

**Oklahoma State University
School of Media and Strategic Communications
2019-2021 Growth Initiatives**

INITIATIVE #1/STUDENT RECRUITMENT/SATISFACTION

• **MILESTONES**

- Increase awareness of Media and Strategic Communications programs
- Define recruitment goals
- Unified/coordinated recruitment effort
- Define off-campus outreach strategies
- Strategy to become competitive with Spears School of Business
- Develop plan to better understand student wants, needs and concerns
- Develop plan to better understand industry wants, needs and concerns

• **GOAL #1/INCREASE AWARENESS ON CAMPUS/ACTION STEPS**

- Recruiting students to MC 1143 (Media in a Diverse Society)
 1. Communication with academic advisers across campus with course information.
 2. Communication with freshmen academic areas similar to SMSC floor.
 3. Print materials on bulletin boards across campus during class registration times.
 4. Utilize student media outlets for promoting availability of MC 1143 as an elective.
- Promotional videos/materials/events by Fall 2019
 1. Shanghai video series used as a recruitment tool.
 2. Create online magazine from study abroad content.
 3. Utilize MESA group website promoting student research opportunities.
- Majors fair in Fall 2019
 1. Coordinate with existing SMSC clubs in promotion of and planning of majors fair.
 2. Coordinate with area high schools to make the event a field trip-like activity for participating programs.

3. Feature new "Social Media" concentration.
- SPM 2843/SC 2183 recruitment (Fall 20)
 1. Communication with academic advisers across campus with course information.
 2. Communication with freshmen academic areas similar to SMSC floor.
 3. Print materials on bulletin boards across campus during class registration times.
 4. Utilize student media outlets for promoting availability of SPM 2843/SC 2183 as electives.
 5. Scheduling early-morning SPM 2843 section to encourage student-athlete enrollment.

- **GOAL #2/INCREASE AWARENESS OFF-CAMPUS/ACTION STEPS**

- Online Skype sessions with high school classes (Fall 19)
 1. Coordinate with area high school instructors to hold sessions in their classes.
 2. Use current students to coordinate with regional high schools to hold sessions in their classes in recruitment of students.
- Attend high school student research symposiums (Summer 20)
 1. Compile list of regional high school research symposiums and honor student research presentations.
 2. Send selected faculty and/or students to recruit students at these events.
- Continuing education classes for high school teachers (Summer 20)
 1. Offer high school teachers from those programs deemed relevant exposure to our faculty and their research.
 2. Consult with high school teachers from programs deemed relevant to develop course offering(s) they view as beneficial to themselves and their students (e.g., Uses of media in the classroom)

3. Offer summer seminars allowing high school instructors ability to co-create lecture material with SMSC faculty and identify points of interests and emphasis relevant to student engagement in communication studies.
- Ads for Sports Media program at sporting events (TBD)
 1. Place advertisements in HS football, basketball programs in targeted HS markets (OKC, Tulsa, North Texas)
 2. Run promotional announcements on video boards at high school stadiums in targeted recruitment markets
 3. Barter arrangement with cable television systems that SMSC provides sports programming content for (or insert messages within such programming)
- **GOAL #3/IMPROVE STUDENT SATISFACTION/ACTION STEPS**
 - Student surveys (actions taken in Spring 19 and future)
 1. Consult with students on matters of importance to them as it relates to their expectations from the program.
 2. Consult with industry partners on essential skills needed for students upon entering the job market.
 3. Create a survey using validated scales for those measures deemed of importance from student and employer perspectives.
 4. Include questions on how the students selected an SMSC major, as well as exposure to SMSC related promotional material prior to their entry into the school.
 - Improved Senior exit interviews (actions taken in Spring 19 and future)
 1. Track number of internships students participate in as potential mediating variable of post-graduate placement.
 2. Track organizational participation as potential mediating variable of post-graduation job placement.
 3. Track concentration(s) as a potential moderating variable of post-graduation job placement.
 4. Four-year follow-up survey implemented with SMSC graduates (internal).

