



J 453 / Spring 2024 / Pat Curtin

Bianca Abello, Sandra Jimenez, Alex Michaels, Logan Moscatelli



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OUR TEAM



Sandra

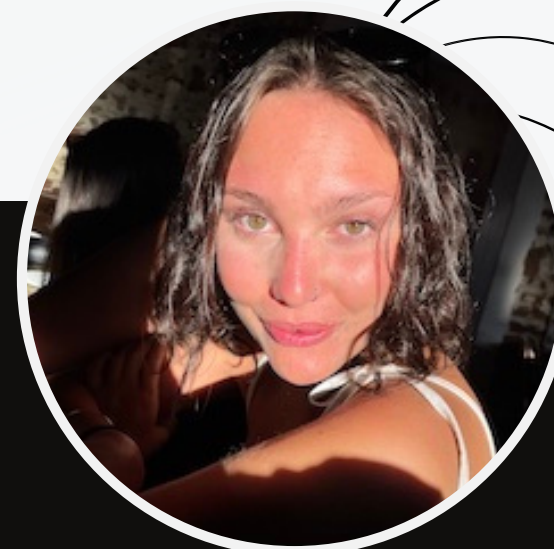


Alex

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Bianca



Logan

SITUATIONAL ANALYSIS

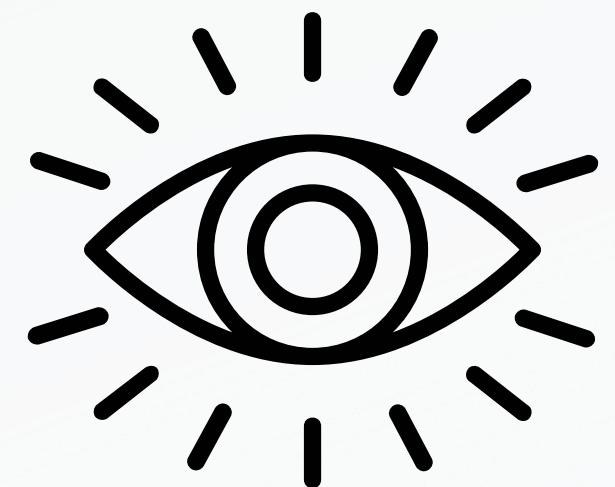


Mission

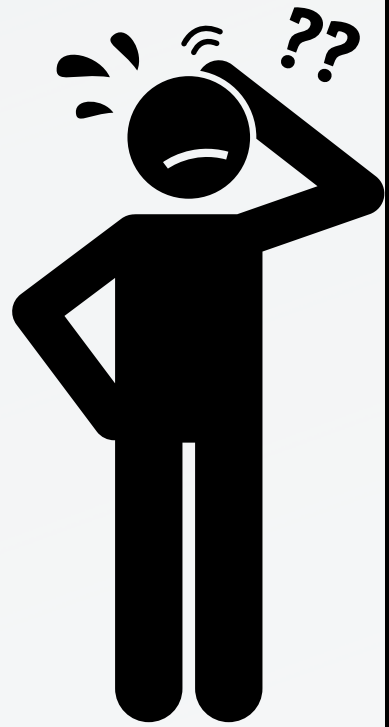
- Bring back the community of the SOJC and more specifically the PR department by rejuvenating the end of the year celebration for graduating seniors after their last portfolio review
- Post COVID has not made it easy to get back to how it was before, which makes this goal of having a normal end of the year celebration that much more needed

- With this mission, the vision would be celebration for seniors and also to recognize and celebrate faculty that have made an impact in the sequence

