



The Georgia Center
UNIVERSITY OF GEORGIA

January 2023 - December 2023

PUBLIC RELATIONS PLAN

ADPR 5950/7950 - Dr. Acosta-Alzuru

Eleanor Anderson, Gitzel Anguiano, Brittany Best, Trevor Bowden, Olga Diaz, Macey Fons, Lawson Foster, Caitlin Galloway, Diana Hoang, Olivia Ladd, Josie Phillips, and Kylie Smith

Table of Contents

Situational Analysis	4-10
Goals, Objectives, Tactics: Summary	11-14
Goal 1: Establish a cohesive identity for The Georgia Center	15-32
<i>- Objective 1: Rebrand The Georgia Center by March 2023</i>	
<i>- Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023</i>	
Goal 2: Increase awareness of The Georgia Center among its publics	33-65
<i>- Objective 1: Increase awareness of The Georgia Center among University of Georgia faculty, staff and administrators by 10% by September 2023</i>	
<i>- Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023</i>	
<i>- Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023</i>	
Goal 3: Build partnerships between The Georgia Center and its publics	66-117
<i>- Objective 1: Establish connections with at least four educational units among UGA faculty, staff and administrators by December 2023</i>	
<i>- Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023</i>	
<i>- Objective 3: Partner with at least two Athens area middle schools by December 2023</i>	
<i>- Objective 4: Partner with at least two Athens area high schools by December 2023</i>	
Evaluation	118-121
Budget	122-127
GANTT Chart	128-129
Research Appendix	130-157

SITUATIONAL ANALYSIS

Situational Analysis

Client History and Background

The University of Georgia Center for Continuing Education & Hotel opened its doors in 1957 after receiving a \$2.44 million grant from the W.K. Kellogg Foundation. The Center was built with the goal of providing exceptional continuing education to support people on their journeys as lifelong learners. With an extensive history, the Georgia Center is a unique organization that has hosted many influential leaders, including U.S. presidents and secretaries of state. The organization offers a wide variety of services and amenities, including hotel rooms, event meeting spaces, 25 conference rooms, a coffee shop, two restaurants, high-quality banquet services, youth programs, and an extensive selection of non-credit continuing education programs.

Mission

As a unit of Public Service & Outreach at the University of Georgia, the Center for Continuing Education & Hotel enriches the lives of generations of learners and produces lasting impact through outstanding educational programs and services.

As a prominent gateway to the university, the Georgia Center fosters professional and personal growth through educational programs and partnerships and creates an engaging and inclusive environment that supports intellectual exchange.

Organizational Structure

With the wide variety of services offered, there are several teams and structures within the Georgia Center. At the top, the Director of the Georgia Center is Dr. Stacy Jones. Under Director Stacy Jones, there are directors for hotel, continuing education, food and beverage, marketing and communications, sales and event management, information technology, and finance and administration. Each of these directors has staff working on the operations of their sector. Outside of these directors, a team of housekeeping staff works to maintain the Georgia Center's cleanliness.

Situation

The Georgia Center for Continuing Education & Hotel lacks brand awareness across the University of Georgia and its publics in the Athens-Clarke County area. The Center, located in the heart of UGA's campus, is a unique entity that offers a variety of services, yet not enough UGA and Athens community members are aware of it. Even though the Georgia Center is a rich part of the University's history, it severely lacks awareness among its direct publics.

Furthermore, the Georgia Center lacks a clear identity. Because it offers a variety of services like continuing education classes, conference space, hotel amenities, a coffee shop, and restaurants, the Center seems to lack a cohesive purpose, image, and brand.

The Georgia Center is fully equipped to be a leading service provider at UGA, and for both the Athens and state of Georgia communities, but these audiences must be aware of such services. In this sense, The Georgia Center must communicate better with its publics.

SWOT Analysis

Strengths

Our research has allowed us to identify the Georgia Center's extensive history as a significant strength of the organization. It opened in 1957 with the help of a \$2.44 million grant from the W.K. Kellogg Foundation.

Throughout our research, we could not find another organization quite like the Georgia Center. It offers a multitude of services and amenities, including hotel rooms, event spaces, a coffee shop serving locally brewed coffee, two restaurants, and continuing education programs. These entities make the Georgia Center a truly unique place with something for everyone to enjoy.

The Georgia Center is located in the heart of the University of Georgia's campus. People who visit the Georgia Center have easy access to the football stadium, Stegeman Coliseum, and many other sports facilities. Also, because the Georgia Center is located on campus, people can use the campus buses, allowing for a quick and easy trip to experience the State Museum of Art, the State Botanical Gardens, the golf courses, and the walking trails.

One of the Georgia Center's significant strengths is that it is part of the university and not solely a business entity. As one of the units of Public Service and Outreach, the Georgia Center receives support from within the organization and from the university president. Additionally, hotel guests have exclusive access to many campus facilities, including indoor swimming pools, basketball courts, racquetball courts, tracks, and a climbing wall at Ramsey Student Center.

The Georgia Center was built with the goal of providing education for people to cultivate

lifelong learning; this being so, it is a major strength that the organization has a plethora of youth programs aimed at middle and high school students. These programs provide learning opportunities in almost every subject, and the Georgia Center also has workshops to prepare youth for major standardized tests, such as the ACT and the SAT.

The organization offers hundreds of continuing education courses. These courses are broken up into 18 categories and allow people in nearly every career field to advance their education and achieve their occupational goals.

Weaknesses

Throughout the research process, it was identified that many employees do not have a cohesive image of the Georgia Center. The organization has a substantial number of employees in each department. Therefore, informing every employee about what occurs in each department is challenging. This leads to many employees only being aware of the happenings of the specific department to which they belong. Consequently, there is a strong separation between the continuing education department and the hotel.

Having two websites for the Georgia Center further inhibits the organization's ability to form a single, cohesive identity, which is what the organization took pride in when it first opened in 1957. The organization was meant to be a unified residential adult learning center, but instead, comes across now as two separate entities under one roof.

Another major issue facing the Georgia Center is that many University of Georgia students are unaware that the Georgia Center exists, even though it is on campus. Unfortunately, this means students are unaware of the services the Georgia Center provides, its mission, and the job opportunities the Georgia Center offers for students. This also minimizes awareness among the students' families, who are potential users of the hotel and other Georgia Center facilities.

The social media accounts for the Georgia Center do not adequately convey all that the organization has to offer either, as the accounts do not utilize all the social media platforms' features. Moreover, there are multiple Facebook and LinkedIn accounts for the Georgia Center, which also contribute to its lack of cohesiveness in identity and messaging. In addition, there is poor public engagement on these social media accounts.

Some unique challenges arise from the Georgia Center being a part of the University of Georgia. The Georgia Center must follow rules established by the university and the Office of Public Service and Outreach, which leads to the Center's inability to advertise having the only bar on UGA's campus. More importantly though, the Center also has to consider other departments within the university, such as making sure they try not to position themselves as better than other continuing education programs within UGA. The ultimate goal of the Center is to benefit UGA, so the Georgia Center must consider that first in all decision making processes.

Opportunities

The Georgia Center has many opportunities due to its optimal location within Athens and the University of Georgia, and first and foremost is the available room for growth in the relationships with these two communities.

Currently, the organization does not have a strong relationship with middle and high schools in the Athens area. These schools are a public that the Georgia Center could build a connection with to increase enrollment in its youth educational programs. These relationships can increase awareness in the general Athens area, as the families of students would also develop a better understanding of the Georgia Center. As a future benefit, students in local middle and high schools attending an event or class at the Center could eventually become students at UGA and will have already established a relationship with the Center.

Another opportunity for the Georgia Center is developing relationships with the UGA faculty. The hotel can serve as a place for job candidates to stay while they interview and explore the campus. The conference rooms and event spaces can be used by UGA faculty for meetings or other events. Faculty at UGA could also teach or lead courses in the continuing education portion of the Center.

As previously mentioned, the Georgia Center is currently lacking in its social media efforts. Multiple versions of accounts and inactive accounts make it difficult for users to find the Georgia Center online. An opportunity for the Georgia Center is to increase its engagement with users by creating cohesive accounts on social media platforms. This can strengthen awareness and relationships with the publics of the Georgia Center.

Additionally, there is a level of uncertainty in today's job market, so the continuing education programs at the Georgia Center can offer job-seekers an opportunity to boost their resume and stand out from other applicants. Positioning themselves as an entity that can help with getting individuals noticed in the job market could potentially boost enrollment in the Center's professional courses.

Finally, in the Fall of 2022, the University of Georgia welcomed its largest freshman class. This creates opportunities for the Georgia Center to foster relationships with students by providing student jobs and a place for their parents to stay for the weekend.

Threats

The increasing number of hotels in downtown Athens is a threat to the Georgia Center hotel. The hotels downtown provide patrons with easy access to the restaurants, stores, and nightlife in the heart of Athens. From our research, we found that candidates for faculty positions typically stay downtown so they can experience more than just the University of Georgia campus. Patrons may also choose a hotel downtown because most Georgia Center hotel rooms are smaller than those in an average hotel.

Another threat to the organization is that other colleges and UGA departments offer continuing education programs. However, because the Georgia Center is part of the university, it cannot compete against other departments offering continuing education programs.

Additionally, Athens, Georgia, is considered a "town and gown" city, made up of the general residents of Athens and residents directly associated with the University of Georgia. Athens-Clarke County is the sixth most impoverished community in Georgia. This means the "town" residents of the county might not be inclined to partake in what the Georgia Center offers, such as dining at the Savannah Room or taking continuing education courses, simply because of pricing. On the other hand, the "gown" residents who live in Athens because of UGA might be more financially capable of utilizing some of the various opportunities offered by the Georgia Center. Essentially, the demographic makeup of Athens-Clarke County makes it a challenging area for the Georgia Center to try and cater to all of its publics effectively.

Conclusion

The Georgia Center for Continuing Education & Hotel needs to create a cohesive internal environment and purpose to obtain clear brand awareness and reach the Athens and UGA communities more efficiently. The Georgia Center has a variety of spaces that can be used for diverse purposes, yet the location is not utilized as much as it should. The potential is exponential, so investing in clear communication tactics and PR practices will allow the Georgia Center to maximize on that potential and better serve the Athens and UGA community.

Given this SWOT analysis, we find that the Georgia Center has the following Public Relations needs: a cohesive and unified brand, increase awareness of the organization among its main publics, and fostering stronger relationships with those publics. The following campaign addresses these needs within the next calendar year.

GOALS, OBJECTIVES, TACTICS: SUMMARY

Goals, Objectives, & Tactics

Goal 1: Establish a cohesive identity for The Georgia Center

- Objective 1: Rebrand The Georgia Center by March 2023
 - Tactic 1: Change the name to "The Georgia Center"
 - Tactic 2: Promote the name on all social media platforms
 - Tactic 3: Promote the name on The Georgia Center website
 - Tactic 4: Promote a new mission statement for The Georgia Center
 - Tactic 5: Send monthly newsletters to staff from department heads
- Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023
 - Tactic 1: Merge existing online platforms (social media and websites)
 - Tactic 2: Use only one marketing company for all external communications
 - Tactic 3: Create a social media calendar

Goal 2: Increase awareness of The Georgia Center among its publics

- Objective 1: Increase awareness of The Georgia Center among University of Georgia faculty, staff, and administrators by 10% by September 2023
 - Tactic 1: Send a quarterly email newsletter with updates and event details about The Georgia Center to UGA faculty, staff, and administrators
 - Tactic 2: Send an email offering discounts for UGA staff, faculty, and administrators to take classes at The Georgia Center
- Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023
 - Tactic 1: Create a digital brochure with promotional details about The Georgia Center to distribute to prospective students via email
 - Tactic 2: Distribute promotional flyers from a branded table inside of the Tate Student Center during the first week of each semester
 - Tactic 3: Implement Instagram giveaways every quarter by creating a post that needs to be liked, shared, and commented on for an individual to be eligible to win
 - Tactic 4: Promote The Georgia Center jobs for students around campus and on social media

Goals, Objectives, & Tactics

- Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023
 - Tactic 1: Create and post social media content targeted to Athens community members
 - Tactic 2: Utilize social media posts/stories to highlight testimonials from individuals who completed a course offered by the Continuing Education Center
 - Tactic 3: Have a representative of The Georgia Center speak to at least one local business in Athens once a quarter during a catered luncheon from the Savannah Room to promote The Georgia Center's continuing education courses

Goal 3: Build partnerships between The Georgia Center and its publics

- Objective 1: Establish connections with at least four educational units among UGA faculty, staff, and administrators by December 2023
 - Tactic 1: Create a discount coupon for the Savannah Room and the Bulldog Bistro for UGA faculty, staff, and administrators
 - Tactic 2: Host an appreciation mixer for at least two educational units at UGA twice a year
 - Tactic 3: Provide a discount to incentivize current and retired faculty, staff, and administrators to teach courses at The Georgia Center
- Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023
 - Tactic 1: Promote The Georgia Center jobs for students around campus and on social media
 - Tactic 2: Reach out to UGA Panhellenic Council and Interfraternity Council at the beginning of each semester about how they could utilize The Georgia Center and offer an option for "hotel blocks" during parents' weekends
 - Tactic 3: Offer discounts/specials from Bulldog Bistro during finals week
 - Tactic 4: Create monthly graphics to showcase events at The Georgia Center for students

Goals, Objectives, & Tactics

- Objective 3: Partner with at least two Athens area middle schools by December 2023
 - Tactic 1: Arrange speaking engagements at two Athens area middle schools to provide youth program details to students
 - Tactic 2: Create flyers about programs offered to middle school students at The Georgia Center to distribute to Athens area middle schools
 - Tactic 3: Create and hand out informational flyers to Athens area middle school teachers on professional courses offered at The Georgia Center related to their field
- Objective 4: Partner with at least two Athens area high schools by December 2023
 - Tactic 1: Arrange speaking engagements at two Athens area high schools to provide youth program details to students
 - Tactic 2: Create flyers about youth programs offered at The Georgia Center to distribute to Athens area high school students
 - Tactic 3: Create and hand out informational flyers to Athens area high school teachers on professional courses offered at The Georgia Center related to their field
 - Tactic 4: Email HOSA Advisors and/or Healthcare Science teachers at local high schools in February to inform them about the Health Careers Conference in the summer

GOAL 1

Establish a cohesive identity for The Georgia Center

Goal 1, Objective 1, Tactic 1

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Tactic 1: *Change the name to “The Georgia Center”*

A significant number of students, staff, and alumni are unaware or unsure of what “The Georgia Center for Continuing Education and Hotel” is. For this campaign's efforts to truly make a difference, the Center needs a new image and, more importantly, a new name. Many people already refer to the organization as "The Georgia Center," but it would serve the Center well to officially change the name to this much more recognizable and easy to remember name.

Throughout our research, our team has deduced that the current name is long, confusing, and only adds to the lack of a cohesive identity, with the aspects of the Center being seen as separate entities. With the new name, "The Georgia Center," the public can more easily find all that the Center entails through social media, the website, and more, due to it being a much simpler name. This simpler name is memorable and labels the organization as an organization with a variety to offer through its hotel and continuing education programs.

1. Change the name on the logo
2. Change the name on all social media platforms to The Georgia Center
3. Change the name on the new website to The Georgia Center
4. Change the name on all email signatures to The Georgia Center
5. Change the name on all signs to The Georgia Center
 - a. The wall-mounted stainless steel letters on the monument sign at the corner of Lumpkin & Carlton, on the hotel canopy, & on Mahler Hall
 - b. The large directional sign boards with the name at the very top
 - c. The timelines and story wall
 - d. The UGA signage on the small brown metal signs that are located at the Sanford entrance, the front of the hotel, and at the Green St./Parking Deck drive.
 - e. The large acrylic sign along the Parking Deck side above the revolving door
 - f. Any other signs that may be unaccounted for
6. Change the name on all business cards to The Georgia Center
 - a. An estimated 100 employees need cards. For 100 cards per person at \$0.03/unit, the estimated cost for 10,000 cards would be \$279.00 at [Vistaprint](#)
7. Change the name on all nametags to The Georgia Center
 - a. \$3.48 a unit for 322 magnetic nametags at [Zazzle](#) at a total of \$1,120.56

Goal 1, Objective 1, Tactic 1

After the name change, The Georgia Center's logo will be the most essential item to update. The logo represents The Georgia Center on all forms of media and communication, and to establish a cohesive brand identity, the logo must be consistent. The University of Georgia restricts logos, so to create a new logo with the updated name, The Georgia Center will have to contact their Logo Liaison (a staff member dedicated to helping UGA departments have properly designed logos that fit all requirements).

