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School of Business Marketing Department
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Integrated Marketing Communications: NJCU PRSSA IMC Plan
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CERTIFICATION OF AUTHORSHIP:

I certify that I am the author of this work and that any assistance I have received in its preparation is fully acknowledged and disclosed. I have also cited any sources from which I used data, ideas or words, directly quoted or paraphrased. This work was prepared by me specifically or this course.

Table of contents

<i>Executive Summary</i>	1
<i>Research</i>	3
Secondary Research	3
CONTENT ANALYSIS OF NJCU PRSSA WEBSITE	3
CONTENT ANALYSIS OF NJCU PRSSA SOCIAL MEDIA CHANNELS.....	3
CONTENT ANALYSIS OF OTHER PRSSA CHAPTERS' WEBSITE (RUTGERS AND MONTCLAIR).....	6
CONTENT ANALYSIS OF RUTGERS'S SCARLET PR WEBSITE	8
CONTENT ANALYSIS OF RUTGERS PRSSA CHAPTER SOCIAL MEDIA CHANNELS (TWITTER AND INSTAGRAM)	8
CONTENT ANALYSIS OF PROFESSIONAL IMC PLANS	10
Primary Research	11
IN-DEPTH INTERVIEW WITH VICE PRESIDENT VINCENT C.	11
SURVEY	13
SWOT ANALYSIS	17
<i>Planning</i>	20
BUSINESS GOAL	20
COMMUNICATION GOAL	20
<i>Publics</i>	20
PRIMARY PUBLICS.....	20
SECONDARY PUBLICS	21
<i>Objectives</i>	21
<i>Key messages</i>	21
<i>Strategies</i>	21
<i>Implementation</i>	22
TACTICS.....	22
<i>Evaluation</i>	26
APPENDIX	27
SURVEY	27

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Executive Summary

New Jersey City University's Chapter of the Public Relations Student Society of America (NJCU PRSSA) is an organization that seeks to enhance students' education by providing opportunities to expand their network, build a robust portfolio, and develop their skills and traits through real-world experiences that will contribute significantly to their careers after graduation. NJCU PRSSA upholds top-of-the-line academic standards for students who are interested in marketing communications and related fields. Advocating the highest ethical principles, NJCU PRSSA is dedicated to molding leaders of the future.

Founded in 2019, NJCU PRSSA was the 10th PRSSA campus chapter established in New Jersey. Formed on the parent organization, Public Relations Society of America (PRSA), that serves the communications community for professionals and collectively represents 375 college campuses through the student organization PRSSA. NJCU PRSSA opens doors to learning opportunities for members during their time in college and provides lifelong resources to develop professionally through the organization's relationship with PRSA.

While NJCU PRSSA is dedicated to providing students hands-on experience in marketing and related professions, the organization does not discriminate against any major and welcomes all to join and build their careers. NJCU PRSSA offers members a competitive edge amongst other candidates when seeking an internship or job. The experience gained working with *real-world* clients is extremely beneficial! Members can showcase the work done in their portfolio to employers, which will undoubtedly make them stand out from the crowd.

With the arrival of COVID-19 in February of 2020, the marketing efforts of NJCU PRSSA were altered, causing the organization's ability to recruit members and continue establishing itself to

be decreased. Considering that NJCU PRSSA was built in 2019, the student society is still new, leaving ample room for implementing a more strategic approach regarding communications. Additionally, the pandemic has emphasized virtual capabilities that present as an opportunity to provide convenience for members to participate and engage with the organization.

Adopting an integrated marketing communication (IMC) plan will aid NJCU PRSSA in conveying more explicit key messages to audiences that matter most to the organization's business and communication goals. Though NJCU PRSSA's past marketing efforts have proved to have some success, the research-based strategies, objectives, and tactics provided in this IMC plan will help the organization navigate through the marketing and communication challenges that it is currently facing.

The main goal of this IMC plan is to help NJCU PRSSA communicate the benefits of joining the organization to key publics, while also providing specific, measurable, achievable, and realistic objectives to ensure clear direction for each tactic aimed in welcoming more recruits and spreading awareness. With the incorporation of strategic marketing communication, NJCU PRSSA will be a well-known, prestigious organization that all students will strive to become part of.

Research

Secondary Research

CONTENT ANALYSIS OF NJCU PRSSA WEBSITE

- <https://www.njcu.edu/academics/schools-colleges/school-business/departments/marketing/marketing-student-organizations>
- Website is easy to find via Google, as it is the first option to pop-up.
- Website provides a brief description about the organization but not enough information about how to join, current members, real-life work with clients, organization and member achievements, a photo gallery, member testimonials, past and future events, and other vital pointers that may be of use to interest possible recruits to join.
- Information about NJCU PRSSA can only be found in the marketing section of the school's website, while the description mentions that students of all majors are welcome to join. Due to the location of this information, only marketing students are in a position to be exposed to the organization.
- NJCU PRSSA does not have its own dedicated page on the school's website, rather it shares the page with another NJCU marketing organization (NJCU AMA), which may cause competition in recruiting members by deviating their attention away to the other organization.

