



# Communication Plan for QEP Shorter University

---

Emilee Bobo, Blake Buford, Cheryl Culp, Shelby Farrer,  
Audrey Speight, Kaylee Wallace, and Maegan Wallin

December 2, 2011



# Agenda

- Introduction
- Where we are

---

- Why we are here
- Where we could be
- How we will get there



# Where are we?

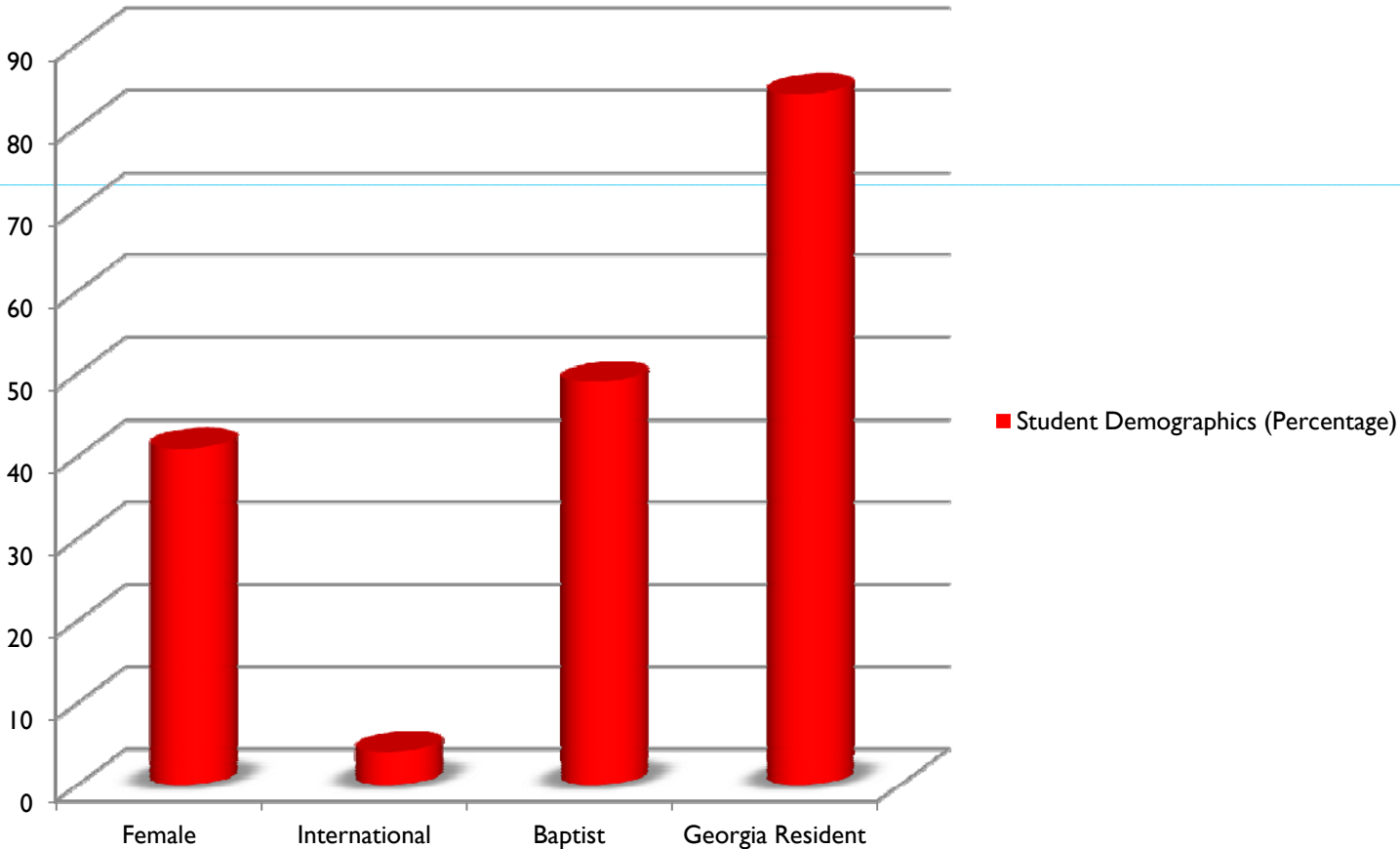
