

VERMONT TECHNICAL COLLEGE
EXTERNAL RELATIONS SUB PLAN

Objective: Expand and nurture an external relations network to enhance knowledge of VT Tech's impact.

SMART goals:

1. Develop Communication Strategies by January 2019 to increase awareness of our key stakeholders of our institutional impact. External Communications Stakeholders include:
 - Accrediting Entities
 - Career & Tech Ed Centers
 - Community Agencies
 - Corporations
 - Federal Agencies
 - Federal & State Government
 - Local Governments
 - Industry/Sector Interest Groups
 - News Agencies
 - Nonprofits
 - Other Colleges
 - State Agencies
 - Vendors
 - Veterans' Groups
 - VSC Board

Strategies:

- Better utilize internal events such as Commencement, and Awards celebrations to promote the college and our impact to our stakeholders; bring more community groups to campus and hold legislative breakfasts; and utilize the President more, but effectively and efficiently, in meeting with groups and individuals.
- Expand external communications of impact via press releases and through the Speakers' Bureau; Faculty "Lunch and Learns"; provide direct presentations to Rotaries, Chambers of Commerce, and other business organizations or associations; and create more opportunities for Statehouse functions and regional events.
- Develop a database of faculty willing to be "subject matter experts" we can offer to the Legislators, news outlets, and other organizations.
- Include students in more events, such as Chamber functions, VSC Hall of Fame dinner, Rotary speeches, and Statehouse events; and bring more external stakeholders in to campus events featuring students, such as capstone presentations, awards ceremonies, and program competitions, such as Launch

- VT Collegiate Pitch and Engineering challenges.
- Survey our External Communications Stakeholders by January 2019 to determine baseline knowledge & awareness of Vermont Tech and our programs, what about VTC matters to them, and what they would like to see more or less of from us.
- Hire or appoint a Communications Director by 2023 (or prior to, as budget allows) to manage the above work, currently executed by Marketing, Development, and the President's Office.

Metrics:

- Create a survey for our External Stakeholders by January 2019 to create a baseline, then follow with surveys (annually?) to determine effectiveness.
- Measure our efforts through number of events compared to previous years, details such as attendance and impact of those events; and the change in the number of press releases and spontaneous positive press appearances.
- Track the Marshall Survey results and compare to prior years.
- Track social media posts and their impact through means such as Merit Data, Google Analytics, and LinkedIn built-in analytics.
- Track the number of recognitions offered and the corresponding press, compare to prior years.

2. Engage Program Advisory Boards in external relations.

Strategies:

- Executive Committee, Senior Leadership Team, Development Office, and the President will attend more Advisory Board meetings, beginning in Spring 2019, to show commitment and learn of current trends and the impression of Vermont Tech among industry professionals.
- Recruit more advisory board members, beginning in 2019, to both bring in more external concepts and ideas and to spread our own communications further afield.
- Create a regular Legislative Letter, informing on the budget, allocations, and impact, to be distributed by Advisory Board Members directly to legislators for greater efficacy and urgency.
- Develop a repository of success stories from faculty, alumni and Advisory Board members. Share success stories both with and from Board Members, publicizing the impact of Vermont Tech on our alumni.
- Bring Advisory Board Members to campus and VTC events more frequently, beginning with Homecoming.

Metrics

- Measure the frequency of staff/faculty participation in Advisory Board Meetings
- Increase the number of Ambassadors for the college (Board Members, Alumni Ambassadors, et cetera).

- Track the number of Advisory Board Members participating in Vermont Tech events, compare to prior years.
 - Survey our Advisory Board Members to determine if communications and the brand of VTC is improving.
3. Engage with CTE as promoters and to develop programs/pathways.

Strategies:

- Create and utilize Articulation Agreements (quid pro quo), and MOUs with CTE, finalizing at least three in 2019. Target three each year thereafter.
- The President and other significant staff & faculty (Executive Committee, Senior Leadership, et cetera) will attend CTE Directors' meetings periodically to establish a stronger relationship and keep up-to-date on standards and needs, beginning in 2019. Target two per year by SLT members.
- Have students who are CTE alumni attend Directors' meetings and Cluster meetings to keep up-to-date and maintain a VTC presence.
- Develop a Pilot Program utilizing the Pilot program from [H. 919](#) of 2018. Respond to the RFP as soon as it is published.
- Have Lyle Jepson, Director of Career & Technical Education and Steven Aroldi, Director of VAST & Assistant Director of Secondary Educational Initiative, continue their outreach with CTE's to include conversations with instructors, administration and students on the impacts of Vermont Tech and the success of CTE alumni. Begin 2019 and conduct at least 4 per year per person.
- Promote opportunities for Vermont Tech students and alumni to become CTE instructors, thereby creating a strong VTC presence among students to set a positive example, promoting continuation into higher education and Vermont Tech. Promote CTE openings to alumni starting 2019.

Metrics

- Track the change in number of articulation agreements and MOUs with CTEs
- Track the number of Directors' & Cluster meetings that VTC staff and students attend
- Measure the success in pilot program of H.919 based on number of students enrolled and those that matriculate to Vermont Tech.
- Track the number of visits by Lyle & Steve, and compare subsequent enrollment from those CTEs over the years

4. Engage more Vermont Tech faculty in outreach to the community, legislators, government agencies, and corporations.

Strategies:

- Recruit and inventory successes and stories from faculty, starting with all 72 current full-time faculty to develop a portfolio. Stories will focus on student

successes, either individual or group, and can be used in future marketing, letters to legislators, introductions to corporations, and other opportunities to spread the word of the positive impact of Vermont Tech. Initially seek 25 success stories adding 30+ per year.

- Create a portal and practical method by the end of 2018 for faculty to share/submit stories.
- Engage faculty as positive promoters of Vermont Tech; provide forums for them to share their knowledge and work of their students in several ways: Starting 2019. Target two forums per year.
 1. Write letters to legislators, corporations, government agencies every year, beginning in 2019. Generate two letters per legislator in Orange and Chittenden Counties.
 2. Write informational editorials as subject matter experts in the news media such as You Can Quote Me, Bill Sayre, Vermont Conversation, beginning in 2019.
 3. Expand faculty attendance at internal events such as Women Can Do, Bridge Building, Speaker Series, and at external events such as Chamber and Rotary meetings, business expos, Vermont Women’s Fund Meeting beginning in 2019. Seek at least 10 faculty at each event.
 4. Host TED talks and “Lunch and Learn” on campus, delivered by faculty and outside subject matter experts and attended well by faculty. Starting 2019 and conduct two per academic year.
- Metrics:
 - Track the number of success stories in the portfolio
 - Track the number of media hits on success stories, faculty editorials.
 - Track the number of Merit pushes
 - Track the number of events featuring faculty, either on campus or in the community, and the changes in that number year-to-year.