CONTENT ANALYSIS OF NJCU PRSSA SOCIAL MEDIA CHANNELS

Twitter

- Joined February 2020
- Followers = 33

- Following = 46
- Tweets = 23
- Date of the most recent tweet = October 6, 2020
- Faculty Advisor Kathleen Rennie is noticeably active with retweets, sharing of resources and other events and accounts. Although, there are no tweets from current NJCU PRSSA student members except for one reply (that did not receive further engagement).
- Upload schedule is not apparent
- About section does not convey key messages about the organization and link to the organization's website.
- Interaction and collaboration with professional Rosemary Ostmann @RoseComm was a smart move. These efforts should be continued to strengthen NJCU PRSSA's reputation and to expand networking opportunities.
- Provides great visual communications and a promotional incentive for the annual *Got Marketing?* event. These efforts should be made to promote NJCU PRSSA as well.
- Key messages of NJCU PRSSA are not conveyed in tweets for students (who are not members) looking at the organizations Twitter account.
- Utilization of hashtags and @'s contribute to user engagement and populating of the organization's handle throughout the platform.
- NJCU PRSSA showed concern and attention regarding the Black Lives Matter Movement, which gives followers a better idea of what kind of organization NJCU PRSSA is and how much the organization values social issues.

Instagram

- Followers = 134

- Following = 67
- Posts = 8
- Date of the most recent post = March 2, 2020
- Content of posts elaborate the benefits of being a member of NJCU PRSSA, making the likeliness of students joining higher.
- Visuals are eye-popping, strategic, creative, and most importantly informative.
- The content posted on the Instagram account is significantly more structured and content rich than the Twitter account. Posts are not repetitive and align well with the platform and organization's key messages.
- Color scheme of posts align with NJCU colors which allows for the organization to represent the school.
- Posts receive an average of 10 - 17 likes
- A post about the Spring 21' General Meeting received a comment from a user who was interested in joining. This comment did not receive followed-up engagement.
- NJCU PRSSA showed concern and attention regarding the Black Lives Matter Movement, which gives followers a better idea of what kind of organization NJCU PRSSA is and how much the organization values such important social issues.
- Utilization of hashtags and @'s increase the number of viewers (this is evident with the most recent post compared to the post about the *Got Marketing?* event on September 23rd, 2020).
- Upload schedule is not apparent. NJSU PRSSA Instagram post's no more than two posts a month.
- Link in the bio is out of date.

- About section does not include information on how to join and link to the NJCU PRSSA website.
- Key messages are conveyed well throughout the account.
- Utilization of story posts encourage users to join giveaways and receive quick information to learn more about NJCU PRSSA and the *Got Marketing?* event.
- NJCU PRSSA does not engage with other users who TAG NJCU PRSSA, this makes it seem like the account is not always active on the platform and with other NJCU organizations.

LinkedIn

- NJCU PRSSA LinkedIn is only available to members
- “About this group” section does not provide any information about NJCU PRSSA, where to find additional information, information about how to join, contact information, or handles for other social media accounts.

CONTENT ANALYSIS OF OTHER PRSSA CHAPTERS’ WEBSITE (RUTGERS AND MONTCLAIR)

Rutgers

- Website has a page dedicate for their PRSSA chapter with a drop-down menu of different sections: Home, About, Executive Board, and Chapter Members
- Social media accounts can be easily accessed by clicking on the link-embedded icons (compared to NJCU PRSSA that lists the social media handle names)
- Home page content gives a 3-paragraph summary of the Rutgers PRSSA chapter, organization history, its business goal, details about when members meet, what types of

meeting are included in membership, and it even talks briefly about the chapter's contribution to the Juvenile Diabetes Research Fund and other fundraising efforts.

- The About page covers the organization's mission, details about PRSSA, membership benefits, and information about Rutgers PRSSA's student- run PR firm (Scarlet PR).
 - The description for Scarlet PR mentions a webpage but there is no link to be found.
- Executive Board page gives brief summaries about each student executive member, the year they joined the organization, their major, information about the internships they have completed, and what career they hope to pursue upon graduation.
- The Chapter Members page discusses what it takes to become a member of Rutgers PRSSA: Attend Meetings, Participate, Volunteer
 - as well as an email for questions and concerns
- Website does not display social media accounts and handles.