The Georgia Center is under the department of Public Service and Outreach, and their Logo Liaison is Kelly Simmons. Simmons can be contacted at 706-542-2512 or simmonsk@uga.edu. She will be able to assist The Georgia Center throughout this rebranding process and produce logos that represent The Georgia Center's new brand while still complying with UGA regulations.

Below is a mock-up of what the new logo may look like:



The Georgia Center
UNIVERSITY OF GEORGIA

Budget:

10,000 customizable business cards = \$279.00

322 magnetic name tags = \$1,120.56

Total- \$1,399.56

Timeline:

January 2023 – March 2023

Goal 1, Objective 1, Tactic 2

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Tactic 2: *Promote the name on all social media platforms*

To obtain a cohesive identity, our team believes changing the name to “The Georgia Center” will benefit the organization. The name change will bring new life to The Georgia Center and its customers by revitalizing the company and proving itself modern and relevant to customers’ needs. It is not only much easier to remember than the "University of Georgia Center for Continuing Education and Hotel," but it is also simpler to both say and type, which helps with word-of-mouth discussions and online searches about The Georgia Center. Not to mention that most people already shorten the name to "The Georgia Center" anyway.

To reflect these changes on The Georgia Center’s online platforms, all social media pages’ profile pictures need to be changed to the updated logo. After this, our team recommends launching an announcement on all social media platforms promoting the rebranding, with slight modifications to the captions on each platform to match the audience. Each announcement should consist of the following elements: The rebranded logo, the rebranded name, what this means for the future of The Georgia Center, and an invitation to come check out the rebranded Georgia Center.

LinkedIn is a platform where professionals connect over careers and education, so this caption should include information on courses offered. Example: "We have big news to announce: We are rebranding! Introducing "The Georgia Center": A little shorter, but a lot better! Our organization is making moves to improve this Athens trademark starting with its name. Check out the rebrand and amazing courses and services The Georgia Center provides on our updated website!"

Instagram and Twitter have similar younger demographics that can be targeted with an eye-catching graphic and a short tweet or caption. An example caption or tweet is listed below the graphic on the following page. The caption for Facebook should be similar but with more details to explain the importance of the rebrand to older audiences.

Budget:
\$0.00

Timeline:
February 2023: Change all profile pictures and update The Georgia Center name on social media and website.
March 2023: Announce rebranding and name change via posts and newsletter.

Goal 1, Objective 1, Tactic 2



Full caption reads: "We have big news to announce: We are rebranding! Introducing "The Georgia Center": A little shorter, but a lot better! Our organization is making moves to improve this Athens trademark starting with its name. Come check out all we have going on at The Georgia Center. "

Goal 1, Objective 1, Tactic 3

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Tactic 3: *Promote the name on The Georgia Center website*

Our team also recommends sending out a press release to alumni and others announcing the rebranding. A press release will be an official statement directed to the public about this rebrand. This will also open up opportunities for media coverage and attention. The press release will be posted on the website and sent to media outlets for publication.

On the website, as the campaign runs, the press release should be consistently hyperlinked under "What Our Friends are Talking About." This allows quick and easy access to all the exciting updates to all website traffic. Adding the press release to your website will provide immediate exposure and brand recognition to an established audience.

The organization will need access to a media list in order to successfully carry out this tactic. Our team has accumulated a suggested list of media outlets that would best promote the press release.

Some alumni do not have social media, so with a press release being additionally promoted on the website, The Georgia Center will be able to reach more of its publics. The hierarchy of the press release should include the new "The Georgia Center" logo at the top of the page to be the 'eye-catcher.' At the end of the press release, The Georgia Center will add a boilerplate to highlight the organization and its core values.

Budget:

\$0.00

Timeline:

February 2023: Finalize media list and press release.

March 2023: Publish press release

Goal 1, Objective 1, Tactic 3

THE GEORGIA CENTER REBRAND: A LITTLE SHORTER, A LOT BETTER

FOR RELEASE: MARCH, 2023

Your beloved campus center that provides you with coffee and classes has changed its name from The Georgia Center for Continuing Education and Hotel to The Georgia Center. Sweet and simple just like our famous strawberry ice cream pie!

The Georgia Center, located on the University of Georgia campus in Athens, GA, since 1957, has announced today more than a name change but a total transformation that maintains the Center's tried and true Bulldawg traditions while staying ahead of the curve to make sure our students and alum can too.

Ezequiel Korin, Assistant Director of Marketing and Communications, said, "I believe this rebrand reflects the positive changes we are making around here and where we are headed."

Check out The Georgia Center at www.discover.georgiacenter.uga.edu and our socials to see our changes via our new logo, updated accounts and more.

###

About The Georgia Center:

The Georgia Center was founded in Athens, GA, in 1957 and can be found in the heart of The University of Georgia's campus. The company offers hotel services, dining services, state, local, and national conferences, and other live events. Additionally, The Georgia Center offers courses for continuing education programs as well as youth programs. The Georgia Center aims to foster relationships throughout the community while helping develop the Athens Community.

Visit www.discover.georgiacenter.uga.edu for more information.

Goal 1, Objective 1, Tactic 3

Outlet	Contact	Title	Phone	Social	Category
Red and Black	Maddy Franklin	Editor in Chief	N/A	Instagram: Maddy.franklin	Student newspaper
Flagpole	Sam Lipkin	Editorial Coordinator	706-549-9523	Twitter: @piecesofscraps	Athens-local Magazine
Athens Banner-Harold	Wayne Ford	Reporter	N/A	Twitter: @TheWayneFord	Daily Newspaper

Goal 1, Objective 1, Tactic 4

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Tactic 4: *Promote a new mission statement for The Georgia Center*

Our team suggests modifying the current mission statement by shortening it. This will keep the founding mission intact while also providing a more concise and understandable version of the original.

Our team has come up with the following mission statement: *"Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957."*

With this new mission statement, we advise The Georgia Center to promote this on the front page of flyers that would be left in guests' hotel rooms. Our team also recommends replacing the mission statement on online platforms with the recommended new one.

This would include creating an appealing yet concise, graphic for aforementioned flyers, including the new mission statement on the front. These flyers would need to be printed and distributed throughout the hotel rooms. These flyers will need to be reprinted and restocked monthly for the duration of this campaign. Housekeeping should keep an inventory of flyers to replace when resetting a room.

The Georgia Center's mission statement must be easily understood and remembered throughout the community. The new mission statement on these flyers will increase the brand's cohesive identity and raise the hotel guest's awareness of the Center. These flyers will provide exposure to the Center and allow hotel guests to learn about the various services offered.

Budget:

Cost: Tate Printing: \$144.00 per 300ct

Total: \$144.00

Timeline:

January 2023: Start creating graphics for flyers

February 2023: Finalize and begin gathering supplies for flyer printing

March 2023: Distribute flyers through hotel rooms

Flyer on the next page

Goal 1, Objective 1, Tactic 4

WELCOME TO THE GEORGIA CENTER



"Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957."

WHILE YOU'RE HERE, CHECK OUT:

BULLDOG BISTRO
Savannah Room

Goal 1, Objective 1, Tactic 5

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Tactic 5: *Send monthly newsletters to staff from department heads*

To communicate the rebrand to staff and ensure that The Georgia Center's new identity is cohesive, a newsletter will be sent out to The Georgia Center staff monthly. Informing staff members of important events happening throughout The Georgia Center and creating a line of communication between them and their superiors is essential to establishing the rebrand internally.

The newsletter will contain important dates/events happening that month at The Georgia Center, lists of relevant tasks that need to be completed that month, and any miscellaneous information that needs to be distributed to the whole organization. The information that will go in the newsletters will be compiled by the department heads at the end of the previous month and sent over to the Center's graphic design team to be put in newsletter format by 5 pm on the second to last day of the previous month. The finalized newsletter will be emailed at 8 a.m. on the first day of the month.

Our team is confident that this newsletter will not only contribute to staff knowledge about the Center's rebrand, but it will also create a sense of community and unity among the staff.

Budget:

\$0.00

Timeline:

January – December 2023

This will be done on the first day of every month, excluding any week-long holiday breaks. When the first day of the month is a holiday, the newsletter will be sent out at the beginning of the next business day.

Graphic on the next page

Goal 1, Objective 1, Tactic 5

THE CENTER CONNECTION

Date here

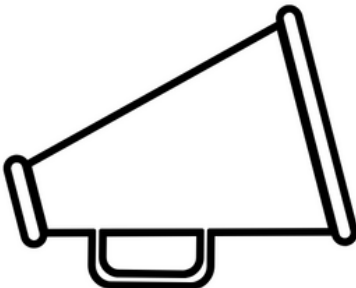


UPCOMING EVENTS

This space is for notifying staff of any important events that are happening in the Georgia Center or around the University of Georgia. This can range from football games to conferences to administrative upkeep that may be happening.

THIS WEEK'S GOALS

This space is for writing out goals, tasks that need to be completed, ongoing projects that need to be worked on, or any other assignments that staff should be aware of.



ANNOUNCEMENTS

This space is for any necessary announcements and information that staff throughout the entire Georgia Center may need to know.



The Georgia Center
UNIVERSITY OF GEORGIA

Goal 1, Objective 2, Tactic 1

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023

Tactic 1: *Merge existing online platforms (social media and websites)*

Social media is an essential tool for any organization to survive. In order to thrive, it is key that all social media accounts present a cohesive image of their company. Having duplicate accounts threatens this image and confuses followers. All duplicate accounts should be deleted as soon as possible. This can be a challenging task when locked out of a social media account. While time-consuming and tedious, we strongly recommend that retrieving and deleting any duplicates be prioritized. Before these changes have been made, the followers of any duplicate accounts should be informed of the situation via a pre-made post for each applicable platform and given sufficient time to follow the correct account before the duplicate is deleted.



Goal 1, Objective 2, Tactic 1

LinkedIn

1. Make a post on *The Georgia Center for Continuing Education & Hotel Showcase* account stating that The Georgia Center will be deleting this LinkedIn account and the new main account will be *The Georgia Center* account
2. Delete *The Georgia Center for Continuing Education & Hotel Showcase* LinkedIn account
3. Change the biography on *The Georgia Center* LinkedIn (this will now be the sole LinkedIn account) to “Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957.”

Facebook

1. Make a post on the *@ugageorgiacenter* Facebook account stating that The Georgia Center will be deleting this Facebook account and the new main account will be *@TheGeorgiaCenter*
2. Delete the *@ugageorgiacenter* account
3. Report the *@Georgia Center – University of Georgia Conference Center and Hotel* account as a fake account if you are unable to delete the account.
4. If step three fails, get in contact with the Facebook Help Center about having the *@Georgia Center – University of Georgia Conference Center and Hotel* account deleted.
5. Change the biography on *@TheGeorgiaCenter* to “Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957.”

Website

1. Combine the Hotel website and the Continuing Education website into one website with the URL www.TheGeorgiaCenter.com
2. Organize the new website so that it is easy to navigate all aspects of the Center.

Instagram

1. Change the biography to “Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957.”

Twitter

1. Change the biography to “Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957.”

Budget:

\$0.00

Timeline:

Complete by March 2023

Goal 1, Objective 2, Tactic 2

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023

Tactic 2: *Use only one marketing company for all external communications*

We advise The Georgia Center to switch to one marketing agency for all external communications. Currently, the two marketing agencies do not communicate or strategize with one another, only increasing the lack of cohesive identity for the Center. Whether this means choosing one of the existing agencies or finding a new option, this “reset” will ensure that the agency is aware of the Center’s new goals detailed in this campaign. While choosing one of the existing agencies may be more convenient, we advise that a new agency is chosen to fulfill these needs.

One agency will cut costs and allow more accessible two-way communication with the Center. This new communication should include scheduled check-ins with the Center to ensure that the agency is meeting expectations and working towards the goal of cohesion. This agency can assist in executing consistent social media accounts on all platforms.

If two agencies must be kept to fulfill specific needs, The Georgia Center should provide both agencies with new goals and strategies to achieve them. These new expectations and scheduled check-ins should provide a higher level of consistency on social media platforms and all external communications. We believe it will be helpful for whatever marketing agency is chosen to be given the PDF copy of this campaign book to access the social media tactics and overall vision for the Center.

Budget:

\$0.00

*Not only does this tactic not cost any money, but it can save The Georgia Center money if they are only paying one agency instead of two.

Timeline:

Complete by March 2023

Goal 1, Objective 2, Tactic 3

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023

Tactic 3: *Create a social media calendar*

To establish a cohesive identity for The Georgia Center, our team recommends creating a social media calendar for better, more intentionally planned posts.

Creating an accessible and easy-to-use social media calendar is essential when managing several different platforms. The social media calendar should be shared with the marketing and communication departments. This calendar is made using Excel and labeled “Georgia Center Social Media Calendar 2023” for easy access and visibility. Within the excel sheet, there should be different pages with the various platforms the Center uses, such as Instagram, Twitter, Facebook, and LinkedIn. Each page should include the date, topic, information, and status, so everything is organized and up-to-date. To minimize confusion, every year should be a new Excel sheet created and managed in the same fashion. This helps all parties within The Georgia Center know when and what exactly they are posting on all platforms.

On Instagram, 27.5% of users were between 25 and 34 years, and 25.5% were between 18 and 24 years in the United States. To connect with this audience, we decided to do a giveaway in Goal 2, Objective 2, Tactic 3. Giveaways can increase the number of followers, promote brand awareness, and boost engagement. Since Instagram has a variety of posting options, it would be beneficial to post different types of stories, posts, and reels daily in order to keep followers engaged.

LinkedIn is a platform where professionals connect over careers and education. We have this in Goal 2, Objective 3, Tactic 2, where there is a testimonial about the courses offered at The Georgia Center. It would be beneficial to post on LinkedIn at least 3 to 5 times and interact with other pages and businesses.

Twitter could be a valuable social media platform for The Georgia Center because users can retweet and get their tweets retweeted to reach a larger audience. It is easy to communicate with other organizations and the community as well. Posts on the Twitter account can look different than on the other platforms. An example would be retweeting a post from the University of Georgia's main Twitter page and adding a comment to show that The Georgia Center values the University. Posting information about what The Georgia Center offers is also essential. The Georgia Center should post on its Twitter account 3 to 5 times weekly and retweet and interact with other UGA accounts.

Goal 1, Objective 2, Tactic 3

Facebook is a platform for businesses to connect and establish genuine and authentic customer relationships. Facebook is most popular among adults aged 25-34. This is the perfect age group for people wanting to build upon their career goals, which can be achieved through classes at the Center. Therefore, having posts that connect with these users is essential. This can be seen in Goal 2, Objective 3, Tactic 1, where there is an example of a post that includes information about The Georgia Center and different things offered by the organization.

