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Public Relations

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## Texas Christian University Celebrates the 10th Anniversary Of Strategic Communications

### **Situation**

Texas Christian University is coming up on its 10th year since the start of Strategic Communication Studies at the school. Research shows that Strategic Communications careers have been increasingly more popular with a projected increase in approximately 114,300 job openings over the next eight years (Bureau of Labor Statistics). The Strategic Communications major at TCU has become increasingly popular as well. The university wanted a memorable program that brought awareness to the major while celebrating the department's success.

### **Objectives**

- 1) Increase awareness about Strategic Communications at Texas Christian University to 70% of students, faculty, and staff at the university.
- 2) Publicize the Strategic Communications department at TCU as a source of useful professionals to the greater strategic communications community in Fort Worth.

### **Target Audience**

- 1) College Students-Many students who are in the Strategic Communications Major will find interest in this event
- 2) Alumni-for networking and connecting with former teachers etc
- 3) Administration, Faculty, and Staff- Administrative bodies, faculty, and staff, are the support system of the program
- 4) Prospective Students/ Highschool students- those who might be interested in attending TCU (many of which have not found a major of interest)

- 5) Campus Media- KTCU, TCU 360, and other TCU news sectors, for news write-ups and campus publicity

## **Strategy**

- 1) Host a spring gala using notable alumni as guest speakers as a networking event to reach target audiences.
- 2) Promote the 10th anniversary over a month-long period through media (campus media outlets, and socials) to boost excitement for gala.

### ***Key messages***

- Celebrating the success of the strategic communications department at TCU
- Pushing the LeadOn message of the university as a whole through the use of alumni
- Strategic Communications is a necessary component of every career field (business, medicine, fine arts)

## **Tactics**

- 1) Have a strategic communication student do a day in the life/ social media takeover in preparation for the gala.
- 2) Collaborate with other communications students to curate a social media alumni spotlight, about the successes of alumni.
- 3) Connect with TCU News and The Skiff to write/ film news releases regarding the gala.
- 4) Send digital and physical invitations to the target audience specifically reaching out towards alumni to invite them to the event.
- 5) Additionally, invite local Fort Worth Public schools with prospective students to be invited to the gala.
- 6) Select 1-3 standout alumni to be guest speakers.
- 7) Collaborate with a catering company to serve food at the gala.
- 8) Send a survey to participants about their experience

## **Calendar**

October-November~ Curate invite list, create save the dates and send a save the date, contact administration, and faculty about an upcoming event

December~ Send Invitations to the invite list

January-February~ Contact catering, campus news outlets

## **Day of the event March 7th**

March 7th(following the event)~send experience surveys to attendance and thank you notes to guest speakers

**Venue-Van Cliburn Concert Hall**

## **Budget**

- \$5,500 total
  - 40% goes to guest speakers
  - 50% catering
  - 10% small stipends for student helper

## **Evaluation**

Will be evaluating:

- # of participants
- Social media engagement
- Overall feedback from the survey

## Sources

<https://www.forbes.com/advisor/education/business-and-marketing/careers-in-communication/#:text=The%20job%20outlook%20for%20communications,job%20openings%20projected%20per%20year.>

Zoe Hodges' work