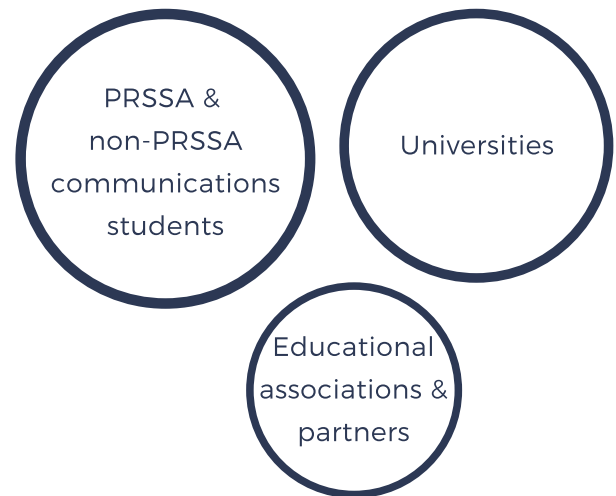


PRSA FOUNDATION

STRATEGIC PLAN FOR SCHOLARSHIP OUTREACH

Funding the #FuturePROs

TARGET AUDIENCES



SOCIAL PLATFORMS



CHANNELS

1. Social media
2. PRSA Foundation website
3. Email listserv

OBJECTIVES, STRATEGIES & TACTICS

Goal: Position PRSA Foundation as the industry-leading advocate for public relations education accessibility

Objective: Receive 550 scholarship applications by May 31, 2020

Strategy 1: Create partnerships with universities and educational associations

Tactic 1: Engage in outreach by contacting public relations or mass communications departments of diverse universities to post about PRSA Foundation scholarships and grants

Tactic 2: Contact PRSSA chapters across the nation to post graphics and tweets promoting PRSA Foundation scholarships and grants at least once per week via Twitter or IG Stories

Tactic 3: Draft generic posts and tweets for potential partners to use to prevent rejections to outreach tactics

Tactic 4: Contact educational institutions to post about PRSA Foundation scholarships and grants at least twice per month via Twitter or IG Stories

Strategy 2: Increase digital engagement by 15% through the “#FuturePROs” social media campaign by May 31, 2020.

Tactic 1: Encourage past scholarship and grant recipients to participate in digital campaign by posting photos and testimonies about how PRSA Foundation has helped their career

Tactic 2: Create a content calendar to organize information and consistently post engaging content using Twitter, Instagram (and IG Stories), Facebook and LinkedIn

Tactic 3: Design graphics to be retweeted or shared on IG Stories

Tactic 4: Write helpful blog posts (tips for students applying to internships, testimonies from past recipients and how it helped them, etc.)

TIMELINE

February

- Post scholarship and grant information using PRSA Foundation channels
- Publish blog post to help students with scholarship applications
- Begin outreach to previous recipients to engage with #FuturePROs
- Begin university outreach
- Begin PRSSA outreach
- Begin educational association and partner outreach

March

- Post scholarship and grant information to owned channels
- Publish blog post with relevant topic
- Continue outreach to previous recipients to engage with #FuturePROs
- Continue university outreach
- Continue PRSSA outreach
- Continue educational association and partner outreach

April

- Post scholarship and grant information to owned channels
- Publish blog post with relevant topic
- Continue outreach to previous recipients to engage with #FuturePROs
- Continue university outreach
- Continue PRSSA outreach
- Continue educational association and partner outreach

May

- Final push and reminders posted to owned channels
- Post final blog post with relevant topic
- Reminders sent to partners
- Reminders sent to students via email listserv (PRSSA, PRSA etc.)

POTENTIAL PARTNERS

- Alabama State University
- American University
- Arizona State University
- Association for Education in Journalism and Mass Communications
- Boston University
- Brigham Young University
- California State University – Long Beach
- California State University - Fullerton
- City College of New York
- DePaul University
- Florida A&M University
- Florida International University
- Howard University
- James Madison University
- Journalism Education Association
- Loyola Marymount University
- Michigan State University
- Morehouse College
- NC State University
- New York Institute of Technology
- Norfolk State University
- Ohio State University
- Penn State
- Purdue University
- San Diego State University
- Savannah State University
- Temple University
- Texas State University
- University of Central Florida
- University of Florida
- University of Hartford
- University of Houston
- University of Miami
- University of New Mexico
- University of South Carolina
- Virginia State University
- Wayne State University