

# UH VAA Public Relations *Plan*

## Overview

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This document was developed to ensure the timely, accurate, and targeted delivery of information to the different audiences in our organization. It is a blueprint that contains the messaging, channels, and guidelines designed to keep students and alumni updated and engaged.

## Mission

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Our mission is to provide a continuing relationship between the Valenti School of Communications and its former students by connecting its alumni through a variety of network and social events.

In addition, the association continues to support students pursuing a career in the Communications field by helping them receive the funds they need to complete their studies at the University of Houston.

## Executive *Summary*

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The Valenti Alumni Association is an association under the University of Houston Alumni Association catered to students and alumni involved in the Valenti School of Communications. The purpose of this public relations plan is to provide the Valenti Alumni Association with communication strategies and tactics, using primary and secondary research, to capture engagement and establish its presence with the student population at the University of Houston.

A public relations plan is an effective tool to better understand the organization's current situation, goal setting, and strategic planning to make sure the organization's name gets heard. Objectives, strategies, and tactics will be proposed to help build VAA's presence with its key publics. This plan will create stronger brand recognition for VAA and establish its reputation in the Valenti community and will contain

helpful information such as a timeline, budgeting, and key partners to contact and maintain a relationship with.

Situation Analysis

The current landscape and level of our association

Joining an alumni association is important because they build a sense of community and camaraderie among former students. They also provide a valuable networking opportunity by hosting events that allow alumni to connect with one another and build relationships that may lead to professional and personal growth. Some of these events can include mentorship days, career fairs, themed social events, cookoffs, and more. Alumni associations can also be beneficial for recent graduates, as they can provide mentorship and guidance, as well as provide a platform for them to build their own network. Furthermore, alumni associations can provide access to scholarships, and job opportunities, and can help to raise money for the school and its students. Ultimately, alumni associations are incredibly valuable and beneficial to the school, students, and former students.

The Valenti Alumni Association (VAA) is dedicated to building a successful alumni association that serves all its members. Isidro Reyna and Cathy Frank who are both members of the VAA board communicated to our team that gaining alumni membership from recent grads was a high-priority task that our team will mainly focus on. We plan on doing this by hosting events, creating merch, and creating collateral that communicates more information about all that VAA has to offer.

SWOT Analysis

Strengths, Weaknesses, Opportunities, and threats to the association

A SWOT analysis is used to evaluate an organization's strengths, weaknesses, opportunities, and potential threats that may affect it. This will allow UHVAA to focus on strengths, minimize threats and take advantage of beneficial opportunities.

Strengths	Weaknesses
Established	Low visibility
Board Members who are full of career/life experience dedicated to building up VAA	Low awareness
20k+ Budget	Low membership of recent grads
Experience hosting many kinds of events	Lack of volunteers/manpower

Members are well-connected	Lack of social media presence
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Opportunities	Threats
Events (Visibility)	Other Alumni Associations at UH
Merch (Visibility, awareness, budget)	Unmotivated students not wanting to join
Flyers (Awareness, visibility)	Organizations in Valenti overshadowing the association
Alumni Spotlights (Appreciation, awareness)	

Objectives

Set of objectives, broken down into strategies and tactics

UHVAA's mission is to provide a continuing relationship between the Valenti School of Communications and its alumni, as well as to foster current students with engagement. To be able to do that, UHVAA must accomplish a set of objectives which are a set of goals that can be measured and expressed in concrete terms. These are some objectives that UHVAA must accomplish by the end of May 2023.

Main Objectives

1. Membership Engagement
- a. Build and drive engagement for both new and current members of the alumni association
2. Student Awareness
- a. Create a presence in the University, raising awareness of the benefits the alumni association brings

Strategies and Tactics

1. Engage with the current graduating class of 2023, connecting them with the alumni network
- a. Host a graduation photo op event, providing a presence on the grounds of commencement

b. Sign the new graduates into an email list/contact list with the alumni association

c. Run classroom visits and print flyer cards for distribution among graduating students
2. Bring about student awareness surrounding the VAA using social media and student channels.

- a. Have the VAA participate in Valenti events, such as the Pierpont career workshop
- b. Create alumni spotlights highlighting not just prominent alumni in the Valenti network, but also the potential networking

# Budget

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Item	Item Cost	Order Method	Notes
Flowers HEB 120 bouquets	1620	HEB	Delivery not included
Flowers @Flowershtx_ 120 bouquets	620 (CASH) 671 (CARD)	@Flowershtx_	Delivery included
Balloon Garland	18.97	Amazon	
Water/Refreshments	20.00		
Water Cooler	48.00		
Canopy Tent	147.00	Amazon	
Printed Flyers (Graduation Event RSVP) 120 ct.	75.00		
Printed Flyercards (General VAA Contact)			
AirTags (Giveaway) 8 ct.	200.00		