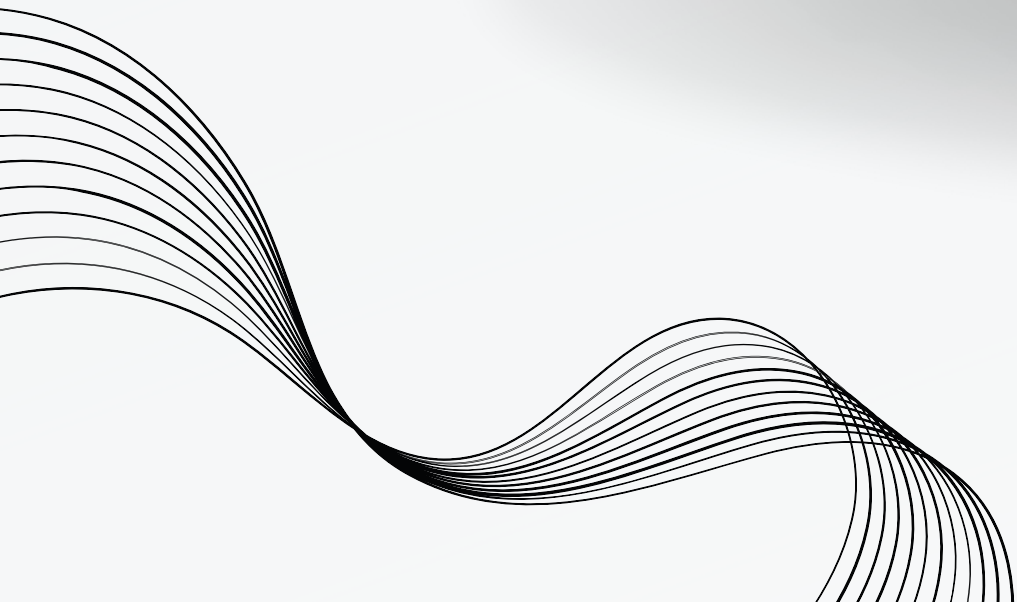
Vision



PROBLEM/OPPORTUNITY STATEMENT



Post-COVID, the PR sequence needs to boost student and faculty engagement. An end-of-the-year celebration could revive enthusiasm, fostering community within the SOJC and renewing interest in the PR major.



Publics

Key Publics:

Intercessory Publics:

1. PR Sequence Students

- 545 graduating PR seniors from SOJC are key stakeholders
- 19.4% are first-generation college students; 19.4% receive Pell Grants.
- Graduating PR students prioritize networking

2. PR sequence faculty

- Involvement between students is crucial; 65% rate them "great."
- Overall faculty count increased from 1,926 in 2020 to 2,097 in 2023 post-pandemic.
- Positive collaboration between students, PR professionals, and faculty fosters learning and growth.

1. Alumni

- 66.7% of students desire networking opportunities with professionals
- Connecting with professionals and alumni enhances post-college security for PR students.
- Focus group with current PR seniors indicates increased engagement with networking opportunities.
- Presence of alumni and industry professionals motivates PR graduates.

STRATEGIES



Build relationships with student run organizations. PRSSA, UNIDOS and AHPR are the three main ones that will be helpful to bring students to the event

**TO CREATE
EXCITEMENT AND
ENGAGEMENT**



Go to campaigns classes and talk to the seniors in those classes to get them excited about the celebration

**SPREAD THE
WORD**



Use LinkedIn to contact further alumni to help make the celebration special for John and Lance. Use flyers and put them in mailboxes of faculty to get the word out to them.