Budget:

\$0.00

Timeline:

Instagram

- Post: 3-4 times a week
- Stories: 5-7 stories a week
- Reels: 1-3 a week

Facebook

- Post 3-5 times weekly and interact with other users

LinkedIn

- Post 3-5 times weekly and interact with other users

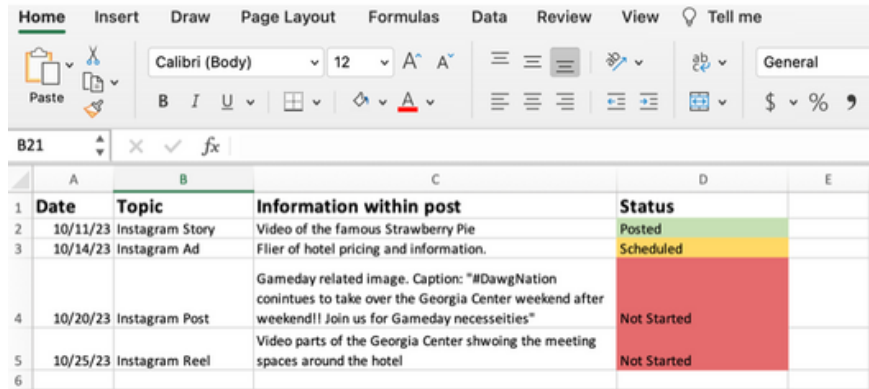
Twitter

- Post 3-5 times weekly and interact with other users

Excel format example on the next page

Goal 1, Objective 2, Tactic 3

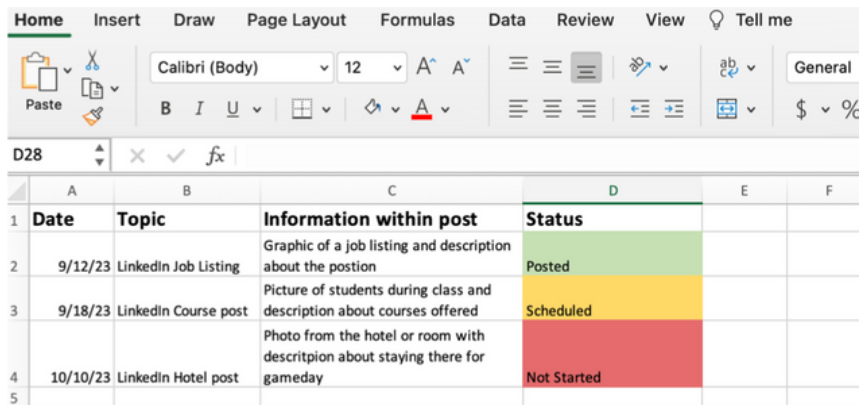
Instagram:



The screenshot shows the Microsoft Excel interface with the 'Home' tab selected. The active cell is B21. The data table is as follows:

	A	B	C	D	E
1	Date	Topic	Information within post	Status	
2	10/11/23	Instagram Story	Video of the famous Strawberry Pie	Posted	
3	10/14/23	Instagram Ad	Flier of hotel pricing and information.	Scheduled	
4	10/20/23	Instagram Post	Gameday related image. Caption: "#DawgNation continues to take over the Georgia Center weekend after weekend!! Join us for Gameday necessities"	Not Started	
5	10/25/23	Instagram Reel	Video parts of the Georgia Center showing the meeting spaces around the hotel	Not Started	
6					

LinkedIn:



The screenshot shows the Microsoft Excel interface with the 'Home' tab selected. The active cell is D28. The data table is as follows:

	A	B	C	D	E	F
1	Date	Topic	Information within post	Status		
2	9/12/23	LinkedIn Job Listing	Graphic of a job listing and description about the position	Posted		
3	9/18/23	LinkedIn Course post	Picture of students during class and description about courses offered	Scheduled		
4	10/10/23	LinkedIn Hotel post	Photo from the hotel or room with description about staying there for gameday	Not Started		
5						

Different pages:



The screenshot shows the bottom of the Excel spreadsheet. Rows 29 through 33 are empty. At the bottom, there are navigation tabs for 'Instagram', 'Facebook', 'LinkedIn' (which is the active tab), and 'Twitter', followed by a '+' icon to add more tabs.

GOAL 2

Increase awareness of The Georgia Center among its publics

Goal 2, Objective 1, Tactic 1

Goal 2: Increase awareness of The Georgia Center among its publics

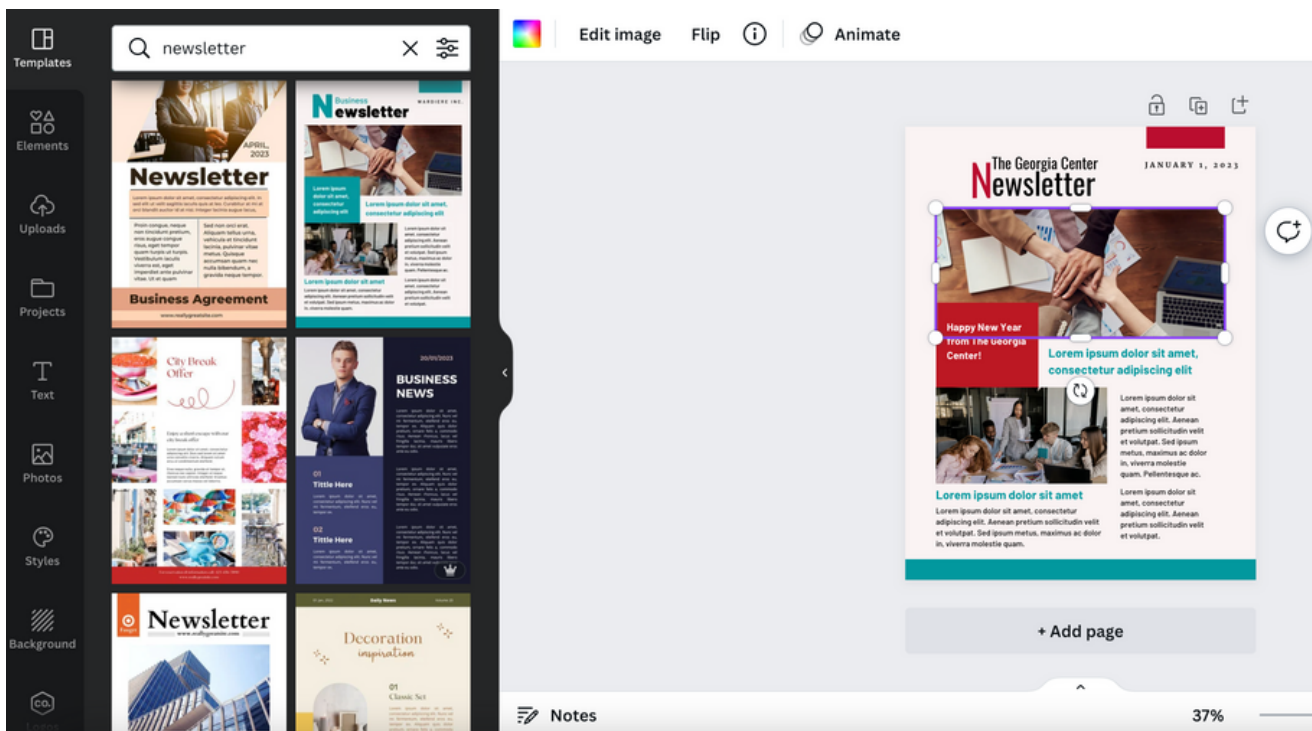
Objective 1: Increase awareness of The Georgia Center among University of Georgia faculty, staff, and administrators by 10% by September 2023

Tactic 1: Send a quarterly email newsletter with updates and event details about The Georgia Center to UGA faculty, staff, and administrators

Our research allowed us to identify that an overwhelming majority of faculty, staff, and administrators at the University of Georgia do not have a cohesive idea of what The Georgia Center is. By sending a quarterly email to faculty, staff, and administrators of the University of Georgia, these publics will inevitably become more aware of The Georgia Center as a whole. The Georgia Center will be more ingrained in the minds of these publics because they will see the name of the Center quarterly in their email inbox, inevitably becoming more aware of its mission and all that the organization offers.

Our team recommends using Canva Pro to create these quarterly newsletters.

To start, create a new document. Then, click “Templates.” Type in “newsletter” in the search bar, as seen below. Choose any template and edit it to your liking.



Continued on the next page

Goal 2, Objective 1, Tactic 1

To change colors, click anything on the sheet that has color. On the left, a sidebar will pop up that says “Document Colors.” Click the plus button on the far left of the selection of colors, and in the bar where there is a space to type, type “#BA0C2F” to use the University of Georgia’s red color. Black and white are also acceptable options for colors. Follow UGA’s branding guidelines for font styles.

Potential topics to include in the newsletter:

- Testimonials from people who are completing or have completed a course at The Georgia Center
- Events at The Georgia Center
- "Employee Spotlight" – shoutout an employee for their hard work
- Food news – updates on The Georgia Center's restaurants (highlight new foods, recommendations from the chefs/other employees, reviews from satisfied customers)

Budget:

\$119.99/year – Canva Pro membership

Timeline:

- January 2, 2023 – first Monday of January
- April 3, 2023 – first Monday of April
- July 3, 2023 – first Monday of July
- October 2, 2023 – first Monday of October

Sample newsletter on the next pages.

Goal 2, Objective 1, Tactic 1



THE CENTER CONNECTION

Happy New Year from
The Georgia Center!



Employee Shoutout

Susan Smith is the Front Desk Manager, and she can always be found with a welcoming smile. The Georgia Center commends her for her invaluable customer service.

Now that 2023 is in full swing, The Georgia Center is ready to tackle the year.

Highlights

The Georgia Center's special deal for the second annual Winter Wonderlights at the State Botanical Gardens has been a hit. Over 30 families have chosen to stay at The Georgia Center while visiting Athens for the holiday season.



Goal 2, Objective 1, Tactic 1

Food News



New Pastries

Pasty chef Kelly Cramer thinks there is nothing better than a sweet treat to start the New Year off right. That's why she is urging everyone to try The Georgia Center's raspberry macarons. Stop by and try one (or a few - we won't judge) today!

Goal 2, Objective 1, Tactic 2

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 1: Increase awareness of The Georgia Center among University of Georgia faculty, staff, and administrators by 10% by September 2023

Tactic 2: *Send an email offering discounts for UGA staff, faculty, and administrators to take classes at The Georgia Center*

In order to facilitate lifelong learning, The Georgia Center could offer discounts to faculty, staff, and administrators at the University of Georgia. Our research has allowed our team to identify that many of The Georgia Center's publics are unaware of all that The Georgia Center offers. This being so, we believe that it is vital that The Georgia Center sends out information on the first day of each semester to inform the faculty, staff, and administrators of the courses that the Center offers, with a discount of 20% off for each course they want to take.

Because professors and administrators are likely overworked enough as it is with inconsistent, busy schedules, it is more likely that more of the University's staff will be inclined to take these classes in order to continue building upon their skills. However, this course discount should be offered to all employees in an effort to be inclusive.

Budget:

\$0.00

Timeline:

January 9, 2023 – first day of spring semester

May 16, 2023 – first day of summer semester

August 16, 2023 – first day of fall semester

Email template on next page

Goal 2, Objective 1, Tactic 2

To: [UGA Employees]

Subject: Georgia Center Course Opportunity

Good morning,

The Georgia Center has a mission of fostering personal and professional growth through educational programs and partnerships. In order to fulfill this mission on a greater scale, the Center will now be offering faculty, staff, and administrators a 20% discount on any of our courses.

The courses that we offer can be found by visiting this link. We offer hundreds of professional courses in 18 different categories, ranging from languages to horticulture to legal studies. If interested in a particular course, please email [insert employee's name here] to inform them. [Employee] will reach out and provide a discount passcode that can be applied at checkout when registering for a course.

Please let [employee] know if there are any questions about this new opportunity.



Best,

[insert email signature]

Goal 2, Objective 2, Tactic 1

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023

Tactic 1: *Create a digital brochure with promotional details about The Georgia Center to distribute to prospective students via email*

Students at the University of Georgia receive packets during New Student Orientation about various campus organizations. These packets include flyers about on-campus organizations to generate awareness among new students. Instead of including a flyer in these packets that could easily be looked over, our team has decided that it would be in The Georgia Center's best interest to get in contact with the Director for New Student Orientation, Nic Laconico (nic.laconico@uga.edu) to get the emails of the prospective new students. The Georgia Center should send an email out to these students before orientation so that they will become aware of the Center and all that it offers before becoming bombarded with new information after orientation.

Throughout the research process, our team found that an overwhelming majority of students do not know what The Georgia Center is or even where it is, despite it being in a visible location on campus. By sending a digital brochure about The Georgia Center, students will have the opportunity to read the email while still excited and eager to learn more about the University. This information can become overwhelming during orientation, where a multitude of new information is being shared already.

Brochures can easily be made on Canva with a Canva Pro membership. On the following page, our team has attached a sample brochure.

Budget:

\$119.99/year – Canva Pro membership

Timeline:

Spring orientation dates: Thursday, December 8; Friday, December 9; Thursday, January 5; and Friday, January 6. The digital brochure should be sent to students one month before the first orientation date.

Fall orientation dates: To be determined, but usually each week of June and July. The digital brochure should be sent by April 15, 2023.

Goal 2, Objective 2, Tactic 1

To: [UGA Employees]

Subject: The Georgia Center Welcomes You to UGA!

Good morning,

The Georgia Center has a mission of fostering personal and professional growth through educational programs and partnerships. We are so proud of you all for getting accepted into the University of Georgia.

At The Georgia Center, we know that your educational journeys are only just beginning. We offer hundreds of professional courses in 18 different categories, ranging from languages to horticulture to legal studies. The courses that we offer can be found by visiting this link. If you want to build your resume, check these courses out!

Next time you're on campus, feel free to check out our restaurants, the Savannah Room and Bulldog Bistro. More information about these restaurants and all that The Georgia Center entails can be found in the digital brochure below.

Again, we are so proud of you for getting accepted into the University of Georgia and hope that we get the pleasure of meeting you soon.

Go Dawgs!

[insert email signature]

Sample brochure on the next pages

Goal 2, Objective 2, Tactic 1

**THE GEORGIA
CENTER**

DAWG TIRED?







**GET SOME CAFFEINE TO
ATTACK THE DAY AT
THE GEORGIA CENTER'S
BULLDOG BISTRO !**

About Us

The Georgia Center offers hundreds of online and in-person not-for-credit courses in over 18 subjects. These courses can help build your professional resume and develop your intended career. We also offer lodging and with our location, it's the perfect place for people visiting students at the University of Georgia to stay.

We also have two restaurants. Our strawberry pie at the Savannah Room is a must-try, and the Bulldog Bistro offers delicious coffee drinks and warm pastries.

The best part?
It's all on campus.

**The Georgia Center
UNIVERSITY OF GEORGIA**

*Arch picture will need to be replaced with a new image of The Georgia Center to avoid copyright issues.

Sample brochure continues on the next page

Goal 2, Objective 2, Tactic 1



Our hotel & restaurants

- On-campus
- Parents' Club Special
 - FREE Membership
 - Restaurant discounts
 - FREE night on your 6th night
 - Exclusive access to the Ramsey Student Center gym
- Savannah Room
 - Open daily 11 a.m. – 2 p.m. and 5 p.m. – 9 p.m.
- Bulldog Bistro
 - Coffeehouse hours: 7 a.m. – 10 p.m. daily
 - Breakfast: 7–10 a.m. daily
 - Lunch: 11 a.m. – 2 p.m. Monday through Friday
 - Dinner: 4 p.m. – 10 p.m. daily

Contact Us



Phone

706-542-3537



Website

<https://discover.georgiacenter.uga.edu/>



Address

1197 S Lumpkin St, Athens, GA 30602

Student Success

We know that students' learning careers are constantly works in progress and don't stop after graduation. That's why we offer continuing education programs!

We have courses in the following categories that will help you build your resume.

- Accounting, Tax and Finance
- Business Leadership
- Customized Professional Training
- Governmental Training
- Grant writing and Non-profits
- Healthcare and Pharmacy
- Human Resources
- Languages and Interpreting
- Legal Studies
- Market Research
- Photography
- Project Management
- Reading and Writing
- Real Estate
- Teaching, Training and Education
- Technology Skills & Applications
- Test Prep
- Turfgrass Management & Gardening

Goal 2, Objective 2, Tactic 2

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023

Tactic 2: *Distribute promotional flyers from a branded table inside of the Tate Student Center during the first week of each semester*

To increase awareness of The Georgia Center among UGA students, our team thought it would be beneficial to hand out promotional flyers at a branded table inside the Tate Student Center during the first week of each semester.

