



The Department of Communications

MESMA-Rise PR

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Photo Credit: Mike Bedford



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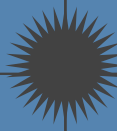
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Our Team



Michael Lopez



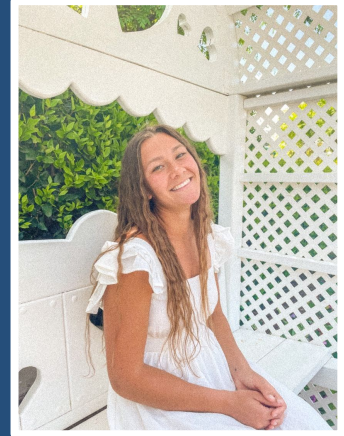
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MESMA-Rise PR

- Community-building, education, truth, and transparency are at the core of our practices when building a public relations strategy for our audiences, as well as keeping our client's best interests as a top priority.





Our Client

- CSUF College of Communications: **Department of Communications**
- 4 concentrations:
 - Public Relations
 - Advertising
 - Journalism
 - Entertainment and Tourism
- CSUF Department of Communications is largest mass Communications program in the west
- Recent Decline in enrollment
- MESMA-Rise PR will seek to garner awareness of the Department and encourage students to consider a Communications major

Research- Demographics



- **Age**

- Strong retention rates in COMM majors compared to other majors (Department of Communications, 2022)

- **Gender**

- Women outnumber men by two-to-one ratio (Crawford et al., 2013)

- **Ethnicity**

ENROLLMENT BY ETHNICITY

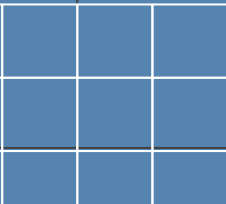
	2019-2020	2020-2021	2021-2022
Hispanic	772	810	758
White	419	394	330
Asian	230	231	227
Multi-race	99	82	80
Unknown	52	39	33
International	52	59	62
Black	58	47	41
Pacific Islander	1	1	3
Native American/Alaskan	2	1	1
TOTAL	1685	1664	1533



