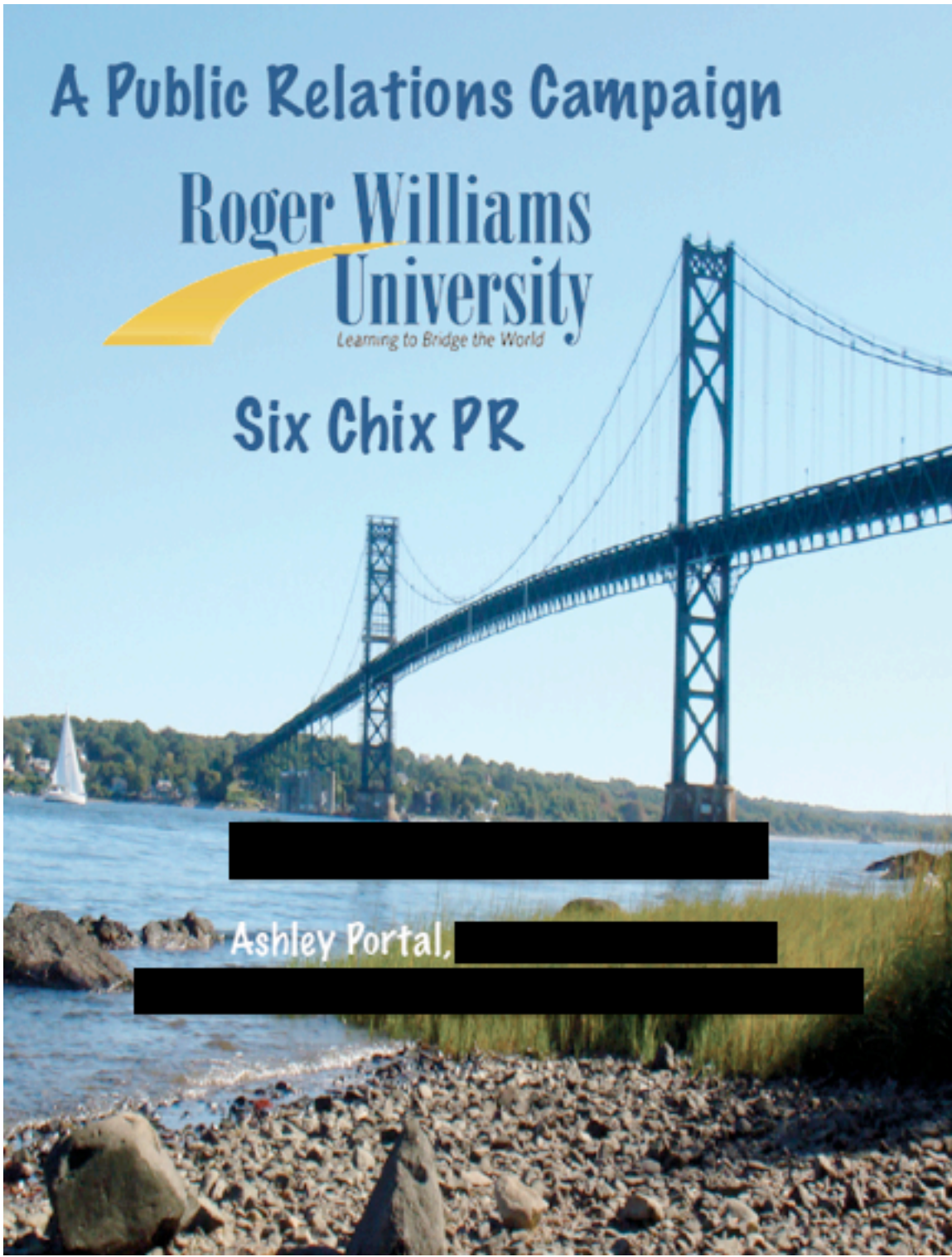


A Public Relations Campaign



Six Chix PR

Ashley Portal, [REDACTED]



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In public relations, the importance of research is to get information that can be evaluated so you can begin planning a public relations campaign. To begin researching for our campaign, we performed three types of research. First, we interviewed six Roger Williams University students who lived outside of the east coast about how they heard about to school and what they like and dislike about being a student at Roger Williams. By interviewing students originally from outside the west coast who chose to attend Roger Williams, and evaluating their answers, we hoped to learn the influential factors and emphasize those in our campaign to reach our goal. Our second type of research was a communications audit, where we took an inventory and analysis of current communications efforts put forth by Roger Williams University to reach parents and students residing in California. Our last type of research was a content analysis, an informal, quantitative type of research. In a content analysis, content from the media about a topic is analyzed as a method of evaluation. We specifically looked at newspapers and magazine articles because of their credibility and ability to reach a large public. By doing a content analysis, we hoped to find what the media was saying about Roger Williams and how the University is portrayed to the public in the media.

Communications Audit

Communications Audit-- an inventory and analysis of current communications efforts put forth by Roger Williams University to reach parents and students residing in California.

Purpose:

The purpose of completing a communications audit of the Roger Williams University promotional efforts to reach potential students and their parents is to achieve a better understanding of what communication efforts are already being made, and how effective these approaches are, and ultimately adapt our own approach according to this information.

Kathleen Lowe is the Director of Media and Marketing services for Roger Williams University, and was hired in November of 2008 to help take Roger Williams University to the next level in terms of all marketing and public relations efforts. Lowe devised a new marketing plan to be implemented August 2009 that involves an increase in the personal interaction between the university and potential students and their parents.

Tactics currently utilized by the Roger Williams University organization:

Face book:

Face book is being successfully used as a platform for marketing communications in a few different ways, first of which is the establishment of a Roger Williams University fan face book page. Through this page, any individual with an active face book account is able to view all of the latest updates and events that concern the Roger Williams University community and campus. An extremely beneficial aspect of this approach is that face book as a public relations platform is very malleable and easy to maintain and alter in ways that would make the effort more effective. Unlike anything distributed

through a print medium, face book is electronic and can be easily adapted to better reach our target audience. Also, to create a fan web site through face book is completely free of any cost, and is very effective because it reaches out to our secondary market (the students) in a platform that they are very familiar with and use frequently.

In addition to the Roger Williams University fan face book page, Roger Williams University is also using face book as an advertisement platform through which they are able to specifically target students that match demographical information. For example, advertising through face book makes it possible to target all high school juniors and seniors who have sailing listed as a primary interest, and have an ad for Roger Williams University appear on their face book home page as a result. From the ads places on face book, it is easy for the Roger Williams University marketing team to track which ads were most successful, how many hits each advertisement received, how long they stayed on the Roger Williams University web site that they were linked to, and whether or not they requested further information from the university.

Interactive campaign:

The very first interactive campaign was launched in accordance to the 2009 marketing plan, and has been very effective so far, according to Kathleen Lowe. There are a total of 6 slogans being used on handouts in this campaign to draw the student in, and urge them to visit the partner website: <http://life.rwu.edu> to learn more about the university and all that it has to offer them. These handouts are presented to students at college fairs and other promotional settings where students want physical materials to take away from the event. By engaging potential students through this interactive campaign the level of personal investment is increased and student are more likely to actively inquire additional information concerning the university admissions process. The slogans used on the handouts are:

- “Every continent but Antarctica”
- “160,000 hours and counting”
- “Brunch in Bristol, dinner in Boston”
- “8 million oysters and counting”
- “Horse shoes. Running shoes, boat shoes”

-“You can have a room with a view”

All of these slogans are designed to intrigue the interest of students and their parents by highlighting specific aspects of Roger Williams University that are impressive, and only providing enough information to make the students and parents want to know more.