Throughout our research, we discovered that a vast majority of UGA students are unaware of The Georgia Center and its unique services. One strategic way to bring The Georgia Center to students' attention is by creating and distributing visually appealing and interesting flyers about the Center to students in and around the Tate Student Center throughout the first week of each semester.

Setting up a branded table in the Tate atrium provides The Georgia Center with an opportunity to interact with a large variety of students. The table should be branded with Georgia Center posters, flyers, and representatives wearing their Georgia Center nametags. Along with the stationed table, our team thinks it would be proactive to have people distributing flyers outside the Tate Center.

We have created sample flyers for your convenience. These flyers can be found on the following pages. Our team recommends printing these flyers at the Print & Copy center inside the Tate Student Center.

Budget:

Full-color flyers: 250 flyers x \$0.36/flyer = \$90.00 total

Table reservation in Tate Atrium: \$95.00/hr + 3 hrs/day (11a.m – 2p.m), 8 days/year =

Total: \$2,280.00

Timeline:

January 9 – January 13, 2023

August 16 – August 18, 2023

Graphics on the next pages

Goal 2, Objective 2, Tactic 2

Sample Flyer 1



THE GEORGIA CENTER

IT'S ALL ON CAMPUS.

IT'S ALL WAITING FOR YOU.

Serving the community through
continuing education programs,
hotel rooms, event spaces, delicious
food and more since 1957.



The Georgia Center
UNIVERSITY OF GEORGIA



Graphics continue on the next page

Goal 2, Objective 2, Tactic 2

Sample Flyer 2



The Georgia Center
UNIVERSITY OF GEORGIA

VISIT THE GEORGIA CENTER

Serving the community through continuing education programs, hotel rooms, event spaces, delicious food and more since 1957.

Stop by the heart of UGA's campus and see what The Georgia Center has to offer you!

(706) 548-1311
1197 South Lumpkin Street



Goal 2, Objective 2, Tactic 3

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023

Tactic 3: *Implement Instagram giveaways every quarter by creating a post that needs to be liked, shared, and commented on for an individual to be eligible to win*

To further increase awareness of The Georgia Center among UGA students, our team thought it would be beneficial to implement social media giveaways once a quarter on The Georgia Center's Instagram. Each giveaway will require students to be following The Georgia Center, like the post, tag 3 friends, and share our post on their story to have a chance to win.

As previously mentioned, our research shows a lack of awareness of The Georgia Center among UGA students. Social media is a powerful tool that The Georgia Center should use to boost awareness and overall engagement. Posting strategic and interactive content, like virtual Instagram giveaways, would increase their overall following and give The Georgia Center a better chance of being recognized by students at the university. To also help with this, having the University of Georgia's main Instagram account repost would be essential in boosting engagement.

By incentivizing students with giveaways such as coffee and food discounts, t-shirts, credit towards a hotel stay, etc., The Georgia Center would be spreading awareness and strengthening relationships with this significant public. Our team thinks The Georgia Center would greatly benefit from four of these giveaways a year.

Sample giveaway posts are included on the following pages for your convenience. Our team recommends a three-day timeline for each giveaway once a quarter.

Budget:

Giveaways: \$100.00 (x4) = \$400.00

Social media content creation: \$0.00

Timeline:

January 9 – January 11, 2023

April 1 – April 3, 2023

August 16 – August 18, 2023

November 10 – November 12, 2023

Graphics on the next page

Goal 2, Objective 2, Tactic 3



January 9 – January 11, 2023

“Warm up this winter with coffee on us! Like this post, tag 3 friends, and share it on your story to have a chance to win \$100 to our very own coffee shop. Just imagine all of that free coffee...enter by Wednesday!”



April 1 – April 3, 2023

“Need some more UGA gear? Just like this post, tag 3 friends, and share us on your story for a chance to win a free Georgia Center t-shirt and \$100 to the bookstore! Who’s gonna be the lucky dawg? Enter by April 3rd and it could be you.”

Graphics continue on the next page

Goal 2, Objective 2, Tactic 3

August 16 – August 18, 2023

“Enter to WIN! All you have to do is like, tag 3 friends, and share us on your story to win \$100 credit towards you or your parents' next stay with us! You won't want to miss out on this”



November 10 – November 12, 2023

“Enjoy a meal on us before you go home this Thanksgiving! Like, tag 3 friends, and share us on your story by Nov. 12 for the chance to win \$100 to our very own restaurant, the Savannah Room.”



Goal 2, Objective 2, Tactic 4

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023

Tactic 4: *Promote The Georgia Center jobs for students around campus and on social media*

To build UGA students' awareness of The Georgia Center, we recommend that The Georgia Center promote student jobs throughout campus and online. The Georgia Center's convenient on-campus location would be the perfect place to have student workers. We have created various deliverables for said promotion, including a flyer, a bus card, and social media posts. Following the explanations, the graphics will be presented.

The flyers will be posted in high-traffic areas around campus, specifically in the Tate Student Center, the Zell B. Miller Learning Center, and the Science Learning Center. These flyers should be submitted at the beginning of the Spring 2023 and Fall 2023 semesters. In both Tate and MLC, organizations can bring up to eight flyers to be submitted and approved. In Tate, the flyers should be taken to the level three information desk, and they will be approved and posted. In MLC, flyers are taken to the second-floor security desk for approval and can be posted on the 8 bulletin boards in the elevator lobbies. The Science Learning Center uses five digital signage monitors, so a digital copy of the flyer should be sent to the Assistant Building Manager, Brent deRevere. He can be reached at derevere@uga.edu.

The cards are designed to be used on campus buses. Bus cards are handled through Tate Print & Copy Services. Print & Copy Services will approve, print, and post the bus cards. For a \$50 reservation fee, the cards would be printed and displayed on 36 UGA buses for one reservation period. The reservation periods are in five weekday increments, available throughout each semester. We recommend that The Georgia Center selects at least one reservation period within the beginning of the Spring 2023 and Fall 2023 semesters. Cards are 11"x17" and submitted through the online request process. The cards display information about the available student positions at The Georgia Center along with a QR code linking to the job postings on the website.

Finally, we have created social media posts for the revamped Georgia Center accounts to promote student jobs. We have focused on Instagram posts considering their popularity among students. One graphic is intended to be used as an in-feed post. This post will stay on The Georgia Center's Instagram to serve as a reminder about job availability for students. In the caption, a simple explanation on how to apply can be given. The post should be made at the beginning of the Spring and Fall 2023 semesters. The following graphic is created to be a story post. We recommend adding this story to a highlight reel on The Georgia Center page so it can be viewed longer than 24 hours. The story post

Goal 2, Objective 2, Tactic 4

should also contain a link to the page with job postings from The Georgia Center Website. We recommend that the story post is posted separately from the in-feed post, but it also should be posted at the beginning of each semester. It also can be repeated every two months or as positions are needed.

Budget:

Flyers: $16 \text{ flyers} \times 2 \text{ semesters} \times 0.36 = \11.52

Bus cards: $\$50.00 \text{ per reservation period} \times 2 \text{ semesters} = \100.00

Timeline:

Flyers: Posted in January 2023 and August 2023

Bus cards: Submitted in January 2023 and August 2023

Instagram in-feed post: First week of classes in January 2023

Instagram story post: Every two months in 2023, starting in January 2023

Graphics on the next pages

Goal 2, Objective 2, Tactic 4

Sample Flyer:



Graphics continue on next page

Goal 2, Objective 2, Tactic 4

Sample Bus Card:

**NOW
HIRING**
student workers!



Restaurant
Hotel & Hospitality
Internships
\$11-15 an hour





The Georgia Center
UNIVERSITY OF GEORGIA

Graphics continue on next page

Goal 2, Objective 2, Tactic 4

Sample Instagram In-Feed and Story Posts:



Goal 2, Objective 3, Tactic 1

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023

Tactic 1: *Create and post social media content targeted to Athens community members*

To build the Athens community's awareness of The Georgia Center, we recommend that The Georgia Center make use of online marketing/discount advertisements directed towards Athens community members who may not be associated with the University.

Some of the information found in the online brochure created in Goal 2, Objective 2, Tactic 1 will be utilized as an online post to help generate awareness from individuals outside of UGA's scope, while other graphics will be used to highlight specials at the Savannah Room restaurant, conference and meeting room availability for the month, or relevant classes offered by the continuing education center.

We recommend that Facebook and Instagram posts are utilized to carry out this tactic due to the demographics of these platforms' users and the members of the Athens community. These graphics are intended to be used as in-feed posts (and not stories, for example) so that they can be readily available for community members regardless of when they visit The Georgia Center's account. The best practice for posting would ideally be every month so that the relationship with the Athens public can be maintained throughout the year.

Also, it is our recommendation that The Georgia Center makes sure to have links to all their social media accounts, (especially Facebook, Instagram, and LinkedIn), available on The Georgia Center website. The current Georgia Center Hotel website already does this with Facebook and Instagram, but it is important to maintain this practice, as the increased promotional news from the rebranding will certainly draw visitors to the website. These readily accessible links will make it easier for these visitors to also find The Georgia Center's social media accounts while exploring other aspects of The Georgia Center's website.

Budget:

\$0.00

Timeline:

Facebook In-Feed Post: Every month starting in January 2023

LinkedIn In-Feed Post: Every month starting in January 2023

Graphics on the next pages

Goal 2, Objective 3, Tactic 1

Sample Instagram Post:



Goal 2, Objective 3, Tactic 1

Sample Facebook Post:

**The Georgia Center**
Yesterday at 10:25am · 🌐

Don't let your busy schedule get in the way of good quality food! Swing by The Georgia Center's Bulldog Bistro and grab a ready-made lunch option, or stay awhile, relax, and let us serve you one of the many daily lunch options we prepare fresh for you!

SHORT ON TIME FOR LUNCH?

Let the big dawg eat!

Come grab one of our ready-made options so you can grub on the go, or sit and relax for a bit and enjoy the full menu The Georgia Center's Bulldog Bistro has to offer!



**The Georgia Center**
UNIVERSITY OF GEORGIA

 134K

35 Comments 24 Shares

 Like

 Comment

 Share

 Write a comment...    

Goal 2, Objective 3, Tactic 1

Sample Instagram Post:



The Georgia Center · Following
Athens, GA



200,987 likes

The Georgia Center Chef Rob Harrison and his team have done it again, preparing some incredible specials for you to try before digging into the ever-so-delicious Strawberry Pie. Come to The Georgia Center's Savannah Room and let our family cater to yours!

[View all 18 comments](#)

1 day ago

Graphics continue on the next page

Goal 2, Objective 3, Tactic 1

Sample Facebook Post:



There is still availability left this month for some of The Georgia Center's event spaces. If you'd like to reserve a space today, fill out the {RFP form link}, or contact our friendly staff directly at 706-542-2654 or sales@georgiacenter.uga.edu.



42,940

17 Comments 9 Shares



View more 30 Comments



Write a comment...



Goal 2, Objective 3, Tactic 2

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023

Tactic 2: *Utilize social media posts/stories to highlight testimonials from individuals who completed a course offered by the Continuing Education Center*

To build the Athens community's awareness of The Georgia Center, specifically awareness of classes offered at the Continuing Education Center, we suggest that The Georgia Center reach out to individuals who, (preferably recently), completed a course offered by the Continuing Education Center and ask them to partake in a content creation piece.

The idea is that the individual will provide: quotes about the course, how much they enjoyed it, comments about the professor, how easy it was to get signed up and take the course, how accommodating The Georgia Center was for differing circumstances, or how completing the course has helped the individual in the job market. Ideally, these quotes are provided in video form, so that viewers can hear the testimonial from the individual themselves. However, if the individual does not want to be filmed, a photo can be used with quotes on the image or in the body of the post. Alternatively, The Georgia Center could ask the individual to create the testimonial story/post on their personal account and tag The Georgia Center so the Center can share the post from their accounts.

We have focused on LinkedIn, considering the target population for these posts, and they are intended to be used as in-feed posts so that they can be readily available for community members regardless of when they visit The Georgia Center's account. Still, they are certainly usable on The Georgia Center's other accounts. The best practice for posting would ideally be every quarter.

As mentioned in Goal 2, Objective 3, Tactic 2, it is important The Georgia Center maintains the practice of keeping links to their social media accounts available on the website, as the increased promotional news from the rebranding will certainly draw visitors to the website, where they will be able to discover The Georgia Center's social media accounts while exploring other aspects of the website.

Budget:
\$0.00

Timeline:
Social Media In-Feed/Story Post: Every three months starting in January 2023

Graphics on the next pages

Goal 2, Objective 3, Tactic 2

Sample LinkedIn Post:



The Georgia Center

24,897 followers --

2d • 🌐



The Georgia Center's Continuing Education Center is always here to help you take the next step in your career, but don't take our word for it, hear what Jane Doe has to say about the course she recently completed. Come visit us today and get started continuing your education, gaining valuable market insight, and helping yourself stand out in the job market.



 Max Strauss and 198 others

2 comments • 2 reposts



Like



Comment



Repost



Send

Graphics continue on the next page

Goal 2, Objective 3, Tactic 2

Sample Instagram Post:



The Georgia Center  · **Following**
Athens, GA



149,057 likes

The Georgia Center "The Hot Topics in Real Estate course at The Georgia Center's Continuing Education Center helped me gain an upper hand on my competition, and now ... more

[View all 18 comment](#)

2 days ago

Goal 2, Objective 3, Tactic 3

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023

Tactic 3: *Have a representative of The Georgia Center speak to at least one local business in Athens once a quarter during a catered luncheon from the Savannah Room to promote The Georgia Center's continuing education courses*

To further increase awareness of The Georgia Center throughout the Athens community, our team recommends sending representatives of The Georgia Center to speak to local businesses. The Georgia Center should cater a luncheon from the Savannah Room and promote its continuing education courses.

The representative should bring 50 flyers to hand out that promote the continuing education courses offered at The Georgia Center. These catered luncheons would allow The Georgia Center to interact with the community, build positive connections, and spread overall brand awareness.

Our team also strongly suggests that the Center become a part of the Athens Area Chamber of Commerce if they are not already a member. This would be an opportunity for The Georgia Center to consistently interact with Athens businesses.

One to two months prior to the luncheon, a Georgia Center representative should email a local business to coordinate the luncheon. On the next page, our team created a sample flyer and email template to reach out to local Athens businesses.

Budget:

Full colored flyers: $50 \times \$0.36 \text{ each} \times 4 \text{ (for each quarter)} = \72.00

We believe it is in The Georgia Center's best interest to use this event as an opportunity to showcase the culinary skills that The Georgia Center has to offer instead of outsourcing the catering. Therefore, there is no budget provided for food and drink items used in this tactic.

