

**Curry College Public Relations Society (CCPRSA)  
PR / MARKETING PLAN**

○ **PR Publics / Target Audiences**

**Internal**

- Jaimee Geoffrey-White, President
- Rosaria Robidoux, Vice-President
- Olivia Mahidashti, Public Relations Director
- Gabrielle Onofrio, Social Media Director
- Georgiana Condon, Social Media Director
- Madison Thomas, Program Director,
- Phoebe Katz, Secretary
- Paul Wood, Historian
- Emma Watson, Treasurer
- Kirsten Whitten, Faculty Advisor

**External**

- Curry Students
    - COM Students
      - PR concentration
      - COM Scholars
    - Marketing Students
    - The Management Forum
      - Combination of ideas; Similar industries
  - Curry Faculty
    - COM Faculty
    - Business Faculty
  - Curry Staff / Admin.
    - Campus Life, Anna Lombardo (Supplies & Services)
    - Jecholiah Ellis, Public Relations Director
    - Adam Coulter, Social Media Director
  - Media
    - The Currier Times
      - Christianna Casaletto
      - Cole McNanna
    - [PR@Curry.edu](mailto:PR@Curry.edu) (Weekly Friday Email)
    - WMLN-FM
- **Geographic Market(s)** (*where are these publics located physically*)

**Primary**

- The Student Center
- Westhaver Park
- The Quad
- Large Meeting Room
- Gray Meeting Room
- COM Dept. Billboards
- CCPRSA Billboard
- The Dorms

## Secondary

- Academic and Performance Center Cafeteria
- Hafer Starbucks Cafeteria

## ○ **Objectives – to be attained by May 2018**

### Informational (among all audiences)

- To increase awareness of the Curry College Public Relations Society (CCPRSA), its mission and its benefits for membership to 2,000 students on the Curry College campus
- To increase awareness about public relations, its purpose, and the different jobs to pursue in the industry
- To increase awareness of the need for / and availability of internships for 300 communication students interested in Public Relations, Corporate Communications, Social Media Communications and Marketing among Curry College students

### Motivational

- To increase members attending weekly meetings to 15 per week
  - Currently have 9
- To increase Facebook traffic to 250 people
- To increase the number of Instagram followers to 100
  - Currently have 76
- To work closely with the Management Forum to improve connections, and achieve more guest speakers, events and attendance at events
- To increase budget by \$1,000 by having fundraising events
- Develop 2-3 fundraising initiatives.
  - Around Thanksgiving/ Christmas and Easter

## ○ **Strategies**

- Utilize a Strategic **Public Relations Campaign** to educate the Curry College community about CCPRSA and its mission to advise students
- Utilize **Web Site and Social Media** to “brand CCPRSA” by providing easily accessible information as a resource for members and for interested students and engage them regarding upcoming events and how to get involved with fun photos and posts as a
  - Create website through Student Activities
  - Create a calendar of events for upcoming guest speakers, fundraising events, etc.
  - Create an “Executive Board Members” page
  - Create a “Get Involved” page where students can sign up for emails for upcoming meetings
- Create a Pinterest and LinkedIn account
- Update Facebook / Twitter / Instagram on a daily basis
  - Create a cohesive theme on Instagram
  - Add photos of students involved with CCPRSA
  - Make the Facebook page public so everyone can view it
- Send out emails of upcoming events through the [ccprsa@students.curry.edu](mailto:ccprsa@students.curry.edu) email