“the dock” blog:

Another effective tactic implemented by the marketing plan of 2009 is active maintenance of the Roger Williams University blog called “the dock”. This web site makes it possible for potential students to establish contact with actual student and professors at Roger Williams University and ask them whatever questions they may have about what it is truly like to be a part of the Roger Williams University Community. Also, there is a blog that is maintained by a parent of a Roger Williams University student, thereby making it possible for all parents of potential students to relate their concerns and questions and establish a more concrete concept of how their experience has been as a Roger Williams University parent.

Recruits sent to California:

Recruiters are actually physically sent to specific regions throughout the coast of California to participate in various college fairs and events held at local high schools. Below is a list of the various locations in California that Roger Williams University sends recruiters:

Encinitas, CA—10.8.2009 High School Visit San Dieguito High School Academy	Junipero Serra High School Huntington Beach, CA—10.6.2009 College Night Huntington Beach Union High School
Encino, CA—10.7.2009 College Fair Crespi Carmelite High School	Huntington Beach, CA —10.7.2009 High School Visit Huntington Beach High School
Fountain Valley, CA—10.7.2009 High School Visit Fountain Valley High School	La Jolla, CA—10.8.2009 High School Visit La Jolla High School
Gardena, CA—10.7.2009 High School Visit	Los Angeles, CA—10.3.2009

College Fair
University of Southern California
Los Angeles, CA—10.6.2009
High School Visit
Wildwood School

Mill Valley, CA—10.1.2009
High School Visit
Tamalpais High School

Mountain View, CA—10.2.2009
High School Visit
Mountain View High School

Newport Beach, CA—10.9.2009
High School Visit
Sage Hill School

Palo Alto, CA—10.1.2009
High School Visit
Palo Alto High School

Piedmont, CA—10.1.2009
High School Visit
Piedmont High School

San Diego, CA —10.8.2009
High School Visit
Academy of Our Lady of Peace

Santa Barbara, CA—10.5.2009
High School Visit
Laguna Blanca High School

Santa Barbara, CA—10.5.2009
High School Visit
Santa Barbara High School

Santa Monica, CA—10.6.2009
High School Visit
New Roads School

Santa Monica, CA—10.6.2009
High School Visit
Santa Monica High School

Saratoga, CA—10.2.2009
High School Visit
Saratoga High School

Ventura, CA—10.5.2009
High School Visit
Foothill Technology School

Sending recruiters to these various locations enables Roger Williams University to become well known and considered among students and parents residing on the other side of the country, and physically obtain admissions brochures and applications that they can bring home and review with their parents. It also provides an opportunity for students and parents who attend these college fairs to have the time to actually speak with a Roger Williams University representative and ask whatever specific questions they might have about the university. This allows Roger Williams University to actually put a face and image to their institution, which is crucial to make Roger Williams University stand out among all of the other schools that students and parents may be looking into during the college application process.

Twitter: “meet us, tweet us”

In accordance to the 2009 marketing plan, all of the Roger Williams University admission counselors were given iphones, and mandated to open a Twitter account that they a required to use frequently. This allows any potential student to follow and be able to establish contact with any admission counselor at any give time, and overall makes them more accessible to the potential students inquiring about Roger Williams University. By using twitter as a way to reach potential students and their parents, Roger Williams University is engaging in a communications system that is frequently used by the group of students being targeted, and is therefore very effective. Also,

Flickr:

Flickr is an online image and video hosting web page that provides subscribers access to all of the images posted by Roger Williams University. This enables Roger Williams University to fully display all of the campus sponsored events that occur within the community, and thereby effectively convey to the target audience an accurate feeling of what it would be like to actually be a part of the Roger Williams University community. The pictures made available through this website are updated frequently when new events take place, and is an effective medium to reach interested students and parents through, and keep them engaged and impressed by the amount of interesting activities and events that take place

YouTube: “my.rwu channel”

Roger Williams University also utilizes YouTube as a medium through which parents and students are provided streaming videos of speakers and special events and activities that occur within the Roger Williams University community. By being able to actually view the speakers and events that occur on campus, potential students and their parents can really envision themselves as being an active part of the Roger Williams University community, and easily conceptualize where they will easily fit into the Roger Williams University community.

Other Promotional Media and Themes:

Some other print media reviewed in the communications audit included view books, brochures, and RWU magazine. Some common features that were emphasized in all of these media outlets were the waterfront location of the university, U.S. News and World Reports ranking Roger Williams University 8th among all baccalaureate colleges in the north, availability of financial aid and scholarships, expansion of campus, diversity, success of the sailing team, study abroad opportunities, and sustainability efforts being made on campus by the ‘green team’. All of these themes found in the promotional materials are effective in creating a positive image for Roger Williams University, however, we feel as though there are some other aspects of the university that would be beneficial to emphasize in promotional efforts.

Conclusion:

From completing a communications audit of all promotional materials and efforts currently implemented by Roger Williams University, it has become clear that the most effective ways to reach our target audience is to utilize media forms that are familiar and easily updated, specifically Facebook and Twitter. In addition to the themes and points that have been emphasized, we believe that sailing should be emphasized more to the Californian public due to the coastal location. Facebook is a great tool to use to target specific demographics and track how effective each individual advertisement is. In our campaign we will implement the theme of “Bridging the World” and adapt it to our

campaign by also “Bridging the Country”. The communications audit has provided us with a firm understanding of what works well to effectively promote Roger Williams University to outside publics, and as a result, we have a grasp on how to approach our target public of Californian residents in a way that both captivates and interests them in the school, and ultimately motivates them to become a part of Roger Williams University.

Content Analysis

We conducted a content analysis to gain insight into how Roger Williams University has been represented in the media in the past. We specifically looked at newspaper and magazine articles as sources of our analysis because of their credibility and ability to reach a large and/or target public. We also used these media because the information disseminated in them is newsworthy. To find the articles, we used the Roger Williams University library database as main source because it is credible and has various databases to search within. Databases we used to find articles were Lexis Nexis, Academic Search Premier and News Bank: Access World News. We found a total of nine articles that were published in the United States from these databases. Some of the same articles came up on more than one database. The search term that we used was “Roger Williams University”. We did not use a broader search term because Roger Williams University is a small liberal arts university in the smallest state of the country, so there is not a lot of national news coverage which covers Roger Williams University specifically.

We grouped the articles into categories, or ‘bins’ to classify and analyze them. Overall, we found that the majority of the articles portrayed Roger Williams in a positive light. However, an example of an article that might portray Roger Williams in a negative way is an article recently published in the Providence Journal about Roger William’s increasing their incoming freshman class by lowering its admission standards. In addition, an editorial from the Washington Post, titled “A Slur at Roger Williams University” leads to a lesson in accountability and is significant to the content analysis because it shows public opinion, and the newspaper chose to present this editorial to the public. However, this editorial article has a negative connotation; it discusses how the chairman of RWU’s board of trustees said a racial slur at a meeting and stepped down from his position. The chairman of the board of trustees is a representative of the school, and when he does a negative thing, it makes RWU look bad. However, the other articles that were published positively about Roger Williams were published by the University or were given credit to the article at the end. Most of the articles had to do with internal affairs at the University and two articles involved scholarships. We came up with three distinct categories.