EARNED MEDIA

FIRST PUBLIC OBJECTIVES

Objective 1

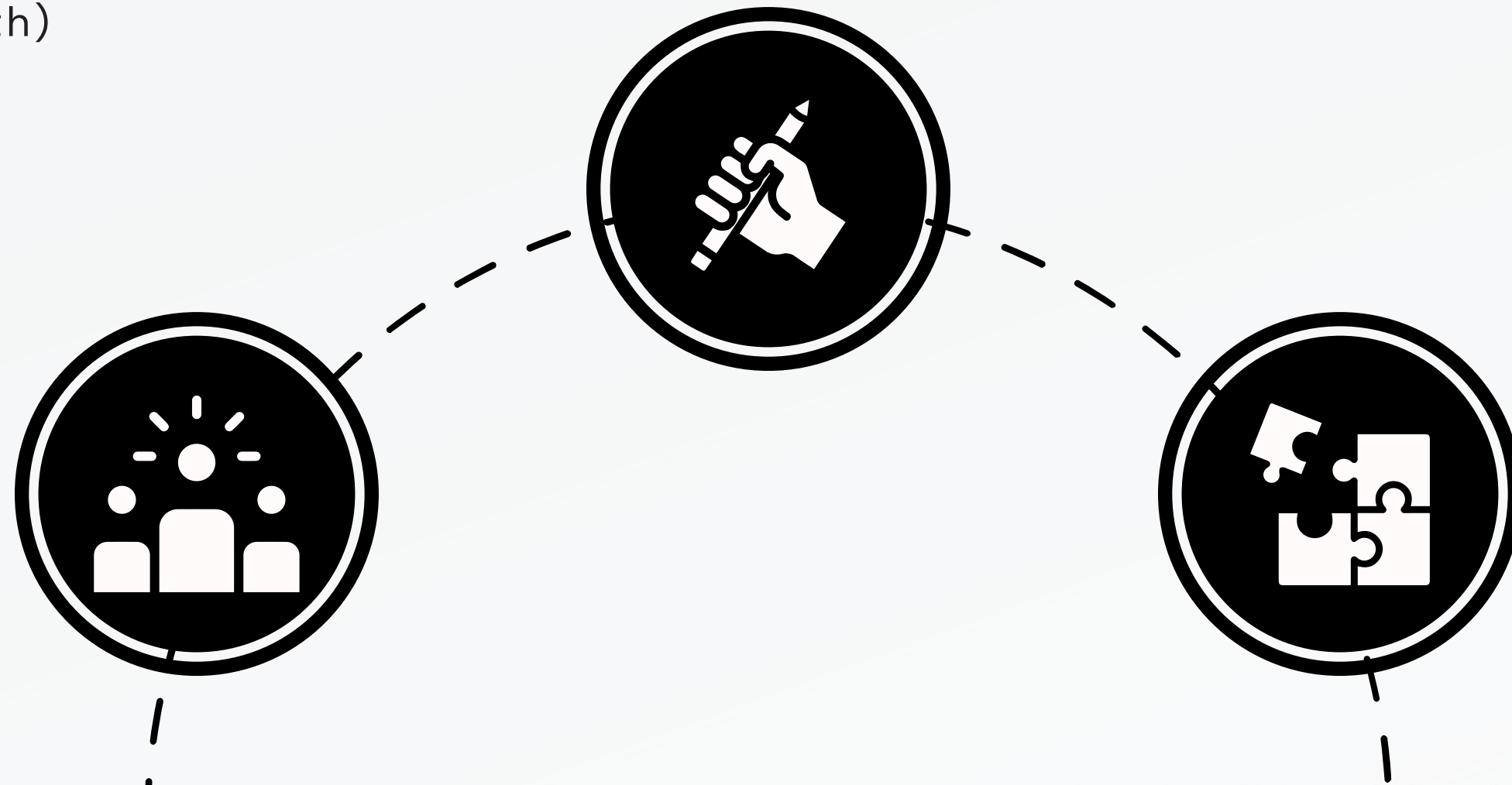
To have 80% of all PR seniors knowing about the end-of-the-year event by the end of week 7 (May 16th)

Objective 2

To have 60% of all PR seniors thinking about coming to the event by end of week of week 9 (May 30th)