Timeline:

January 13, 2023

April 7, 2023

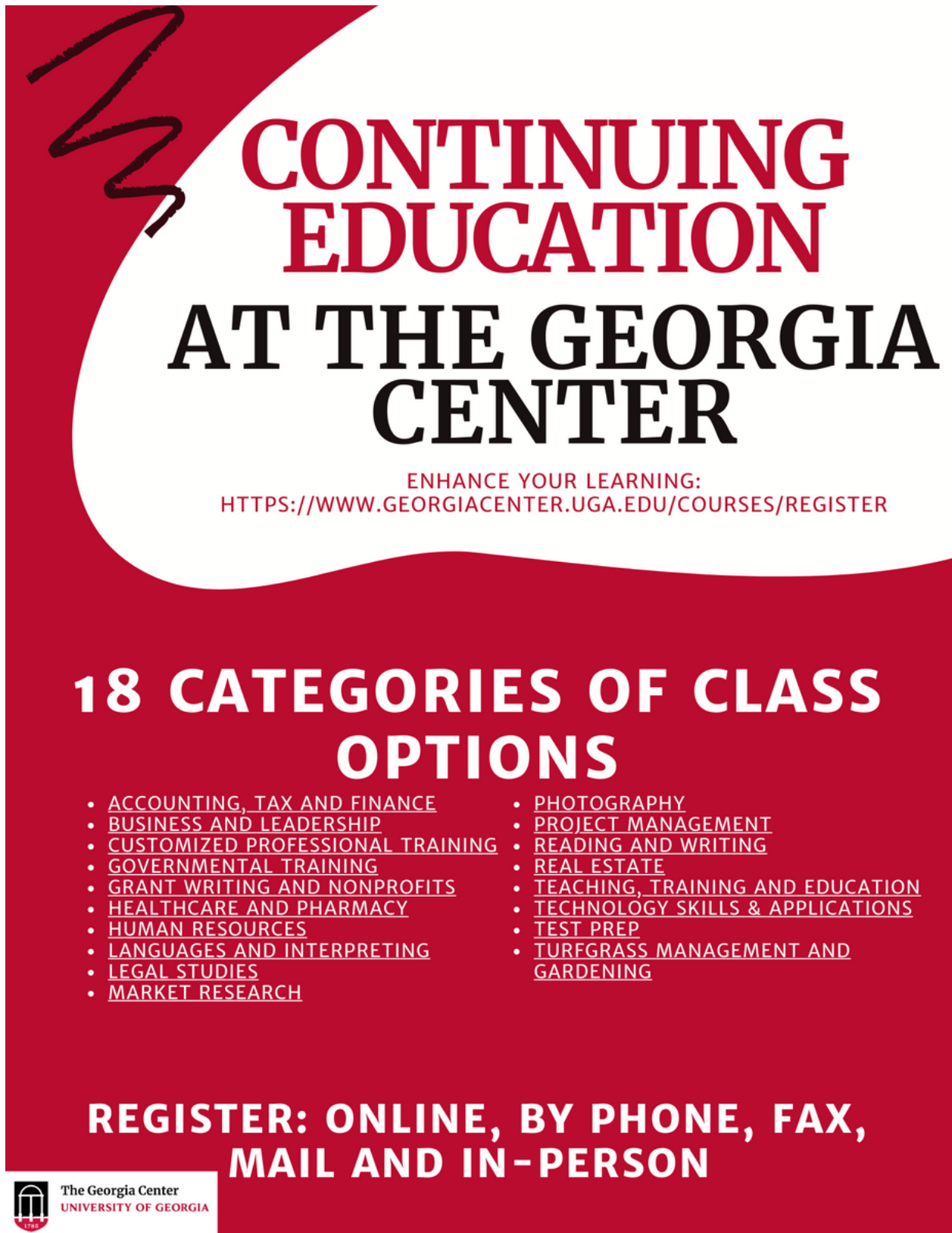
July 14, 2023

October 20, 2023

Graphics on the next page

Goal 2, Objective 3, Tactic 3

Sample Flyer



The flyer features a red and white color scheme. At the top left, there is a stylized black squiggle. The main title 'CONTINUING EDUCATION AT THE GEORGIA CENTER' is prominently displayed in the upper half. Below the title, a URL is provided. The middle section lists 18 categories of class options in two columns. The bottom section contains registration information and the university's logo.


CONTINUING EDUCATION AT THE GEORGIA CENTER

ENHANCE YOUR LEARNING:
[HTTPS://WWW.GEORGIACENTER.UGA.EDU/COURSES/REGISTER](https://www.georgiacenter.uga.edu/courses/register)

18 CATEGORIES OF CLASS OPTIONS

- ACCOUNTING, TAX AND FINANCE
- BUSINESS AND LEADERSHIP
- CUSTOMIZED PROFESSIONAL TRAINING
- GOVERNMENTAL TRAINING
- GRANT WRITING AND NONPROFITS
- HEALTHCARE AND PHARMACY
- HUMAN RESOURCES
- LANGUAGES AND INTERPRETING
- LEGAL STUDIES
- MARKET RESEARCH
- PHOTOGRAPHY
- PROJECT MANAGEMENT
- READING AND WRITING
- REAL ESTATE
- TEACHING, TRAINING AND EDUCATION
- TECHNOLOGY SKILLS & APPLICATIONS
- TEST PREP
- TURFGRASS MANAGEMENT AND GARDENING

**REGISTER: ONLINE, BY PHONE, FAX,
MAIL AND IN-PERSON**

 The Georgia Center
UNIVERSITY OF GEORGIA

Goal 2, Objective 3, Tactic 3

Outreach email template:

To: [Business]

Subject: Georgia Center Catered Luncheon/CE Course Info

Good morning,

This is [insert name], a representative from The Georgia Center. I am reaching out today in hopes of having the opportunity to speak to you and your staff about the continuing education courses offered at the Center.

We would love to bring in a catered luncheon from our very own restaurant – the Savannah Room – and inform your staff about our different services. Along with a delicious lunch, we hope to provide everyone with flyers containing the information needed to sign up for our courses.

We believe this to be a great opportunity and would love to work with you. We admire the work you've done within the Athens community and hope to collaborate in the near future.

Warm regards,

[insert email signature]

GOAL 3

Build partnerships between The Georgia Center and its publics

Goal 3, Objective 1, Tactic 1

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 1: Establish connections with at least four educational units among UGA faculty, staff, and administrators by December 2023

Tactic 1: *Create a discount coupon for the Savannah Room and the Bulldog Bistro for UGA faculty, staff, and administrators*

In order to further establish connections with UGA faculty, staff, and administrators, we recommend creating a coupon that can be used at the Savannah Room and Bulldog Bistro. Our next tactic (Goal 3, Objective 1, Tactic 2) includes hosting a mixer at The Georgia Center among specific educational units. Those who attend the mixer should receive a coupon that can be used at the Savannah Room and the Bulldog Bistro.

The Georgia Center has so much to offer for various occasions. When people attend the mixer and then return to use their coupon, The Georgia Center will be able to further showcase the quality of its food and services. Those who return to use the coupon will also be able to witness possible events at the Center, such as conferences and continuing education courses.

Budget:

600 coupons – \$116.59

Timeline:

July: A coupon for the Savannah Room and Bulldog Bistro will be created.

October: Distribute coupons during the staff mixer to give them an opportunity to use them during the holiday season.

Coupon on the next page

Goal 3, Objective 1, Tactic 1

Front



Back



Goal 3, Objective 1, Tactic 2

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 1: Establish connections with at least four educational units among UGA faculty, staff, and administrators by December 2023

Tactic 2: Host an appreciation mixer for at least two educational units at UGA twice a year

To help build relationships between The Georgia Center and the University's faculty and staff, The Georgia Center should host a mixer for two educational units (colleges, schools, departments) at UGA twice a year (for a total of four units per year).

Each year, The Georgia Center should identify the two weeks in which midterms occur and host the mixers on the Thursdays following the week of midterms. Our team has identified that Thursday would be the best day because it is near the end of the week but is not on a Friday or Saturday, when people may already have prior commitments.

Because the University has over 18 colleges, The Georgia Center will select units that are related to one another to attend the same mixer. For example, all staff and faculty in the educational units of Grady College (like Advertising & Public Relations, Entertainment and Media Studies, and Journalism) will be able to attend the same mixer. There will be a rotation of units to attend the mixers until each one gets to participate once, then the rotation will begin again.

The Georgia Center should use the respective educational units' Listserv accounts to send out informational emails pertaining to the event after the dates of midterms are established by the University of Georgia and the availability of The Georgia Center is confirmed. The following communication will be sent out in August, a week and one day after the 2023-24 academic year starts, to notify the respective educational units that they are invited to attend the mixer, as well as provide a link to RSVP. Follow-up communications should be sent in September and early October as a reminder to those who are being invited to attend the event. The email template we have provided can be used for both the initial contact and the follow-up communications. A more detailed suggested timeline is shown on the next page.

The mixers should take place in the late afternoon, and the menu will consist of five finger foods/appetizers, refreshments, and small fingerling desserts. Alcoholic beverages will be discounted during the mixer, creating an opportunity for The Georgia Center to present a signature cocktail to those in attendance.

Goal 3, Objective 1, Tactic 2

The purpose of this mixer is to establish a connection with different colleges and inform them about the multi-purpose use of The Georgia Center. The mixer will include brief remarks by a Georgia Center representative welcoming the guests and outlining what the Georgia Center offers to them. Additionally, every guest will be given a coupon for the Savannah Room and Bulldog Bistro (Goal 3, Objective 1, Tactic 1), as well as goodie bags.

Budget:

In-house Production: Food & Drinks

We believe it is in The Georgia Center's best interest to use this event as an opportunity to showcase the culinary skills that it has to offer instead of outsourcing the catering. Therefore, there is no budget provided for food and drink items, instead focusing on the giveaways that will be given to guests. We also recommend the following alcohol for the bar:

Classic City Lager, Michelob Ultra, Tropicalia, Pinot Noir, Cabernet, Pinot Grigio, Chardonnay

Goodie bags for exit gifts:

Goodie Bags- 100 5.25x3.25x8.25 inch Small Paper Kraft Bags with Handles- \$27.99 x 5 = \$139.95 (500 bags total)

Microfiber Screen Cleaner Spray- \$1.77 x 500 = \$885.00

Micro Sticky Book- \$1.64 x 500 = \$820.00

Customized Challenger Grande Mug - White - 14 oz.- \$1.82 x 500 = \$910.00

Customized Pens- \$0.38 x 500 = \$190.00

Total: \$2,944.95

Timeline:

April: Finalize dates for 2023-2024 mixers based on space availability and confirmed midterms week

July: Create a graphic to be sent out with communication to respective departments

Thursday, August 24: Send out an invitation email containing an RSVP link

Thursday, September 21: Follow-up email sent to invited educational units

Monday, September 25: Buy/book materials needed for mixer

Thursday, October 5: Reminder emails sent two weeks prior to the event

Friday, October 6: Create goodie bags for mixer

October 9-13: Midterms Week

Thursday, October 19: Set up and host the employee appreciation mixer

Email template on the next page

Goal 3, Objective 1, Tactic 2

Sample Email Template

To: [College]

Subject: The Georgia Center Invites your Faculty and Staff to an Appreciation Mixer!

Good morning,

The Georgia Center would like to formally invite your faculty and staff to our Appreciation Mixer on Thursday, October 19th, 2023, to celebrate your hard work! The event will last from 5–7 p.m. at [insert Georgia Center venue where the event will take place].

The mixer is intended to give you an opportunity to mingle, unwind, and catch up with your colleagues, as well as meet new people from other colleges within the University. Small finger foods and appetizers will be provided, and alcoholic beverages will be available for purchase at a discounted rate. All attendees will receive a goodie bag and a coupon that can be used at either of our restaurants in The Georgia Center, the Savannah Room and Bulldog Bistro.

If you would like to attend, please fill out this RSVP link below so that we can accommodate enough food/refreshments.

[Insert RSVP link of choice]

We would love to see everyone there! Please reach out with any questions by responding directly to this email.

Warm regards,

[insert email signature]

[attach the flyer to email]

*For the follow-up emails in September and October, the first paragraph should be edited to say:

The Georgia Center is excited to host your faculty and staff at the Appreciation Mixer on Thursday, October 19th, to celebrate everyone's hard work! The event will be at [insert Georgia Center venue] and last from 5–7 p.m., so don't forget to RSVP at the link below.

Graphic on the next page

Goal 3, Objective 1, Tactic 2

Sample Flyer Graphic

You're Invited!

The Georgia Center
UNIVERSITY OF GEORGIA

Appreciation Mixer

HOSTED BY THE GEORGIA CENTER

October 19th, 2023
5-7 PM
The Georgia Center
1197 S Lumpkin St,
Athens, GA 30602

Come unwind with your colleagues to celebrate all your hard work! Refreshments and drinks will be provided. Each person will receive a coupon for the Savannah Room/Bulldog Bistro with a goodie bag.

Goal 3, Objective 1, Tactic 3

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 1: Establish connections with at least four educational units among UGA faculty, staff, and administrators by December 2023

Tactic 3: *Provide a discount to incentivize current and retired faculty, staff, and administrators to teach courses at The Georgia Center*

To build partnerships between The Georgia Center and its publics, we recommend that The Georgia Center offer discounts for current and retired UGA staff, faculty, and administrators who are willing to teach at The Georgia Center. These discounts can be applied to any course at The Georgia Center. We have created various deliverables for said promotion, including a flyer and social media posts. The Georgia Center would also be reaching out through email and informing staff, faculty, and administrators about the opportunity.

Because current faculty at the University are likely extremely busy, this tactic will likely be most successful among retired/soon-to-be retired faculty. This public will likely have more time on their hands and will be more inclined to teach a course for the Center. They also will be more drawn to utilize the incentive for teaching a course because they will have more time to take a course. If The Georgia Center offers staff, faculty, and administrators discounts, it should increase the number of people willing to teach a course for the Center. In the long run, it will strengthen the relationship The Georgia Center has with the public and encourage them to continue teaching courses at The Georgia Center.

The email will be sent during May to have people sign up for the fall/ summer semester to teach classes. The email will also be sent in September for the following semester. The flyers will be distributed to each department around the same time that the email will go out. Administrators can hand them out to faculty and staff in their departments.

Budget:

Flyers: $10 \text{ flyers} \times 2 \text{ semesters} \times 0.36 = \7.20 (10 for each department) = \$50.40

Timeline:

March: Creation of flyers to promote opportunities for staff/faculty to teach classes at The Georgia Center.

April: Distribute flyers around campus.

May: Final email is sent to encourage final sign-ups to teach classes.

September: Email will be sent for people to register for or teach courses in the spring.

Goal 3, Objective 1, Tactic 3

Outreach email template:

To: [Staff/faculty]

Subject: Georgia Center Course Opportunity

Good morning,

The Georgia Center has a mission of fostering personal and professional growth through educational programs and partnerships. We offer hundreds of courses in over 18 categories. In order to fulfill this mission on a greater scale, the Center is looking for qualified individuals willing to teach courses for the Center. This being so, we will now be offering faculty, staff, and administrators 30% off on a course if they choose to teach one for The Georgia Center.

The courses that we offer can be found by visiting this link. If interested in a particular course, please email [insert employee's name here] to inform them. [Employee] will reach out and provide further information.

Additionally, if there is another course you'd want to teach that is not available, let [employee] know!

Please let [employee] know if there are any questions about this new opportunity.

Best,

[insert email signature]

Graphics on next pages

Goal 3, Objective 1, Tactic 3

Outreach email template for retired staff and faculty:

To: UGARA

Subject: Georgia Center Course Opportunity

Good morning,

The Georgia Center has a mission of fostering personal and professional growth through educational programs and partnerships. We offer hundreds of courses in over 18 categories. In order to fulfill this mission on a greater scale, the Center is looking for qualified individuals willing to teach courses for the Center. This being so, we will now be offering a 30% discount on a course for those willing to teach at The Georgia Center.

The courses that we offer can be found by visiting this link. If interested in a particular course, please email [insert employee's name here] to inform them. [Employee] will reach out and provide a discount passcode that can be applied at checkout when registering for a course.

Additionally, if there is another course you'd want to teach that is not available, let [employee] know!

Please let [employee] know if there are any questions about this new opportunity.