Montclair

- Like Rutgers PRSSA, Montclair PRSSA website has a drop-down menu with different sections: Home, About Us, Become a Member, News, Events + Photos, and Contact.
- Home page contains a picture of the university campus and a welcome note to the Montclair State PRSSA website.
- About Us page provides an in-depth overview of the history of Montclair PRSSA, its relation to its parent organization PRSA, accomplishments that the chapter has received, specific networking events that members are invited to during the fall and spring semesters, a hosted fundraising event, and what the rest of the chapter consist of (events, workshops, benefits, seminars, etc.) for students. This page also has a "Meet the Executive Board" section that provides descriptions for student board members.

- The Become a Member page provides 7 FAQ's and information about weekly meetings and membership fees.
- The News Page displays an error with no additional content.
- The Events + Photo's page displays a calendar and photos taken during hosted events.
- The Content page provides an email for questions and concerns as well as a text box to submit a message straight from the Montclair PRSSA website.
- At the bottom of the website, Instagram is the only social media listed.

CONTENT ANALYSIS OF RUTGERS'S SCARLET PR WEBSITE

- <https://rutgersscarletpr.wixsite.com/scarletpr>

This website is dedicated to Rutgers's student run and founded PR firm. The firm serves PR needs of local business and clients through social media marketing, content creation, and general consultation. Throughout the Scarlet PR website, key messages of being a member of the Rutgers PRSSA chapter are conveyed alongside the firm's goals and missions. Students are provided real-world experience while also having the guidance of skilled professors, granting members the ability to deliver outstanding public relations-related services.

CONTENT ANALYSIS OF RUTGERS PRSSA CHAPTER SOCIAL MEDIA CHANNELS (TWITTER AND INSTAGRAM)

Rutgers Twitter

- Followers = 544
- Following = 261
- Tweets = 1,333

- Date of the most recent tweet = March 23rd
- About section clearly provides the organization's business mission.
- Has not consistently tweeted within the last 4 months.
- Twitter is very active in retweeting and quoting announcements for organization events and guest speakers.
- Link to the Rutgers PRSSA website is linked in the bio.
- Tweets with hashtags receive higher engagement compared to tweets that do not include hashtags.
- Visual communications are replicas of the ones posted on the organizations Instagram account.

Rutgers Instagram

- Followers = 641
- Following = 258
- Posts = 285
- Date of the most recent post = Mat 22nd
- Stories feature is very utilized, containing posts about members talking about why they are proud to be a Rutgers PRSSA member, information about meetings, motivational posts, and networking events.
- Posts incorporate an authentic, up-beat personality that conveys a personal relationship with members.
- Upload schedule is very frequent, averaging at 3-5 posts per month.
- Rutgers PRSSA engages with users that comment on posts.

- Utilizes Instagram to provide members and other Rutgers students resources and information about workshops (mock interviews, meeting reminders, meeting recaps, and tips for interviews and scoring yourself a job). This makes it easy for students to stay up to date with important events taking place within the school and keeps users constantly engaged.
- There are posts that celebrate Rutgers PRSSA members and their achievements, which acts as a great way for new and interested recruits to get an idea how joining the organization can beneficially position them for the future.
- A Linktr link is attached in the bio with different tabs that the organization uses to provide information (social media accounts, a sign-up link for mock interviews, zoom meeting links, a link to the student-run PR firm, Scarlet PR).

CONTENT ANALYSIS OF PROFESSIONAL IMC PLANS

- “The Secret Sauce for the Cranberry’s Social Media Win with Millennials”
This case emphasizes the importance of aligning the tactics with the research findings. Cranberry Marketing Committee (CMC) could have incorporated many tactics for this campaign, but this case displayed how selecting tactics that align with the objectives and overall research findings will prove to be most useful in achieving the business goal.
- “Changing the meaning of “organ donor” among motorcycles”
This case demonstrates how choosing the right strategies can lead to successful campaign outcomes. Lifeline of Ohio’s strategy to turn sentiment into action by appealing to self-interest rather than altruism allowed the non-profit organization to target public audiences in a way that influenced a change in attitude, belief, and behavior.

- “Haagen-Dazs loves honeybees: let’s lick this problem”

HD’s effort to conduct extensive research allowed the brand to uncover a problem that no other business had addressed, presenting a huge first-mover opportunity. An emphasis on research played a significant role in the success of this campaign, for it helped HD identify a cause that many people should be concerned about and aware of. This IMC plan also demonstrated the importance of the execution portion of the plan. Given that HD is a multimillion-dollar brand, they have the ability to incorporate several outreach tactics that help to spread awareness about the cause in connection to the HD brand.