Objective 3

To have 40% of all graduating PR seniors to attend the event on June 7th



SECOND PUBLIC OBJECTIVES

Objective 1

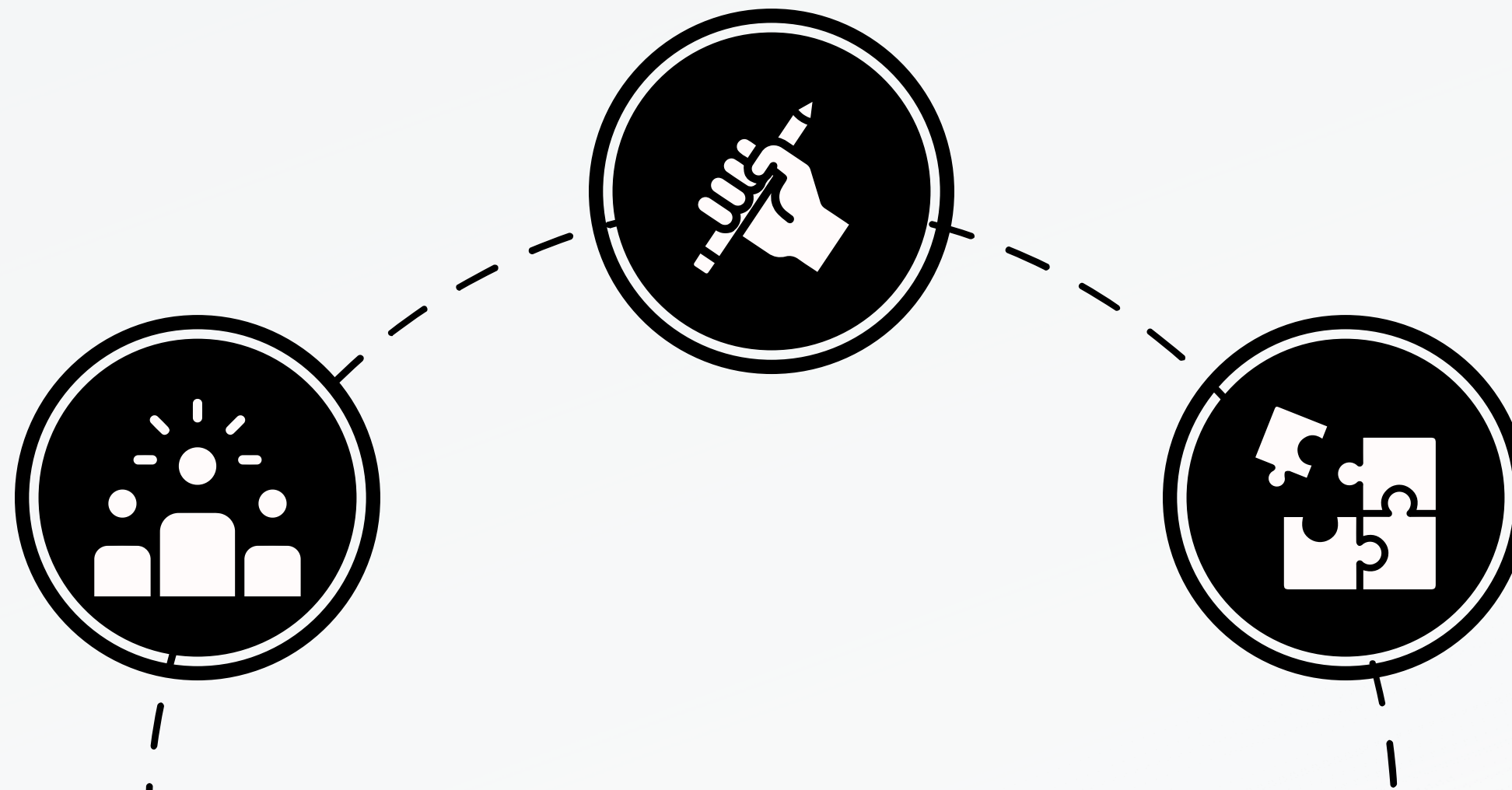
To have at least 80% of PR professors know about the event by May 17th

Objective 2

To have at least 50% of PR professors show interest in attending the event by June 7th

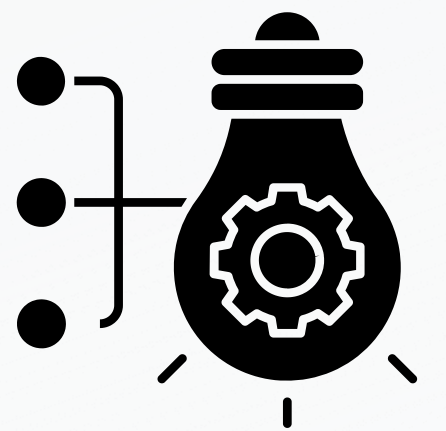
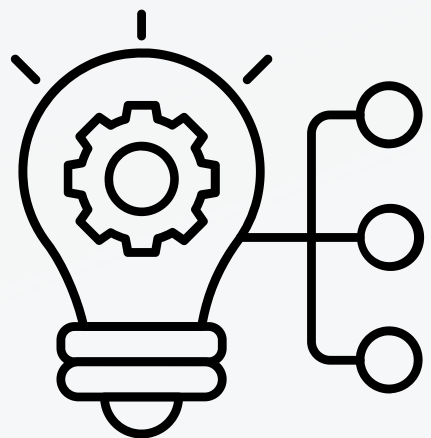
Objective 3

To have at least 40% of PR professors attend the event on June 7th



TACTICS

- Use earned media through LinkedIn to not just gain traction for the celebration, but to get help coming up with stories and making it special for John and Lance
- Post on the SOJC instagram to get students excited about the celebration
- Reach out to professors by their mailbox and in person



