

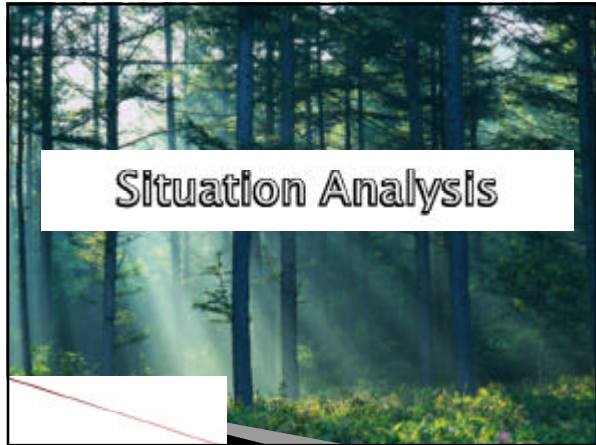
Health Communication Concentration PR Plan

The Pines Group Public Relations



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Situation Analysis

Goals



- ▮ Reshape existing knowledge and perceived respectability of the department
- ▮ Increase effective dissemination of information
- ▮ Increase both student and faculty participation
- ▮ Enhance targeted audiences' general knowledge about Health Communication
 - High School Students
 - Guidance Counselors

Client History



- ▶ **Our Client:** Dr. John C. Pollock, Professor of Communication Studies
- ▶ **Client Involvement:** Founder and leading supporter of the Interdisciplinary Program
Academic advisor for the TCNJ Chapter of Lambda Pi Eta, the National Communication Honors Society
- ▶ **Client Background:** Academic interests across an array of disciplines, including:
 - Health Communication
 - International Communication
 - Public and Mass Communication
 - Content Analysis
 - Survey Research
 - Research Methodologies

The Problem...



- 1 Limited amount of respect and credibility towards the Communication Studies Major
- 1 Lack of health communication awareness on TCNJ Campus
- 1 Limited enrollment in the Interdisciplinary Concentration
- 1 Limited participation from related faculty members interdepartmentally
- 1 Skepticism among faculty about the relativity of Health Communication within the Communication Studies major

...and How PR Can Solve It



- 1 Increase Awareness
- 1 Increase Interest
- 1 Increase Activity



Formative Research Steps



To complete formative research TPG did the following:

Interviews:

- Dr. John C. Pollock
- Dr. Yifeng Hu

Formative Methodology:

Intercept Studies

- 5 related faculty members

Survey

- 405 TCNJ students from targeted disciplines

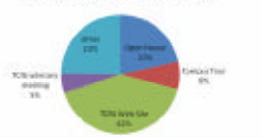
Formative Research



Did You Enter TCNJ with a Major in Mind?



If Yes, How Did You Learn of this Major?



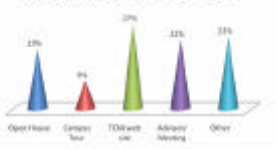
Formative Research

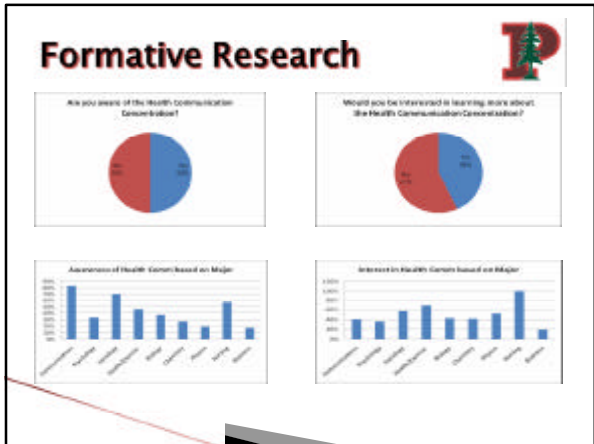


Do you know of the Interdisciplinary Concentrations at TCNJ?

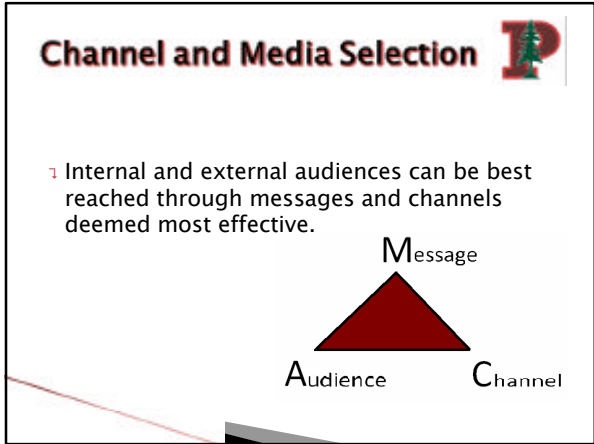


If yes, how did you learn of these programs?







- ## Audience Segmentation
- | | |
|--|--|
| <p>Internal Audiences</p> <ul style="list-style-type: none"> o Communication Studies faculty o Department Faculty o Related Faculty o Communication Students o Related Students o Former Pre-Med Students o TCNJ Clubs and Organizations | <p>External Audiences</p> <ul style="list-style-type: none"> o High School guidance counselors o High School students o Parents of High School students o Community College and Transfer Students o Health Communication professionals o Alumni working in Health Communication |
|--|--|





Plan Outline 

1 Objective 1– Reshape the existing knowledge and perceived respectability of the Communication Studies Department by providing a comprehensive basis of what the discipline entails and how it may be useful in other fields by 20 percent within one year.