Primary Research

IN-DEPTH INTERVIEW WITH NJCU PRSSA VICE PRESIDENT VINCENT CASALE

- NJCU PRSSA is part of the global organization, Public Relations Society of America (PRSA).
- The NJCU PRSSA chapter launched in 2019 and is the 10th campus chapter.
- Every chapter has a faculty advisor (Dr. Kathleen Rennie, APR, Fellow PRSA) and a professional advisor (NJCU PRSSA has two: Ashley Manz, APR and Irene Maslowski, APR, Fellow PRSA).
- Business Goal is to increase the number of NJCU PRSSA memberships and provide members with real-life experiences in marketing and related fields, make long-lasting connections, and deliver access to all other membership benefits that will contribute significantly to those pursuing careers in marketing and related fields.
- Communication goal is to increase awareness of the NJCU PRSSA chapter career-enhancing benefits the organization offers members.

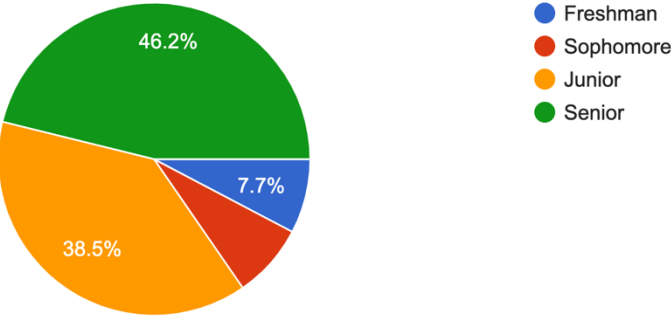
- PRSSA is a nationally recognized organization
- Benefits include being able to build one's resume and portfolio through hands-on experience, expand one's network, and gain access to a multitude of different career opportunities.
- Due to COVID-19, marketing efforts have been altered, and being that the organization is still very new, NJCU PRSSA is still in the early stages of establishing itself throughout the NJCU community.
- NJCU PRSSA has a Twitter, Instagram, and LinkedIn
- NJCU PRSSA is not yet an official campus organization.
- NJCU PRSSA co-host's the annual *Got Marketing?* event, which helps the organization spread brand awareness and provide members an opportunity for connecting with professionals within the field.
- There is a misconception that the organization is only for PR majors due to "PR" being in the name.
- By achieving the business goal of increasing the number of chapter members, NJCU PRSSA will be able to take on more real-world clients and essentially provide members more opportunities to build their resumes and portfolios.
- Increasing membership will also put NJCU PRSSA in a better position to compete in PRSSA's premier national Bateman Competition.

SURVEY WITH PRIMARY PUBLICS

Age?
13 responses

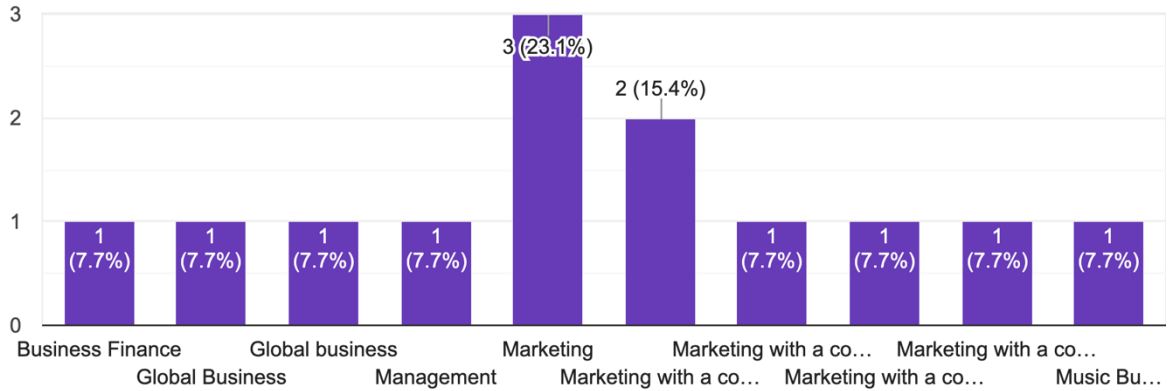


Current year in school?
13 responses



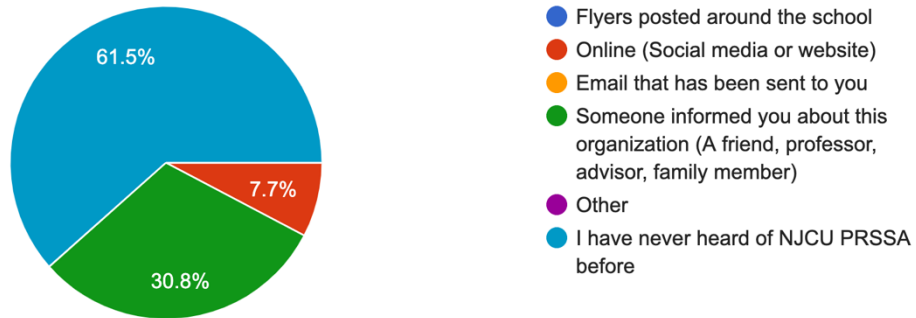
Major? Please specify your concentration if applicable. (Example: "Marketing with a concentration in Digital Marketing" or "Business Ma...lic Relations"). If undeclared, type "Undeclared".

