

ROWAN COLLEGE OF HUMANITIES & SOCIAL SCIENCES VISIBILITY PLAN

SITUATION ANALYSIS

The College of Humanities & Social Sciences is one of the largest academic Colleges within Rowan University and the home of most general education courses. CHSS makes contact with just about every student who graduates with a Rowan degree. CHSS offers 15-degree programs across seven departments as well as eight Certificates of Graduate Study. Disciplines within the college including English, Foreign Languages & Literatures, History, Law & Justice, Philosophy & Religion Studies, Political Science & Economics, and Sociology & Anthropology. CHSS is also the home for exploratory studies majors, for those students who have not yet chosen a major. Each department provides strong foundational knowledge on which students can build their professional and personal success.

The purpose of this communications plan is to position CHSS as a prominent and valuable college within Rowan University, and develop a consistent brand identity, tone and message that impacts audience engagement and donor support.

Issues/Concerns

1. CHSS has a media specialist and a part-time public relations coordinator, yet the roles and efforts of both positions are not well-defined or coordinated to more effectively coordinate and complete tasks.
2. The CHSS brand voice, tone and messages are not strategically planned, and are inconsistently conveyed to key audiences via existing channels.
3. CHSS communications (video, social media, website, etc.) is not compelling and does not focus enough on faculty/student storytelling and engagement that might be appealing to key audiences.

GOAL

The Communications Goal for CHSS is to generate publicity and support with the following purposes:

1. To create a shared branding voice and identity for CHSS students, faculty, and staff.
2. To increase awareness of current students and faculty experiences and research throughout the university through consistent messaging and strategic engagement.
3. To articulate the value of a humanities and social sciences degree, and the impact liberal arts and humanities studies have on the individual, the community and society.
4. To exhibit the value of a humanities and social sciences degree by highlighting and showcasing unique student and alumni success stories throughout all media channels.
5. To increase visibility and support among donors and potential donors.

TARGET AUDIENCES (LOCAL, REGIONAL)

CHSS targeted audiences will be reached via traditional internal and external communications channels (newsletters, websites, word of mouth etc.) and new media channels (blogs, social media, e-mail, e-news, etc.)

Primary CHSS Audiences

- Students > Current > Graduate
- Students > Current > Undergraduate
- Faculty & Staff
- University Administration
- Students > Prospective > Undergraduate
- Students > Prospective > Graduate
- Parents
- Alumni
- Advisors

Secondary Audiences

- Media (radio, TV, & print, bloggers)
- Elected officials
- Corporations (potential sponsors/partners)
- Donors

OBJECTIVES

- Increase visibility for CHSS, students and faculty through university communications channels by 20-percent within 12 months of plan implementation
- Increase knowledge among student, faculty, alumni, and the community of the value of life-long learning opportunities offered in the humanities and social sciences through public relations outreach by 25-percent within 12 months of plan implementation.
- Increase students and alumni engagement through effective storytelling (social, visual, and traditional media) by 25-percent with 12 months of plan implementation.
- Increase participation in CHSS events by 25-percent within 12 months of plan implementation.
- Increase the number likes, followers, shares, views etc., by 25-percent within 12 months of plan implementation.
- To raise the engagement level with specific audiences with a central tone and narrative throughout all communications channels by 25-percent within 12 months of plan implementation.

COMMUNICATION STRATEGY

- Create CHSS public relations internship opportunities to increase the volume and effectiveness of communications outreach efforts by the public relations coordinator and media specialist.
- To enlist student's help to develop and distribute messages that are interesting to CHSS students through all media channels and platforms.
- Clearly define the role and purpose of the public relations coordinator and media specialists.
- Develop a more defined and effective strategy for the use of video resources to effectively tell newsworthy/noteworthy CHSS stories.
- Conduct an audit of all CHSS communications channels to assess relevance and appeal to key audiences.
- Redesign CHSS website to make it more engaging, visual, and appealing to internal and external audiences.
- Identify key and compelling story concepts about CHSS to share with university media relations for external distribution.
- Proactively seek out and distribute engaging stories about CHSS students and faculty through new and existing channels. (Websites, social media, E-news, etc.)
- Generate publicity for CHSS programs and events through (fliers, posters, video, website, social media, etc.)
- Develop a new media/social media strategy that outlines potential content and posting timeframe tactics.

