

**Pulaski Technical College
Achieving the Dream
2007-2008 Communications Plan**

Goal #1: To announce plans and build support for Achieving the Dream initiative.

Goal # / Activity #	Activity	Responsible Party	Budget	Timeline
1.1	Achieving the Dream news release to statewide media	Arkansas Department of Higher Education/College Advancement/Public Relations and Marketing	N/A	June 2007
1.2	Achieving the Dream announcement in Trustees e-Briefing	College Advancement	N/A	June 2007
1.3	Achieving the Dream announcement in PTC Insider	College Advancement/Public Relations and Marketing	N/A	June 2007
1.4	Achieving the Dream engagement party – dream team announcement	College Advancement	TBD	August 2007
1.5	Achieving the Dream announcement at 2007 Faculty and Staff Convocation	Achieving the Dream Co-Directors and Dream Team		August 2007
1.6	Achieving the Dream announcements in college publications	College Advancement/Public Relations and Marketing	N/A	Ongoing
1.7	Achieving the Dream special event for students	College Advancement/Student Services	TBD	September 2007
1.8	Achieving the Dream e-mail blasts	Dream Team participants	N/A	Ongoing
1.9	News releases/feature story placements on Achieving the Dream activities/actions	College Advancement/Public Relations and Marketing	N/A	Ongoing

Goal #2: To develop publications and marketing materials to promote and support Achieving the Dream.

Goal # / Activity #	Activity	Responsible Party	Budget	Timeline
2.1	Fact sheet/brochure to be distributed at events, meetings and presentations in the community	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	\$500	September 2007
2.2	Web site for Achieving the Dream linked to Pulaski Tech Web site	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	N/A	August-September 2007
2.3	Promotional items to support Achieving the Dream initiative	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	\$500	Ongoing
2.4	Marketing materials for conferences, workshops and special events that support Achieving the Dream initiative	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	\$500	Ongoing
2.5	Public version of Achieving the Dream report to be distributed internally and externally	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	\$700	May-June 2008
2.6	Achieving the Dream banner at each college location	Achieving the Dream Co-Directors/College Advancement/Public Relations and Marketing	\$500	August-September 2007

Goal #3: To celebrate Achieving the Dream initiative.

3.1	Mid-year special event to celebrate progress to date	Achieving the Dream Co-Directors/College Advancement	TBD	December 2007 or January 2008
3.2	Special event for faculty and staff, students and community to highlight end of planning year	Achieving the Dream Co-Directors/College Advancement	TBD	April-May 2008
3.3	Special event announce continuation of funding and to kick off year one of implementation	Achieving the Dream Co-Directors/College Advancement	TBD	August or September 2008