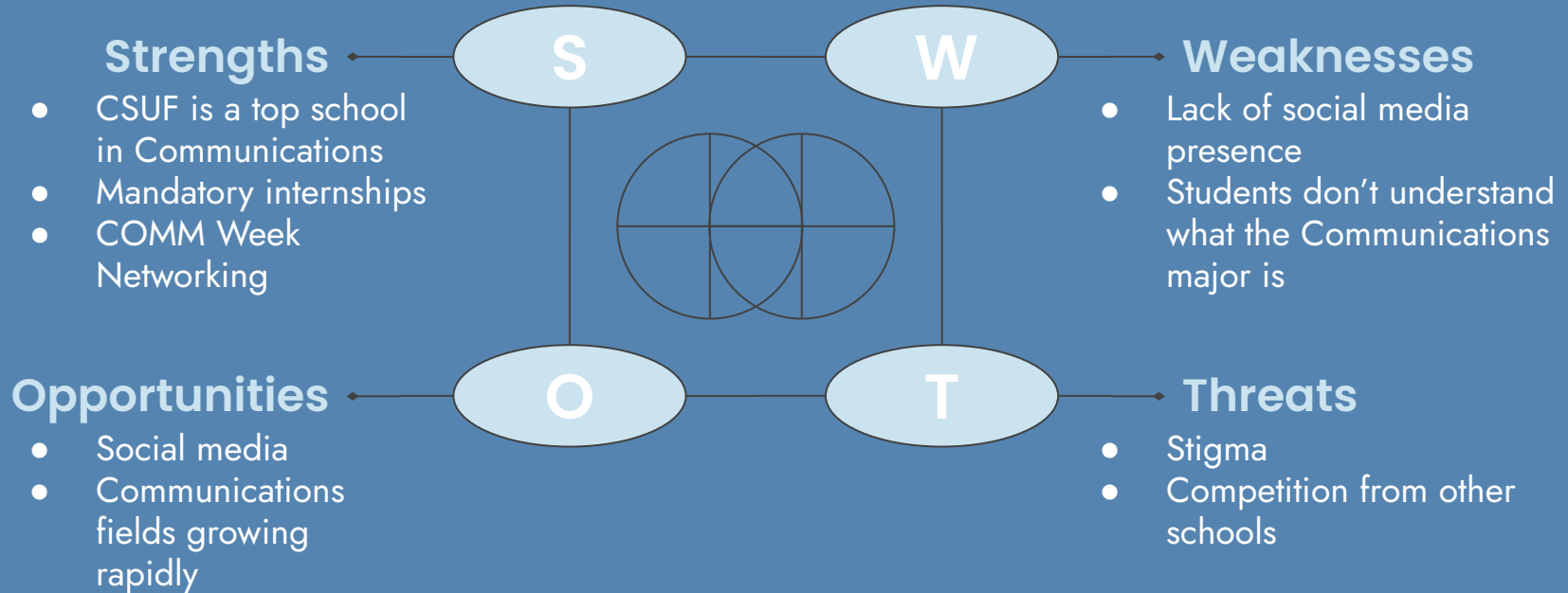
Research– Psychographics



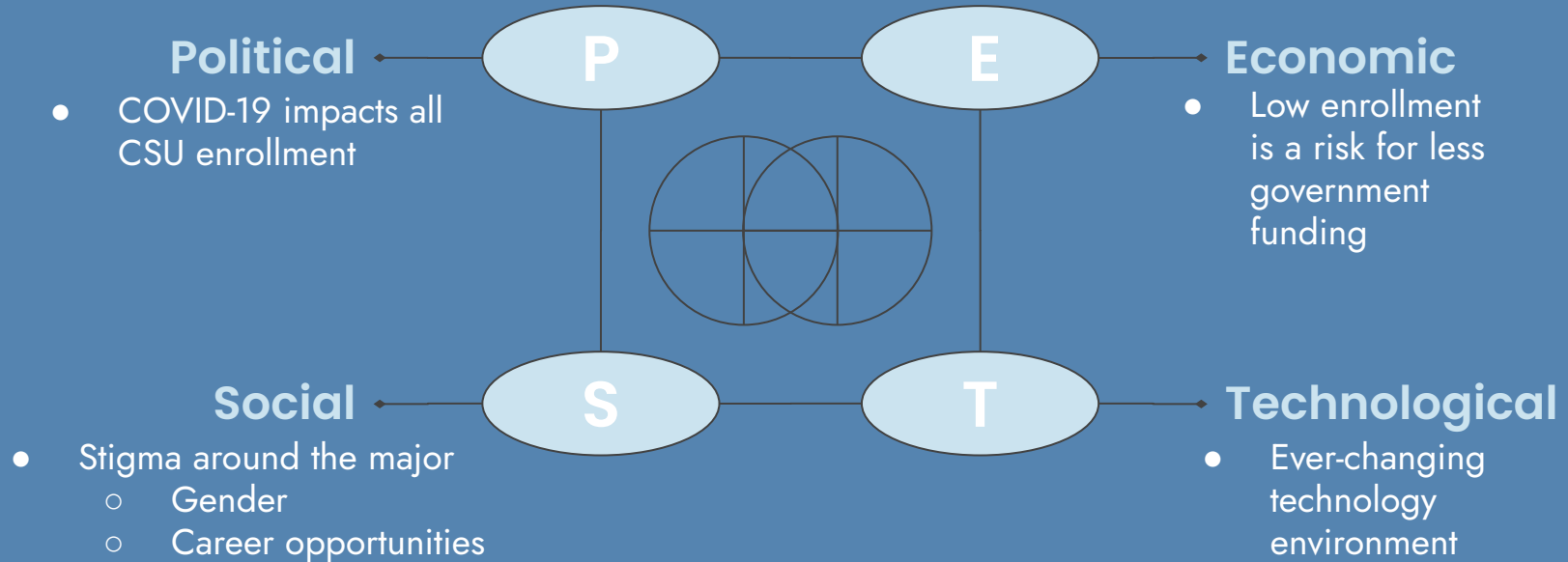
- **Our Survey**
 - Found that students do not have an accurate perception of COMM
- **Personalities**
 - Extroverted and outgoing
 - Self-confident and genuine (Pelayo, 2015)
- **Interests and Values**
 - Students want to graduate on time
 - Students desire to avoid math classes
 - Perception that courses are easy
- **Opinions, Attitudes, and Beliefs**
 - Concerned about securing a job with a COMM degree (Medler, 2017).
 - Perception and stereotype that COMM is a “women’s major”(Petersen & Almaguer, 2014)