---



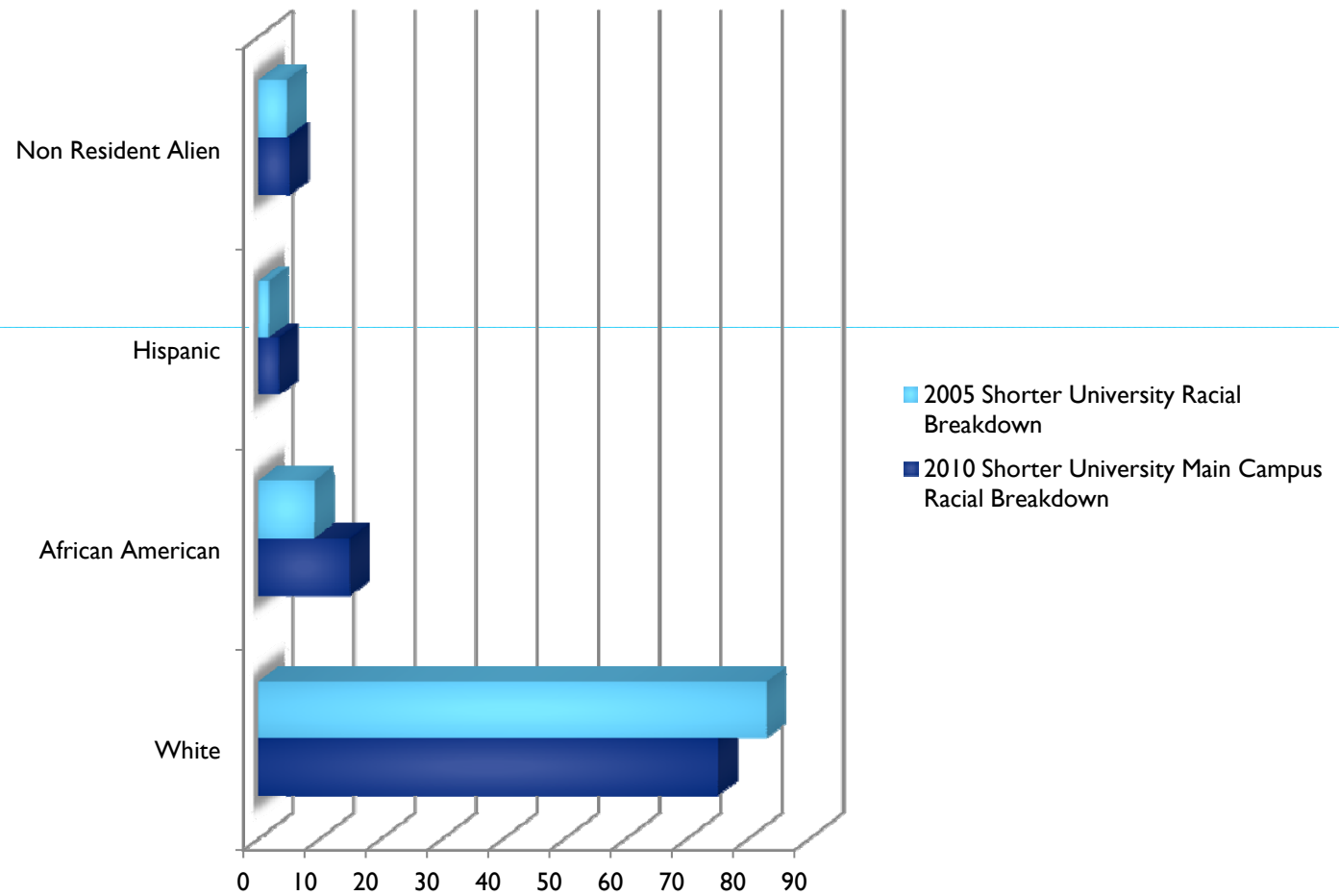
# Background and History

- Founded in 1873
- Four year, Baptist, Liberal Arts Institution
- “A Christian University Committed to Excellence in Education”
- Growing enrollment in the past 20 years
  - 1991 enrollment was 800
  - Current enrollment on main campus is 1542 (Fall 2010)
  - Source: Factbook