13 responses



Have you ever heard of NJCU PRSSA? If so, where did you hear about this organization?

13 responses



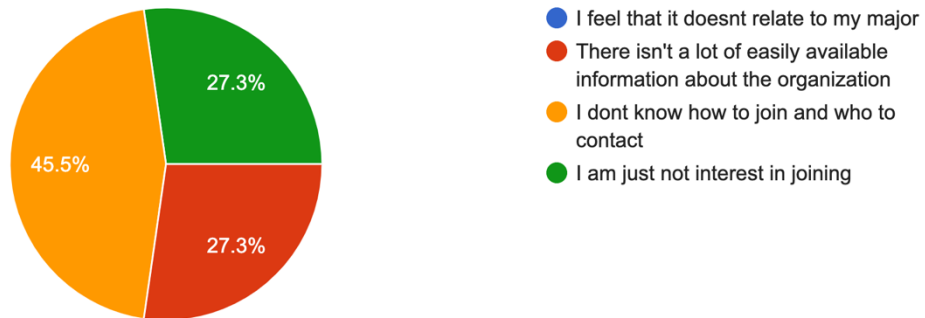
Have you ever heard of NJCU PRSSA? If so, where did you hear about this organization?
Someone informed you about this organization (A friend, professor, advisor, family member)
I have never heard of NJCU PRSSA before
I have never heard of NJCU PRSSA before
Someone informed you about this organization (A friend, professor, advisor, family member)
I have never heard of NJCU PRSSA before
Someone informed you about this organization (A friend, professor, advisor, family member)
Someone informed you about this organization (A friend, professor, advisor, family member)
I have never heard of NJCU PRSSA before
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I have never heard of NJCU PRSSA before

I have never heard of NJCU PRSSA before
Online (Social media or website)

What do you know about NJCU PRSSA? Type "Nothing" if you do not know anything about the organization.
I know that NJCU PRSSA is a chapter of the global organization PRSSA. Both organizations strive to enhance members' educational careers by providing networking opportunities and communications experience with real-life clients. Being a member of PRSSA (of any chapter) grants students the ability to take the Certification in Principles of Public Relations Examination for those who are interested.
Nothing
Nothing
Before this class I knew nothing about the organization.
NJCU PRSSA provides students who are interested in marketing and related professionals with leadership skills, networking opportunities and building their portfolios.
What I do know, is that it is an organization that allows students to network and be more comfortable in the working field.
Nothing
Nothing
Nothing
Nothing
Nothing
It has to do with public relations
NJCU PRSSA is a student society that aspires to enhance members' education, build professional and peer contacts, and help launch their careers after graduation. What information would be most helpful for you in determining whether joining this organization is worth it for you? (Some example answers may be: Member testimonials, videos and pictures of members, activities, and/or events, a FAQ's page, statistics regarding the level of achievement upon becoming a member)
I would be more likely to inquire and consider joining the NJCU PRSSA chapter if the website provided more information about how to join, information about the kinds of workshops and activities that the organization has to offer, and an a FAQ's page.
Information about types of activities and workshops and how this organization would benefit a finance major.
Benefits
Membership benefits and actual member reviews
Membership benefits and informational webinars
Activities held, FAQ page, and testimonials.
Nothing
Activities and overall goals
events, networking
A FAQ's page with content on what the mission of the society is, what students do/gain/learn/can achieve, types of events that are held
Activities
Testimonials, emails, and statistics would be very helpful

If you have heard of NJCU PRSSA before, what has prevented you from becoming a member if you aren't one already?

11 responses



- 84.7% of survey respondents are upperclassmen, indicating that upperclassmen are perhaps more exposed to this organization since this survey was sent with snowball sampling via black board messaging and with the help of Chair of the Marketing Department, Dr. Kathleen Rennie.
- 100% of survey respondents are business majors—with 61.6% majoring in marketing and 38.4% pursuing other business majors. This indicates that marketing majors are receiving the most exposure regarding NJCU PRSSA.
- 61.5% of survey respondents claimed to have never heard of PRSSA before. Considering that the majority of respondents are upperclassmen, this signifies that NJCU PRSSA communications have not been effective and strong in reaching these upperclassmen during their freshman and junior year of college.
30.8% of respondents claimed to have heard about NJCU PRSSA through someone else. This implies that referral has been the strongest medium of communication to spread awareness about NJCU PRSSA.
- 50% of respondents claimed to know nothing about the organization while the other 50% claim to have a somewhat to a decent understanding of NJCU PRSSA.

