

COLONEL *Communications*

Informational Meeting

September 2, 2015

7:30 p.m. | Combs 105

WHAT IS COLONEL COMMUNICATIONS?

Colonel Communications is a student-run public relations firm providing unique & creative communication solutions for clients within Eastern Kentucky University & Madison County.

WHAT WILL COLONEL COMMUNICATIONS DO?

The firm will specialize in brand management in all aspects, including publicity, marketing, reputation management, brand promotion, social media, website design, graphic design, fundraising, video production, special events, and more.

HOW WILL COLONEL COMMUNICATIONS WORK?

Colonel Communications will recruit real world clients and develop campaigns that will take their businesses to the next level. Firm members will meet with the client and conduct a SWOT analysis. Members will go back and develop a strategy and semester-long campaign. All parts of the campaign will be presented to the client and edited to meet their needs. Then the firm will take the remainder of the semester to implement the campaign. As the semester comes to an end, Colonel Communications will conduct research on its effectiveness.

WHY SHOULD YOU JOIN?

Colonel Communications is the perfect opportunity for students to gain real world hands-on experience, build your resume, network with professionals in the community, develop skills in many aspects of business and PR, and, most of all, to transform from a public relations student into a PR professional. Membership in the firm is free and gives students the freedom of not having a “real” job, which means being able to focus on school as your first priority.

HOW CAN I BECOME A MEMBER?

To be a member of Colonel Communications you must be a student at EKU, have a GPA of 2.5 or higher, sign and abide by our Pledge and Code of Ethics, remain actively involved, and attend all firm meetings and events with the exception of three unexcused absences. If you fulfill these requirements, fill out an application by going to colonelcommunications.wordpress.com/home/membership and email it to ekucolonelcommunications@gmail.com.

WHICH POSITIONS ARE VACANT?

All positions besides Firm Director need to be filled for the fall semester. Positions and their duties are attached to the back of this sheet.

HOW DO I SUBMIT MY APPLICATION?

All applications can be emailed to ekucolonelcommunications@gmail.com or turned in directly to Tana Collett by **Friday, September 18**.

WHEN WILL I KNOW IF I'VE BEEN ACCEPTED?

You will know your membership status no later than September 23. Our first firm meeting will be held sometime around September 30 (could change depending on member availability).

WHAT IF I HAVE MORE QUESTIONS?

If you have any questions regarding Colonel Communications, direct them to ekucolonelcommunications@gmail.com or Tana Collett by text or phone call at 606-224-0236.

Executive Board

- Must be elected
- Must maintain 2.75 cumulative GPA
- Meets separate from rest of firm on a monthly basis
- Reviews performance of all firm members

Firm Director – Tana Collett

- Manage all firm operations
- Serve on PRSSA Executive Board
- Schedule & run firm meetings
- Select account executives (with help of assistant firm director & adviser)
- Maintain communication with the firm, faculty & advisers
- Maintain files of all activities
- Recruit & maintain clientele
- Evaluate & motivate firm members
- Coordinate with membership director in the hiring, training & terminating processes
- Establish communication between the firm & PRSSA
- Maintain contact with clients & account executives to ensure satisfactory progress
- Offer commitment & professionalism to the firm & its activities
- Lead development of semester goals

Assistant Firm Director

- Assist firm director on all projects & activity planning
- Supervise all accounts & maintain files of activities
- Assist, advise & evaluate account executives during meetings & report to firm director
- Perform firm director's duties in his/her absence
- Help firm director with client recruitment
- Provide agenda for weekly meetings
- Further develop firm's constitution, bylaws, policies, records, etc.
- Create & maintain a firm master calendar
- Maintain & update firm policies & procedures as necessary (with review of Executive Board)

Finance Director

- Keep accurate, updated expense records
- Ensure adequate funds are available for campaigns & firm events
- Prepare annual plans, budgets, proposals & histories
- Present budget to firm to be reviewed each semester
- Propose changes to firm dues as required
- Act as a liaison between firm and collection agency (if necessary)
- Oversee the fundraising coordinator
- Manage on & off campus banking accounts
- Implement reimbursements
- Steer firm in direction of having clients pay for services in future

