

SECTION VI

COMMUNITY RELATIONS

OCTOBER, 1992

## END-OF-YEAR-REPORT

1991-92

### VI. Community Relations

Stephen Dagers, Director

#### 1. Achievement Statements/Report for 1991-92 Objectives

Each year the Community Relations Office sets goals to give it direction. Here are the results of progress towards last year's goals.

##### **Goal No. 1—Develop crisis management plan guidelines and write formal document.**

The existing crisis management plan has been reviewed and entered in our computer. Crisis plans from several institutions have been obtained and are being reviewed. The Community Relations Office staff is currently incorporating its experiences with crises during the 1991-92 fiscal year and information from other colleges and private sector crisis communications plans into the Joliet Junior College plan. The Community Relations Office expects to submit an updated JJC crisis management plan to the President for his comment and approval during the 1992-93 fiscal year.

##### **Goal No. 2—Refine marketing plan.**

The Community Relations Office staff reviewed and updated the college's marketing plans. Through the use of publications, advertising, direct mail, banners and other marketing techniques, we made sure that our marketing efforts were focused on the goals of increasing enrollment, retaining current students, capturing returning students and enhancing the institution's image while keeping costs under control.

##### **Goal No. 3—Improve media relations.**

The Community Relations Office staff met with representatives of several media in the district to provide information about the college, to receive feedback on our publicity efforts and practices, and to develop personal relationships. The Community Relations Office implemented a "drop everything" attitude to respond to media inquiries quickly and accurately. During fiscal year 1992-93 the Community Relations Office staff responded to more than 250 media inquiries.

##### **Goal No. 4—Increase publicity.**

In addition to generating publicity for the college in the local media, the Community Relations staff made an extra effort to positively promote the institution in the Chicago regional media and nationally in the higher education media. Our successes included

articles about the college, its people and programs. We estimate that the Community Relations Office staff was responsible for generating \$200,000 worth of free articles and photographs resulting a potential of 60 million impressions.

**Goal No. 5—Promote the college to community leaders, legislators and media.**

The 90th Anniversary Festival promoted a positive image to the estimated two thousand community members, legislators and media that attended. A luncheon was held for community leaders following the groundbreaking ceremony for the North Campus. The Kennedy dedication showcased the college to community leaders and members of the Illinois Community College Trustees Association and the Association of Community College Trustees. The Community Relations staff prepared background informational packages for Trustees lobbying in Washington D.C. and attended Community College Lobby Day in Springfield, meeting with most state legislators in Community College District 525. The college hosted a news conference for state Treasurer Patrick Quinn at the request of State Representative Jack McGuire.

**Goal No. 6—Ensure adequate supplies of brochures at reasonable cost.**

A system was developed to track inventory of brochures produced by the Community Relations staff. At the beginning of the year, more than 30 brochures were out of stock or nearly depleted. At the end of the year, 16 of these brochures had been redesigned and reprinted. To reduce the cost of brochure printing, which was previously done on an individual basis, the Community Relations Office gang bid the brochures to reduce costs.

**Goal No. 7—Improve quality of brochures and other publications.**

Two-color ink, quality graphic images and colored paper were used to improve the overall appearance of brochures. In addition to design improvements, the Community Relations Office rewrote copy to make the brochures more reader friendly. Academic departments were urged to get involved in the redesign and rewrite of their brochures. This benefitted the working relationship between Community Relations and several academic departments. Layout and copy were given close attention in all publications produced by the Community Relations staff. Overall, positive feedback was received regarding the improved quality of Joliet Junior College publications.

**Goal No. 8—Review banner program and reduce costs.**

The Community Relations Staff has replaced banners and added one new location,

Lemont. Currently, the staff is surveying vendors in an effort to reduce costs for this marketing activity. To increase the life of banners and reduce costs, the staff is searching for high public traffic indoor locations.

