

Public Relations Plan

Foundations of PR

Topic

The PR Program is hoping to host a Study Abroad to Seville, Spain Summer 2024. While coursework is PR-centric, there are no prerequisites for the classes and students of any major are allowed to attend. The program ran in 2017 and 2018, but did not run in 2019. It was on hold due to the pandemic, but was revived for Summer 2023 and had 15+ students committed. What ideas do you have to keep the momentum and to have a successful 2024 Summer study abroad?

Research plan

For our formative research, we will start by communicating with Auburn University, specifically the College of Liberal Arts, to understand what type of students would be interested in attending the trip to Seville, Spain. Secondary, qualitative research will include our team looking into the demographics of students who are in the School of Communication and Journalism, or who are interested in PR-centric coursework. We will be conducting interviews and collecting psychographic data to find out what students have demonstrated an interest in traveling abroad in the summer. Through this research, we will develop a better understanding of the type of students who would attend a summer study abroad program. We will also interview and survey students who participated in a previous study abroad program to learn what they enjoyed and what needs to improve. This approach will provide us with the correct information we need to create and maintain a successful 2024 Summer study abroad. This research is the best approach for our PR plan because it allows us to get input from past and future students. We will use qualitative research to ask questions regarding what is liked and disliked about the study abroad program, in order to see what students are interested in and get more overall participation.

Goal

To maintain steady participation for 2024 and future summer study abroad programs within the College of Liberal Arts at Auburn University.

Key message

Participate. Travel. Learn. Grow.

Target public

Auburn University College of Liberal Arts students

Psychographics:

- Personality of typical Auburn Students: “Tend to be more friendly outside of class. In general, those that attend Auburn University are intelligent, upbeat, involved, and career-oriented.”

<https://www.unigo.com/colleges/auburn-university/describe-the-students-at-your-school>

- Values of Auburn University Public Relations Students: Public Relations Students value a “hands on” experience. They gain real world experience through critical thinking, ethical reasoning, and problem solving.

<https://www.cla.auburn.edu/cmjn/public-relations/>

- Typical Activities of Auburn University Public Relations Students: Students are involved in Greek Life, PRSSA/PRCA Student Club, The Oaks Agency, Lambda Pi Eta Honor Society, and New Media Club.

<https://cla.auburn.edu/cmjn/current-students/student-organizations/>

- Auburn University Public Relations students are “hands on” students that value emergence in the real world to gain experience. They are involved and interested in many clubs and organizations within Auburn University.

Demographics:

Enrollment by Race/Ethnicity and Gender

Fall 2022

Race/Ethnicity <input type="text"/>	Gender <input type="text"/>		
	Totals	Female	Male
Totals	4,914	2,983	1,931
American Indian or Alaska Native	11	6	5
Asian	100	60	40
Black or African American	323	192	131
Hispanics of any race	207	121	86
Native Hawaiian or Other Pacific Islander	4	2	2
Nonresident Alien	152	79	73
Race and Ethnicity unknown	14	7	7
Two or More Races	170	98	72
White	3,933	2,418	1,515

“Demographics.” *Auburn University*, 12 Sep. 2022,

<https://auburn.edu/administration/ir/factbook/enrollment-demographics/total-enrollment/by-demographics.html>.

Objectives

Informational/Awareness: To have at least 15 Public Relations students sign up by December 2023 to attend the study abroad program Seville, Spain for Summer 2024.

Attitude: To eliminate barriers, such as cost and fears, by Spring 2024 so that no more than 5 percent of students interested have a reason not to attend the program.

Behavioral: To get seven or more Public Relations students interested and agree to be sent information about the study abroad program for Summer 2024.

Strategy 1

Develop a social media team of Auburn University CLA students that can promote and increase interest in the 2023 Summer Study Abroad program. College age students will better understand the type of content that the audience will be interested in. We look to use platforms that are relevant to this age and draw their attention to the program and what it has to offer.

Tactics for Strategy 1

The social media team will create accounts on TikTok and Instagram to better inform and spread awareness to students about the program. On the accounts we will post testimonials from past students, Q&As with leaders and students, and pictures from places the students will visit.

Strategy 2

Develop a payment plan to spread out costs for students. This will help students be more open to attending the Study Abroad program. The cost of Study Abroad programs is one of the biggest inhibitors for participation, however this will open it up for more students to attend.

Tactics for Strategy 2

Communicate with program leaders and the financial office to develop a payment plan for students that choose to do the installment plan. The students will receive notifications through their email before each payment is about to take place. To show that the new installment plan is an option, we will use the CLA newsletter to announce the plan.

Evaluation for Informational/Awareness Objective

Have a booth on the concourse that passes out informational flyers with a QR code that links to the Summer Study Abroad 2024 application. Analytics from the QR code will show us how many students are interested after hearing about the program. The students who sign up and show interest from the QR code will receive emails with more information continuously over time. Repeat concourse days until sign ups are full.

Evaluation for Attitude Objective

Send out an anonymous online questionnaire that asks students what barriers are stopping them from signing up for the Summer Study Abroad 2024.

Q: Do you have cost related concerns?

Q: What would make you feel more confident in applying?

Q: Would a payment plan help eliminate cost related concerns?

Q: Have you looked into scholarships for this program? If not, can we send you more information about this?

Evaluation for Behavioral Objective

On the CLA Liberal Arts Instagram, host a giveaway that includes Auburn/College of Liberal Arts merchandise. Through Instagram stories, we will have a question box sticker that students can type their email into to enter the giveaway. We will use their emails to send information about the program and application.