



## NTCC Public Relations Plan

### 2022 – 2025 (3 Year Plan)

The 2022-2025 Public Relations Plan formalizes efforts of the NTCC Strategic Initiatives Division to produce measurable, positive change for College through innovative communications. Spanning over the course of three academic years, the plan established broad public relations goals and expected outcomes upon the conclusion of the planning period.

Advisory Council: The Public Relations Plan was crafted with input from both internal and external stakeholders. Through facilitated working meetings over the course of several months, this broad group of stakeholders helped identify goals and priorities for public relations at NTCC as well as potential strategies to reach those goals.

The advisory council consisted of the following representatives nominated by NTCC's divisional leadership:

| Division                   | Representatives        |
|----------------------------|------------------------|
| Chancellor's Division      | Dr. James Carlson      |
| Academic Affairs           | Dr. Daniel Roberts     |
| Student Affairs            | Dr. Christy Montgomery |
| Public Relations           | Lauren Donaldson       |
| Administration and Finance | Catherine Simpson      |
| IT Division                | Christopher Blohm      |
| Alumni                     | Mary Slazer            |
| Workforce                  | Bridget LaBorde        |

## Public Relations Mission and Goals

**Mission Statement:** To produce measurable, positive change or impacts for the College through innovative communications.

### Public Relations Goals:




- **Goal 1 – Awareness:** Increase awareness of Northshore Technical Community College and its mission, core values, campus culture and educational programming.
- **Goal 2 - Engagement:** Through targeted advertising and marketing campaigns aligned with branding best practices, increase engagement within targeted programs, events, and initiatives.
- **Goal 3 – Recruitment:** Support efforts identified in the NTCC Enrollment Management plan to recruit and enroll students in educational programs. (See Enrollment Management Plan)




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## Expected Outcomes by Key Performance Indicators

### [KPI-1]: Social Media Reach and Impressions

Expected Outcome: Achieve a 10% increase in social media reach and impressions:

|  |              |  |
|--|--------------|--|
|  Facebook | Followers:   | 11,224 - Baseline (as of 7/31/2021)<br><b>12,347 - Goal</b> (by 7/31/2025) |
|  | Reach:       | 897,585 - Baseline (AY2020-2021)<br><b>987,344 - Goal</b> (by AY2024-2025) |
|  Twitter: | Followers:   | 1,607 – Baseline (as of 7/31/2021)<br><b>1,768 – Goal</b> (by 7/31/2025)   |
|  | Impressions: | 233,600 - Baseline (AY2020-2021)<br><b>256,960 – Goal</b> (by AY2024-2025) |
|  YouTube: | Subscribers: | 44 - Baseline (as of 7/31/2021)<br><b>49 - Goal</b> (by 7/31/2025)         |
|  | Impressions: | 10,595 - Baseline (AY2020-2021)<br><b>11,655 - Goal</b> (by AY2024-2025)   |
|  | Followers:   | 555 – Baseline (as of 7/31/2021)   |

|  |              |   |
|--|--------------|---|
|  Instagram: |              | <b>611 - Goal</b> (by 7/31/2025)  |
|  | Impressions: | 31,514 - Baseline (2021 calendar year)<br><b>34,666 - Goal</b> (by AY2024-2025) |
|  LinkedIn:  | Followers:   | 666 – Baseline (as of 7/31/2021)<br><b>733 - Goal</b> (by 7/31/2025)            |
|  | Impressions: | XXX - Baseline (TBD)<br><b>XXX - Goal</b> (by AY2024-2025)                      |
|  TikTok     | Followers:   | XXX - Baseline (TBD)<br><b>XXX - Goal</b> (by July 31, 2025)                    |
|  | Impressions: | XXX - Baseline (TBD)<br><b>XXX - Goal</b> (by AY2024-2025)                      |

### [KPI-2]: Website Traffic

Expected Outcome: Achieve a 15% increase website traffic (Google Analytics).

- 211,200 Users - Baseline (estimate from five months data [Oct 21-Feb22])
- **242,880 Users – Goal** (AY2024-2025)

### [KPI-3]: Media Coverage/Mentions

Expected Outcome: Achieve a 10% increase in media coverage/mentions.

- XXX mentions – Baseline
- **XXX mentions – Goal** (AY2024-2025)

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## Strategy and Targeted Initiatives:

The following strategies and targeted initiatives will be employed during the planning period to help realize public relations goals and achieve KPI outcomes:

- College Affordability Campaign (MJ Fosters Promise)
- Social Media Influencer Program
- Expansion of TikTok Usage (currently under-utilized)
- YouTube “How-To” series featuring NTCC faculty
- Increased usage of QR codes to drive website traffic
- SEO – Search Engine Optimization
- Expand Podcast Viewers

- Collaboration / co-sponsor social media campaigns with area organizations
- Expansion of university pathway marketing campaigns

Strategies identified below were implemented as part of the 2020-2025 College Strategic Plan and are on-going efforts of the college that support public relations goals:

- Develop, execute and share an Annual Public Relations plan.
- Develop and promote an internal process for submitting internal success stories to use for public relations purposes.
- Rack Card Stations in High Schools
- Implement a customer relationship management (CRM) platform.
- Create internal community engagement plan that tracks memberships and events, including economic development boards, chambers, and etc.
- Develop rack card stands to be placed at area high schools promoting programs and associated careers.
- Host annual trainings with area high school counselors/CTE faculty to promote NTCC programming.