- Respondents to the question inquiring about what information would be helpful in determining a student's decision in joining NJCU PRSSA resulted in an array of suggested materials. With information about benefits, type of events (workshops, activities, and networking opportunities) held for members, and member testimonials being the most suggested materials, it is evident that students will be more inclined to join NJCU PRSSA if there is available information that helps paint an idea of how they will see themselves benefitting from being part of the organization.
- With 72.8% of survey respondents claiming that there is not a lot of easily available information about the organization as well as how to join and who to contact, NJCU PRSSA is in a position to grow tremendously once a strategic communication plan is in place.

SWOT ANALYSIS

Strengths:

- The NJCU PRSSA chapter can communicate to primary publics that the PRSSA is an internationally recognized organization through the parent company PRSA. NJCU PRSSA is granted the support by PRSA, which is the nation's leading professional organization serving the communications community and is the world's largest association for PR. The high-ranking reputation and close association to PRSA gives recruits a prime reason to why joining the NJCU PRSSA chapter will lead to enhanced education and a multitude of career and networking opportunities, for both students and professionals.

- NJCU PRSSA co-host's the Got Marketing? event every year which provides an opportunity to communicate information about NJCU PRSSA, this strengthens exposure of the NJCU PRSSA organization, as well as gain a good reputation in the organization's proactiveness in NJCU's School of Business events and activities.
- NJCU PRSSA features a guest speaker who is a professional in the field every month, which is a benefit to NJCU members, as the speaker can provide networking opportunities and connections
- NJCU PRSSA has social media accounts on the most ideal social media accounts that would be best in targeting the primary audience: Instagram, Twitter, and LinkedIn
- Membership in the NJCU PRSSA chapter offers students real-life experience in strategic communication and development of IMC skills that can be used to enhance the resume, leading to many networking and job opportunities
- The NJCU PRSSA chapter can communicate that they lead in the number of students who have passed the Certificate in Principles of Public Relations exam in New Jersey

Weaknesses:

- The key message that NJCU PRSSA is suitable for all marketing majors and minors is not resonating well because "PR" is in the name, students think that it's an organization targeted only towards a career in PR.
- New content has not been posted on NJCU PRSSA social media accounts for publics to engage with. NJCU PRSSA last posted on their Instagram page on March 2nd and their Twitter account on October 6th
- NJCU PRSSA's Twitter posts do not receive much engagement with publics

- NJCU PRSSA's LinkedIn "About this group" section does not offer much information about the organization and where to find additional information on how to join, inquiries, and contact information
- NJCU PRSSA's page on the school website does not offer as much information about the overall organization compared to other university PRSSA chapters (specifically Rutgers and Montclair). Rutgers and Montclair provide information about specific fundraising efforts and achievements that their PRSSA chapter had contributed towards and received. Compared to NJCU PRSSA's chapter, Rutgers and Montclair PRSSA chapters share information about how many members are in the organization, what to expect when joining (specific meeting days and times, and types of workshops provided to members) and additional information about their student-run PR firm Scarlet PR (Rutgers) and clients that they have worked with.

Opportunities:

- NJCU PRSSA is still a relatively new organization, leaving ample room for establishing itself and implementing more communications strategies
- The annual Got Marketing? event is a high-profile event that offers a space to increase word-of-mouth, earn attention, and prove value of NJCU PRSSA membership
- Increase in virtual communication technology (Zoom) provides accessibility and convenience for current and future members

Threats:

- PRSSA is not an official campus organization
- The shift to online and hy-flex class options may create challenges and limitations in outreach efforts because students may be less inclined to attend events

- NJCU PRSSA's failure to recruit more members will alter the number of real-life clients that members would have the opportunity to work with and gain marketing experience from

Planning

BUSINESS GOAL

- To increase the number of NJCU PRSSA memberships and provide members with real-life experiences in marketing and related fields, make long-lasting connections, and deliver access to all other membership benefits that will contribute significantly to those pursuing careers in marketing and related fields.

COMMUNICATION GOAL

- To increase awareness of the NJCU PRSSA chapter career-enhancing benefits the organization offers members.

