

## Strategic Plan for Community Relations & Special Events

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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

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### **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.