Suggestions for innovative ways to market GIS training to the community.

Some time they are good but most of the time things do not get put in local papers. When a student does something good it needs to get in their home town paper. This is not happening. I send a list of students every year from the EXPO to public relations to send information to these potential students, and I get no feed back to se if anything has been done.

Set deadlines in advance for special publications like continuing education. I ask what the deadline is, don't get an answer, then suddenly the deadline is here and I am not aware of it.

1. Put the updated version of Northwest Now on the website. (spring of 2003 was just recently replaced) 2. Be more responsive to requests for photographers for special events. 3. Keep news stories on the website up to date.

With a larger advertising budget, the PR folks could broaden their efforts in areas we don't normally venture because of funding. Their work has always been excellent. We have a good team.

You do a great job.

8. What new services would you like for us to provide?

I am satisfied with the services currently provided.

Yikes! More? Whoops...just noticed that "help" is miss-spelled in the red bar below.

Include Career Technical and Vocational programs in advertising.

I would like to see some campaigns started that would work on attracting students to NW-these would maybe have themes to them-sort of like Ole Miss does with their themes to achieve different goals.

I would like to see our Fine Arts activities in the Commercial Appeal arts listings.

I have no suggestions at this time.
If funds are available, do TV announcements.

I think PR is doing as much as possible. Just keep up the good work, but advertise programs that our students are involved in throughout the region.

How about a Public Relations "Gallery" for photos taken throughout each semester; for press releases submitted, for student work. I know some is published in the newspaper and yearbook, but let's see more of what the student does throughout the year...

Circulate information to faculty and staff which explains the role of PR, so that we can be more aware of services provided. More features which highlight faculty and staff accomplishments.

Radio and/or TV spots for workforce training classes open to the community.

Just continue the excellent job!

We need more advertisement. All during the holidays three or more times I heard advertisements for Holms community college. It had starting dates and several more informative things. Now we may do this but I just might be listing to the wrong station. We have to get our name out in the public more. There needs to be something in every local paper each week about things going on at northwest. If we don't get it in there it will be taken up by someone else who wants our students. We have to let them know they are wanted here and we want them to do better in life. If I make a call to pr and give them an address the letter is usually sent I hope. I would like a little feedback every once in a while on this.

More radio and television advertising.

More recruiting publications we can take to our football recruits.