Plan Outline 

1 Strategy 1.1– Increase awareness of Communication Studies student's achievements campus wide.

- o Tactic 1.1.1– Create newsletter
- o Tactic 1.1.2– Increase participation in LPE's Career Night
- o Tactic 1.1.3– Create film detailing success stories

1 Strategy 1.2– Increase pride within the Communication Studies Department.

- o Tactic 1.2.1. Increase membership in LPE
- o Tactic 1.2.2. Recognize exceptional Communication students

1 Strategy 1.3– Increase respect of the Communication Studies department campus wide.

- o Tactic 1.3.1. Revitalize awards processes and scholarly recognition
- o Tactic 1.3.2. Host a TCNJ paper conference, showcasing student scholarship

Plan Outline



- 1 Objective 2- Increase the effective dissemination of information about the Health Communication Concentration by 50 percent within two years.

Plan Outline



- 1 Strategy 2.1- Modernize Health Communication info by implementation and improvement of channel distribution
 - o Tactic 2.1.1- Update the Health Communication link
 - o Tactic 2.1.2- Purchase an individual domain name
 - o Tactic 2.1.3- Utilize open advertising spaces in The Signal
- 1 Strategy 2.2- Convey the major need for the Health Communication Concentration to have a presence at TCNJ.
 - o Tactic 2.2.1- Organize a speakers' series of professionals
 - o Tactic 2.2.2- Individual section of newsletter to health communication
 - o Tactic 2.2.3- Start a new Public Health Club on campus
 - o Tactic 2.2.4- Co-sponsor events with other related health and communication clubs
- 1 Strategy 2.3- Appoint and educate a point person in Records and Registration to direct inquiring students to the appropriate resources regarding Health Communication
 - o Tactic 2.3.1- Hold a brief informational session
 - o Tactic 2.3.2- Point person with pamphlets to distribute to students

Want to join the health field without becoming a doctor?



Join the Public Health Club at TCNJ!

Meetings are every Thursday at 6:00pm, in the Student Union Center room 201. (Don't forget to bring your ID card!)

Look for us 1000 in the 2nd floor 11-30 (L) 11-2:30pm, Thursday, September 11th.



Contact Morgan Kiser, club president, at morgankiser@tcnj.edu for more information.

Plan Outline



- 1 Objective 3– Increase participation in the Health Communication Concentration of faculty and students at TCNJ by 25 percent within two years.

Plan Outline



- 1 Strategy 3.1– Assure TCNJ faculty and students that the Communication Studies Department is the appropriate department for Health Communication Concentration.
 - o Tactic 3.1.1– Provide existing credentials
 - o Tactic 3.1.2– Discuss emerging research
- 1 Strategy 3.2– Make available tangible incentives for enrollment in and completion of concentration.
 - o Tactic 3.2.1– Take steps to include concentration on diploma
 - o Tactic 3.2.2– Widen the selection of courses in concentration
 - o Tactic 3.2.3– Target potentially interested parties
 - o Tactic 3.2.4– Peer Advisors and Open Options professors to disseminate information
- 1 Strategy 3.3– Encourage interdepartmental faculty participation
 - o Tactic 3.3.1– Investigate course offerings from other departments
 - o Tactic 3.3.2– Faculty teaching applicable classes or conducting research

Plan Outline



- 1 Objective 4– Increase knowledge regarding the Health Communication Concentration of incoming students and high school guidance counselors by 40 percent within one year.

Plan Outline



- 1 Strategy 4.1- Distribute information to high school guidance counselors and encourage them to promote health communication
 - o Tactic 4.1.1- Send print media promoting TCNJ as a top institution in the field
 - o Tactic 4.1.2- Include high school guidance counselors on the mailing list
 - o Tactic 4.1.3- Contact Webmaster at www.njsca.org
- 1 Strategy 4.2- Provide information to prospective students and parents about health communication.
 - o Tactic 4.2.1- Mail newsletters
 - o Tactic 4.2.2- Hold information sessions at open houses and orientation
 - o Tactic 4.2.3- Disseminate pamphlets and fliers to the Community College advisors
- 1 Strategy 4.3- Utilize college information services to disseminate information about health communication
 - o Tactic 4.3.1- Contact the Public Relations director at TCNJ for advertisement

Evaluative Research Outline



- 1 Objective 1
 - Monitor readership of Communication newsletter
 - Conduct campus and department survey measuring student perception
 - Measure attendance at LPE's Career Night
 - Measure increase in applicants to LPE
 - Measure applicants and attendance to TCNJ's hosted conference
- 1 Objective 2
 - Measure usability on the Health Communication Web site
 - Voluntary survey on the Web site to measure ease of access and usability
 - Monitor attendance at speakers' series
 - Monitor attendance and participation in Health Communication Club
 - Survey knowledge of field and concentration among students

Evaluative Research Outline



- 1 Objective 3
 - Measure faculty attitudes towards the Health Communication via intercept study
 - Monitor attendance at speaker series
 - Tabulate the amount of students per targeted major signed up annually
 - Tabulate the amount of professors per targeted major offering courses for inclusion
- 1 Objective 4
 - Survey incoming students regarding knowledge and means through which they were informed
 - Measure hits on health communication links on www.njsca.com and www.collegeboard.com
 - Monitor the attendance and interest of parents and students at interest sessions
 - Measure registration of incoming freshmen



Questions?