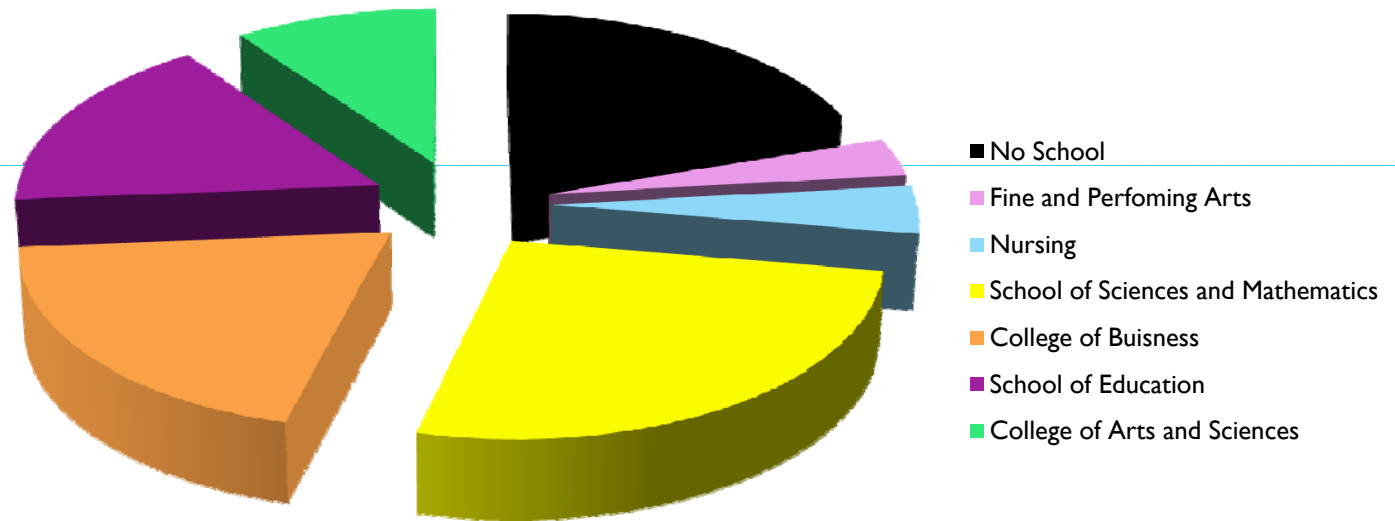
# Student Demographics (Percentage)