The first category we established was about the “sciences” at Roger Williams. One article we found was about marine fish, who are usually very hard to raise in captivity, but featured how Roger Williams University achieved success when they raised three triggerfish from birth to adulthood. This article paints RWU in a positive light, showing that it is an up and coming academic institution. Another article from PRNewswire featured volunteers who transferred nearly 750,000 adolescent oysters to restoration sites in Bristol Harbor and neighboring areas, culminating the third annual cycle of a joint effort between local community members and marine science researchers at Roger Williams University to boost Rhode Island's diminished oyster population. This article shows a relationship and cohesiveness that Roger Williams practices with the community of Bristol. It also shows RWU’s involvement in community service, which is a main theme at RWU. We can promote Roger Williams University in our Public Relations campaign by highlighting Roger Williams University’s commitment to helping others, and their excellence in the field of marine science.

The article about marine fish overlaps with another category of “community service”. We found the article “GRRL Tech Participant Offered Full Tuition Four-Year Scholarship to Roger Williams University” published in both Biotech Business Weekly and PR Newswire. The article describes a scholarship given to a local Rhode Island resident that pays for her entire undergraduate education at RWU. RWU hosts an expo every year that gives high school females information about a major in science, technology, engineering, and mathematics. This article is upbeat showing how Roger Williams University instills confidence in young women and encourages them to further their education. A second article published in PRNewswire, announced that Roger Williams University offered \$ 200,000 in scholarships to the winning team of the 2008 FIRST LEGO(R) League "Climate Connections" robotics Challenge hosted at RWU. Roger Williams University is the first organization to offer a college scholarship to a FIRST LEGO League winning team in the competition's ten-year history. This is another upbeat article showing that Roger Williams is unique in that it is the first organization to offer a scholarship in a competition that has had a ten-year history. We will promote the many scholarship possibilities available at RWU, and the quality of education that its undergraduates receive.

A third category we established was diversity. An article from the Boston Globe, “Both sides gain from time together; Afghan women, US students learn at Holy Cross” highlights the Initiative to Educate Afghan Women. This program gives scholarships that allow young women from Afghanistan to attend American universities. Roger Williams University is involved in the program. The Providence Journal published an article about the launch of a new Immigration Law Clinic that aims to provide legal aid to immigrants who would otherwise have none, and train a new generation of immigration lawyers.

Another article in PRNewswire, announced details of a partnership with Roger Williams and the Rhode Island Latino Policy Institute (LPI), where the two organizations would work cooperatively to further the Institute's goal of becoming the primary source of research on Latinos in Rhode Island. The Latino Policy Institute at Roger Williams University shows successful efforts to involve a number of important academic and non-academic institutions in and around Rhode Island in data and policy gathering on Rhode Island's Latino community. These three articles display positive qualities of RWU, including the search for diversity and the passion for helping others.

SEE APPENDIX A FOR WORKS CITED.

Interviews

In an effort to promote Roger Williams University to students outside of the East Coast, it is important to understand the aspects of the school that initially attracted current students that are not from the East Coast. We came up with eleven interview questions to ask students that live outside of the US East Coast about how they heard about the school and consequentially became students at Roger Williams University. The following qualitative research questions were asked in the interviews:

1. How did you hear about Roger Williams?
2. What made you come to the East Coast?
3. What did Roger Williams have that other schools you looked at did not have?
4. How do you like it here at Roger Williams?
5. What kinds of majors / minors / areas of study attracted you to RWU?
6. What do you wish RWU had that other schools have? Are there any improvements you wish to see?
7. What, if any, extracurricular activities are you involved in, and what are your opinions of the facility?
8. Describe your transition to Roger Williams. Was it difficult to adjust? Why or why not?
9. What aspects of the Roger Williams Intercultural Center facility do you feel are strong?
10. Do you attend any on campus activities? (speakers, events etc.) If so, which events do you attend and why?
11. How do you get around campus and Rhode Island? Do you feel that Roger Williams offers adequate transportation options?

We interviewed six students in total; five of these students were international and the sixth was from Chicago, IL. We asked the same eleven questions to these students and recorded their answers. We hoped that these questions would give us some insight as to what draws students from outside the East Coast to Roger Williams University.

Knowing what other students had to say about RWU gave us an idea about what generally attracts students to come here. We noted the most influential factors according to students and we will emphasize those in our campaign to get more students from outside the East Coast to apply to the school.

We interviewed Abdulaziz Aldossary, a freshman from Turkey; Salma Faraz and Haseena Naiz, both seniors from Afghanistan; Laas Wilhelm a senior from Germany; Cy Thompson, a junior from St. Thomas in the British Virgin Islands; and finally Dory Tischler, a sophomore from Chicago. Though three of the students were from the Middle East, their reasons for coming to the school and what appealed to them were all different. Each student had either an academic, athletic or economic reason for coming to the school. Listening to their answers will help us emphasize what is important to our students as we try to encourage more students from outside the East Coast to apply.

Most students heard about Roger Williams University from a school advisor, a parent, or an international organization that RWU participates in. In Afghanistan, RWU has a program in which we offer scholarships to encourage more Afghani students to come here. This program is successful in recruiting many of the international students we have now. It spreads awareness about RWU and offers full scholarships to students who may not have considered coming to college halfway across the world.

Because of the programs RWU has set up with certain countries, the programs in these countries were what drew students to the school. Three international students we spoke to heard about our university through the programs RWU set up with high schools and certain employers. Others heard about it from word of mouth (adults, counselors, parents), or because of the general knowledge about a particular major we offer, such as Marine Biology or Engineering.

Though how students heard about RWU differed, the reasons students came to the East Coast were almost all the same. Many said it was because of the scholarship money they were offered. Another common contributing factor was the want to be far from home. The international students said they had heard about the opportunities in the

United States and wanted to come here to experience them. Similar answers were given when we asked: “What did RWU have that other schools did not?” All students answered that they had been offered the most money, and two of the students said it offered the major they were interested in. The waterfront campus also played a large role in the decisions, in some cases because of the water sports that we have.

Though we asked other questions, the first three proved to be most important to our research. Despite the fact that each student interviewed was very different from one another, their reasons for being here were similar. For many, choosing a school came down to how much scholarship money they were offered. RWU is gaining acknowledgement because of some of the majors offered. Marine Biology and Engineering are well-known and drew some of the students from far away. Each student mentioned the aesthetically pleasing campus, and each student said they enjoy having the campus right on the water.

After evaluating the students’ answers it is clear that in order to promote RWU to students outside of the East Coast we need to offer more international scholarships (or make them become more well-known and available). We also need to make our strongest majors well-known to counselors and parents so that they can be recommended to students who have an interest in the major. In our tactics (posters, ads, public service announcements, billboards, etc) we need to show the waterfront. The location of the campus and its beauty is what made a lot of students like the atmosphere of the school here. With this knowledge of our current students, we can learn how to target future RWU students.

CONCLUSION

After conducting interviews and evaluating the students’ answers, we found that in order to promote RWU to students outside of the east coast we need to highlight our wide variety of majors and opportunities so that these programs can be recommended to students who have an interest in it. In our tactics will need to show the waterfront since the location of the campus is a major attribute that attracted students to the University.

From the communications audit, it became clear to us that the most effective ways to reach our target audience is to utilize media forms that are familiar and easily updated, specifically Face book and Twitter.