**Goal No. 9—Improve employee relations through communications.**

The Community Relations Office staff took advantage of every opportunity to interact with colleagues and build relations. Offering our colleagues the opportunity to have a voice in publications in their area was perhaps the most effective way in which the Community Relations staff improved personal communications. The focus of *Jottings* shifted towards providing employees information about what was important to them within the college community. As with other departmental publication, the staff strived to make *Jottings* reader friendly and timely. An internal communications committee was formed, but it only met once.

**Goal 10—Clarify service role of Community Relations Office.**

The Community Relations Office staff met with writers and graphic designers throughout the college to exchange ideas and assure that minimum quality standards were maintained. The Community Relations Office did not meet its goal of creating a brochure to describe its services to the institution.

**Goal 11—Use the tools provided to be more productive and improve overall quality.**

An integrated microcomputer program with spreadsheets and databases capabilities was purchased and is used for keeping accurate mailing lists and projecting and controlling expenditures. The result has been increased productivity and streamlined procedures. Desktop publishing programs have been upgraded and new ones purchased to increase productivity, improve quality capabilities and reduce costs.

## END-OF-YEAR-REPORT

1991-92

### VI. Community Relations 2. General Activity Report

Stephen Dagers, Director

#### EXECUTIVE SUMMARY

The 1991-92 fiscal year provided many challenges and successes for the Community Relations Office. In addition to completing routine assignments, the office worked with colleagues throughout the college community on media-related projects. A detailed account of activity follows this executive summary.

The Community Relations Office Staff consists of the director, Steve Dagers; secretary, Adrienne Becker; writer/publicity specialist, Scott Hainzinger; graphics specialist, Gregory Knox; part-time clerk-typist, Dawn Fulkerson; and student workers Jeni Rees and Dana Popek.

Perhaps the most challenging assignment for the Community Relations Office during the past year was **coordinating crisis communications** during the faculty strike. The staff responded to this crisis by producing approximately 35 communications that informed students, staff, public and media of the strike's impact. Written communications answered student's questions about completing the semester; kept the college community, public and media abreast of developments; and corrected misinformation about the situation. The Community Relations Office handled dozens of phone inquiries about the strike from concerned parents and students, and responded to approximately 100 media inquiries.

The expertise of the Community Relations Office is often tapped to assist in special projects. The **90th Anniversary, groundbreaking** for the new North Campus, the **Distinguished Service Awards**, a **booth** at the regional convention of the Association of Community College Trustees and Illinois Community College Trustees Association, the **Kennedy Memorial** dedication and **Commencement** were among the many special events that the Community Relations Office coordinated or participated in.

The Community Relations office assists the President and Board of Trustees in legislative affairs and works to assure that the college maintains regular and positive relations with legislators at the local, state and national levels. The Community

Relations staff organized the college's participation in **lobby days** in Springfield and Washington, D.C., attended several legislative-oriented luncheons and helped track legislation of importance to Joliet Junior College.

During the past year, the Community Relations Office **wrote, researched and distributed 312 news releases** locally, regionally and nationally—20 percent more releases than the previous year's 260 releases and the most on record for the department. A study of the College's publicity efforts indicates that more than **\$200,000 worth of free articles and photographs appeared in publications with a potential audience of 60 million people**. The majority of the requests for publicity, 144 out of 312, came from staff Community Services division—the Center for Adult Basic Education and Learning, Extension Development, Health Care Continuing Education and the Institute of Economic Technology. Academic departments requested 74 news releases; Student Affairs requested 39 news releases; the remainder were generated by Community Relations.

In the area of media relations, the Community Relations Office fielded more than **250 media inquiries** during the past year. That's almost twice as many as the 139 requests noted in the previous fiscal year. The Community Relations Office staff used these contacts to strengthen and expand media relations. The Community Relations Office staff met with several media representatives to provide information about the college and to receive feedback on publicity efforts.

The Community Relations Office also has responsibility for **internal communications**. The *JJC Jottings* employee newsletter is published every other week during the fall and spring semesters. A summary of Board activities which is distributed to all employees following each board meeting at which action is taken.