- Sequencing (clarify needed class content & where classes fit in degree program)
 1. Social media concentration reviewed regarding goals, available faculty knowledge/resources, and responsible long-term projections for those students being recruited to participate on the Tulsa campus.
 2. Discussion concerning cross-listing entrepreneurial classes from the business school as part of the new social media concentration (manifold benefit of ingratiating business to our program & potentially mitigating further student poaching).
 3. Discussion on breaking silos between various concentrations (e.g., technologies, methods, and necessary student capabilities) in relation to new social media concentration; allows for new concentration to be more cross-discipline and thus a unifying factor for the school.
- Supervisor evaluation for internships (actions TBD)
- Determine industry expectations (2020-2021)
 1. Coordinate with Tulsa and OKC industry partners to construct reasonable understanding of future industry shifts and expectations of student competencies.
 2. Coordinate with each faculty member to evaluate and understand faculty perspectives and strengths, vis-à-vis how courses (and research produced) help place students in industry (specify what industries).
 3. Strengthen internal alliances and partnerships with existing campus organizations and colleges that can aid in student placement due to their specialization in a given industry requiring media-based services. A listing of such partners should be compiled.
 4. Strengthen external alliances and partnerships with existing campus organizations and colleges that can aid in student placement due to their specialization in a given industry requiring media-based services. A listing of such partners should be compiled.

INITIATIVE #2/STUDENT ENGAGEMENT

- **MILESTONES**

- Increase undergraduate involvement in the following
 - Research in support of faculty
 - Student organizations
 - Student media
 - Study abroad
- Students should have at least one of these [experiences] in their portfolios by graduation

- **GOAL #1/PROVIDE LISTING OF RESEARCH OPPORTUNITIES/ACTION STEPS**

- Faculty to provide list to Student Engagement Committee (SEC) (Fall 19)
 1. MESA group research (overseen by Drs. Skye & Asya Cooley)- Opportunities include:
 - a. Paid and unpaid research assistants conducting open source data collection, field research conducting in-depth interviews (some foreign language proficiencies required, conducting trend analysis on big data platforms such as gdlet & wits.worldbank.
 - b. Paid and unpaid opportunities to participate in grant writing, government research projects for SMA, DHS, & DoD; as well as opportunity to present research findings to the COE, Joint Chiefs, and academic communities.
 - c. Paid and unpaid opportunities to produce media content related to MESA group research projects for distribution to the U.S. intelligence community.
 2. PRSSA research opportunities (overseen by Drs. Skye Cooley & Danny Shipka)- Opportunities include:
 - a. Researching ways in which the O'Colly Media Group might increase its campus presence. OMG will be the Fall 2019-Spring 2020 client for the OSU PRSSA club. Members will have the opportunity to conduct research, conduct a full campaign on behalf of the OMG, and submit their research and campaign results as case studies considerations for PRSSA scholarships, awards, and recognition.
 3. Research in Study Abroad (overseen by Drs. Skye & Asya Cooley)- Opportunities include:
 - a. Spring 2020 trip to Geneva, Switzerland to conduct research on non-profits. Student research will be produced as a virtual magazine and distributed across campus. Students will be invited to present

their research in the Wes Watkins Center to their peers as part of a scheduled promotion of globally focused student research.

- b. Summer 2020 trip to Shanghai, China to conduct research on Chinese media and its intersections with global trends and current events. Student research will be produced as individual projects approved by the program directors. Students will be invited to present their research in the Wes Watkins Center as part of a scheduled promotion of globally focused student research.

- Obtain web domain for list (Fall 2019)
 - 1. Web domain needed for MESA group.
- Class list of assignments to SEC (Fall 2019)
 - 1. SC 3953- Students are assigned 3-homework assignments involving application of theory, observation of variables, and collection of data.
 - 2. MC 5223- Students are assigned 12-homework assignments in SPSS training and required to complete a full research design proposal (instruments and SPSS files included) as the final assignment in for the course.
- Make full listing available (Spring 2020)

- **GOAL #2/STUDENT ORGANIZATIONS & MEDIA/ACTION STEPS**

- Proposal for student club requirement on portfolios (Fall 19)
 - 1. SMSC Assessment committee works with SEC on developing proposal in Spring 2020 semester for requiring club involvement or student media organizations). Among issues to be identified: Minimum level of involvement; verification of such involvement within the portfolio; and timetable to establish requirement.
 - 2. Bring together SMSC student club and media leaders as well as freshmen students for input through surveys, focus groups (Spring 2020).
 - 3. Consult with A&S regarding ability of School to mandate student club involvement as part of student assessment activity (Spring 2020).
 - 4. Evaluation of implementation by Assessment Committee along with SMSC faculty (TBD).