From the content analysis, we found that Roger Williams was portrayed in a mainly positive light by the media. We need to continue to focus on the admission standards and statistics about the school and keep a positive representation of RWU to the public through media. By doing this research, we were able to set our goals and objectives and define our target public accordingly.

Roger Williams University is a small private university located on the Mount Hope Bay in Bristol, R.I. In February 1956, the Institute received a state charter to become a two-year, degree-granting institution under the name of Roger Williams Junior College. During the 1960s, the school was renamed Roger Williams College and started granting bachelor's degrees. In 1969 the College purchased 80 acres of waterfront land in Bristol and completed the construction of its new campus. In 1992, Roger Williams College became Roger Williams University, and the University celebrated its 50th anniversary in 2006. In the last several years Roger Williams University has ranked in the Top 10 comprehensive colleges in the North by U.S. News & World Report.

Roger Williams University provides a strong liberal arts academic experience. The school contains 40 majors, six professional schools, and an additional interdisciplinary Core curriculum requirement. The university also provides numerous Master's programs to continue the education process. There are currently 3,667 students enrolled at the university. The majority of students that attend the institution are from New England.

Roger Williams University is constantly growing and becoming more popular. Roger Williams University is interested in generating more interest in their institution in other parts of the country. The following Public Relations plan is created to spread the university's name to the state of California. The university is consistently improving their academics, student life, and community service. Our research has shown that the institution has been portrayed positively in the media. Parents of private school children would be interested if they knew more about the university and its opportunities. Our campaign will generate West Coast interest in Roger Williams University, further increasing freshman enrollment from California.

Goal

- To increase Roger Williams University's enrollment of students from the West Coast in the 2010-2011 Academic Year, specifically students attending the following private high schools in coastal California: Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, and Palisades High School.

Rationale:

We chose these specific private high schools because the parents of private high school students are more likely to pay the \$42,684 yearly tuition at Roger Williams University. Parents who send their children to private schools generally are more likely to be involved in their child's college search, and will be more interested in a university that promises one-on-one attention to its students.

California is a coastal state, and through our interviews, we found that the adjustment from living in California to living in Rhode Island is moderate compared to the adjustment struggles people coming from other states or countries experience. The transition is easy for students coming from California because both Rhode Island and California are located on the coast, which means the lifestyle in both these regions are very similar.

Informational:

1. To inform 1,000 parents with a yearly income of at least \$100,000, whose son or daughter attends Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School about Roger Williams University by November 20, 2009.
2. To inform 2,000 students who attend the following private high schools in coastal California: Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School about Roger Williams University by November 20, 2009.

Attitudinal:

1. To increase positive feelings about Roger Williams University to 500 parents with a yearly income of at least \$100,000, whose son or daughter attends Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School by December 20, 2009.
2. To increase positive feelings about Roger Williams University to 1,000 students from the following coastal California private high schools: Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School by December 20, 2009.

Behavioral:

1. To have 100 high school students from Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School apply to Roger Williams University for the 2010-2011 undergraduate school year by February 1, 2010 (Undergraduate Application Deadline).
2. To have 100 parents of students at Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School visit www.rwu.edu or call the RWU Admission Office for more information regarding their son/daughters possible undergraduate education at Roger Williams University by January 1, 2010.



**Specific Targeted Private High
Schools in Coastal California**

Loyola High School

University of Schoolan Diego High School

Sage Hill School

Monterey Bay High School

Palisades High School

Primary Target Public

Parents of private high school students living in coastal California who have a yearly income of \$100,000 or more.

Specific Demographics:

- Parents
- Divorced or Married
- Age 35-60
- Have a son/daughter attending Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School.

Psychographics:

- Invested in their child's education
- Want their child to succeed
- Want their child to experience all that the world has to offer
- Well-educated
- Well-informed

We will target the parents of five specific private high schools in coastal regions of California. The regions we have chosen have an average family income that correlates with our goal, because the families in this region will be able to afford an undergraduate degree at Roger Williams University. Because the regions of these private high schools are located on the coast, the adjustment from coastal life in California will not be that difficult for students attending college at Roger Williams University's waterfront campus.

The amount of money that the parents of the targeted private high school students make yearly is important to our campaign. Since Roger Williams University is one of the more expensive schools to apply to, an annual income of \$100,000 would be sufficient and will make our target public more specific. Parents of students coming from California will also need to have enough money to pay for their child's travel costs back and forth from school to home for holidays and/or emergencies.

The messages that we will send in our use of the media will include messages that highlight the quality of the education and the individual attention Roger Williams University will offer their son/daughter. According to the RWU website, the school offers a 15:1 student to faculty ratio, and we will highlight this in our use of the media.

We will also send messages that promote our study abroad programs. Every parent wants their son/daughter to have the best life experience possible, and by utilizing emotional appeal, we will attract them to RWU.

Secondary Target Public:

Private high school students living in coastal California whose parents have a yearly income of \$100,000 or more.

Specific Demographics:

- Ages 14-19
- Students in their junior or senior year at Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School.
- Parents have yearly income of at least \$100,000

Psychographics:

- Interested in music, fashion, sports, and trends
- Excited about their future
- Interested in attending college
- Interested in living on the East Coast
- Easily influenced by peers

Every year millions of high school students eagerly search and apply to colleges all over the country. Some students stay locally where they were raised, while others look to branch out and travel across the country to attend the university they desire.

The high school students we will target are from the state of California. Since California is one of the largest states in the country, it will be easy to find high school students who are in search of an exciting college experience. There are already several students enrolled at Roger Williams University who came from California, so the transition doesn't prove to be a difficult one. We will use testimonials from these students in our promotion of the university.

We will specifically target 5 private schools because we want to be able to give personal attention to all 5 of our targeted high schools. The 5 high schools we are targeting include: Loyola High School of Los Angeles, University of Schoolan Diego High School, Sage Hill School of the Newport coast, Monterey Bay High School, and Palisades High School. According to the Private School Review.com, the average tuition

cost of the high schools we are targeting is \$20,000. These schools all have student populations between 450 and 3,000 and are located in large, coastal communities of California.

Not only will the high school students we target be from California, but they will also be looking for colleges outside of their home state. Not all high school students plan to attend college, but we will target those who are interested in attending college on the East Coast. We will collect a list and contact information from the guidance counselors at the five private high schools we are targeting. We will send recruiters to the college fairs at the schools we are targeting, and set up tables with handouts and schedule information sessions.

We will target students who are unsure about what major they want to pursue or those who have an interest in one of Roger Williams University's strongest majors. High school students who show interest in architecture, marine biology or engineering will be targeted, because RWU has strong programs for these majors. We will collect this information from the guidance counselors from the five high schools we target.

Though many schools are aesthetically pleasing, Roger Williams University is one of the few located directly on the water. Students from California who are accustomed to coastal life would most likely be interested in attending an institution with the same oceanic surroundings. To complement the beautiful waterfront campus, our sailing program attracts students who love aquatic sports. Roger William University's sailing program is well known and ranks high in national competition. We will find students who are interested in sailing and introduce them to the team here at RWU.

For a school of its small size, Roger Williams University offers a wide variety of extra-curricular clubs and organizations for its students to participate in. We will try to find high school students in California who are interested in campus involvement. We will consider what extracurricular activities are popular with students in California, and further inform them how Roger Williams University will accommodate their interests.

How will we reach our publics?

Primary Target Audience:

- Parents of private high school students living in coastal California who have a yearly income of \$100,000 or more.