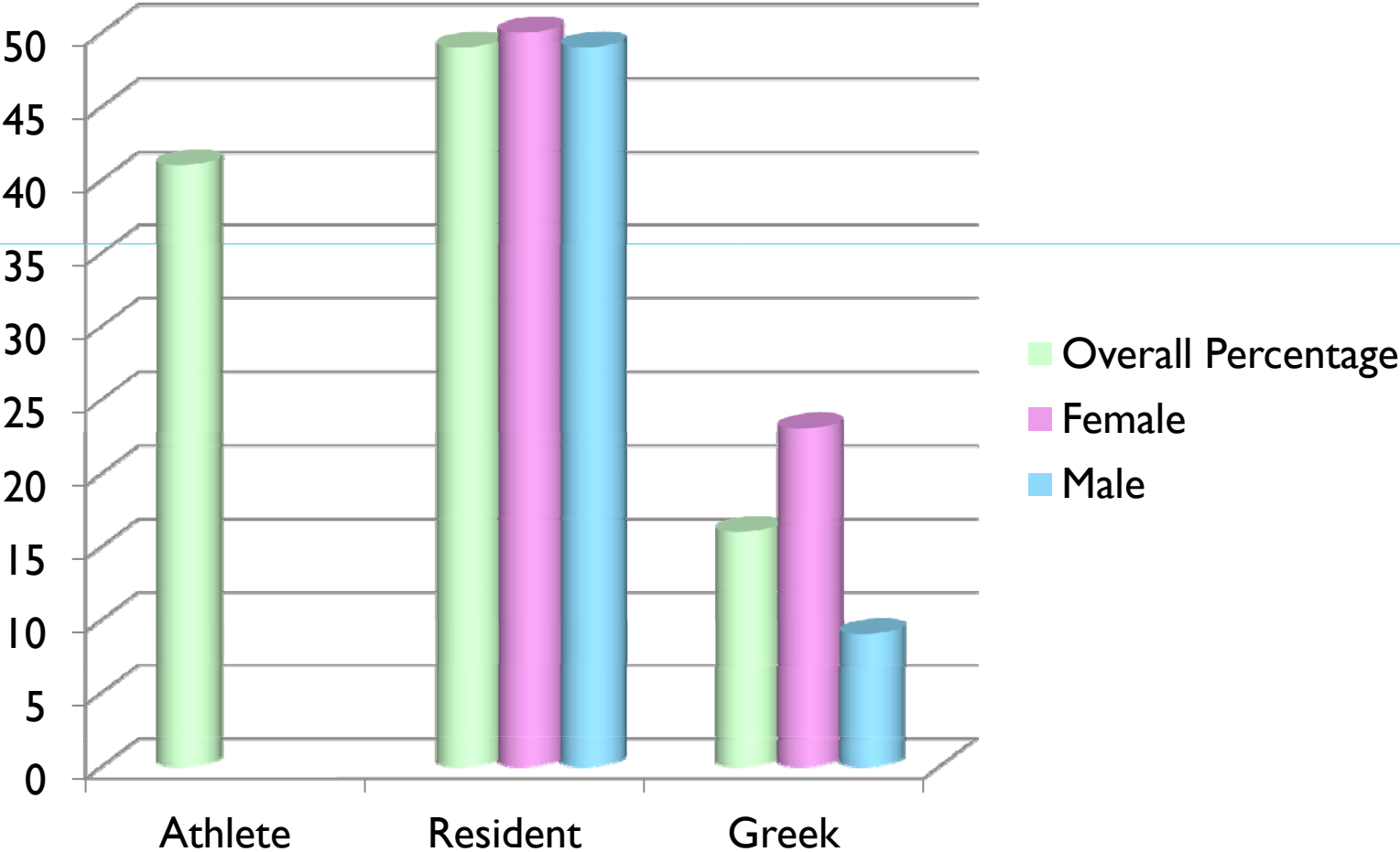
# Racial Breakdown



# Majors



# Student Life Demographics







# Accreditation and QEP

- Accredited under Southern Association of Colleges and Schools
  - QEP is a component of reaccreditation through this council
- Shorter's QEP is "Christ-Centered Critical Thinking"
- QEP was developed due to trends found at Shorter University in the past 5 years:
  - A rise in academic dishonesty
  - A lack of development in critical thinking skills
  - A need for strengthening a Christian worldview



# Media Analysis

- Presentations from:
  - Dean of the College of Arts and Sciences, Dr. Sabrena Parton
  - VP of Enrollment Management, Dr. John Head
  - VP of Public Relations, Dawn Tolbert
  - Director of Student Life, Emily Messer
  - SGA President, Cheryl Culp



# Media Analysis

- Public Relations explained that most of their communication is external
  - Shorter 2U Alert System for Emergencies
- Admissions Office mostly produces external recruitment materials
- Student Life explained the difficulty in getting information to students
  - No specific way is effective
  - Student email is the official method, but it is not widely utilized
  - Messer explained students responded best to mutually beneficial interactions and activities



# Strengths, Weaknesses, Opportunities, and Threats

- **Strengths:**
  - High student-body involvement
  - Close-knit “family” atmosphere.
  - Strong athletic program
  - Many involvement opportunities
  - Student-teacher ratio



