

UNT AT FRISCO

PROPOSED 2019 PR PLAN

by ACE Public Relations

ACE



Audit

Listening to the needs and goals of UNT at Frisco



Case

Researching the audience and determining the best messaging for them



Execution

Analyzing goals and making PR documents to achieve them with your audiences

Goal: Build a positive reputation for innovation and business in Collin County.

◆ HIGH SCHOOL GRADS

These are 18-20 year old students from the Frisco, Collin County area that want to stay in a community they are familiar with.

◆ FRISCO PROFESSIONALS

Predominantly Gen-X that want an easily-accessible and qualified opportunity to receive a degree.

◆ NON-TRADITIONAL

These are potential students that are 25 years and older. This would include stay-at-home parents, the employed and people that did not go straight to college.

◆ INNOVATORS

These are people who are looking for a different type of education that challenges educational norms.

MESSAGING



FOR POTENTIAL STUDENTS

This is a college experience that is **new, innovative** and **tech-forward**. The program is meant for people that are **forward-thinking** and career-focused.

FOR PROFESSIONALS

This university offers a **new** style of education that would be beneficial to partner with. This program will expand your professional network.



NEW. INNOVATIVE. TECH-FORWARD.



ESTABLISH BRAND AWARENESS

FRISCO PROFESSIONALS/ GRADUATES

- UNT at Frisco **listens** to student feedback and use results to move the collegiate experience **forward**
- Even though the school is **career-focused** and **professional**, there is still a **college-experience**



EXECUTION

- Fact sheet that reviews current student feedback
- **Includes:**
 - *Career development/student breakdown*
 - *Campus location*
 - *Weekend activities*



NEW. INNOVATIVE. TECH FORWARD.

SPRING 2017 SURVEY REVIEW

STUDENT COMMUNITY

78% of students were satisfied with studying at UNT at Frisco



CAREER DEVELOPMENT

42% of students have full-time jobs.

Students want more classes and are most interested in personal health and wellness and career development classes.



ESTABLISH BRAND AWARENESS

HIGH SCHOOL GRADUATES

- UNT at Frisco is an experience for students who want a **new** type of learning
- Even though the school is **career-focused** and **professional**, it's still a college



EXECUTION

- Website featuring Frisco-specific merch
- Will be shared on social media
 - **Audience-specific messaging** on each platform

THE UNT AT FRISCO FACTOR: FORWARD



JOB-FOCUSED LEARNING

UNT at Frisco has moved teaching **beyond** the classroom, it's where the action happens and the learning begins.



LOCATION

Frisco is one of the largest growing U.S. cities. Why wouldn't you want to **live** where you learn?



PARTNERSHIPS

UNT at Frisco works with the Dallas Cowboys, the City of Frisco and more to create opportunities for students to gain a **new** type of experience.



COLLABORATIVE LEARNING

Diverse life experiences and knowledge produce thorough work. UNT at Frisco is **teamwork** driven.



TECH

UNT at Frisco uses technology in **innovative** ways to improve the student experience.



ENGAGEMENT

By working with industry experts students know what employers are looking for and can **exceed** those standards.



ESTABLISH AS THOUGHT LEADERS *GRADUATES/INNOVATORS*

- UNT at Frisco is an **innovative learning experience** for people who are tired of traditional learning structures
- UNT at Frisco offers **innovations** and opportunities that competitors do *not*



EXECUTION

- Fact sheet that shows the pros of the UNT at Frisco program
- Includes:
 - **Innovative learning techniques**
 - **Use of technology**

PLAN EVALUATION



EARNED MEDIA

- Media impressions
- Social shares



SOCIAL MEDIA

- Insights
- Eng. metrics
- Brand mentions



BRAND AWARENESS

- Direct web traffic
- Search volume



VIDEO VIEWS

- Measure VVT
- Measure UVT
- Measure VSS

** WILL BE USED TO ADJUST PLAN BASED ON RESULTS*

**Get one step closer to building
a positive reputation in the
Collin County area**

CHOOSE ACE PR