Messages we will use:

- We can be the Rhode to your study abroad experience
- Small class size=one on one attention
- RWU professors care about your son/daughter-12:1 student to faculty ratio!

Devices we will use to disseminate these messages:

Facts/Statistics

Testimonials

Advertisements

Print Media

Since our secondary target public is students in coastal California, the *Malibu Times* is a good outlet for us to promote Roger Williams University. An ad on the inside of the front cover costs \$2,640, and the publication reaches 25,000 people weekly. The average household income in Malibu is \$159,000 so it fits well over our \$100,000 parental income criteria. We will send them press releases every month throughout our campaign (April 1, 2009-February 1, 2010) because according to the *Malibu Times* website, the newspaper has one of the highest readerships in Southern California, and weekends are when parents are home from work.

Since we want to target high school students at specific schools and their parents, we will be placing advertisements in the local newspapers of the towns whose private high schools we are targeting. For example, we will place a \$425 ad in the Sports & Leisure section of the North Lake Tahoe Tribune, which reaches 75% of adults with an income of \$100,000 or higher. We will place it in this section with the message highlighting our waterfront campus because we want avid sailing enthusiasts to learn about our university.

We will also place an ad in the San Diego Union Tribune, because it reaches nearly 1 million people in the San Diego area every Sunday, at a small cost of \$415.90. We will place our ad in the Arts & Entertainment and Home & Lifestyle section, because many of the Real Housewives of Orange County are stay-at-home mothers who read these sections of the newspaper, according to Bravo TV.

Radio

Southern California Public Radio (KPCC) reaches more than 600,000 affluent and educated listeners throughout Southern California each week, according to their website. We will send a radio PSA geared toward our primary target public. According to scpr.org, 264,000 people listen to KPCC through the live stream on the Internet per month. This will ensure that we reach our primary target public, and the messages we send them promoting our university will reach them. Since the listeners of this talk radio station are affluent and educated, we will stress the quality of our academic standards in these advertisements.

Internet

Greatschools.net is a unique website which allows parents to review and read about potential schools for their children, both public and private. Because many parents seek out this website when in need of guidance pertaining to their child's education, we will place an ad on the front page of the website for \$2,000.

College Board is another vital source for students and parents beginning their college search. It holds information regarding different universities, and what their strengths and demographics are. Because this is such an important website for high school students and their parents, we will offer college search tips on the Roger Williams University page to increase positive feelings of RWU.

Secondary Target Public:

Private high school students living in coastal California whose parents have a yearly income of \$100,000 or more.

Messages:

- The grass IS greener...on the other side of the country
- Forget the 90210-Find yourself in the 02809
- We can be the Rhode to your study abroad experience!
- We may be small, but we have it all
- Looking for your next big opportunity?

Devices we will use to disseminate these messages:

Testimonials

Advertisements

Electronic Communication

- Internet (Social Media)

Print Media

According to College Board (collegeboard.com), high school aged students across the country are interested in music, fashion, sports, and trends. This is why we will use the specialized types of print media to disseminate our message to our secondary target public.

We will target our students through smaller and more specialized magazines that are specific to the area we are targeting because then we will successfully reach our target public.

Our target publics reside in coastal California, which is a popular area for aquatic sports, including sailing. Since our secondary target public includes high school students who have an affinity for the sport of sailing, we will place ads in Sailing World Magazine. A quarter-page ad in Sailing World costs \$4,990. This is quite pricey, but the publication reaches 6,000 people in California. To take advantage of this magazine, we will send them press releases regarding RWU's nationally ranked Division I Sailing Team. We will send these press releases at the end of each month during Roger Williams

University's Fall Sailing Season (September 12-November 14). This way, we can highlight the team's success and peak the readers' interest.

Radio

We will establish a relationship with 102.7 KIIS FM. We chose this radio station to work with because they are "LA's #1 Hit Music Station" and we since they play the best music, we know that high school students, our secondary target public will be listening to them and what they have to say. If we can secure an on-air mention during one of their morning shows, high school students and their parents are guaranteed to hear it on their way to school or work. We will also submit a radio PSA that we have created ourselves for them to air when they have spots to fill. To establish a strong relationship with them, we will gather items from local businesses, including tickets to the 55th Annual Los Angeles Boat Show on February 18-21, 2010, at the LA Convention Center. The Los Angeles Boat Show is the West Coast version of the Newport Boat Show, and we will use our connections with boat distributors to secure these tickets. The station can give these tickets away at their leisure, and because we have given them something in return, they will be more likely to air our PSA and work with us in the future.

The message we will stress through this medium is that high school students should aspire to see other parts of the country, and come to Roger Williams University for their undergraduate degree.

Internet

Since Facebook is the #1 social networking site in the world for people ages 13 and older, we will be creating groups, events, and advertisements targeted toward high school students. While creating a Facebook ad, a company has the ability to target an audience based on what individual members reported for their: location, age, gender, keywords, education, workplace, relationship status, relationship interests, and languages. Essentially, we can target our Facebook advertisement to any particular group on any particular day.

A social networking tool similar to Facebook is the new phenomenon called "Twitter." We will activate a Twitter account, and post Tweets (updates) that we believe will target our specific public. Twitter has over 5 million users, so our Twitter account is guaranteed to penetrate our target public. In these social media outlets we will send

messages that promote the school's strengths in academics and extra-curricular activities. For example, when a fun event is going on campus, we will post an update or Tweet about it.

Theme



Rationale: The slogan of Roger Williams University “Learning to Bridge the World” will be on all of our tactics. This theme is effective because a “bridge” symbolizes a structure that displays support and dependability, and that makes forward motion possible. Roger Williams University wants to be your bridge to success. RWU serves as the bridge to your individual success and professional future.

Messages

Targeting Students:

- The grass IS greener...on the other side of the country.
- Forget the 90210-Find yourself in the 02809
- We may be small, but we have it all
- Looking for your next big opportunity?

Targeting Parents:

- Small class size→one-on-one attention
- RWU professors care about your son/daughter-12:1 student to faculty ratio!

Targeting Both Parents and Students:

- RWU-Your bridge to success
- From the Pacific Ocean to the Ocean State
- We can be the Rhode to your study abroad experience-with no extra cost to you!
- Smooth Sail to Success

Strategy: Creating and maintaining lasting relationships with high school guidance counselors

There is no greater influence in a college applicant's life than their guidance counselors. By maintaining a positive relationship with the guidance counselors at these high schools, we will increase the likelihood of West Coast applicants to RWU. One-on-one and word of mouth are the most effective types of communication. If we provide the guidance counselors with positive news about our school, they will disseminate this information to their high school students.

- **Tactic: Phone calls**

Establish phone relationship with guidance counselors at Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, and Palisades High School. Call weekly/monthly with updates from RWU regarding the undergraduate application process/deadlines.

- **Tactic: Email Communication**

Email the guidance counselors at Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, and Palisades High School weekly with updates regarding new campus events and any news coverage that RWU has received. In separate emails, also send information including updates on available scholarships that high school students can apply to.

- **Tactic: Newsletters**

We will send copies of our university newsletter to the guidance counselors at the high schools we target when it comes out in November. They can then distribute these newsletters to their students so they know what is going on in our campus community.

Strategy: Video Promotions

- **Tactic: Virtual Tour**

We will create a virtual tour of the campus. We will post this video on the Roger Williams University website and on YouTube so students could view it. We will post the video in May, because this is when high school juniors begin to visit colleges they are interested in. This way, any time the potential student wants to tour the campus, they can just visit our website and take a virtual tour. This will be beneficial to our target public because our school is on the other side of the country and it is difficult for students and their parents to travel 3,000 miles to tour our campus in person.

