

## External Relations Committee 2010-11 Academic Year

Working collaboratively with the Office of Marketing and Community Relations, the External Relations Committee provided oversight for the following departmental goals:

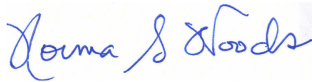
- (1) Provide leadership, vision, strategic planning and implementation of all EGC marketing initiatives;
- (2) Provide direct oversight of EGC intellectual property including name and marks;
- (3) Provide oversight and brand consistency for all publications, media communications (including social media), photography, and website.
- (4) Provide outreach services to local communities.

### Marketing Initiatives

- Through an integrated marketing plan, coordinated campaign efforts with various campus departments and community constituents to promote the mission of East Georgia College.
- Coordinated all efforts of the EGC marketing committee;
- Worked collaboratively with the President's office, development/alumni relations, housing, athletics, public relations, admissions, student services, the fitness center, academic departments, IT and human resources on various campus initiatives;
- Managed the advertising for EGC;
- Worked collaboratively with webmaster to ensure consistency in web brand marketing and graphic design work, along with increased presence for EGC in social media;
- Assisted Public Relations department by writing weekly news releases, taking photographs at college events, and implementing P.R. coverage for other collaborative campaigns;
- Managed facilities coordinator and scheduling for the first part of the year;
- Added athletics and housing to overall marketing strategies;
- Assisted new Café manager with promotions;
- Coordinated a breakfast and presentations for local law enforcement to show appreciation for collaborative assistance with EGC public safety office;
- Provided back-up assistance to director of human resources when she was on vacation;
- Served as co-chair for SACS Compliance Community Services Team;
- Serve on various campus committees and boards: EGC Scholarship Committee, Miss EGC Pageant Board, Publications Committee, Housing Implementation Committee; Marketing committee; Facilities Committee; Athletic Committee, Fulford Center Advisory Board and the QEP Publicity Championship team;
- Liaison between staff council and senior staff;
- Campus coordinator for the State Charitable Contributions program;
- Coordinated customer service initiatives and monitor on-line feedback;
- Conducted surveys with parents and students during summer orientation to determine their reasons for attending EGC;

- Led focused student recruitment campaign in Burke County;
- Attended various webinars, the Disney Management Institute, CASE conference;
- Spoke to numerous civic clubs in the region to promote EGC's services;
- Spoke to parents at EGC orientation in the absence of Dr. Black and/or Mary Smith to welcome and provide information on FERPA, the difference between high school and college, the Student Employment office and Connect Ed;
- Successfully planned and implemented various out-reach projects, including Second Grade Exploration, Celebration of Education, PREP Visitation, Pre-K Visit for Dr. Seuss' birthday;
- Provided monetary and volunteer support to various community events and activities, such as Pine Tree Festival, Dixie Youth League and Relay for Life;
- April, 2010 - Provided t-shirts to Hill-Hope Elementary School in Atlanta as part of their College and University T-Shirt Day;
- Actively involved in campus and community activities and "fly the flag" of EGC at every opportunity.

Submitted by



Norma Woods

Director of Marketing