The Community Relations Office **completed more than 75 publications projects**. The Community Relations Office staff subscribes to the philosophy of utilizing the written word and graphic design to inform, educate and enlighten. It is a complementary relationship between text and graphics. The design entices the reader to explore the copy; the words deliver the message. From newsletters, to brochures, booklets, direct mail pieces, flyers, posters and plaques, the Community Relations Office utilizes state-of-the-art desktop publishing techniques to create publications for the college community at the lowest cost possible in the shortest turnaround time possible. Tremendous strides were made toward replenishing a depleted stock of

academic department brochures.

The Community Relations Office refined its marketing plans in the past year to assure effectiveness and cost-efficiency and is constantly evaluating all marketing activities. A stock of ads is being created for print and broadcast use to streamline production. During the 1991-92 fiscal year, **282 print ads, 1,622 radio commercials and 240 cable television spots** were run to promote the institution, enrollment, academic programs and events. The Community Relations Office **earned two national awards** for best individual radio spot and best series from the Admissions Marketing Report for "The JJC Radio Classroom"—a continuing series of ads which were conceived, written and produced by the Community Relations Staff. In the area of monitoring costs, a decision to move from display ads to listing ads in the Yellow Pages resulted in a **savings of almost \$5,700 annually**, or 84 percent, without having a negative impact on the college's overall marketing efforts.

The Community Relations office **coordinates photography** assignments for news releases, advertisements, College publications, special Board events and promotional activities.

Because of its wide area of expertise the Community Relations Office staff **serves on many College committees** including 90th Anniversary (chaired), Enrollment Management, Staff Development, Facilities, Team Building , Foundation Public Relations and North Central Association Student Services Subcommittee (chaired).

Outside of the institution, the Community Relations Office interacts to **further goodwill and positive relations** on behalf of Joliet Junior College. Activities in this area include involvement with several organizations including the Joliet Chamber of Commerce, Three Rivers, WILCO, and other community and civic groups. Staff members also regularly attend classes and seminars to improve job skills.

### **SPECIAL PROJECTS**

***The expertise of the Community Relations Office is often tapped to assist in special projects for the college community. Here are the highlights:***

- Coordinated crisis management communications plan providing internal and external information to the college community, public and media before, during and following the faculty strike. In addition to issuing more than 20 news releases, the Community Relations staff wrote and distributed employee communications,

student communications and switchboard messages

- Coordinated 90th Anniversary Festival promotion and media coverage. Worked with 90th Anniversary Committee on all phases of the Festival; designed and produced flyers, programs and advertisements; wrote 90th anniversary remarks for President Raymond Pietak, Chairman Eleanor McGuan-Boza and Trustee Thomas Smith
- Coordinated North Campus groundbreaking ceremony and community leaders luncheon
- Coordinated Distinguished Service Award program
- Designed and hosted booth—"90 years old and still growing"— in Chicago at a regional convention of the Association of Community College Trustees and Illinois Community College Trustees Association
- Notified media and responded to their questions regarding Electoral Board hearings deliberating on objections to petitions filed for November election
- Coordinated the Charles Kennedy Memorial dedication, produced the program and invitations, provided Trustee Joyce Heap with a video of the ceremony and distributed photos to the Kennedy family, Joliet Junior College Trustees and Association of Community College Trustees
- Produced stage party scripts and booklet for Commencement; coordinated photography; and provided plaques for Distinguished Service Award recipients and Commencement Speaker
- Coordinated nomination of Trustee Joyce Heap for the Illinois Community College Trustee Association's Trustee Achievement Award
- Provided plaque for former Trustee Patricia Schneider
- Provided Joliet Junior College accomplishment information to the Illinois Community College Board for its publication *Excel*
- Assisted Denise Mikulski, Women's Business Development Center, and Dennis Yohnka of the Joliet Herald-News on the promotion of a WBDC seminar
- Discussed advertising/marketing course project with Dr. Gerri Chaplin's class allowing students the opportunity to gain first-hand experience as a part of their course work. Continuing involvement with this class has provided the Community Relations Office staff with insight into students' thoughts on marketing, enrollment, retention and special events
- Assisted Russell Corey with junior high school campus tours
- Provided Trustee David Crier with videotape of Student Government Association faculty strike forum