INITIATIVE #3/SOCIAL MEDIA STRATEGY

- **MILESTONES**

- Develop a social media strategy
- Identify most efficient channels for communication
- Identify relevant information for communication and develop a centralized resource to access

- **TARGET AUDIENCE**

- Prospective students
- Current students
- SBJ/SMSC Alumni
- Potential donors
- Local/state/national media
- Professionals in the field

- **GOAL #1- ESTABLISHING AND MAINTAINING A SOCIAL MEDIA PRESENCE FOR THE SMSC AND THE ACTIVITY OF ITS FACULTY, STAFF & STUDENTS (SPRING 2020) /ACTION STEPS**

- Create SMSC social media influencer club. Club responsibilities will include cultivation of SMSC social media content and brand management; could be linked to specific courses and their respective assignments
- Creating monthly analytic reports
 1. Tracking clickthroughs of website content.
 2. Tracking videos watched (e.g., Time Spent Viewing Videos).
 3. On-campus vs. off-campus traffic.
- Develop system allowing faculty, student leaders to share timely news
 1. This should include coordination with Megan Horton at brand management, who seeks to create a club in order to cultivate a larger brand awareness on social media for OSU.
 2. Provide updates on relevant research, travel, and awards relevant to students and faculty with the SMSC.
 3. Use system for recruiting research subjects for faculty, graduate, and undergraduate studies.

- Creating SMSC master calendar of School, University events, etc.
 1. Design electronic master calendar with access given to administrative office, faculty and instructors, and designated student media and club leaders (designate individual for coordination).
 2. Identify methods for student notification of major events beyond e-mails.
 3. Person coordinating master calendar staying in communication with A&S communication staff for sharing information concerning upcoming SMSC events or achievements by SMSC faculty, students, and alumni.
- Ensuring at least 75% of SMSC posts of have still/moving images
 1. Providing list of ideas for faculty members, such as monthly podcasts highlighting faculty expertise and ongoing research.
 2. Providing training on equipment and access to SM platforms so that faculty members can upload relevant content.
- **GOAL #2- USE SOCIAL MEDIA AS A RECRUITMENT TOOL FOR HIGH SCHOOL STUDENTS (SPRING 2020)/ACTION STEPS**
 1. Create club of SMSC social media influencers, in coordination with brand management, in order to target relevant high school seniors with recruitment content created by their former peers.
 2. Conduct focus groups to test social media content effectiveness
 3. Survey incoming students for exposure to social media recruitment content.
- **GOAL #3- USE SOCIAL MEDIA AS A CONTACT TOOL FOR IDENTIFIED POTENTIAL DONORS (SPRING 2020)/ACTION STEPS**
 1. Create a list of potential donors in coordination with annual giving in order to follow those individuals on social media.
 2. Create targeted content, with SMSC social media influencers, to engage potential donors and allow them to feel connected to the program.

INITIATIVE #4/FUNDRAISING

- **MILESTONES**

- Creating a fund-raising plan (Fall 2019)
- Identify top three funding needs (completed)
- Identify fund-raising mechanisms through
 - Individual interviews
 - Professional contacts
 - OSU Foundation
 - Other options

- **GOAL #1/IDENTIFY CRITICAL NEEDS/ACTION STEPS**

- Faculty development
 1. Develop funding for faculty professional development.
 2. Develop funding for research infrastructure.
 3. Increase funding for faculty travel.
- Financial aid
 1. Increase funding for scholarships from approximately \$100,000 to \$150,000.
 2. Increase funding for student enrichment scholarships to \$50,000 [per year].

- **GOAL #2/IDENTIFY FUNDRAISING MECHANISMS/ACTION STEPS**

1. Increase Foundation visits to key donors.
2. Expand scope of solicitation visits to include more mid-career alumni.
3. Create young alumni group to encourage a culture of support for School.

- **GOAL #3/DEVELOP PLAN TO ADDRESS FUNDING GAPS/ACTION STEPS**

1. Meet with new Foundation representative
2. Develop one-page sheet of funding priorities for Foundation to use on donor visits without Director.