Membership Director

- Manage applications & schedule interviews
- Act as a liaison between prospective new members & firm

- Create & manage email/phone list of all firm staff
- Send emails, texts, etc. as needed to keep firm staff updated
- Work with special events coordinator to plan 2 recruitment events per semester
- Record all meeting minutes & post them to OrgSync as needed
- Record attendance at meetings & events
- Manage absences & excuses
- Manage eligibility of members & prospective new members
- Manage hiring & terminating processes with the help of firm director
- Develop & implement training programs for new members and all officer positions
- Work with Communications department to continuously promote the firm to students
- Present firm to communications department & business classes
- Assign awards (created by graphic design) for students who demonstrate outstanding effort
- Post firm detail fliers (created by graphic design) around campus & give out at special events
- Develop a list of potential clients at the beginning of each semester
 - Send a personalized letter to each client introducing the firm
 - Follow up with a call to arrange a meeting & present a proposal/contract
- Coordinate closely with public relations director

Public Relations Director

- Build relationships & support for firm among its publics
- Work with membership director to raise awareness for the firm
- Appoint & manage a publicity committee to promote firm & motivate others to join
- Coordinate with all parts of the firm to disseminate news, events, achievements, etc. to the public
- Develop firm tagline & vision statement
- Maintain & update firm logo, motto, tagline, goals, vision, mission statement, etc.
- Manage & update Colonel Communications official website
- Keep firm on track to become nationally affiliated

Creative Director

- Oversee all creative processes
- Approve all creative materials before publication
- Help out where needed in the creative division
- Keep creative officers & teams on the same page
- Coordinate with all parts of the firm to develop creative strategies & plans

Officers

- Must be appointed by Executive Board
- Must maintain 2.5 cumulative GPA
- Reports to Executive Board

Account Executive(s)

- Serve as the main client contact on specific account
- Maintain regular communication with client
- Manage, maintain & utilize an account team
- Hold weekly account team meetings
- Develop goals & objectives with account staff members
- Create, sign & have the client sign a contract
- Obtain client permission to implement tactics
- Complete a detailed weekly activities report
- Motivate staff with phone calls and email reminders
- Maintain continuous & complete files of activities & completed projects
- Lead development of RACE strategic plan
- Report consistently to Executive Board

Social Media Coordinator

- Handle all CLIENT social media as dictated by account executives
- Create, manage & oversee client Facebook, Instagram, Twitter, LinkedIn, blogs & other social media accounts
- Make daily, weekly or monthly posts/updates as necessary to client social media
- Create, manage & oversee events, groups, etc. on social media platforms as needed

Special Events Coordinator

- Appoint, manage & oversee a special events team
- Plan, execute & oversee all firm social events
- Work with membership director to plan, execute & oversee firm recruitment events (at least 2 per semester)
- Plan, execute & oversee firm fundraising events (at least 1 per semester)
- Coordinate with account executives & their staff to plan, execute & oversee client events
- Coordinate with finance director on events budget

- Report to creative director, account executive(s) & public relations director

Graphic Design Coordinator

- Create & design all posters, fliers & public images for the firm
- Create & design all posters, fliers & public images for client campaigns as directed by account executives
- Work with printing services & various resources to obtain printed materials
- Coordinate with finance director on printing budget
- Report to creative director, public relations director & account executive(s)

Copywriting Coordinator

- Appoint, manage & oversee a copywriting team
- Create all written content for client campaigns as directed by account executives
- Create all written content as needed for firm publicity
- Written content includes: direct mail pieces, taglines, jingles, web page content, social media posting, online ads, emails, TV or radio scripts, press releases, catalogs, billboards, brochures, sales letters, etc.
- Report to creative director, public relations director & account executive(s)

Video Production Coordinator

- Appoint, manage & oversee a video production team
- Design, film, edit & produce all commercials, short films, etc. as needed for firm publicity
- Design, film, edit & produce all commercials, short films, etc. or client campaigns as directed by account executives
- Report to creative director, public relations director & account executive(s)

General Staff

- Must maintain 2.5 cumulative GPA
- Reports to their account executive or officer
- Must stay active in the firm by attending all meetings, events, etc.