- Escorted Trustee Dolores Johnson on campus tour
- Wrote President's remarks for Martin Luther King Convocation
- Accepted Community Appreciation Award from St. Jude School in Joliet on behalf of the President and Board
- Created Honor Roll lists for posting in Wall of Honor showcase
- Substitute lecturer and arranged guest lecturers for journalism class for three weeks during faculty member's illness

### LEGISLATIVE RELATIONS

***The Community Relations Office assists the President and Board of Trustees in legislative affairs and works to assure that the College maintains regular and positive relations with legislators at the local, state and national levels. Here are the highlights:***

- Organized the college's participation in the Illinois Community College Trustee's Association Lobby Day in Springfield including preparing a background package for attenders
- Organized the college's participation in the Association of Community College Trustees Lobby Day in Washington, D.C., including preparing a background package for attenders and federal legislators
- Invited district mayors, members of Congress, members of the General Assembly and Governor to 90th Anniversary festival; requested proclamations for 90th Anniversary at local, state and federal level; showcased the proclamations during the Anniversary Festival
- Arranged a site for State Treasurer Pat Quinn to hold an on-campus news conference on the Future Education Act
- Attended several legislative luncheons hosted by local organizations
- Provided slides of Joliet Junior College and occupational programs to John Tomkin (South Suburban College) for news conference at Prairie State touting support services that community colleges can offer to a third airport
- Responded to questions from State Senator William Mahar's office regarding faculty strike

### PUBLICITY

***Based on an analysis of representative news releases, the Office's publicity efforts resulted in more than \$200,000 worth of free articles and photographs and generated 60 million impressions. Here are highlights of publicity activities above and beyond the norm:***

- Produced crisis communications before, during and after the faculty strike to keep the institution in a positive light; to assure that the college community, public and media were informed of all developments; and to correct misinformation
- Promoted the 90th Anniversary and the on-campus festival which resulted in a photo story in the *Chicago Tribune* as well as publicity throughout the district in all media
- Worked with Culinary Art Department Chair John Noe to develop two-page article on Thanksgiving recipes and turkey safety tips; students in Gingerbread house competition in Chicago; Gingerbread house display on Main Campus; and Classical 100 dinner
- Worked with Herald-News City Editor Marx Gibson to develop full-page article/map on JJC Nature trails
- Promoted Interior Design's "hands-on" house project
- Promoted Joliet Junior College's cost savings award from the Illinois Community College Board, which resulted in publicity throughout the district and nationwide in higher education publications
- Placed article on Fine Arts instructor Sue Malmberg in the *Community, Technical and Junior College Times*
- Placed article on physics instructor Curtis Hieggelke in the *Community, Technical and Junior College Times*
- Submitted petrochemical training story to COMBASE and WORKPLACE publications
- Submitted priority/quality/productivity measures to Illinois Community College Board for use in its publication *EXCEL*
- Coordinated press conference to announce hiring of new athletic director and head football coach
- Generated publicity to college and media regarding resignation of Trustee Patricia Schneider to become a judge
- Produced news releases on the appointment of Trustee Barbara Newberg
- Notified media of campus closure due to water main break
- Created information sheet on tax levy for distribution to public and media at Board Meeting
- Wrote Holiday House feature story for Joliet Herald-News and coordinated photos
- Wrote three stories on exhibits at the Laura A. Sprague Art Gallery at the request of the Joliet Herald-News

## **INTERNAL COMMUNICATIONS**

***The Community Relations Office has responsibility for internal communications to keep employees informed.***

- Published *Jottings* every other week during the fall and winter semesters
- Produced special editions of *Jottings* during faculty strike
- Published Board meeting summary for employees after each Board meeting

## **PUBLICATIONS AND GRAPHIC DESIGN**

***The Community Relations Office subscribes to the philosophy of utilizing the written word and graphic design to inform, educate and enlighten. It is a complementary relationship between text and graphics. The design entices the reader to explore the copy; the words deliver the message.***

