



Oklahoma College Public Relations Association



### Workshop Questionnaire (PRE)

1. When is the last time your social media profiles and website have been audited?
  - a. NEVER
  - b. 3 years+
  - c. 1 year+
  - d. Within the last 11 months
2. What type of information and data points are you able to access vs. having to request?
  - a. Application data by: YOU OR IR
  - b. Enrollment data by: YOU OR IR
  - c. Graduation and Retention data by: YOU OR IR
  - d. Outreach Event Lead Information YOU OR IR OR ADMISSIONS
    - i. Open House, Info sessions, Club recruitment, Athletics
  - e. Student Survey Data YOU OR IR
  - f. Custom Lists YOU OR IR
  - g. Web Data YOU OR IR
3. What type of content does your college currently produce? Circle all that apply
  - a. Social Media
  - b. Blogs
  - c. Press Releases
  - d. Newsletter/Newspapers
  - e. Program Information (rack cards, brochures, etc)
  - f. Viewbook-Large print pieces
  - g. Podcasts
  - h. YouTube Channel
  - i. Calendar
  - j. Web
  - k. Mobile App
4. How consistently branded are the above materials at your college?
  - a. Content abides by our brand guide religiously- Marcomm and departmental
  - b. Content is owned by different areas of the college and is somewhat consistent
  - c. We have many faculty and staff going rogue to create their own promotions, and very little branding control is in place
5. How does your department prioritize the work of the college as a service provider vs. the Marcomm strategic goals and planning?
  - a. Marcomms's work can be tightly aligned with strategic enrollment planning for the institution
  - b. Marcomms's work is enrollment-focused and narrowed to Prospective Students and advertising
  - c. Marcomms's work is brand-focused and promotes image and reputation
6. Which initiatives are you being asked to focus on:
  - a. Dual Enrollment
  - b. Guided Pathways

- c. Transfer
- d. Retention/Graduation (Outcomes-based Funding)
- e. Career/Job Placement

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### **Workshop Questionnaire (POST)**

1. What is your biggest AH-HA moment from today's presentation?
2. Which newly shared research exercises would you use to learn more about your audiences?
3. Which information/data points are you missing to get a complete picture of your audience(s)?
4. What is one best practice that you haven't been utilizing?
  - a. What is the next step to remove that barrier to make your campaign more successful?
5. When approaching communications and campus experiences, holistically, where can you support and do more to integrate paid, nonpaid, and experiential tactics?