We will make sure to show the beautiful scenery and new classrooms. We will use a Voice Over to narrate the tour through out the campus, academic buildings, residence halls and other campus accommodations.

Strategy: Electronic Communication (Internet)

- **Tactic: Twitter**

We created a Twitter account that represents Roger Williams University. Twitter has a search bar in which we can search for students and parents in certain areas of California. We can also search for students who are working on college applications. Our Twitter account will allow instant communication with these students and or parents. They can ask us questions and we can answer them immediately.

SEE APPENDIX B FOR EXAMPLE

- **Tactic: Facebook Ad**

One of our tactics is utilizing the popular online networking site Facebook to reach our secondary target public of high school seniors. To create this ad, we would log on to Facebook and create the advertisement using the format given.

There are four simple steps one has to go through to make a Facebook ad:

1. Designing the ad.

Facebook allows for a link to be placed in the ad that would redirect users to the Roger Williams website. The ad allows for a title and then a small text box (135 characters) for the body of the advertisement.

2. Targeting

Facebook allows the ad creators to use demographic and psychographic filters in order to pick out who is exposed to the ad. You can target the audience by specifying one's location, age, sex, keywords in their profile, workplace, languages etc.

3. Campaigns and Pricing.

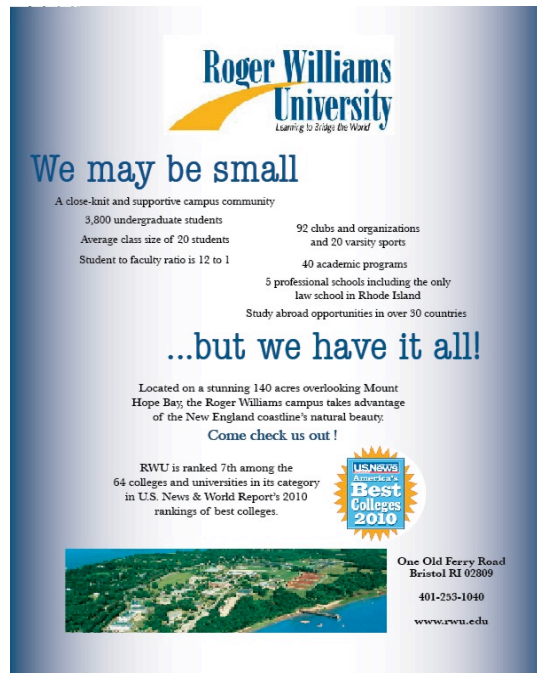
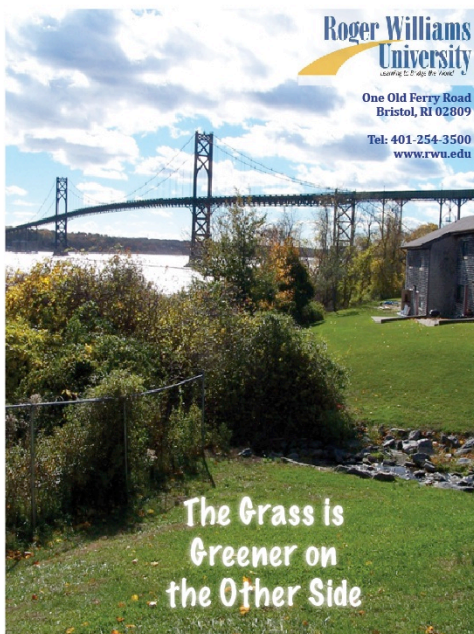
Facebook budgets these ads by determining how long the advertisement will run and how much one would like to pay per day. You can either pay for the number of clicks on the link, or the number of times the ad was viewed. This allows us to test the effectiveness of this tactic, and then edit it accordingly.

4. Reviewing the ad.

After placing the order, Facebook must approve the ad after it is submitted. SEE APPENDIX B FOR EXAMPLE

Strategy: Participate in College Fairs at 5 Targeted Private California High Schools

- **Tactic: Flyers**



SEE APPENDIX B FOR FULL-SIZE EXAMPLES

“The Grass is Greener on the Other Side”

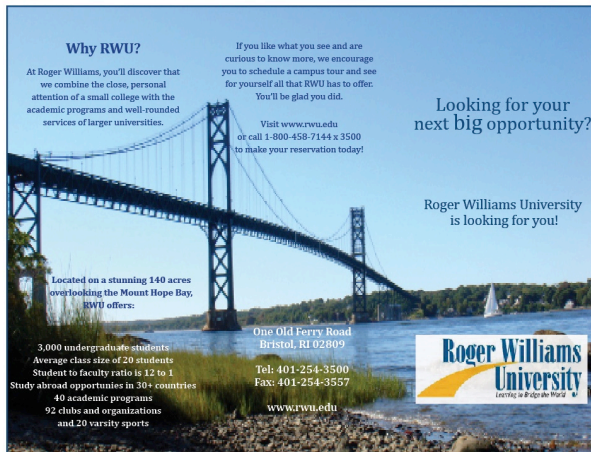
This flyer is targeted toward California high school students, our secondary target public. It’s effective because high school students tend to be more attracted to peripheral cues rather than a lot of statistical information being thrown at them. This flyer has one main message and a beautiful picture taken from campus looking out to Mount Hope Bay with a lot of greenery. By being slightly ambiguous with not a lot of text on the page, it also generates curiosity about RWU, which will lead the student to get more information about the University.

“We may be small... But we have it all”

This flyer is targeted towards our primary public, parents of prospective students. This will be effective because of the statistical information provided for parents, who are highly involved in researching for the right school for their son or daughter. It highlights hard information and statistics about Roger Williams. In addition, for a school of its small size, RWU offers a wide-variety of extra-curricular clubs for students to get involved

with, and that RWU provides the one on one attention that parents would like their children to receive. It also has credible information about RWU's recent high ranking from the U.S. News & World Report.

- **Tactic: Brochure**



SEE APPENDIX B FOR FULL-SIZE EXAMPLE

We will hand out brochures to attendees of college fairs within the 5 cities we target. Brochures are a printed tactic that will give our target publics something tangible to associate with our school. The brochure will also provide target publics with a brief overview of our collegiate institution, highlighting the positive attributes that Roger Williams University can contribute to their child's education, including statistics of our faculty to student ratio and exciting events and opportunities occurring on campus. The brochure also gives images of the institution, a major positive attribute of the school. In

addition, there is a quote from Colleges of Distinction, a credible college guide that focuses on unique attributes of a school.

- **Tactic: Email List**

At the College Fairs that our recruiters attend, we will give out business cards with phone numbers so that parents or potential students can call the Admissions office to get more information and for answers to specific questions they may have. We will also have a sign-up sheet for our email list. Once a visitor of the RWU table signs up for the email list, they will receive email updates about campus life, as well as pointers for the college application process. Giving the audience general college application information makes them think of RWU as a friendly institution that truly has their son/daughter's academic interest at heart. Those who sign up for the email list will also receive coupons to the RWU bookstore, which can be printed out, or redeemed during an online purchase.

- **Tactic: Banner**

We will place a banner on our College Fair table. It will be a bright and attractive banner because it will be the first thing that the potential students see about us, and first impressions are everything.

