MEMORANDUM

TO: Institutional Effectiveness Council

FROM: Public Relations

DATE: Jan. 25, 2013

RE: Executive Summary of Planning and Assessment Documents and Priorities for Public Relations

Accomplishments 2011-2012

The Office of Public Relations has begun implementation of a wire-style news release for weekly distribution. Trial issues were produced at the end of the spring 2012 semester and were very well received.

PR continued to build on the faculty/staff photograph database that has proven very useful with news releases and campus publications. The photographs provide consistency in publications and are available to each individual as a high-resolution photo available for download through MyUWA.

PR maintained the News and Events section of the University website, offering updates, promotion, and other special announcements. This information covers areas across campus to include academics, student life, fundraising, faculty/student achievements, and more.

PR assisted departments across campus with their photographic and editing needs on a daily basis.

PR led the re-design of UWA Today magazine, which included an aesthetic makeover of higher quality stock and binding as well as new standard layout. A steering committee was also formed to guide the content of the publication. In addition, a social media presence has been created to enhance the appeal of the magazine and to generate an avenue of feedback and input for future issues.

The PR Director has overseen the entering of a licensing agreement with Strategic Marketing Affiliates to gain control over the University's marks and images. This process is very common on most college campuses, but UWA has never successfully entered such a program. PR Director has worked closely with SMA to ensure the program's success and will continue this effort in the coming year.

In the area of community service, the Office of Public Relations has assisted in the release of announcements for Sumter County Fine Arts Council, United Way of West Alabama, Relay for Life, and several other non-profit, community service organizations.
Items Needing Action (Listed in Order of Priority)

1. Stay up-to-date with current trends in higher education public relations  
   **Cost: $2,200** (increase in travel, lodging and conference registration) $1,300 + (increase in cost to join organizations/receive publications) $900

2. Increase funding for comprehensive clipping service  
   **Cost: $4,000** *(Current budget provides $1,000, but the overall cost of the service we employ is $5,000 annually.)*

3. Provide budget for media relations visits or meetings  
   **Cost: $3,500** *(travel funds to meet with media contacts)*

4. Add staff member to allow media relations visits and enhance publicity efforts  
   **Cost: $44,000** *(Salary+benefits; Office Supplies)*

**Total Cost: $53,700**