KEY MESSAGES

- CHSS graduates the most students of any college
- CHSS skills applicable in any field after graduation.
- CHSS prepares students to be life-long learners & global citizens.
- CHSS student are enriched inside and outside the classroom.
- Students learn critical thinking, research, and communications skills that employers want
- CHSS is a vital and valuable degree choice for students.
- CHSS Student clubs provide real world exposure and develop leadership skills (American Studies, Economics Society, Law & Justice Debate Team, and Sociology Club).
- CHSS faculty engages in expert & scholarly work that is recognized in their fields of study.

TACTICS

ACTIVITY	TARGET DATES*	RESPONSIBILITY
(Tactic, target, and responsibilities will be updated regularly as warranted)		
<ul style="list-style-type: none"> Develop a content calendar to proactively plan and organize date-specific, evergreen, and repurposed content that meets the needs and interest of key audiences and stakeholders 	May 2019 – June 2019	Sherry/Intern(s)
<ul style="list-style-type: none"> Develop a strategy that focuses on engaging key audiences through social media channel determined by use (students/prospectives, parents, alumni, donors, etc.) 	May 2019 – August 2019	Sherry/Intern(s)
<ul style="list-style-type: none"> Make the CHSS website more appealing with better organization, less text and more engaging photos and videos. 	Ongoing – plan end	Sherry/Will
<ul style="list-style-type: none"> Create a CHSS Instagram page and engage student ambassadors for content. 	May 2019 – June 2019	Sherry/Will/Intern(s)
<ul style="list-style-type: none"> Create original social media content and repost content from other sources relevant to the humanities & social sciences. 	Ongoing – plan end	Sherry/Will/Intern(s)
<ul style="list-style-type: none"> Identify student influencers (instagrammers, youtubers, brand ambassadors, alumni to contribute social media, articles, and other content 	Ongoing – plan end	Stephen/Sherry
<ul style="list-style-type: none"> Create short Vine style & Instagram videos that depict students and faculty engagement around campus in activities other than classroom, interview, and academic activities. 	Ongoing – plan end	Will/Intern(s)/Sherry
<ul style="list-style-type: none"> Utilize yearly milestone occasions/events to promote CHSS (Back-to-School, Move In, Homecoming, Thanksgiving, Finals, Winter Break, Spring Break, Graduation 	Ongoing – plan end	Sherry/Stephen/Will
<ul style="list-style-type: none"> Strategically promote faculty and staff research, activities, and events through all communications channels 	Ongoing – plan end	Sherry/Will
<ul style="list-style-type: none"> Create materials to articulate “What You Can Do with a CHSS degree” (brochure, post, bios, job descriptions, alumni profiles) 	May 2019 – August 2019	Sherry/Will
<ul style="list-style-type: none"> Engage key stakeholders through events (panel discussions, blogs, small group chat & chews) 	Sept. 2019 – May 2019	Sherry/Stephen/Dottie
<ul style="list-style-type: none"> Work with Student Affairs (include CHSS in recruitment collateral, events, digital content) 	Ongoing – plans end	TBD
<ul style="list-style-type: none"> Build an action step into social media engagement 	Ongoing – plan end	Sherry/Will
<ul style="list-style-type: none"> Continue to utilize “CHSS Matters” to promote faculty, staff, and student accomplishments 	Bi-Weekly -- plans end	Sherry/Nick/Intern(s)

Measurement

- Use social media analytics to measure site traffic, audience engagement and audience actions/reactions.
- Track the number of articles published in Rowan Today, and Rowan in the News and Noteworthy updates to assess publication increases and engagement.
- Track the number of faculty, student and alumni engagement at CHSS sponsored events.

Evaluation

We will know that we achieved our goal when CHSS has increased its program and social media engagement and donor support by 25-percent beyond previous year's giving and visibility levels.