Best,

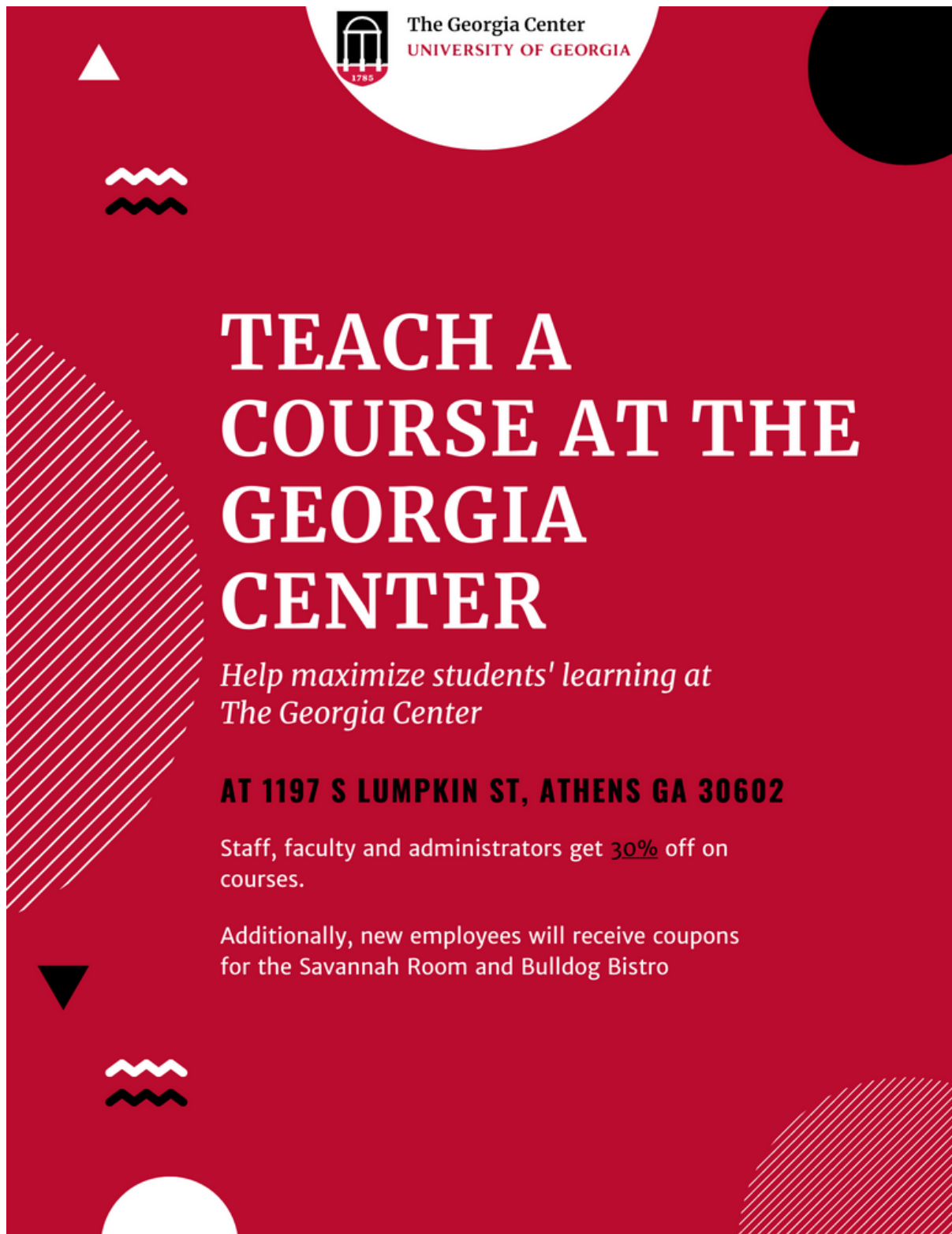
[insert email signature]

[attach flyer to email]

Graphics on next pages

Goal 3, Objective 1, Tactic 3

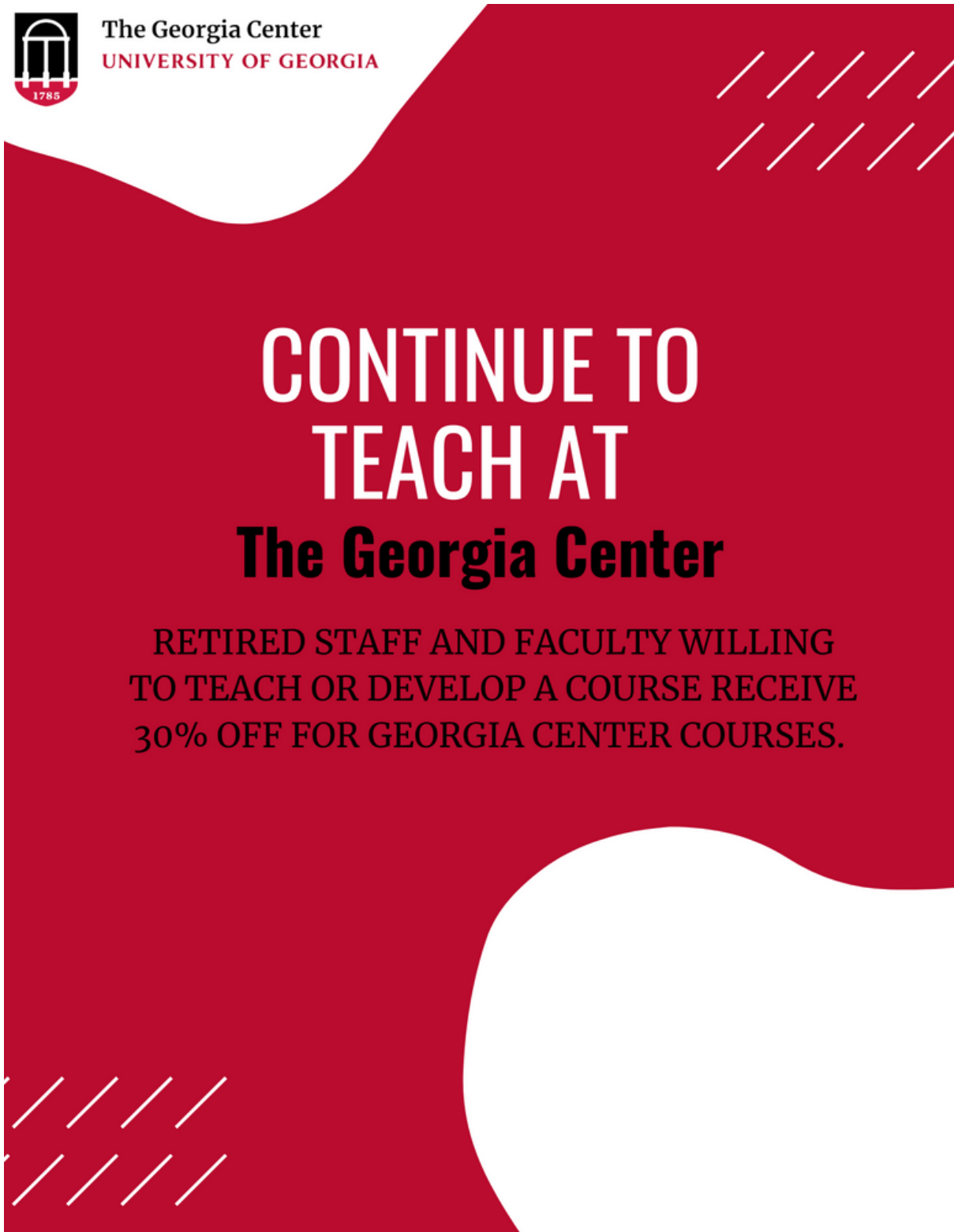
Sample Flyer Graphic:



Graphics continue on the next pages.

Goal 3, Objective 1, Tactic 3

Sample Flyer Graphic:



Graphics continue on the next pages.

Goal 3, Objective 1, Tactic 3

Sample Instagram Graphics:



Graphics continue on next page

Goal 3, Objective 1, Tactic 3

Sample Instagram Story Graphic:



Goal 3, Objective 2, Tactic 1

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023

Tactic 1: *Promote The Georgia Center jobs for students around campus and on social media*

To increase UGA students' utilization of The Georgia Center, we recommend that The Georgia Center promote student jobs throughout campus and online. We have created various deliverables for said promotion, including a flyer, a bus card, and social media posts.

The flyers will be posted in high-traffic areas around campus, specifically in the Tate Student Center, the Zell B. Miller Learning Center, and the Science Learning Center. These flyers should be submitted at the beginning of the Spring 2023 and Fall 2023 semesters. In both Tate and MLC, organizations can bring up to 8 flyers to be submitted and approved. In Tate, the flyers should be taken to the level three information desk, and they will be approved and posted. In MLC, flyers are taken to the second-floor security desk for approval and can be posted on the eight bulletin boards in the elevator lobbies. The Science Learning Center uses five digital signage monitors, so a digital copy of the flyer should be sent to the Assistant Building Manager, Brent deRevere. He can be reached at derevere@uga.edu.

The cards are designed to be used on campus buses. Bus cards are handled through Tate Print & Copy Services. Print & Copy Services will approve, print, and post the bus cards. For a \$50 reservation fee, the cards would be printed and displayed on 36 UGA buses for one reservation period. The reservation periods are in five weekday increments, available throughout each semester. We recommend that The Georgia Center selects at least one reservation period within the beginning of the Spring 2023 and Fall 2023 semesters. Cards are 11"x17" and submitted through the online request process. The cards display information about the available student positions at The Georgia Center along with a QR code linking to the job postings on the website.

Finally, we have created social media posts for the revamped Georgia Center accounts to promote student jobs. We have focused on Instagram posts considering their popularity among students. One graphic is intended to be used as an in-feed post. This post will stay on The Georgia Center's Instagram to serve as a reminder about job availability for students. The post should be made at the beginning of the Spring and Fall 2023 semesters. In the caption, a simple explanation of how to apply can be given. The following graphic is created to be a story post. We recommend adding this story to a highlight reel on The Georgia Center page so it can be viewed longer than 24 hours. The story post should also contain a link to the page with job postings from The Georgia

Goal 3, Objective 2, Tactic 1

Center website. We recommend that the story post is posted separately from the in-feed post, but it also should be posted at the beginning of each semester. It also can be repeated every two months or as positions are needed.

Budget:

Flyers: 16 flyers x 2 semesters x 0.36 = \$11.52

Bus cards: \$50.00 per reservation period x 2 semesters = \$100.00

Timeline:

January 2023 and August 2023: Flyers posted

January 2023 and August 2023: Submit bus cards

First week of classes in January 2023 and August 2023: Instagram in-feed post

Every two months in 2023, starting in January 2023: Instagram story post

Graphics on the next pages

Goal 3, Objective 2, Tactic 1

Flyer:



Graphics continue on next page

Goal 3, Objective 2, Tactic 1

Sample Bus Card:

**NOW
HIRING**
student workers!



Restaurant
Hotel & Hospitality
Internships
\$11-15 an hour



The Georgia Center
UNIVERSITY OF GEORGIA



Graphics continue on next page

Goal 3, Objective 2, Tactic 1

Sample Instagram In-Feed and Story Posts:



Goal 3, Objective 2, Tactic 2

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023

Tactic 2: *Reach out to UGA's Panhellenic Council and Interfraternity Council at the beginning of each semester about how they could utilize The Georgia Center and offer an option for "hotel blocks" during parents' weekends*

Our team recommends building partnerships with the University of Georgia's Greek organizations. Greek organizations usually host one parents' weekend a semester. This is a weekend in which parents visit their students and spend time in Athens. There is a significant opportunity to increase engagement with this audience because these families will need a place to stay during their visit. The Georgia Center will provide the convenience of its on-campus location, away from the loudness of downtown, for the parents.

At the beginning of each semester, we recommend reaching out to UGA's Panhellenic Council and Interfraternity Council to offer an option of a "hotel block" during parent's weekend. UGA's Panhellenic Council President is Marion Kronauge (ugapanhellenicpresident@gmail.com), who serves as a liaison between Panhellenic Council and UGA sorority presidents. UGA's Interfraternity Council President is Dallas Hunt (ugaifc@uga.edu), who serves as a liaison between the Interfraternity Council and UGA fraternity presidents.

After a Greek organization agrees to this partnership, an email should be sent out to the parents of that respective Greek organization. Our team recommends a modified Parent Club Special be offered for the hotel block, where a reservation during the block will grant the guest an XX% discount on one of their nightly rates. Both parties—The Georgia Center and UGA Greek Life—are also required to make posts on social media platforms tagging the other party. Once accomplished, all calendars should be updated with the addition of this event.

Budget:

Hotel block discount= dependent on Georgia Center

Timeline:

May: The Georgia Center should reach out before the school year to determine the official dates of parents' weekend.

July: The Center should confirm its availability

August: Send out an email to all parents of each Greek life org, including Parent Club Special for August sign ups

September: Confirmation of room leading up to the Parents' weekend

Goal 3, Objective 2, Tactic 2

Outreach Sample Email Template:

To: [Sorority/Fraternity Parents]

Subject: The Georgia Center Loves Parents!

Good morning,

The Georgia Center strives to foster personal and professional growth through educational programs and partnerships. In order to fulfill this mission on a greater scale, The Georgia Center is partnering with [insert sorority/fraternity name] to make Parents' Weekend more meaningful. The Center is offering a discount on select rooms for parents to stay in the heart of UGA with the opportunity for a hotel block for all [insert sorority/fraternity name] parents. We want to provide a convenient, on-campus location to enhance your Athens experience.

To partake in this deal, please fill out the form below. This special opportunity comes on a first-come, first-served basis, with the deadline being **two weeks** before Parents' Weekend. Our team will reach out on the status of your request by then. If received, we will follow up with a confirmation of your room once a space is guaranteed.

[Insert the respective RSVP link of choice]

Please let [employee] know if there are any questions about this new opportunity.

Best,

[insert email signature]

[attach graphic]

Graphics on next pages

Goal 3, Objective 2, Tactic 2

Confirmation of Room:

To: [The Parents of Sorority/Fraternity]

Subject: The Georgia Center is excited for you!

Good morning,

You're in! The Georgia Center is excited to be hosting you in a couple of weeks during Parents' Weekend. We have attached your room confirmation and additional details below.

We can't wait to see you! Please reach out with any questions, comments, or concerns.

The Georgia Center has a mission of fostering personal and professional growth through educational programs and partnerships. We appreciate your help with spreading our mission across campus.

Thank you again, and see you soon!

Best,

[insert email signature]

[attach the confirmation of room, what weekend, and payment received to ensure transparent communication]

Graphics on next pages

Goal 3, Objective 2, Tactic 2

Sample Flyer

THE GEORGIA CENTER

Deals During
Parents' Weekend

CONNECTION MEETS CONVENIENCE

In the heart of Athens and at the center of campus, the newly renovated Georgia Center offers more than a convenient and scenic location. In addition to its 200 guest rooms and suites, The Georgia Center also offers delicious meals, pastries, and coffee from its two restaurants, the Savannah Room and Bulldog Bistro.

AMENITIES

- Business Center
- Bicycles
- Discounts at UGA Golf Course
- Access Ramsey Gym
- WiFi
- Access to Swimming Pools (in season)



The Georgia Center
UNIVERSITY OF GEORGIA



Up To
30%
Off



CONTACT US

(706)-542-2134
1189 South Lumpkin Street

www.hotel.uga.edu/

Goal 3, Objective 2, Tactic 2

Sample Graphic



**THE
GEORGIA CENTER**

**DEALS DURING
PARENTS' WEEKEND**

**CONNECTION MEETS
CONVENIENCE**

In the heart of Athens and at the center of campus, the newly renovated Georgia Center offers more than a convenient and scenic location. In addition to its 200 guest rooms and suites, The Georgia Center also offers delicious meals, pastries, and coffee from its two restaurants, the Savannah Room and Bulldog Bistro.

AMENITIES

- Business Center
- Discounts at UGA Golf Course
- WiFi
- Bicycles
- Access to Ramsey Gym
- Access to Swimming Pool (in season)

**Up To
30%
Off**



CONTACT US
(706)-542-2134
1189 South Lumpkin Street

 **The Georgia Center**
UNIVERSITY OF GEORGIA

www.hotel.uga.edu/

Goal 3, Objective 2, Tactic 3

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023

Tactic 3: Offer discounts/specials from Bulldog Bistro during finals week

To increase UGA students' utilization of The Georgia Center, we recommend that The Georgia Center offer students discounts from Bulldog Bistro during finals week. The Georgia Center will appeal to students due to its convenient location and plentiful study spaces for students. The discounts will encourage them to go to The Georgia Center and establish a long-term partnership with students that will continue coming back.

The Center should offer students a punch card with ten punches for the discounts, making the fifth item free for every four drinks purchased. There will also be different discounts on different days during finals week. On Tuesdays and Thursdays, there should be a 20% off discount, while Monday, Wednesday, and Friday, will feature a \$1 off all coffee drinks discount.

These punch cards will be able to be used by students year-round. This way, The Georgia Center can keep students at the Center all year and not just during finals week.