### **•Brochures and Booklets**

\$10K Endowment  
Academic Skills Center  
Agriculture  
Asset Test  
Commencement 1992  
Computer Information Systems  
Counseling Services  
Culinary Arts  
Cultural Conference  
Fashion Merchandising  
Fine Arts Calendar  
Honors Program  
Kennedy memorial  
Marketing Management  
Master Planning success  
Mathematics  
Mechanical Production Technology  
Nursing  
Planetarium Schedule  
Real Estate  
Scholarship Award Grants  
Scholarship Award Recipients  
Student Orientation Map

Transfer Center

Youth College

•Newsletters

Alumni

Foundation

Veterans

*The JJC Connection* (for high school students)

•Direct Mail publications

Fall 1991 class schedule reprint

Spring 1992 Focus and class schedule

Spring 1992 class schedule reprint

Summer 1992 Focus and class schedule

Summer 1992 class schedule reprint

Fall 1992 Focus and class schedule

JJC-North Fall 1991 Schedule

JJC-North Spring 1992 Schedule

Class schedule for Joliet Region Chamber of Commerce newsletter

•Flyers

90th Anniversary lecture series

Admissions

Recruitment for athletic director

Recruitment for men's basketball coach

Youth College after school programs

Youth College sports camps

From Russia...With Understanding for Social and Behavioral Sciences

Foundation's News Year's Eve Dinner Dance

Foundation's Golf Outing

Multicultural Folk Festival

•Plaques

Distinguished Service Award

Commencement Speaker

Retirees

Employee Recognition

Records and Registration

•Miscellaneous

Designed promotional JJC mugs

Created banners for JJC Foundation and Alumni Association

Designed business card, letterhead and envelopes for Tech-Prep program  
Designed new Wolf logo for athletics  
Produced CABEL logos  
Designed art for Brown Bag lecture series  
Designed cover for annual report  
Wallet calendars  
Watch face designs  
Student affairs T-shirts  
Form for Health Service  
Set-up template for Student Services to use for *Casuals* newsletter  
Transfer Center folders and poster  
Prepared bid specs for Focus and Class Schedules, Student handbook, Blazer, and Athletic programs and poster  
Wrote, edited, designed and produced the first editions of *The Blazer* (at request of the vice president of students affairs until a student staff and paid advisors could be assembled)

#### **ADVERTISING AND MARKETING**

***The Community Relations Office created 282 print ads and ran 1,622 radio spots and 240 cable television spots to promote the institution, enrollment, specific academic programs and events.***

•Advertisements created

Print, radio and cable television ads for fall, spring and summer enrollments including day, evening, weekend, late-starting and non-credit adult and youth classes  
Print and radio ads for 90th Anniversary  
Print ads for Curt Hieggelke's physics computer workshop in higher ed media  
Print ads for Culinary Arts in Decisions publications in five states  
Print ads for Horticulture in special newspaper section for College Career Expo and in *American Nurseryman*  
Print ad to thank fund lab contributors  
Print ads for Automotive  
Print ads for Business  
Print ads for Word Processing  
Print ads for Office Careers  
Print ads for Hotel/Food Restaurant Management  
Print ads for Fashion Merchandising

- Print ads for Interior Design
- Print ads of student profiles
- Print ads for Community College Month
- Print ad congratulating basketball team
- Print ads for JJC public events
- Print ads for Youth College
- Print ads for Chamber of Commerce special newspaper section
- Print ads for Tri-County Education Association special newspaper section
- Print ads for public events on campus
- Print ads for Job Fair
- Print ads for Over 50 festival
- Print and radio ads for Mother's retreat
- Print class listing ads for JJC-North
- Print and radio ads for Multicultural Folk Festival
- Print ad in Alpha Kappa Alpha publication
- Print ads for Nondiscrimination statement
- Print ad for GospelFest
- Print ads for BATC microcomputer training classes
- Print ads for BATC management certificate
- Print ads for Dislocated Worker Assistance Center programs
- Print ad for Minooka High School yearbook
- Print ads for various high school athletic books
- Print and radio ads for CABEL job fair
- Print ad for Alumni lunch
- Class schedules for distribution by Plainfield Chamber of Commerce
- Replaced banners at several locations and added Lemont as a banner location
- Yellow Pages listings
- Direct mail pieces created
  - Focus and Class Schedules
  - Class Schedules for JJC-North
  - Flyer for Admissions targeted at former students who hadn't enrolled for fall
  - Flyer promoting fall classes for insert in the Joliet Region Chamber of Commerce newsletter
  - Ad for distribution in direct mail package sponsored by Grundy County Chamber of Commerce
- Miscellaneous
  - Guest newscaster for a day on WJTW radio