- **Tactic: Pens**

Our recruiters will hand out pens with the Roger Williams University logo, so that their writing implement serves as a constant reminder that they belong at RWU.

- **Tactic: Mugs**



Our recruiters will hand out coffee mugs at the College Fairs we attend. Every morning when they wake up to have their morning cup of coffee, they will be reminded of the message: Your son/daughter belongs at Roger Williams University.

Strategy: Advertisements

- **Tactic: Billboard**

We will put up a billboard during the month of December because RWU's Undergraduate Application Deadline is February 1, and this will give the high school seniors enough time to apply once they have seen the Billboard. We will place this Billboard on the Redwood Highway/Rt. 101 because this highway travels through or near the specific areas that we are targeting.

In addition, this billboard will be effective with the eye-catching sailboat images that pop out of the Billboard. This will be appealing to the eye because it is different from the traditional dimensions of everyday billboards.

- **Tactic: Bus Advertisements**

We will place a Roger Williams University "Bridge to the World" advertisement on a California blue line bus that runs in the downtown Los Angeles region because of wide scope of publics this advertisement will reach as it completes the bus route circuit multiple times each day.

Strategy: Media Relations

- **Tactic: Radio PSAs**

- Targeting primary audience (Parents)

One of our tactics to reach out to the parents of private high school students interested in applying to colleges on the East Coast is a national Public Service Announcement (PSA). PSAs are advertisements that are broadcast on radio or television, for the public interest. For our campaign, we will only be broadcasting a PSA on the radio.

Since PSAs are very short in length, about 30 to 60 seconds, it is important that as much detail and facts are included in the announcement for our target public to fully understand our campaign. The PSA needs to be persuasive and specific about our campaign. Facts, statistics and other forms of data need to be presented in the PSA, but it also has to hold the audience's interest. A boring, monotone ad will not jump out to listeners and will be ignored rather than an upbeat, exciting message.

We will run our PSA on Southern California Public Radio (KPCC). This radio station is very popular and reaches more than 600,000 well-educated adults per week. KPCC is also streamed through the Internet, so our message will debut both through radio and through Internet, reaching many in our target public. The following is an overview of the PSA we will run on KPCC, which will be about 45 seconds in length:

- The PSA starts with the theme song from "90210," a very recognizable jingle that will get listeners' attention. The first 3 seconds of the PSA will be just the music, and then the announcer will start to talk.
- Then there will be a scratch and the music stops.
- First line of the PSA: "The 90210 is what you and your child is used to, but what about a change of scenery?"
- Following lines of the PSA: "Is your son or daughter enrolled in private school? Is he or she a senior and looking to apply to college on the East Coast? Well, look no further than all the way across the United States to the beautiful state of Rhode Island! The smallest state

in the country, yes, but even though they're small, they've got it all. Including Roger Williams University, a prestigious liberal arts university right on the water. Located in between Newport and Providence, Roger Williams University provides students with a wide variety of majors and areas of study, intriguing academic courses, active sports, clubs, organizations and all in a breath-taking environment. In 2009, Roger Williams University was ranked 7th among the 64 colleges and universities in its category in U.S. News & World Report's 2010 rankings of best colleges. Visit www.rwu.edu for more information on the university and how to apply! The grass is greener... on the other side of the country!"

- Last line of the PSA: "This message is sponsored by Roger Williams University of Bristol, Rhode Island, where students learn to bridge the world."

This PSA will run in the morning three times between 6:00 AM and 9:00 AM, when parents are on their way to work and tune in to KPCC. The PSA will also run once between 12 PM and 1 PM, the most popular time for lunch, and twice between 4 PM and 6 PM when parents leave work and drive back home.

- Targeting secondary audience (students)

A tactic we will use to reach our secondary target public is a PSA aimed towards private high school seniors who may be interested in applying to college on the East Coast of the United States.

Unlike the PSA for our primary target public, parents of private high school seniors, the PSA aimed towards teenagers has to be edgy and unique. The PSA still has to include facts, but it has to grab the attention of a teenager, so the overall message of the PSA can be relayed to their parents. The tone of the message has to match this age group. The PSA will coincide with the PSA geared towards parents, so in case the parents hear their own PSA on KPCC, there will not be any confusion with different facts presented.

Our PSA will run on 102.7 KIIS FM, which is “L.A.’s #1 Hit Music Station,” and plays very popular music teenagers today listen to. The PSA will run in the mornings twice in between 7:00 AM and 9:00 AM when teenagers typically wake up and get ready for school, once in between 4 PM and 5 PM, when they are on their way home from school and three times at night between 7 PM and 10 PM while teens generally listen to music at home.

The following is what will be recorded as the PSA that will run on 102.7 KIIS FM IN Southern California:

- The 90210 theme song starts playing, getting the listeners’ attention.
- “Sure, the 90210 is cool and in, but this zip code’s getting old – it’s from the 90s!” *music scratches and stops*
- New rock, fun music plays quietly in the background...
- Person 1: “Why don’t you find out more about the 02809?”
- Person 2: “Where’s the 02809?”
- Person 1: “Duh, it’s Bristol, Rhode Island, where Roger Williams University is!”
- Announcer: Are you a senior enrolled in private high school here in California? Are you tired of the same old California scenery and want to apply to school on the East Coast? Well look no further than Roger Williams University. Rhode Island may be small, but Roger Williams University has it all. From architecture to law, to communications and marine biology, Roger Williams University offers a wide variety of majors and areas of study to choose from.
- Announcer: The school is located right on the water in beautiful Bristol, a small town with big possibilities.
- Forget the 90210, find out about the 02809! Apply to Roger Williams University and find out that grass is greener, on the other side of the country! For more information visit www.rwu.edu and look for Roger Williams University on Facebook and Twitter!

- **Tactic: Video PSA**

Our video PSA features a testimonial from a RWU student, and highlights the beautiful waterfront campus and study resources available to RWU students. We will send this video as a PSA to local TV stations in the cities of the private schools we will target. We will also send this video to guidance counselor to show potential students.

- **Tactic: Press Releases**

We are sending press releases to Sailing World Magazine every month during the Fall Sailing Season (September 12-November 14). These press releases will be written in AP style and give a synopsis of the month in Division I Sailing. These press releases will include Roger Williams University and an update on their sailing season. This will attract members of the sailing community to RWU at no extra cost to us.

- **Tactic: Features Story**

- Re: Study-Abroad Experience

One of the joys of being a college student is being able to do things you may not have the opportunity to do later in life. Roger Williams University prides itself on its study abroad programs, and the fact that the school offers study abroad at no additional cost. By distributing features stories highlighting RWU students from California who have taken advantage of this opportunity, the message will hit close to home for those who read the story. High school students will want to be a part of this experience at RWU and their parents will want their child to experience all the world has to offer, at no additional cost to them.

