



Consolidation Committee
Final Report



Committee Details

Date: Wednesday, July 13, 2016

Committee Name: Operational Working Group 42: Media Relations

Committee Co-Chairs: Jenny Collins and Jianchuan 'Henry' Zhou

Functional Area: Marketing

Functional Area Coordinator: Cynthia George

List the major tasks your committee will need to take to accomplish your deliverables. Please provide more details for the tasks leading up to the SACSCOC Prospectus development.

Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Coordinate Communications on Consolidation Announcements

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group to coordinate communications during the consolidation between Albany State University and Darton State College. Coordinating communication efforts during the consolidation timeframe will create a cohesive appearance for announcements, news releases, graphic elements and all internal and external shared messages.

Task: Coordinate and Review News Releases on Consolidation

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group the current communication offices at each institution coordinates and reviews news releases regarding consolidation. Coordinating and reviewing news releases on consolidation will communicate a shared message from Albany State University and Darton State College during the consolidation process. It will also provide opportunities for current staff and each institution to be familiar with the messaging moving forward for the new university.

Task: Coordinate Communications to Announce Regents' Actions

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group to coordinate communications with the University System of Georgia Board of Regents to announce USG actions. Coordinating communications from the University of Georgia Board of Regents' actions will continue to support the collaboration between the existing institutions and the Board of Regents. The coordination helps to facilitate the transition into the new university collaborating with the Board of Regents'.



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Major Tasks for Committee Tracker from Final Planning Document and Recommendations

Task: Create Communications Plan to get Messaging out Internally and Externally

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group to create a communications plan to get messaging out internally and externally. The committee recommends that a concise communication outline be developed and outlined for announcements. A format has been provided by the University System of Georgia Board of Regents which has been added to as needed by the current communication staff at the institution. Information on the outline includes timeframe, announcement timeframe, distribution of information and more.

Task: Conduct Monthly Meetings with all PR Personnel to Monitor Communications

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group to conduct monthly meetings with all PR Personnel to monitor communications. Monthly meetings would allow PR Personnel an opportunity to assess the communication outline distribution system. This meeting could also serve as a chance for staff to brainstorm on new innovative ways to communicate the message of the new university.

Task: Combine Speakers Bureaus List

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group to combine Speakers Bureaus List. As the new university, it is the recommendation that the PR department develops a Speakers Bureau list that may be used as a reference guide when media and/or community groups call to inquire on a specific topic. Having a reference of which positions are recommended to discuss topics would facilitate the process greatly.

Task: Monitor needs and avenues of communication during Consolidation

Recommendation and/or Action Taken: It is the recommendation of the Media Relations Operational Working Group that the current communication staff at each institution monitors needs and avenues of communication during consolidation. Monitoring the needs and avenues of communication during the consolidation process will lead to a smoother transition into using all communication avenues at the new university.

Other/Final Comments (if any):
