Marketing and Public Relations
2015-2016 Work Plan
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Public Relations Goals
- Distribute Bakersfield College-related media releases, calendar advisories, and media alerts
- Provide feature articles to Kern Business Journal on a quarterly basis to support Bakersfield College outreach into the business community
- Successfully wrote and placed four opinion articles in The Bakersfield Californian
- Support Bakersfield College construction bond effort with public relations efforts
- Develop opinion articles for The Bakersfield Californian to communicate news, information, and achievements regarding Bakersfield College to the community
- Develop log to document earned media and localization stories
- Create and distribute Renegade Roundup on a regular schedule

Marketing Goals
- Develop electronic community newsletter and associated website to communicate Bakersfield College news and information directly to interested community members
- Evolve EquityTV and Renegade Report to shows on BCTV network
- Repackage and repurpose EquityTV content for use
- Develop presentations and information to support the Bakersfield College construction bond effort
- Develop weekly streaming content for Bakersfield College Strategic Directions

Graphic Design Goals
- Serve as campus resource for use of the Bakersfield College brand and representative images
- Support campus activities, departments, and events with graphic design materials
- Develop materials to support the Bakersfield College construction bond effort

Website/Intranet/Portal Goals
- Establish a crew of content editors with a goal of at least one trained editor per department
- Create “site user guide” to help clarify policy/apply district web policy
- Create guidelines for front page promotions
- Establish guidelines and expectations for site updates (frequency, style, content, etc)
- Ensure all department websites are correct and up-to-date at all times
- Develop workflows to make site updates easier and prevent mistakes
- Assist with the Spanish translation for necessary web pages
- Work with counseling team to revamp online student workshops (orientation, probation, new student)
- Create and implement reorganization for student and employee forms on InsideBC
- Simplify photo gallery development process
- Transition Program Review to an online process

Social Media Goals
- Aggressively grow Bakersfield College’s social media presence, launching Vine, Instagram, and Periscope, and enhancing the college’s Facebook and Twitter relationship with audiences
- Provide ongoing support for the RenegadeNow student blog; promote the blog to students via targeted outreach during the first week of classes each semester
- Provide ghostwriting assistance for the President’s Blog
- Conduct creative social media promotions, including giveaways, questions, and surveys
- Establish social media calendar to guide posting with regularity
Campus Leadership Goals

**College Events/Activities**
- Provide online engagement and documentation for major college events, including conferences and all-staff meetings
- Support college events with outreach and information support to increase participation
- Support major college events with photography, presentation development, and website documentation

**Campus Committees**
- Chair the Commencement Committee
- Represent Bakersfield College on the district-wide Web Usability Committee
- Represent the Department of Marketing and Public Relations on campus-wide committees and advisory groups
- Chair and support the Communications Taskforce

**Campus Assistance**
- Create and implement directory and hours of operation signage plan

Staff Development Goals

- Provide opportunities for team to attend conferences and trainings relevant to their role at Bakersfield College
- Continue access to Lynda.com online training system for self-paced training
- Conduct monthly team meetings to maintain and open communication and information-sharing environment
- Meet regularly with staff on an individual basis
- Encourage team participation in professional organizations, local non-profits, and other volunteer opportunities
- Represent Bakersfield College as member of the Kern County Public Affairs Roundtable

Department Goals

- Dissolve Graphics as a campus entity and absorb into Marketing and Public Relations
- Redefine and reintroduce Marketing and Public Relations to campus as a service-oriented department
- Implement workflow tracking system with estimation/billing component
- Maintain annual team retreats during the summer to assist with planning for the year
- Create online newsroom for Marketing and Public Relations to display work for campus and community, including:
  - Social media
  - Content aggregator
  - Media coverage
  - Earned media
  - Media outreach
  - Conference/event support
  - Content design
  - Graphic design