# Strengths, Weaknesses, Opportunities, and Threats

- **Weaknesses:**
  - Overcrowding issues on campus
  - Traditional five day week instead of four
  - Multiple new policies concerning the student body
  - External reputation versus actual character
  - Athletic programs that focus less on Shorter's mission



# Strengths, Weaknesses, Opportunities, and Threats

- **Opportunities:**
  - Chance to get out of comfort zone
  - Growth in faith and academics
  - Completion of tasks formerly put on hold



# Strengths, Weaknesses, Opportunities, and Threats

- **Threats:**
    - Not enough real-life exposure
    - School image over importance of students
-



# Why are we here?

---





# Issues

- Rise in academic cheating
- Lack of critical thinking skills
- Promotion of a Christian worldview



# Information Gathering and Research Methods

- As a class, we have completed many tasks to gather information and research about the QEP.

---

  - Situational analysis
  - Focus groups
  - Focus groups analysis
  - Creative strategy
  - Campaign planning




# Focus Group Participation

- Students expressed positive support for the QEP theme
  - Beneficial, valuable
  - Gain competitive edge after college



# Focus Group Participation

- Lack of knowledge of Christ-Centered Critical Thinking
  - “You can look at something one second and know what the answer is, but when you sit there and think about it, you start second-guessing yourself. When you start to critically think about situations, you’ll come up with a more solidified answer. You become more grounded on what you believe.”
    - Focus group student respondent



**Where could we  
be?**

---



# Improvements

- Students expressed negative characteristics of Shorter
    - Lack of competitiveness (versus a larger school)
    - Other schools require more critical thinking than Shorter
-



# Christ-Centered Critical Thinking

- Focus on *Christ-centered* critical thinking versus simply critical thinking
- 
- Gain 100% awareness



**How are we going  
to get there?**

---





# Creative Strategy

- Most students attend Shorter for reason such as
  - Small class size
  - Professor/Staff Relationships
  - Community Atmosphere
- Right now, there is no brand position for this initiative
  - Focus group participants mostly seemed to be in favor of the idea
- Barriers
  - Lack of consistent involvement
  - Current campus issues
- Motivation
  - Job Market
- Brand Personality
  - Adaptive



# Creative Strategy

- **Desired Consumer Actions:**
  - Immediate action
  - Seek more information
  - Recognize brand relevance
  - Increase top of mind awareness
  - Change/reinforce attitudes
- **Practical Considerations**
  - Timing
  - Available media
  - Other outlets



# Creative Exam

- **Stopping power**
  - Flash mob.
  - Videos of students that encourage more students.
  - Chalking the campus.
  - QEP FESTIVAL!
- **Simple idea**
  - Teacher announcements at the beginning of class.
  - Toilet Paper
- **Brand personality**
  - Approachable, interesting, useful course
- **Craftsmanship**
  - Chalking, advertising, planning debate topics and field trips.



# Icons, Favorite Campaigns

- Nike
  - Apple
  - Allstate: Mayhem
  - Macy's: Justin Bieber
-



# Focus Group Campaign Ideas

- Apple: Think Different
- HWJT?
- Think Outside the Bun
- The More You Know.
- Cross Your Mind.



**Think about it.**



# Think About It.

- Command versus question
  - Non-exclusive (non-religious)
  - Thought provoking
  - Stopping power
  - Attention grabber
  - Shorter Lexicon
-



# Our Plan

- **Traditional methods**
  - Flyers, email, TV monitors, SUB 49
- **Attention Grabbers**
  - Chalking, banners, t-shirts, toilet paper
- **New Ideas**
  - QEP Day, Commercial, QEP Student team, Essay contest





# The Key Benefit

- Students take ownership of the QEP
  - Know Value
  - Excited about participation and outcomes



# Summary

- “Think About It” is the proposed communication plan
    - Current status
    - Student Input
    - Communication media and activity ideas
  - Goal
    - Positive awareness over 100% of student body
    - Student ownership of QEP
-



# Questions or Comments?

- Thank you!
-