

Marketing (Public Relations)

PLEASE COMPOSE YOUR DOCUMENT IN THE NARRATIVE STYLE.

The Marketing (Public Relations)* assessment examines current efforts to provide to promote the school. It should include all practices related to internal and external communication, public relations, marketing student recruitment and retention efforts.

***It is possible to respond to questions about Marketing in the Enrollment section of the plan.**

A. Historical Background

- Describe the previous Long Range Marketing Planning Process used at the school.
- When was it completed?
- What were the goals/objectives?
- Were they met?
- Describe the current Marketing Plan. Include public relations work.

B. Current Marketing Efforts

- This should include any recruitment and retention plans and any public relation plans. The narrative should include, but not be limited to:
 - Public Communication:
 - Brochures
 - Fact Sheets
 - Newsletter
 - Website
 - Marketing Plan:
 - Case Statement
 - Power Point Presentation
 - School Video

C. Areas of Concern

- Describe any areas of concern or any obstacles.

D. Future Goals

- Describe future goals for meeting Marketing (Public Relations) needs for the school.

E. Using the information you gathered from the focus groups and from your research work on Marketing (Public Relations) formulate goals and objectives for school improvement.

Signature of Committee Chair and Members who prepared this document:

Chair: _____

Committee Members: _____

Date of completed report: _____