BUDGET



| Create Awareness for PR Senior Celebration June 7th, 4-6pm. | Detail | Cost | Discounts | Final Cost | Description |
|---|--|--|-----------|------------|--|
| Hold PR Celebration | | | | | |
| Flyers | 150 @ \$0.25 for each | \$37.50 | \$0.00 | \$37.50 | Distributions |
| Reserve Facility | Allen Hall Atrium | \$0.00 | \$0.00 | \$0.00 | SOJC controls the atrium after 4pm- therefore free for the space |
| Catering | Food for 60-90 people | \$1,150 | \$0.00 | \$1,150 | Finger food for 60-90 people. Plus setup and take down costs. |
| Swag Bags | Hats - 100 hats @ \$11.25 each Stickers - 150 stickers @ \$0.53 each Water Bottles - 100 @ \$3.99 each Gift cards - 100 Starbucks gift cards @ \$5.00 | Hats - \$1,125 Stickers - \$78.55 Water Bottles - \$399.00 Gift cards - \$500 | \$0.00 | \$1,602.55 | Hats- Website Custom Ink Stickers - Make Stickers Water Bottles- Website Custom Ink |
| Design | Flowers - 15 bouquets @ \$69.99 Balloons - 10ft installations, rental backdrops starting at \$350.00 World Map- Large map @ \$9.99 and 100 push pins @ \$9.99 | Flowers - \$1,049.85 + \$11.99 for delivery Balloons - \$350-400 World Map - \$19.98 | \$0.00 | \$1481.82 | Flowers - Website Foxbound flowers Balloons - Website Bubble Social Balloons World Map- To show where everyone is going. Amazon |
| Extra | Candy - 2 Large bag @ \$29.99 each | Candy - Large bag @ \$59.98 | \$0.00 | \$ 59.98 | |
| Total | \$4331.85 | \$4331.85 | \$0.00 | \$4331.85 | \$4331.85 |

SWAG BAG



Hats



Water Bottles



Stickers

TIMELINE

We reached out to UNIDOS, Kelli Matthews, and Autumn Shafer. We created mock posts to share with UNIDOS.

KNOWLEDGE

We will send out an interest survey, and post an RSVP on Instagram.

SHOW INTEREST

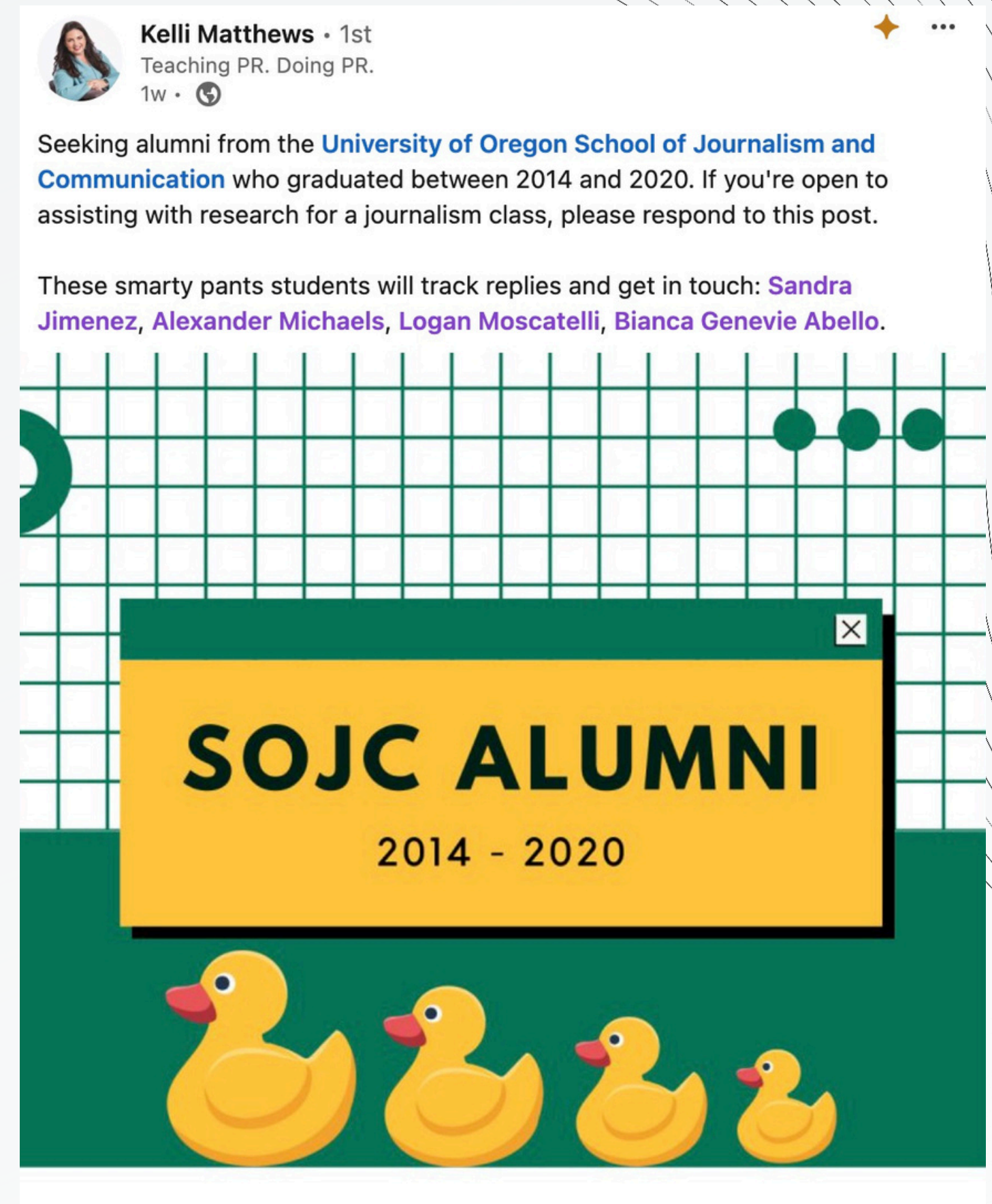
We will post about the event on Instagram again, and send an email blast to faculty.