Billboard:

- **\$5,000** for one month
- 12' X 24'
- On Southern California Freeway
- Using billboardsource.com
- Billboard will be up in December

Transit Bus Ad:

- **\$3,500** a month for ads on 5 Big Blue Buses
- Ads will be on the buses in October
- Using billboardsource.com

Malibu Times Ad:

- One advertisement on the inside of the front cover is \$2,640
- Instead of paying this price, we are submitting a PSA to them. **\$0**

San Diego Union Tribune:

- Cost of ad in Sunday Paper: \$415.90
- To run August and September every other Sunday = **\$1,663.60**

North Lake Tahoe Tribune:

- Cost of ad in the Sports & Leisure section: \$350
- To run August and September every other Sunday=**\$1,400**

Ad on Greatschools.net:

- Front page ad on the website is \$2,000 a month
- We will post our ad on their website in the month of September: **\$2,000**

Facebook Ad:

- **\$1,525**
- Minimum a dollar a day for an ad depending on popularity, we expect we will spend \$1-5 a day.
- Ad will run for 305 days (April 1st-January 30th)

Twitter: Free

Facebook Group: Free

PSAs on KIIS FM 102.7 and KPCC FM 89.3:

- We will submit a news release and a PSA to KIIS FM and KPCC FM, in hopes that they will run in August and September
- Cost is free

College Fair Table:

- On site registration is \$255 for a table
- We plan to be at 5 college fairs $\$255 \times 5 = \mathbf{\$1,275}$

San Diego National College Fair (April 20, 2009)

- Pre-registration is **\$415**

Pens:

- **\$1,860** for 6000 pens
- To be handed out at college fairs and to high school guidance counselors

Plastic Travel Mugs:

- **\$268.50** for 150 mugs (1.79 per mug)
- To be handed out at college fairs for those who sign up for mailing list

Fliers (handed to students and parents at college fair):

- Price of 2,500 fliers = **\$436.28**
- 600 fliers for Loyola High School students and their parents
- 688 fliers for University of Schoolan Diego students and their parents
- 128 fliers for Monterey Bay Academy students and their parents
- 800 fliers for Palisades High School students and their parents
- Printed by imagedmedia.com

Brochures:

- To be sent to our 5 high schools for distribution
- For 1,108 **\$392**

Promotional Video (PSA):

- Flip Cam HD Mino **\$200**
- Professional Editing done in house
- Will be send Video PSA to California TV stations.

Airfare and Hotel:

- \$423 roundtrip American Airlines BOS to LAX
- For five college fairs **\$2,215**
- 4 days and 3 nights in The Standard hotel in downtown Los Angeles \$162 per night, five trips for the five college fairs **\$2,430**

TOTAL: \$24,580.38

Money Left Over: 419.62

April 2009

- April 1st - Campaign begins
- April 5th – send press release to Malibu Times
- April 15th – Initiate contact with guidance counselors and begin email correspondents
- April 20th – San Diego National College Fair
- April 28th – Send radio PSA to KPCC

May 2009

- May 1st – Upload RWU virtual tour and video PSA onto the school’s website
- May 5th - send press release to Malibu Times
- May 28th - Send radio PSA to KPCC

June 2009

- June 5th - send press release to Malibu Times
- June 28th - Send radio PSA to KPCC

July 2009

- July 5th - send press release to Malibu Times
- July 28th - Send radio PSA to KPCC

August 2009

- August 2nd – place North Lake Tahoe Tribune advertisement
- August 5th - send press release to Malibu Times
- August 9th – place San Diego Union tribune advertisement
- August 16th – place North Lake Tahoe Tribune advertisement
- August 23rd – place San Diego Union tribune advertisement
- August 28th - Send radio PSA to KPCC
- August 30th - place North Lake Tahoe Tribune advertisement

September 2009

- September 1st – 30th – Post Advertisement on greatschools.net
- September 5th - send press release to Malibu Times
- September 6th – place San Diego Union tribune advertisement
- September 26th – Send Press Release to Sailing World Magazine
- September 13th – place North Lake Tahoe Tribune advertisement
- September 20th – place San Diego Union tribune advertisement
- September 28th - Send radio PSA to KPCC

October 2009

- October 1st-31st – Big Blue Bus advertisement will be placed
- October 5th - send press release to Malibu Times
- October 24th - Send Press Release to Sailing World Magazine
- October 28th - Send radio PSA to KPCC

November 2009

- November 1st – Send newsletters to guidance counselors
- November 5th - send press release to Malibu Times
- November 14th - Send Press Release to Sailing World Magazine
- November 28th - Send radio PSA to KPCC

December 2009

- December 1st - Send radio PSA to KIIS FM with the Boat Show tickets,
- December 1st – 31st – Billboard will be put up for the whole month
- December 5th - send press release to Malibu Times
- December 28th - Send radio PSA to KPCC

January 2010

- January 4th - Send radio PSA to KIIS FM
- January 5th - send press release to Malibu Times
- January 28th - Send radio PSA to KPCC

February 2010

- February 1st – Roger Williams application's are due

Objectives

Informational:

1. To inform 1,000 parents with a yearly income of at least \$100,000, whose son or daughter attends Loyola High School, University of School an Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School about Roger Williams University by November 20, 2009.
2. To inform 2,000 students who attend the following private high schools in coastal California: Loyola High School, University of School and Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School about Roger Williams University by November 20, 2009.

Measurement of Production

Through measurement of production, we will count the total number of tactics made to inform our target publics of our messages.

Radio: We will count the number of times the ration stations aired our PSA's.

Flyers: We will count the total number of flyers produced.

Brochures: We will count the total number of brochures produced.

Internet: We will count the number of followers on our Twitter page. We will count the number of clicks on our Facebook advertisement. We will also count how many times our promotional video and the virtual tour video are viewed on YouTube (hits).

Promotional Materials: We will count the number of promotional materials (mugs, pens) produced.

Measurement of Exposure

Through measurement of exposure, we can determine how many people were exposed to our message.

Audience Attendance: We will count how many students and parents approach our table at the college fair

Media Impressions: Based on readership listenership we can determine the number of newspapers with our ad that were sold, and how many people were listening to the radio

when our ads aired. These numbers will allow us to calculate the total number of people exposed to the message.

Cost per person: We will calculate the total cost of producing tactics such as flyers, brochures and divide it by the total number of people that received these tactics to determine the cost per person. This will provide us with the cost of our message exposure per person.

Attitudinal:

1. To increase positive feelings about Roger Williams University to 500 parents with a yearly income of at least \$100,000, whose son or daughter attends Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School by December 20, 2009.
2. To increase positive feelings about Roger Williams University to 1,000 students from the following coastal California private high schools: Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School by December 20, 2009.

Measurment of Awareness

This method of measurement will help us to evaluate our public's attitudes toward Roger Williams University as a result of our efforts. We will send guidance conselours surveys to distribute to students before our campaign starts. We will then resend this survey and see how student's attitudes have changed as a result of our campaign. This method of comparison will allow for us to see our progress and the impact we have had in changing the attitudes of our publics.

Measurement of Attitudes

Baseline Study: We will already have knowledge on the initial attitudes of our publics because of our first survey. By redistributing our survey at the end of the campaign we will be able to gauge the change in attitudes as a result of our efforts.

Behavioral:

1. To have 100 high school students from Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School apply to Roger Williams University for the 2010-2011 undergraduate school year by February 1, 2010 (Undergraduate Application Deadline).
2. To have 100 parents of students at Loyola High School, University of Schoolan Diego High School, Sage Hill School, Monterey Bay Academy, or Palisades High School visit www.rwu.edu or call the RWU Admission Office for more information regarding

their son/daughters possible undergraduate education at Roger Williams University by January 1, 2010.

Measurement of Audience Action

Event Attendance: We will count the total number of people who attended the college fairs we participated in. This number will tell us how many people we informed about Roger Williams and came to the college fair to find out more about the school and pick up information and promos.

Number of Applications Received: By counting the number of applications from students who attended our five targeted high schools we can determine how many people took action and applied to RWU as a result of our campaign.

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