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| Journal of Critical Incidents |
| Public Relations Campaign |
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| Kellyn Vos, Public Relations Intern |
| The Society for Case Research |

About Account Executive:

Kellyn Vos is a senior public relations student at Ferris State University. Her anticipated graduation is December 2014 with a Bachelor of Science in Business Degree majoring in Public Relations.

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Public Relations 4-Step Plan

Step 1: Research

1. Background
2. Situation Analysis
3. PR/Communication Department
4. Promotional Mix Tactics
5. Competition
6. Issue Statement
7. Research Needed
8. Research Conducted

Step 2: Action Plan

1. Goal
2. Objective(s)
3. Identify targeted audience(s)
4. Influencers

Step 3: Communication

1. Key messages
2. Strategies
3. Tactics
4. Timetable
5. Budget

Step 4: Evaluation

Industry Background

Like a case study, a critical incident demonstrates a situation or event that has occurred in real life in a real organization. Although, a critical incident is much shorter than a case study because it doesn’t provide historical background information. The maximum page length for the critical incident submissions to the Journal of Critical Incidents is three pages.

Critical incidents can be read as an investigation or as an observation. It is a strategy that focuses on real situations to provide insight and research. Critical incidents are used for students to use their knowledge and understanding to interpret the outcome of a situation.

Organization Background (According to SCR Website)

The Society for Case Research (SCR), founded in 1978, facilitates the exchange of ideas leading to the improvement of case research, writing, and teaching; assists in the publication of written cases or case research and other scholarly work; and provides recognition for excellence in case research, writing and teaching.

The Journal of Critical Incidents, a publication by SCR, does not publish long cases. JCI's focus is on brief incidents that tell about real situations in a real organization. The incident tells a story about an event, an experience, a blunder, or a success. Unlike a long case, the incident does not provide historical detail or how the situation developed. Rather, it provides a snapshot that stimulates student use of their knowledge to arrive at a course of action or analysis. The journal is published annually in October.

Situational Analysis

The Journal of Critical Incidents published their sixth volume on October 31, 2013. A potential problem that JCI has is a lack of submissions for future publications. JCI also has the challenge of increasing their readership, the sales of teaching notes and bringing more people to the Midwest Business Administration Association (MBAA) conference in March of 2015.

Promotional Mix Tactics

1. Slogans: “Scholars Bringing Reality to the Classroom.” – Society of Case Research.
2. Public Relations:
3. Community Relations Plan:
4. Community Programs:

* MBAA International Conference

1. Social Media Plan:
2. Facebook is the only social media platform that the Society for Case Research currently uses.
3. Traditional Media Plan:
4. Newsletters – Society for Case Research
5. Personal Selling:
6. Mailings (mainly email) to previous and potential authors and reviewers of JCI.

Competition

The competition of the Journal of Critical Incidents is possibly the Journal of Critical Incident Analysis (JCIA).

The JCIA website (http://jcia.aciajj.org) reads:

“*The*Journal of Critical Incident Analysis*publishes theoretical, applied, and/or discussion papers dealing with natural disasters, terrorism, public health incidents, acts of mass violence, and other crises of critical importance.*JCIA*also accepts book reviews and case studies designed to bring relevant literature to the attention of a wider readership.*

*The*Journal of Critical Incident Analysis*is published biannually online, and annually in print, by the Academy for Critical Incident Analysis (ACIA) at John Jay College of Criminal Justice of the City University of New York.”*

Issue Statement

The Journal of Critical Incidents wants to raise and sustain awareness and better reach a diverse academic community at small colleges and universities.

Research Needed

The Journal of Critical Incidents needs to complete various forms of research to better understand their targeted publics. JCI can survey professors, both tenured and untenured, and, by doing so, better understand how to reach their market. This can be done with satisfaction and suggestive surveys through face-to-face meetings, email, mass mailings, and social media platforms.

The Journal of Critical Incidents could also extend their research to college and university students. Students will be the ones engaged in the critical incidents. If surveys were sent out to them on certain topics they would want to read about or what they would like to see done with the critical incidents process, it could be very beneficial to JCI.

Research Conducted

At the MBAA International Conference, authors and reviewers get together and discuss which critical incidents deserve to be published and how they can be better. This is done to show what professors should be writing about in their critical incidents and how they can be more appealing to the readers.

Goal

The goal of this public relations plan is to increase critical incident submissions for the Journal of Critical Incidents and to increase the networks of MBAA members.

Objectives

1. To recruit three new authors at the 2014 MBAA conference.
2. To build an online audience for the journal via blogging and social media by October 2015.
3. To have three professors utilize the teaching notes in their curriculum by October 2015.
4. To increase submissions to JCI.