ATTEND THE EVENT



WHAT WE'VE BEEN DOING

- We worked with PR faculty Kelli Matthews to create a LinkedIn post to attract SOJC Alumni from 2014-2020
- We connect with Alumni that comment and ask if they would like to send a short blurb about Lance and/or John!



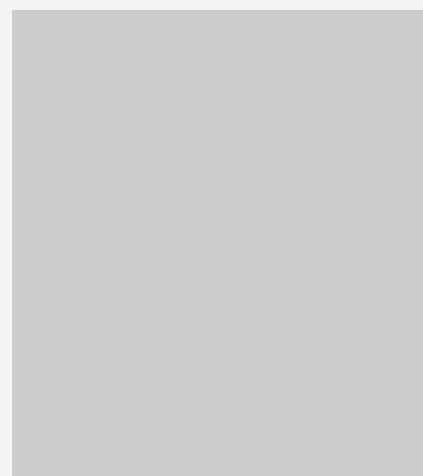
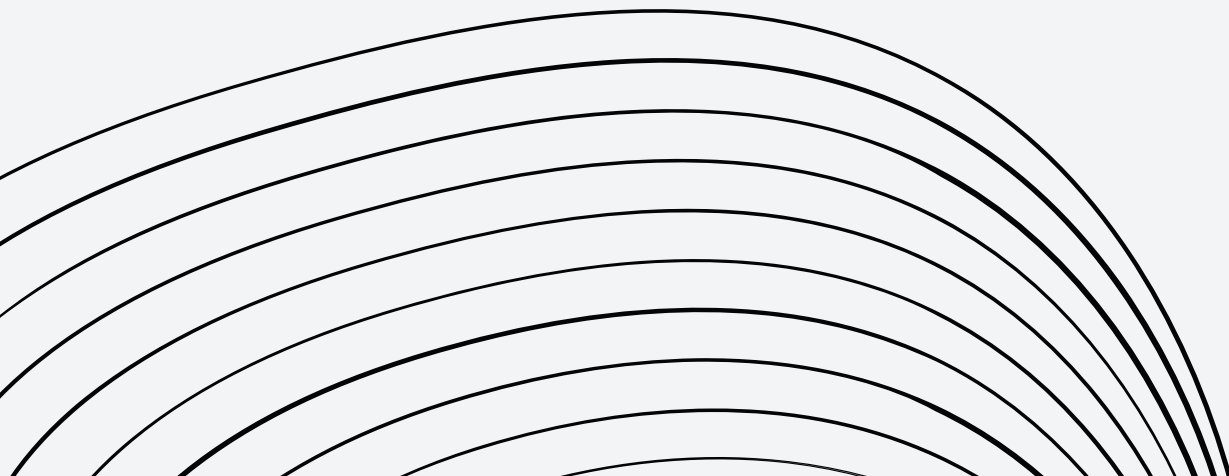


PITCH

PR students have a **niche** personality that radiates through the SOJC.

We want to celebrate these students at the end of the year to highlight their hard work and dedication to the SOJC sequence.

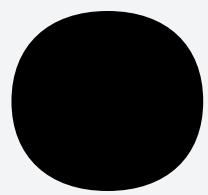
In this plan, we have come up with ways that would symbolize the PR sequence to not just **rejuvenate** the school from post-COVID, but to bring a new way of commemorating the end of the year with this celebration.



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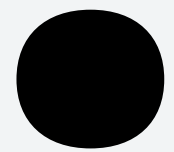
Thank you

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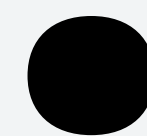
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Questions?



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