Provided Joliet Township Schools with mugs and brochures to acquaint 15 new faculty with Joliet Junior College  
Co-sponsor teen dance with Joliet Park District and WBUS Radio  
Provided athletes as models for a Herald-News photo illustration  
Put BATC in touch with Midwestern Gas which was seeking help with relocating its employee who will be dislocated when the company moves to Texas  
Worked with IET on advertising plan for Short Term Training  
Proofed and placed print and broadcast ads for IET  
Worked with CABEL on ad plan  
Contacted Post Offices in district to update mailing count for Focus and Class Schedule

### **PHOTOGRAPHY**

***The Community Relations Office is responsible for coordinating and taking photographs for a variety of promotional purposes.***

Former Trustee Patricia Schneider accepting plaque for service  
Youth College Volleyball sports camp  
Tour to North satellite sites which was part of Staff Development Week activities  
Charette  
Photos for use in Focus to illustrate telephone registration story  
Assigned and selected photos of Multicultural Folk Festival  
Groundbreaking North Campus  
Kennedy dedication  
Employee recognition dinner  
Toyota T-Ten dinner  
Retiring employees recognized at Board meeting  
Natural science department for brochure  
Photos sent to seven graduates acknowledged at Commencement  
Photos sent to seven employees featured in Fall 1990 Focus/schedule  
Photos (group and individual) sent to Outstanding JJC Employees  
Publicity photo for fine arts "Crimes of the Heart"  
Publicity photos of CABEL literacy program  
Publicity photos of CABEL outstanding volunteers  
Publicity photos of Amoco scholarship check

### **MEETINGS ATTENDED**

***Because of its wide area of expertise the Community Relations Office staff serves on several Joliet Junior College committees.***

90th Anniversary Committee  
Board of Trustees (regular, special and informational meetings)  
JJC Electoral Board Hearings  
President's Staff (monthly)  
Enrollment Management Committee (monthly)  
Staff Development (monthly)  
Facilities committee (weekly)  
Team Building (monthly)  
Foundation Public Relations Committee (monthly)  
Institutional Senate Focus Group  
Internal Communications Committee  
SWOT Team  
President's Forums  
Martin Luther King Convocation  
Student Death Committee  
JJC Accomplishments Committee  
Student Government Association Forum on faculty strike  
Charette  
Judge for agriculture competition  
High school counselor breakfast  
Toyota T-Ten Dinner  
Sports banquets  
Hispanidad Coffee meeting  
Various seminars that were part of staff development week

#### **EXTERNAL MEETINGS ATTENDED**

***Outside of the institution, the Community Relations Office interacts to further goodwill and positive relations on behalf of Joliet Junior College.***  
Illinois Community College Trustees Association public relations committee meeting  
Joliet Chamber of Commerce 1991 Leadership School  
Joliet Chamber of Commerce breakfast  
Joliet Chamber of Commerce Leadership School graduation  
Joliet Chamber of Commerce Steering Committee for 1992 Leadership School  
WILCO luncheons  
Three Rivers luncheons  
Career Trak seminar on management  
Joliet Herald News seminar for public relations practitioners

Joliet area Communicators' Network  
Presentation by Apex Public Relations, a subsidiary of the Joliet Herald-News  
Empress River Casino Media Cruise  
Various seminars to improve job skills