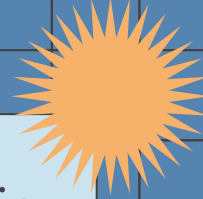


SWOT analysis



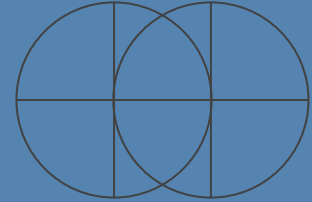
PEST analysis



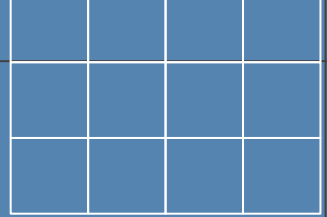


The problem we are facing is a 9% decrease in enrollment for the Department of Communications due to a stigma surrounding the Communications major and concentrations (Department of Communications, 2023).

Problem Statement



Key Publics Research



Between 2018-2022, 4,657 students transferred to CSUF from Fullerton college, and a total number of 3,836 of those transfer students were Hispanic.

Other Key Community College Targets:

- Orange Coast College: 2,613
- Saddleback College: 2,490
- Santiago Canyon College: 1,856

The leading major to all CSUs from Fullerton College was Business Management with 1,449 enrollments while Communications only had 357.





Key Publics

Our **target audiences** will be men and women ages 18 to 35 who are:

- Undeclared CSUF students
- Transfers

Our **secondary audience** is:

- All other students
- Parents of students
- Prospective high school students

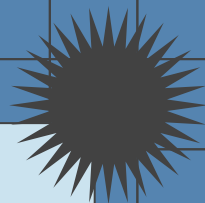
Key Messages

A degree in Communications is a key that can open any door in the professional world.

- Career opportunities in the entertainment field!
- The Department of Communications is a go-to choice for students interested in entertainment, public relations, journalism, or advertising.
- A degree in communications opens the door to a career in mass media, business, government, and education.
- Set yourself up for success in Fall 2023 by starting your Communications degree at a top school in the nation.

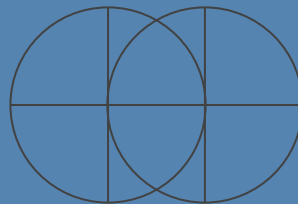
CSUF is one of the largest communications departments in the United States.

- Four emphases to choose from!
- The Department of Communications helps students succeed in a multitude of different fields, such as entertainment, tourism, sports, beauty, fashion, and more.
- The Department of Communications trains students to become experts in mass media.
- With a Communications degree, the career opportunities are endless.



Increase awareness of the Department of Communications and its four emphasis areas among undeclared and transfer students.

Goal Statement



Objectives



01

Raise engagement with the Department of Communications' social media content by 2,500 views, 1,000 likes, 10 comments, and 25 shares by May 5, 2023.

02

Increase the number of requests for information about the Department of Communications by 15 people by May 5, 2023.

03

Accumulate 20-25 positive reviews of the Department of Communications by May 5, 2023.



Strategy 1

Creating and sending out social media videos featuring some of the Department of Communications' most notable alumni and interviews with actual CSUF students.



- TACTIC:
 - Showcase videos of alumni in different career fields on social media.
 - Create a PRactical ADVantage TikTok to post videos interviewing students on campus.
 - Partner with other student organizations to post our videos on their social media.



Strategy 2



Engage in face-to-face communication with transfer/undeclared students about the opportunities offered by the Department of Communications.

■ **TACTIC:**

- Speak directly with students at community colleges by tabling.
- Tabling at CSUF to engage students on campus.
- Incentivize stopping for flyers by handing out donuts.
- Host students from other Communications student organizations.



Strategy 3

Cultivate positive reviews of the Department of Communications programs by hosting an alumni panel and networking night.

- **TACTIC:**
 - Three-part event for students to engage with peers and alumni.
 - First, students can workshop their resumes with their peers.
 - Next, students can attend an alumni panel to learn about job opportunities in the COMM field.
 - Lastly, students and alumni will be treated to dinner where they can network the night away.
 - There will be Google Forms to record students opinions of the program.



