

External Relations Committee
POINTS OF ACCOMPLISHMENT
2013-14 Academic Year

The External Relations Committee has provided guidance in creating and achieving marketing goals in the following areas to support the overarching strategic goals of East Georgia State College:

- Increased visibility and admission recruitment, especially through the newly implemented spring High School Readiness Tours (17 high schools in the region were visited during February and March, 2014)
- A waiting list of students for on-campus housing in Bobcat Villas
- The establishment of EGSC Augusta
- The addition of AA degree offerings at EGSC Statesboro
- Implementation of the Bachelor of Science in Biology degree and the expansion of other degree programs
- Brand management, including creation, licensing, implementation and trademark management (most recently with the EGSC name change in 2012)
- Public relations and promotion of the Bobcat Athletic program, including men's and women's basketball, men's baseball, and women's softball
- Numerous community collaborations, activities through the Fulford Community Learning Center, fundraising and alumni events, and extensive events for three campuses
- Branding campaigns through numerous publications, newsletters, flyers, advertisements, social media platforms, campus banners, murals, etc.
- Enhancement to provide a more collegiate campus environment through the preservation (reframing) and installation of student/faculty/staff artwork on three campuses
- Support in actively seeking out new opportunities and partnerships to advance the College, with a focus on building donor relations, academic and athletic support, and community collaborations
- Project management for design, photography, advertising, and the EGSC webpages
- Marketing staff : Director of Marketing and Community Relations, Communications Assistant/graphic designer; Collaboration with Director of public relations with regard to press releases, photography, and advertising
 - Additionally, there is coordination of duties with the web services specialist for marketing functions related to the EGSC website; assist with content management of website
- For the 2013-14 academic year, our team completed 123 design projects and 141 photography projects that involved practically every major unit on EGSC's three campuses