Publics

PRIMARY PUBLICS

- NJCU students in the School of Business (freshman through senior level) who are majoring and/or minoring in marketing and are seeking to build their resumes, grow their network, and advance their experience profile
- Current NJCU PRSSA members who are active in taking advantage of PRSSA benefits and are in-tune with chapter events and communications via email and social media platforms

SECONDARY PUBLICS

- NJCU students (freshman through senior level) who are pursuing non-marketing fields, such as English, Graphic Design, Business Administration, Economics, Sports and Entertainment, and Journalism

Objectives

1. To increase engagement of NJCU PRSSA's primary publics by 5% by September 1st, 2021.
2. To increase recall of NJCU PRSSA membership benefits with 20 NJCU marketing majors and minors by September 1st, 2021.
3. To encourage 5 referrals from each existing NJCU PRSSA member to encourage recruits to the NJCU PRSSA chapter by September 1st, 2021.

Key Messages

- NJCU PRSSA is an organization that welcomes all majors to join and build their career, not only those interested in public relations. It is for those interested in marketing and related fields.
- Being a member of NJCU PRSSA instills a competitive edge through the hands-on experienced gained when working with real-world clients.
- The organization provides an array of benefits to maximize members' college education, resume, portfolio, and network.

Strategies

- Spread NJCU PRSSA key messages via social media platforms continuously to reinforce new recruits about the benefits and available resources to seek more information.

- Cultivate an authentic and personal relationship among existing NJCU PRSSA members via social media platforms and organization website to convey an approachable atmosphere.
- Intrigue students of all majors to seek more details on how NJCU PRSSA can benefit them and how to join.
- Promote NJCU PRSSA through current members to build a personal relationship amongst possible recruits.

Implementation

TACTICS

- Utilize individual social media capabilities: **(Helps meet objectives 1 and 2)**
 - Instagram Stories to consistently engage followers throughout the week with polls, infographics, and pictures and videos. Stories can even be saved on the account page and be organized for easy viewing: events, member testimonials, self- wellness, and motivational tips, etc.
 - Using Twitter to converse with followers and professionals within the field. Twitter allows for personal back and forth interaction that not only builds brand awareness but also serves as a medium for members to continue personal communication to network with those professionals in the thread.
 - Social media platforms should convey a friendly and approachable image for non-members to feel welcome.
 - Use of hashtags increase account name population across the platform. NJCU PRSSA should continue the use of current hashtags in addition to newer ones to include in

rotation (i.e., #communications #publicrelations #marketing #PRSSANJ #PRSSAatNJCU #CommunicationIsKey).

- Social media platforms can be used to conduct contests and sweepstakes. Providing followers a list of actions to qualify for entry helps the organization build a following and keep audiences engaged. Some contests and sweepstakes can involve having their membership fee covered if they win, win an amazon gift card if they get chosen, or even a video/picture contest (that aligns with the organization) to win a free NJCU PRSSA T-shirt if they're video/picture gets chosen.
- Social media platforms should work on an organized and consistent upload schedule to maintain communication on organization key messages and to keep followers engaged with new content to look forward to. Content should be written and approved one month in advance prior to posting, and Hootsuite should be utilized for scheduled distribution.
- Website revision: **(Helps meet objectives 1 and 2)**
 - NJCU PRSSA should have their own dedicated page on the school's website.
 - NJCU PRSSA website should include a drop-down menu that separates each section: Home, About Us, Executive Board/ Chapter Members, How to Join, FAQs, and Contact Us, Gallery
 - Website should also incorporate member testimonials to give interested students a better idea of how existing members feel and have benefited from joining NJCU PRSSA.
 - A link to National PRSSA and PRSA should be included below to give non-members and new recruits additional resources to look through to better understand what NJCU PRSSA offers.

- NJCU PRSSA website should include link-embedded social media icons for easy access to social media accounts. This encourages students to follow the social media account and snoop through the feed without having to type anything into the search bar.
 - Likewise, social media accounts should include the NJCU PRSSA's website link in the bio.
- **Flyers (Helps meet objective 2)**
 - As face-to-face classes begin to normalize throughout the coming semesters, incorporating flyers can catch the attention and inform students on NJCU PRSSA.
 - The flyers must convey major key messages of NJCU PRSSA, and the design must be creatively in line with the organization.
 - Flyers should include contact information and website links for inquiries and registration. Implementing a QR code can provide easy access to additional information through use of a phone's digital camera.
 - Flyers should be posted all throughout the School of Business and in high traffic areas of the main campus to receive the most exposure.
- **E- newsletters: (Helps meet objectives 1 and 2)**
 - E-newsletters will keep the audience informed about NJCU PRSSA's latest news, updates, upcoming events, and tips.
 - Making the NJCU PRSSA e-newsletter available to both members and non-members will aid in spreading the word about the organization, increase attendance for upcoming events, and engage students with updates on new and current projects (i.e., announcements to working with a new client), workshops, and activities.