We will have flyers posted around campus in high-traffic areas to promote the discounts. Signs will be placed in the Miller Learning Center, the Tate Student Center, and the student dorms.

Budget:

Flyers: 16 flyers x 2 semesters x \$0.36 = \$11.52

Punch Cards: 100 cards x 2 semesters x \$0.05 = \$10.00

Allocated budget for free drinks = \$200.00

Timeline:

October: Create punch cards and promotional graphic

November: Promote event around campus

December 7th– 13th: The coffee discounts will take place this week

Graphics on the next pages

Goal 3, Objective 2, Tactic 3

BULLDOG BISTRO

Finals Discount

DECEMBER 12-17

DOORS OPEN AT 7 AM
1197 S. LUMPKIN ST



The Georgia Center
UNIVERSITY OF GEORGIA

Graphics continue on the next page

Goal 3, Objective 2, Tactic 3

Sample Social Media Posts:



Graphics continue on the next page

Goal 3, Objective 2, Tactic 3

Sample Social Media Stories



Graphics continue on the next page

Goal 3, Objective 2, Tactic 3

Sample Social Media Stories



Graphics continue on the next page

Goal 3, Objective 2, Tactic 3

Sample Punch Cards



Goal 3, Objective 2, Tactic 4

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023

Tactic 4: *Create monthly graphics to showcase events at The Georgia Center for students*

Another way to increase UGA students' utilization of The Georgia Center would be to create social media posts that inform students of events at The Georgia Center. The graphics can be posted on Instagram at the beginning of every month. This will help build a mutually beneficial relationship with the students. The purpose of these graphics is to build a long-term partnership between the Center and students by increasing their usage of the Center.

If more students visit the Center (and are driven to do so via these graphics), then the Center will receive more business and will build its reputation among not only students but also among other publics who will see that the Center is inclusive of students. The posts will inform students of events at the Center. It will also showcase the coffee specials and other pastry items from the Bulldog Bistro in an effort to encourage students to visit the Center.

The graphics should be posted for the first time in January, welcoming the students back to campus. It will serve as a good introduction to the students and should inform students of what The Georgia Center does. It will continue to be sent out the first of every month after that first time or every Monday during the school year.

Budget:

\$0.00

Timeline:

Beginning of every month starting in January 2023: Create update graphic on events for every month

Second week every month beginning in January 2023: Post in-feed graphics about events

Graphics on the next page

Goal 3, Objective 2, Tactic 4

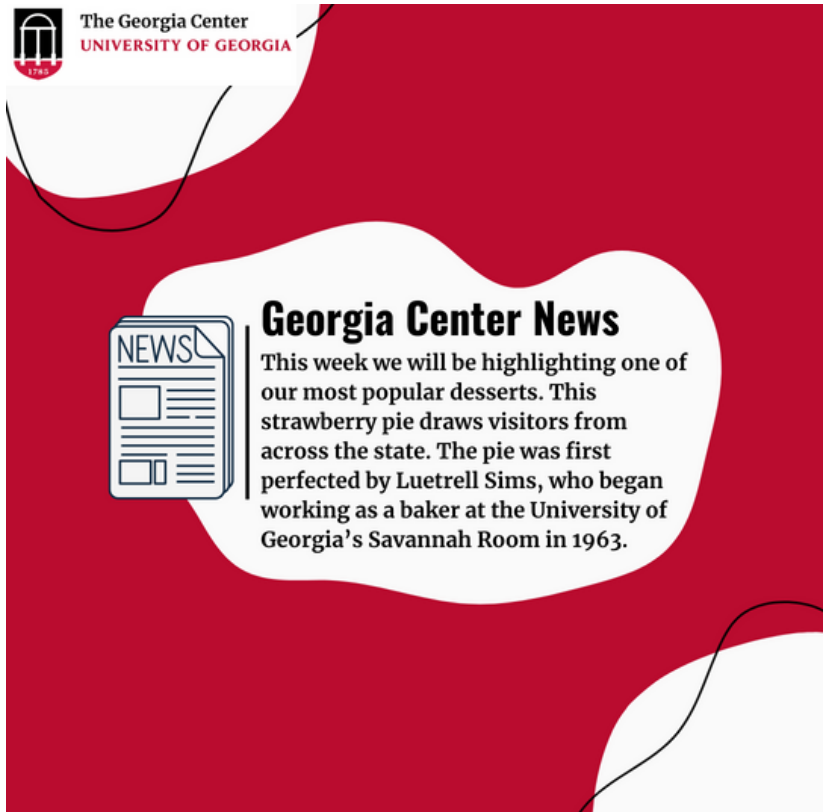
Social Media Posts



With finals around the corner, we will be offering students discounts at our Bulldog Bistro. On Tuesdays and Thursdays, there will be a 20% off discount. On Monday, Wednesday and Friday there will be \$1 off coffee. Students can also now get punch cards to use year-round.



The Georgia Center
UNIVERSITY OF GEORGIA



Goal 3, Objective 2, Tactic 4

Social Media Posts

Student Alerts

1

BULLDOG BISTRO FINALS DISCOUNT

Open to all UGA students

2

NEW PROFESSIONAL DEVELOPMENT COURSE

Boost your skills

3

DINNER AT THE SAVANNAH ROOM

Come enjoy our strawberry pie

Visit us at <https://discover.georgiacenter.uga.edu>

Goal 3, Objective 3, Tactic 1

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 3: Partner with at least two Athens area middle schools by December 2023

Tactic 1: *Create and print flyers about programs offered to middle school students at The Georgia Center to distribute to Athens area middle schools*

To build better relationships with Athens area middle schools, we have created flyers to distribute to middle school students. These flyers outline courses, programs, and events offered through The Georgia Center that are available for middle school students.

One way these flyers will be distributed is through speaking engagements at schools outlined in the following tactic, Goal 3, Objective 3, Tactic 2. When speaking to middle schools about courses, the flyers will be physically distributed in the classrooms. If not speaking to a middle school, the flyers will be dropped off in the school's front office for the administration to distribute. The flyers will encourage students to enroll in programs at The Georgia Center and give a tangible item for students to show their parents or guardians.

Budget:

200 flyers x \$0.36 = \$72.00

Timeline:

Create flyers– March 2023

Print Flyers– April 3rd, 2023

Meet with schools– April 17th, 2023

Flyer on next page

Goal 3, Objective 3, Tactic 1



The Georgia Center
UNIVERSITY OF GEORGIA

YOUTH PROGRAMS

Summer Academy Camps

Summer Academy at UGA is an exciting series of STEAM summer camps in Athens for middle school students craving to do amazing things. Whether you dream about becoming a film director, doctor, scientist, or artist, we have a summer camp just right for you!

Summer Bridge Math Program

UGA's online Summer Bridge Math Program is ideal for those who want to keep engaged during the summer, either to reinforce the learning gains made during the previous year or as a preview of the math topics you will face in the upcoming year.

Northeast Georgia National History Day

Over the course of the school year, students select a topic related to this year's theme. Students engage in a program of research, using both primary and secondary sources, designed to investigate their topic and answer specific research questions. Students then showcase their research in one of the following categories: Exhibit, Paper, Website, Documentary, or Performance.

Spark: Weekend Academy

Our Spark: Weekend Academy programs are designed to let young inquisitive minds live out their ambitions by taking a dive into a specific professional field. They'll work with professionals and experts to get practical experience and receive helpful advice on how to get where they want to go.



Scan the QR code or visit georgiacenter.uga.edu/youth
for more information

Goal 3, Objective 3, Tactic 2

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 3: Partner with at least two Athens area middle schools by December 2023

Tactic 2: *Arrange speaking engagements at two Athens area middle schools to provide youth program details to students*

For The Georgia Center to build relationships with Athens area middle schools, we recommend physically meeting with classes and providing information about the youth programs. We have created examples of flyers (Goal 3, Objective 3, Tactic 1) to hand out along with information to include while talking to the students.

Talking to students in person will be beneficial to give them information about the programs offered and answer any questions they may have. We believe this will allow the interested students to talk to their parents/caregivers about potentially attending the program that interests them. The flyers will let parents have information about the brief information session and will also prompt willing parents to discuss the program possibilities with the children.

We will send _____ amount of flyers with a representative of The Georgia Center to _____ school on _____ date to talk about _____ programs.

Possible middle schools to contact: Hilsman, Clarke Middle, W.R. Coile, Burney-Harris-Lyons, Athens Academy, Athens Christian, Prince Ave, Athens Montessori.

By February 10th, 2023, an initial email should be sent to the middle school advisors that will introduce the idea of coming to speak to classes about the youth programs. This email should be similar to the template below.

Budget:

Water bottles- $200 \times \$1.09 = \218.00

Pencils- $500 \times \$0.27 = \135.00

Drawstring backpack- $200 \times \$1.28 = \256.00

Hand sanitizer- $200 \times \$1.33 = \311.00

Total = \$920.00

Timeline:

Initial Email – February 2023

Print Flyers– April 3rd, 2023

Meet with schools– April 17th, 2023

Email template on the next page

Goal 3, Objective 3, Tactic 2

Meeting Ideas:

When meeting with each class, the representative should have flyers and a list of the courses offered to middle school-aged children.

Initially, the representative should introduce themselves and briefly explain The Georgia Center and why they are there to talk to the class.

Next, explain the various programs that are going to be offered during that time. We recommend highlighting the ones that will be most eye-catching in order to draw attention. The flyer will have a full list of programs offered during the current year.

After presenting the information, flyers can be distributed to the class. Allow time for students and teachers to ask questions or make comments. Marketing materials can be distributed at the end.

We recommend giving branded marketing materials to the students in order for them to be reminded of the information session every time they see and use their items. The items we recommend are: water bottles, pencils, a drawstring backpack, and hand sanitizer.

Template for speaking to students:

Hello everyone, my name is [insert name], and I came to quickly speak to your class about The Georgia Center and the programs offered for you as middle schoolers. Does anyone know what The Georgia Center is? (allow people to answer if hands are raised but continue to explain regardless of the correct answer or not)

The Georgia Center is located on UGA's campus, and it is such an awesome facility. It is used for many purposes, such as a hotel, a conference space, and a restaurant, but a really neat factor is the various programs they offer to all people. The Georgia Center has even designed many programs that would be interesting for people your age, such as [list a few courses currently offered here].

Do any of these programs sound interesting to you? [PASS OUT FLYERS]

Thank you so much for allowing me to come by and speak with you today. Please let your parents or teachers know if you have any further questions. I am looking forward to seeing each and every one of you at the youth programs this spring.

Goal 3, Objective 3, Tactic 2

Email Template:

Send on February 10th, 2023

To: [Middle School Advisors]

Subject: Georgia Center Youth Program Information Session

Good Morning,

My name is [insert name] and I am the [insert title] at UGA's Georgia Center. In planning for this year's youth programs, we would appreciate the opportunity to visit your school to briefly meet with students. The classroom visits will last no longer than 10 minutes, and we will provide flyers for the students to take home to their parents.

We are excited to potentially work with you and your students and are looking forward to hearing from you soon.

Best Regards,

[insert email signature]

Meeting template on the next page

Goal 3, Objective 3, Tactic 3

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 3: Partner with at least two Athens area middle schools by December 2023

Tactic 3: *Create and hand out informational flyers to Athens area middle school teachers on professional courses offered at The Georgia Center related to their field*

We have created flyers to hand out to Athens area middle school teachers to suggest courses they can take at The Georgia Center. These flyers are meant to be sent digitally through email to the schools' principals. This will help facilitate a relationship with the local schools' administration. The principals can decide to forward the email to the teachers or print them out to distribute. We have included a QR code for teachers to scan that links to the continuing education courses specifically related to teaching for more information. The flyers list a range of potential courses to give teachers a preview of what is available.

Budget:

\$0.00

Timeline:

Send email- April 3rd, 2023

Email template and flyer on next pages

Goal 3, Objective 3, Tactic 3

Email template:

To: [School principal/administrator]

Subject: Professional Learning for Teachers at The Georgia Center

Good afternoon!

My name is [blank], and I am the [insert title] at The Georgia Center. I was reaching out to you to share information that could be beneficial to you and the faculty at [insert school]. At The Georgia Center, we offer various continuing education programs catered toward those in the teaching profession. I have attached a flyer that can be forwarded or printed out to distribute. The flyer gives a glimpse into the many opportunities for teachers to advance in their careers. The Georgia Center offers countless courses, from Spanish in the Classroom to Empowering Students with Disabilities.

I hope this information can be beneficial to your school. We look forward to creating a partnership with you, the teachers, and the students at [insert school]. Please do not hesitate to reach out with any questions!

[insert email signature]

[attach flyer here]

Flyer on the next page

Goal 3, Objective 3, Tactic 3



The Georgia Center
UNIVERSITY OF GEORGIA

Develop your professional skills

The Georgia Center offers various courses perfect for educators looking for a step-up in their career.

- Spanish in the Classroom
- Grant Writing Certificate
- Conversational ASL for Educational Settings
- Global TESOL Modules
- Instructional Design and eLearning Certificate
- Advanced Placement Summer Institute for Teachers
- Empowering Students with Disabilities
- Creating the Inclusive Classroom: Strategies for Success
- Survival Kit for New Teachers
- The Creative Classroom
- and many more!

Scan the QR code or visit georgiacenter.uga.edu/courses to learn more.



Goal 3, Objective 4, Tactic 1

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 4: Partner with at least two Athens area high schools by December 2023

Tactic 1: *Create flyers about youth programs offered at The Georgia Center to distribute to Athens area high school students*

To build better relationships with Athens area high schools, we have created flyers to distribute to high school students. These flyers outline courses, programs, and events offered through The Georgia Center that are available for high school students.

One way these flyers will be distributed is through speaking engagements at schools outlined in the following tactic, Goal 3, Objective 4, Tactic 2. When speaking to high schools about courses, the flyers will be distributed in the classrooms. If not speaking to a high school, the flyers will be dropped off in the school's front office for the administration to distribute. The flyers will encourage students to enroll in programs at The Georgia Center and give a tangible item for students to show their parents or guardians.

Budget:

200 flyers x \$0.36 = \$72.00

Timeline:

Create Flyers– March 2023

Print Flyers– April 3rd, 2023

Meet with schools– April 10th, 2023

Flyer on next page

Goal 3, Objective 4, Tactic 1



The Georgia Center
UNIVERSITY OF GEORGIA

YOUTH PROGRAMS

Summer Academy Camps

Summer Academy at UGA is an exciting series of STEAM summer camps in Athens for high school students craving to do amazing things. Whether you dream about becoming a film director, doctor, scientist, or artist, we have a summer camp just right for you!

Test Prep Courses

Fine tune the skills, knowledge and performance you need to successfully prepare for entrance exams. If you're a high-school student who is planning to apply for admission to college, the UGA Test Prep Classes provide a solid investment for your future.

Georgia Junior Science & Humanities Symposium

At the Georgia Junior Science & Humanities Symposium (GJSHS), high school students from across the state have the opportunity to present the results of their original research in the sciences, technology, engineering, or mathematics (STEM) before a panel of judges and an audience of their peers and compete for scholarships and other awards.

Spark: Weekend Academy

Our Spark: Weekend Academy programs are designed to let young inquisitive minds live out their ambitions by taking a dive into a specific professional field. They'll work with professionals and experts to get practical experience and receive helpful advice on how to get where they want to go.

Northeast Georgia National History Day

Over the course of the school year, students select a topic related to this year's theme. Students engage in a program of research, using both primary and secondary sources, designed to investigate their topic and answer specific research questions.

Health Careers Youth Conference

The Foothills Area Health Education Center and the Georgia Center are working together to help soon-to-be graduates get on the path to a successful career in the healthcare industry.



Scan the QR code or visit georgiacenter.uga.edu/youth
for more information

Goal 3, Objective 4, Tactic 2

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 4: Partner with at least two Athens area high schools by December 2023

Tactic 2: *Arrange speaking engagements at two Athens area high schools to provide youth program details to students*

In order for The Georgia Center to build relationships with Athens area high schools, we recommend physically meeting with classes and providing information about the youth programs. We have created examples of flyers (G3, Objective 4, Tactic 2) to hand out along with information to include while talking to the students.

