Strategic Plan for Community Relations & Special Events

Drawn from the Strategic Plan for the Dean’s Office, this document provides focus for the Office of Community Relations over the years 2008-2010.

Mission: It is the mission of the Office of Community Relations to increase the awareness of Wayne College in the service area of Wayne, Holmes, and Medina counties; to increase enrollments; and to encourage the surrounding community to think of the College as a resource and a partner. The Office of Community Relations develops and maintains an image that is consistent within the organization and that is consistent with the College’s guiding principle: The Student Comes First.

The priorities in this plan derive directly from the initiatives in the Strategic Plan, as referenced below.

**Priority 1:** The College will add at least five new activities shared with the community – either on campus or off – over the next three years (3 A)

A. Promote the availability of Wayne College for community activities to community organizations  
B. Communicate the availability of Wayne College to staff and faculty who may be involved with organizations  
C. Hold a holiday event at the farmhouse for the community

**Priority 2:** Establish and maintain regular community use of the Barnet-Hoover Farmhouse (5 A)

A. Produce a brochure advertising the farmhouse for retreats  
B. Create a more in-depth Web site area for the farmhouse  
C. Hold a holiday event at the farmhouse for the community

**Priority 3:** Increase participation by community members at on-campus events (5 C)

A. Distribute news releases on activities happening on campus  
B. Prepare ads for newspaper and/or radio to promote event  
C. Develop a distribution network for posters and flyers

**Priority 4:** Increase the number of speaking engagements conducted by faculty-staff from the College (5 D)

A. Create, with Word Processing, a new Speaker/Media guide  
B. Mail the guide to area community organizations and to the media  
C. Distribute to area libraries and place copies in the College’s front literature racks

**Priority 5:** Enhance public awareness of off-site locations (6 C)

A. Distribute news releases on activities happening at off-site locations.  
B. Prepare ads for newspaper and/or radio to promote activities
Priority 6: Enhance the College’s website (11)

A. Organize a committee to review the content of the Web site.
B. Work with Web Editor to re-design site incorporating the design elements of the Akron campus’ new site.
C. Conduct usability testing to determine public’s and students’ impressions of our Web site.

Priority 7: Promote the Wayne College Special Events Series, which will include The Shakespeare Festival; Community Forum speaker; Old Fashioned Farmhouse Holiday; Poetry, Prose & Acoustical Jam; musical performer, and the Writers Workshop. (5C)

A. With a committee, organize Shakespeare and the Farmhouse Event.
B. With the Dean, formalize the choices of speaker and musical performer.
C. Promote other events with press releases and other advertising.