

Communications Operations Plan (2020-2021 ANNUAL GOALS)

Annual Goals	Alignment to the Operational Plan's Measure of Success***	Action Plan	Timeline
Promote College at Brockport brand awareness to members of College's internal and external community	1.7, 2.1, 2.6, 2.7	Develop collateral, such as College's Annual Report, Strategic Plan Overview, to share with internal and external constituents.	Annual
		Expand the use of social media and digital tools to market the college.	Annual
		Secure news and advertising placements in local, regional, and national media.	Annual
		Conduct SUNY Brockport brand awareness regionally and across New York State.	2020-2021
		Continue to publish The Port; Continued campus participation in the Editorial Advisors Group.	Annual
		Continue to publish Daily Eagle - Make Daily Eagle more user friendly for users and visually appealing.	Annual
		Further develop and implement Campus Calendar – Event Management System (EMS)	2020-2021
Assist Admissions (Undergraduate and Graduate) recruitment at the local, regional, national and international level through coordinated integrated Marketing efforts	1.7	Develop recruitment-oriented marketing campaigns both digital and print.	Annual
		Create and manage the printed material campaigns.	Annual
		Partner with external media buying firm for tv/digital/other media placements.	Annual
Promote and protect the College's agenda through external relations efforts, including building relationships with elected officials, business leaders, and community members	2.1, 2.2, 2.7	Increase the opportunities for community members to engage with College leadership, through Town/Gown initiatives and campus-based opportunities.	Annual
		Strategic sponsorship of events.	Annual
		Proactively work with elected officials to promote the legislative agenda for the College ad SUNY.	Annual
		Attend FLREDC open meetings and workshops when applicable	Annual
		Maintain/grow relationships with external organizations through meetings with community/business leaders.	Annual
		Partner with Office of Alumni Engagement to communicate as needed regarding advocacy opportunities for the alumni base.	Annual
Infuse equity, diversity and inclusion throughout the work of College Communications	1.7, 1.8, 4.2	Work to make College Communications marketing efforts representative of student population.	Annual
		Promote accomplishments of underrepresented students, faculty, and staff through communications vehicles such as The Port, videos, website, etc.	Annual
		Help communicate EDI initiatives to campus community.	Annual