Targeted Publics

1. Small College/University Deans
2. Deans are very influential to professors and students alike. They have authority and can recommend that JCI be incorporated into classrooms or even refer a professor or student to become a part of JCI.
3. Small College/University Professors (Untenured)
4. These professors are more likely to be writing submissions to become tenured professors and need these submissions to increase their career status.
5. Small College/University Professors (Tenured)
6. These professors are more likely to be writing these submissions for enjoyment. They do not need these submissions to increase their career status but they are willing to write them anyway.
7. Small College/University Students
8. Students are more likely the ones to be reading the submissions because it is a requirement for their class. By focusing on these students, JCI can better assert itself into the classrooms by engaging students while also interesting students to possibly write a submission themselves in the future. This will increase JCI awareness.

Influencers

Key influencers include: deans, professors, and students. Although these are also the target market, they all hold a high influence over each other. They all coincide in the same setting and can help each other to establish new and innovative ideas.

Message

The Journal of Critical Incidents facilitates the exchange of ideas, creates improvement for case research, writing, and teaching, and provides recognition for excellence in case research writing and teaching.

**College Deans:**

The Journal of Critical Incidents will be something that deans at small colleges/universities can get their faculty involved in. They have the authority to promote or recommend JCI to professors to use in their classrooms and get them involved in writing a critical incident.

**College Professors:**

The Journal of Critical Incidents will be a tool for professors to implement in their lesson plans. They will also have the opportunity to research their own cases and engage in the process of writing their own critical incident.

**Students:**

The Journal of Critical Incidents will also be a tool for students to use in the classroom. The can use these critical incidents in the future to generate discussion and review what happened to each separate case.

Strategies

**Strategy One:**

The Journal of Critical Incidents will be present at the 2013 MBAA International Conference in Chicago on March 26, 2014.

* JCI will have a table at this event where hard-copies of their 2013 volume 6 journal will be available for viewing.

**Strategy Two:**

The Journal of Critical Incidents will implement a social media strategy to build its audience

* Facebook Updates
* Video Website
* LinkedIn Account
* Twitter Account

**Strategy Three:**

Promote Teaching Notes

* JCI wants to encourage professors to purchase the teaching notes for use in their classrooms and to ensure that the critical incident is completely understood and utilized. Teaching notes contain information on the critical incident as well as discussion questions and critical thinking techniques to get students more involved.

Tactics

1. Table at the 2014 MBAA Conference

By having a table at the upcoming MBAA conference in 2014, JCI will increase the awareness of their journal. With the 2013 volume 6 Journal of Critical Incidents available for viewing, it will allow more people who would be interested in writing critical incidents to view an actual manuscript and they would then promote JCI through word-of-mouth.

1. Facebook Updates

With Facebook being SCR and JCI’s only social media platform, more updates need to be made. These updates should be exciting and fun to increase engagement.

1. LinkedIn Account

Even though LinkedIn is a job-seeking social media platform, it would be great for JCI to utilize. Deans, professors and students today are utilizing LinkedIn for so much more than acquiring a job. JCI could create a profile and attract deans and professors that are on LinkedIn. It’s a good way to get JCI’s name out on another social media platform and it can be very beneficial.

1. Twitter Account

JCI needs to get themselves on more social media platforms. Social media is huge in today’s society and there are so many people on Twitter right now, including college deans, professors and especially students. JCI could create a hashtag, #JCI, that will promote and increase awareness while creating a brand name for themselves. They could come up with several ways to get people involved, including surveys.

1. Video Website

JCI can establish a video website that features fun and engaging videos on special trips SCR takes to conferences, conferences themselves and other events that take place. They could also establish videos on the writing process, how-to’s, interviews with the writers and discussions about the critical incidents. This will help JCI build their awareness.

Timetable

**Social Media Content:**

Facebook, Twitter and LinkedIn will have updates available daily. They could make surveys and competitions along with photos to increase awareness. Also, Twitter could have the hashtag, #JCI, that gets people involved. An example would be a blurb from a critical incident and then asking what people think about it. It could also ask about what other critical incidents people have heard of or would like to hear more about. The video website could have videos uploaded to the site every week.

**Table at the 2014 MBAA International Conference:**

This conference happens annually in Chicago. If JCI shows up every year, it would increase their awareness and their image. People will start to recognize them by their efforts and their table at the conference every year.

Budget

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| **Item** | **Cost** |
| Table at MBAA 2014 | $1000 |
| Six copies of JCI | In Process |
| Facebook | Free |
| Twitter | Free |
| LinkedIn | Free |
| Video Website | Free |

\*Note: The editor, Dr. Tim Brotherton, pays for the cost of the JCI copies

The budget is $1000 for 2013-2014. JCI meets this budget, with Dr. Brotherton paying for any expense that comes from printing the 6 JCI copies.

Evaluation

**Monitored:**

Facebook, Twitter, LinkedIn and the Video Website will be monitored and success of awareness of JCI will be evaluated by how many people have: Liked, Tweeted, Followed, Connected With, or Viewed these JCI social media platforms.

**Post-Program Evaluation:**

Success of the awareness level of JCI after this plan is implemented will be viewed by how many critical incidents are submitted to be published by October 31, 2015.