Proposed Timeline

TASK	PROPOSED DATE
Create a List of Alumni	3/1/2023
Craft Emails for Alumni	3/3/2023
Send Out Emails to Alumni	3/6/2023
Shoot Student Social Media Content	3/6/2023
Finalize list of Alumni for videos	3/10/2023
Reach Out to CSUF Clubs to Repost Content	3/10/2023
Post 1st Social Media Videos	3/13/2023
Reach Out to (More) Alumni for Event	3/14/2023
Shoot Social Media Content	3/14/2023
Create Flyers for Alumni Event	3/15/2023
Finalize scheduling for Alumni shoot days	3/17/2023
Contact Catering	3/20/2023
Send out RSVPs for Event	3/23/2023

Shoot Alumni Videos	3/23/2023
Tabling at Community Colleges	3/23/2023 - 4/6/2023
Post 2nd Social Media Videos	4/3/2023
Shoot Social Media Content	4/3/2023
Post Alumni Videos	4/5/2023
Deadline for RSVPs	4/14/2023
Send Out Event Reminder	4/17/2023
Create Google Form for Event	4/20/2023
Alumni Panel and Networking Event	4/27/2023
Google Form Closes	4/29/2023
Evaluate Results	5/5/2023
Campaign Ends/Present to Client	5/12/2023

Proposed Budget

The proposed budgets PR Tasks include costs of labor, i.e. research, writing, and in-person meetings.

The proposed budgets Media Relations include the costs of implementing the plan, i.e. flyers, tabling, incentives, and catering.

LABOR	MARCH	APRIL	PROPOSED COST	TOTAL COST
PR TASKS				
Client Meetings	15 hours	15 hours	\$20/hr	\$600
Research	10 hours	5 hours	\$20/hr	\$300
Team Meetings	30 hours	30 hours	\$20/hr	\$1200
Planning	20 hours	20 hours	\$20/hr	\$800
Writing/Editing	20 hours	20 hours	\$20/hr	\$800
MEDIA RELATIONS				
Creating/Posting Content	35 hours	30 hours	\$20/hr	\$1300
Tabling	10 hours	10 hours	\$20/hr	\$400
Flyers	3 hours	3 hours	\$20/hr + price of printing ~ 36 cents per 100 flyers	\$260
Incentives	N/A	N/A	Krispy Kreme donuts ~ 6 dozen	\$200
Catering	N/A	N/A	~ \$20/person for 100 people	\$2000
Decor for Alumni Event	N/A	N/A	Materials and shipping costs ~ \$150	\$150
Emails/Direct Communication	5 hours	5 hours	\$20/hr	\$500
SUBTOTAL	148 hours	138 hours	\$20/hr	\$8510

Evaluation



01

We will evaluate the success of objective one by monitoring the number of interactions each post gets. By measuring the analytics of each post we will be able to see how many people we are reaching and if our goal of raising awareness was met.

02

We will evaluate this by counting the number of students we interview while tabling on campus. This gives us a definitive number of people we are reaching out to and will help us in spreading awareness for the Department of Communications.

03

We will evaluate the effectiveness of this objective by requesting attendees of our event to submit a review through Google Forms and sum up the positive results. In doing this, we are able to increase the number of people who connect with the Department of Communications and cultivate further interest in its programs



Thanks!

Contact Information

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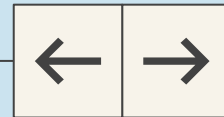
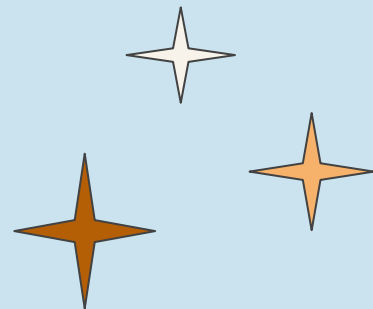
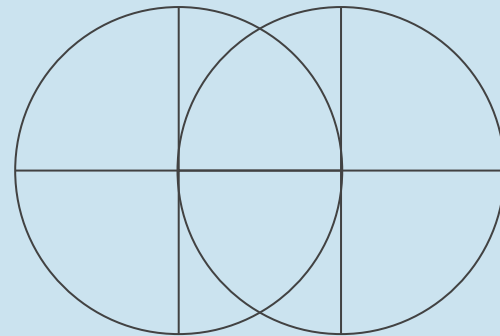
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