- Establishing a regular schedule (weekly or bi-weekly) to post content will show reliability, organization, and effective communication. Consistent emails to audiences will also continuously reinforce subscribers about NJCU PRSSA values and commitment to academic excellence.
- Must include an opt-out option for subscribers. The rate in how many people unsubscribe will be vital information to use for segmentation to more targeted lists in the future.
- **Brochure: (Helps meet objectives 2 and 3)**
 - A custom brochure will display critical information about NJCU PRSSA: who the organization is, its relation to PRSSA and PRSA, details about benefits, activities and workshops, upcoming events, social media handles, and QR codes to seek additional information.
 - Incorporating brochures makes it easy for current members and faculty to distribute to students and at NJCU Open Houses. It is a great tactic to communicate NJCU PRSSA's information-heavy aspects without demanding much from the publics.
 - Brochures can be distributed to random students and new members to get a detailed overview about the organization.
- **Open House: (Helps meet objectives 1, 2, and 3)**
 - Open Houses are a great opportunity to influence new students to be part of NJCU organizations and activities by promoting the NJCU PRSSA chapter. With freshman and transfer students eager to be involved in college clubs, sports teams, and programs, NJCU PRSSA can approach students by educating them about the benefits and opportunities that the organization has to offer.

- Promotional Kits can be utilized to distribute to new students for them to take home.

These kits will include:

- Tchotchkes (lanyards, pens, phone pop sockets, webcam covers, and stickers) to increase registration and build brand awareness.
- Brochures
- Informative documents that provide details and facts about PRSA, PRSSA, and the NJCU chapter
- A copy of FAQ's about NJCU PRSSA

Evaluation

1. To determine if NJCU PRSSA engagement increased by 5% among primary publics by September 1st, 2021:
 - a. Track the number of primary publics that inquire about NJCU PRSSA after *Got Marketing?* event and other organization held events.
 - b. Monitor the number of impressions that Twitter and Instagram posts receive upon rolling out the campaign.
 - c. Record the number of responses received and click-through-rate upon sending out emails that share information about NJCU PRSSA and joining the organization.
2. To determine if 20 NJCU marketing majors and minors recall the benefits of NJCU PRSSA membership by September 1st, 2021:
 - a. Track re-shares of NJCU PRSSA social media posts to determine the engagement of primary publics.

- b. Conduct a survey among primary publics that inquiries about that the benefits of membership in NJCU PRSSA and whether they recall this information from prior announcements and additional promotional efforts.
 - c. Track the number of primary publics that inquire about NJCU PRSSA throughout the Fall 21' semester and into Spring 22'
3. To determine if 5 existing NJCU PRSSA members are referring and encouraging recruits to join the NJCU PRSSA chapter by September 1st, 2021:
- a. Conduct a survey among current NJCU PRSSA members inquiring about their satisfaction with being a member of the organization to determine their willingness to share and forward information about the organization to others.
 - b. Track referral data to monitor where primary publics were referred from/ learned about NJCU PRSSA (i.e., personal online search, faculty, social media, NJCU PRSSA members).
 - c. Track the number of LinkedIn requests to join the group, as well as the number of new followers received on Twitter and Instagram, to determine the number of recruits interested in joining NJCU PRSSA

APPENDIX

SURVEY

1. Age?
 - Younger than 15
 - 15 - 28
 - 19 +

2. Current year in school?
 - Freshman
 - Sophomore
 - Junior
 - Senior
3. Major? Please specify your concentration if applicable. (Example: "Marketing with a concentration in Digital Marketing" or "Business Management with a concentration in Global Business" or "Marketing with a concentration in Public Relations"). If undeclared, type "Undeclared".
4. Have you ever heard of NJCU PRSSA? If so, where did you hear about this organization?
 - Flyers posted around the school
 - Online (Social media or website)
 - Email that has been sent to you
 - Someone informed you about this organization (A friend, professor, advisor, family member)
 - Other
 - I have never heard of NJCU PRSSA before
5. What do you know about NJCU PRSSA? Type "Nothing" if you do not know anything about the organization.
6. NJCU PRSSA is a student society that aspires to enhance members' education, build professional and peer contacts, and help launch their careers after graduation. What information would be most helpful for you in determining whether joining this

organization is worth it for you? (Some example answers may be: Member testimonials, videos and pictures of members, activities, and/or events, a FAQ's page, statistics regarding the level of achievement upon becoming a member)

7. If you have heard of NJCU PRSSA before, what has prevented you from becoming a member if you aren't one already?
 - I felt that I doesn't relate to my major
 - There isn't a lot of easily available information about the organization
 - I don't know how to join and who to contact
 - I am just not interested in joining