Talking to students in person will be beneficial in order to give them information about the programs offered and answer any questions they may have. We believe this will allow the interested students to talk to their parents/caregivers about potentially attending the program that interests them. The flyers will allow parents to have information about the brief information session and will also prompt willing parents to discuss the program possibilities with the children.

We will send _____ amount of flyers with a representative of The Georgia Center to _____ school on _____ date to talk about _____ programs.

Possible high schools to contact: Cedar Shoals, Clarke Central, Classic City, Athens Academy, Athens Christian, Prince Ave, Monsignor Donovan Catholic High School.

By February 10th, 2023, an initial email should be sent to the high school advisors that will introduce the idea of coming to speak to classes about the youth programs. This email should be similar to the template below.

Budget:

Water bottles- $200 \times \$1.09 = \218.00

Pencils- $500 \times \$0.27 = \135.00

Drawstring backpack- $200 \times \$1.28 = \256.00

Hand sanitizer- $200 \times \$1.33 = \311.00

Total = \$920.00

Timeline:

Initial Email – February 2023

Print Flyers– April 3rd, 2023

Meet with schools– April 17th, 2023

Email template on next page

Goal 3, Objective 4, Tactic 2

Email Template:

Initial Email– February 2023

Send on February 10th, 2023

To: [High School Advisors]

Subject: Georgia Center Youth Program Information Session

Good Morning,

My name is [insert name], and I am the [insert title] at UGA's Georgia Center. In planning for this year's youth programs, we would appreciate the opportunity to visit your school to briefly meet with students. The classroom visits will last no longer than 10 minutes, and we will provide flyers for the students to take home to their parents.

We are excited to potentially work with you and your students and are looking forward to hearing from you soon.

Best Regards,

[insert email signature]

Goal 3, Objective 4, Tactic 2

Meeting Ideas:

When meeting with each class, the representative should have flyers and a list of the courses offered to high school-aged children.

Initially, the representative should introduce themselves and briefly explain what The Georgia Center is and why they are there to talk to the class.

Next, explain the various programs that are going to be offered during that time. We recommend highlighting the ones that will be most eye-catching in order to draw attention. The flyer will have a full list of programs offered during the current year.

After presenting the information, flyers can be distributed to the class. Allow time for students and teachers to ask questions or make comments. Marketing materials can be distributed at the end.

We recommend giving branded marketing materials to the students in order for them to be reminded of the information session every time they see and use their items. The items we recommend are: water bottles, pencils, a drawstring backpack, and hand sanitizer.

Goal 3, Objective 4, Tactic 2

Template for speaking to students:

Hello everyone, my name is [insert name], and I came to quickly speak to your class about The Georgia Center and the programs that are offered for you as high school students.

Who knows what they want to do after high school? (allow show of hands to occur)

Who plans on going to college after high school? (allow show of hands to occur)

Who plans on working after high school? (allow show of hands to occur)

Who has no idea what they want to do after high school? (allow show of hands to occur)

It is really common to have no idea what you want to do after high school, and if you think you know, it's possible that it will change many times as you get older and have new experiences. At The Georgia Center, we have designed various programs that would be interesting for people your age, such as [list a few current programs here].

As you can see, there are many programs that could potentially help you figure out what you are interested in or not interested in. You may take a class, and it may make you realize you love that subject, or you may realize you are not as interested in that area as you think.

I want to encourage you to come take some courses in order to give you a little bit of insight into areas that interest you. This may help you decide if that is something you want to pursue or not. This could also help you decide earlier what path to take in college or in your potential career one day. [Emphasize/ Encourage a Path to a Profession/ College]

Do any of these programs I mentioned sound interesting to you? (allow answers or recognize feedback)

I would like to mention one more important piece of information. I am sure you have heard about the SAT. We also have SAT prep courses which will be beneficial to help get you prepared for that important test. We want to make sure you are prepared as possible to take the stress off of you.

[PASS OUT FLYERS & ASK FOR QUESTIONS, COMMENTS, CONCERNS]

Thank you so much for allowing me to come by and speak with you today. Please let your parents or teachers know if you have any further questions. I am looking forward to seeing each and every one of you at the youth programs this spring.

Goal 3, Objective 4, Tactic 3

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 3: Partner with at least two Athens area high schools by December 2023

Tactic 3: *Create and hand out informational flyers to Athens area high school teachers on professional courses offered at The Georgia Center related to their field*

We have created flyers to hand out to Athens area high school teachers to suggest courses they can take at The Georgia Center. These flyers are meant to be sent digitally through email to the schools' principals. This will help facilitate a relationship with the local schools' administration. The principals can decide to forward the email to the teachers or print them out to distribute. We have included a QR code for teachers to scan that links to the continuing education courses specifically related to teaching for more information. The flyers list a range of potential courses to give teachers a preview of what is available.

Budget:

\$0.00

Timeline:

Send email– April 3rd, 2023

Email template and flyer on next pages

Goal 3, Objective 4, Tactic 3

Email template:

To: [School principal/administrator]

Subject: Professional Learning for Teachers at The Georgia Center

Good afternoon!

My name is [blank], and I am the [insert title] at The Georgia Center. I was reaching out to you to share information that could be beneficial to you and the faculty at [insert school]. At The Georgia Center, we offer various continuing education programs catered toward those in the teaching profession. I have attached a flyer that can be forwarded or printed out to distribute. The flyer gives a glimpse into the many opportunities for teachers to advance in their careers. The Georgia Center offers countless courses, from Spanish in the Classroom to Empowering Students with Disabilities.

I hope this information can be beneficial to your school. We look forward to creating a partnership with you, the teachers, and the students at [insert school]. Please do not hesitate to reach out with any questions!

[insert email signature]

[attach flyer here]

Flyer on the next page

Goal 3, Objective 4, Tactic 3



The Georgia Center
UNIVERSITY OF GEORGIA

Develop your professional skills

The Georgia Center offers various courses perfect for educators looking for a step-up in their career.

- Spanish in the Classroom
- Grant Writing Certificate
- Conversational ASL for Educational Settings
- Global TESOL Modules
- Instructional Design and eLearning Certificate
- Advanced Placement Summer Institute for Teachers
- Empowering Students with Disabilities
- Creating the Inclusive Classroom: Strategies for Success
- Survival Kit for New Teachers
- The Creative Classroom
- and many more!

Scan the QR code or visit georgiacenter.uga.edu/courses to learn more.



Goal 3, Objective 4, Tactic 4

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 4: Partner with at least two Athens area high schools by December 2023

Tactic 4: *Email HOSA Advisors and/or Healthcare Science teachers at local high schools in February to inform them about the Health Careers Conference in the summer*

Below, we have drafted an email to send to HOSA– Future Health Professionals advisors or healthcare science teachers at Athens area high schools. HOSA is a club offered for students interested in the healthcare field to promote career opportunities. This email is intended to promote the Health Careers Conference at The Georgia Center to students particularly interested in the field. Advisors who receive the email can then inform their students about the event. We recommend the email be sent in February to allow students to discuss the conference for a few months. An email sent directly to teachers is a great opportunity to build a relationship with local high schools. Students at the high schools who attend will also develop a relationship with the Center and possibly be encouraged to apply to UGA.

Budget:

\$0.00

Timeline:

Sent in February 2023

Email template on the next page

Goal 3, Objective 4, Tactic 4

To: [HOSA Advisor/Healthcare Science teacher]

Subject: The Health Careers Conference is a few months away!

Good afternoon!

My name is [blank], and I am the [insert title] at The Georgia Center. As you might already be aware, The Georgia Center offers various continuing education programs for people of all ages. I wanted to take the time to highlight one of our youth programs, the Health Careers Conference.

This event takes place from [insert date] this summer. The Health Careers Conference is great for 2023, 2024, and 2025 graduates interested in healthcare to receive information about the field, get hands-on experience, and explore the UGA campus!

Here are some of the benefits of attending the conference:

- Students will receive information on various healthcare careers, including educational requirements, occupational outlook, and potential salary ranges.
- Students will also get information about college preparation and admissions.
- There will be hands-on opportunities with UGA faculty, which may include: the Cellular Biology Lab dissection, the Cadaver Lab, the Kinesiology Labs, the Veterinary Teaching Hospital tour, and more!
- Attendees will also get to tour areas of the UGA campus and eat lunch in the UGA dining halls.

The conference costs \$135, which includes registration, lunch, snacks, parking, transportation on campus, and special gifts. Scholarships are available for those in need of financial assistance; for further details, visit this [link](#).

The deadline to apply is [insert deadline date] Visit [The Georgia Center Health Careers Conference](#) for further details about the conference. Feel free to reach out to me or the program contact, Johanna Miller (Johanna.Miller@nghs.com), for any additional questions.

[insert email signature]

EVALUATION

Goal 1: Establish a cohesive identity for The Georgia Center

Objective 1: Rebrand The Georgia Center by March 2023

Evaluation:

By March 2023, a meeting should be held where the rebranding of The Georgia Center is discussed. In this meeting, all aspects of rebranding should be discussed. This should address whether new name tags and signs have been implemented with the new name for The Georgia Center on them and whether the new logo for The Georgia Center has been implemented.

Objective 2: Make all of The Georgia Center social media accounts consistent on all platforms (Facebook, LinkedIn, Instagram, Twitter) by March 2023

Evaluation:

Were the tactics completed? (Check yes or no)

Did you merge existing LinkedIn accounts? ____ Yes ____ No

Did you merge existing Facebook accounts? ____ Yes ____ No

Did you merge existing websites? ____ Yes ____ No

Did you change all bios to match one another? ____ Yes ____ No

Did you create a social media calendar? ____ Yes ____ No

Did you change to one marketing agency? ____ Yes ____ No

Goal 2: Increase awareness of The Georgia Center among its publics

Objective 1: Increase awareness of The Georgia Center among University of Georgia faculty, staff, and administrators by 10% by September 2023

Evaluation:

Before any tactics for this objective are implemented, a Qualtrics survey should be sent out to all University of Georgia staff. This survey should have questions on it such as:

- *How much do you know about The Georgia Center?*
- *How much do you know about the services the Center offers?*

In March, this same, or slightly modified, survey can be sent out to test University of Georgia's faculty, staff, and administrators' awareness of the Center after three months of the implemented tactics.

Objective 2: Increase awareness of The Georgia Center among UGA students by 15% by September 2023

Evaluation:

In January, we advise The Georgia Center to send out a survey to University of Georgia students to test their awareness of the Center. Some example questions include:

- *How much do you know about The Georgia Center?*
- *How much do you know about the services the Center offers?*

In March, this same, or slightly modified, survey can be sent out to test the University of Georgia's students' awareness of the Center after three months of the implemented tactics.

Objective 3: Increase awareness of The Georgia Center among the Athens community by 5% by September 2023

Evaluation:

In January, we advise The Georgia Center to send out a survey to various members of the Athens community to test their awareness of the Center. Some example questions include:

- *How much do you know about The Georgia Center?*
- *How much do you know about the services the Center offers?*

In March, this same, or slightly modified, survey can be sent out to test the Athens community's awareness of the Center after three months of the implemented tactics.

Goal 3: Build partnerships between The Georgia Center and its publics

Objective 1: Establish connections with at least four educational units among UGA faculty, staff, and administrators by December 2023

Evaluation:

Were there at least two mixers? ___Yes ___No

Did you distribute coupons and discounts to attendees? ___Yes ___No

Objective 2: Increase UGA students' utilization of The Georgia Center by 10% by December 2023

Evaluation:

Were there "Now Hiring Student Workers" fliers posted around campus? ___ Yes ___ No

Were the Panhellenic Council and Interfraternity Council reached out to? ___Yes ___ No

Were discounts offered to students around finals week? ___Yes ___No

Were newsletters created? ___Yes ___No

Objective 3: Partner with at least two Athens area middle schools by December 2023

Evaluation:

Did a representative speak to at least two middle schools? ___Yes ___No

Objective 4: Partner with at least two Athens area high schools by December 2023

Evaluation:

Did a representative speak to at least two high schools? ___Yes ___No

BUDGET

Budget

Goal 1	<u>Cost</u>	<u>Quantity</u>	<u>Subtotal</u>
<u>Objective 1</u>			
Tactic 1:			
Change name to "The Georgia Center"			
Customizable business cards	\$0.03	10,000	\$300.00
Magnetic name tags	\$3.48	322	\$1,120.56
Tactic 1 subtotal			\$1,420.56
Tactic 2:			
Promote name on social media			
Tactic 2 subtotal			\$0.00
Tactic 3:			
Promote name on website			
Tactic 3 subtotal			\$0.00
Tactic 4:			
Promote mission statement			
Tate center flyer printing	\$0.48	300	\$144.00
Tactic 4 subtotal			\$144.00
<u>Objective 1 subtotal</u>			<u>\$1,564.56</u>
<u>Objective 2</u>			
Tactic 1:			
Newsletters			
Tactic 1 subtotal			\$0.00
<u>Objective 2 subtotal</u>			<u>\$0.00</u>
<u>Objective 3</u>			
Tactic 1:			
Merge social media platforms			
Tactic 1 subtotal			\$0.00
Tactic 2:			
Use one marketing company			
Tactic 2 subtotal			\$0.00
Tactic 3:			
Create social media calendar			
Tactic 3 subtotal			\$0.00
<u>Objective 3 subtotal</u>			<u>\$0.00</u>
GOAL 1 SUBTOTAL			<u>\$1,564.56</u>

Budget

Goal 2

Objective 1

Tactic 1:

Monthly newsletter

Canva Pro Membership	\$119.99	1	\$119.99
Tactic 1 Subtotal			\$119.99

Tactic 2:

Email offering discounts to UGA employees

Tactic 2 Subtotal			\$0.00
--------------------------	--	--	---------------

Objective 1 subtotal

\$119.99

Objective 2

Tactic 1:

Prospective student digital brochure

Canva Pro Membership	\$119.99	1	\$119.99
Tactic 1 Subtotal			\$119.99

Tactic 2:

Tate Center Marketing

Full Color Flyers	\$0.36	250	\$90.00
Table Reservation in Tate Atrium	\$95.00/hr	24	\$2,280.00
Tactic 2 Subtotal			\$2,370.00

Tactic 3:

Instagram Giveaways

Giveaway	\$100.00	4	\$400.00
Tactic 3 Subtotal			\$400.00

Tactic 4:

Hiring Student Workers

Flyers	\$0.36	32	\$11.52
Bus Cards	\$50.00	2	\$100.00
Tactic 4 Subtotal			\$111.52

Objective 2 subtotal

\$3,001.51

Budget

Objective 3

Tactic 1:

Repurpose Online Posts

Tactic 1 Subtotal \$0.00

Tactic 2:

Highlight Testimonials on Social Media

Tactic 2 Subtotal \$0.00

Tactic 3:

Speak to Local Athens Businesses

Full Colored Flyers	\$0.36	200	\$72.00	
Tactic 3 Subtotal			\$72.00	

Objective 3 subtotal \$72.00

GOAL 2 SUBTOTAL **\$3,193.50**

Goal 3

Objective 1

Tactic 1:

Savannah Room Coupon

Coupons	\$0.19	600	\$116.59	
Tactic 1 Subtotal			\$116.59	

Tactic 2:

Staff Mixer

Goodie Bags	\$27.99	500	\$139.95	
Microfiber Screen Cleaners	\$1.77	500	\$885.00	
Micro Sticky Book	\$1.64	500	\$820.00	
Customized Mug	\$1.82	500	\$910.00	
Customized Pens	\$0.38	500	\$190.00	
Tactic 2 Subtotal			\$2,944.95	

Tactic 3:

Discount for Staff

Flyers	\$0.36	140	\$50.40	
Tactic 3 Subtotal			\$50.40	

Objective 1 subtotal \$3,111.94

Budget

Objective 2

Tactic 1:

Promote Jobs to Students

Flyers	\$0.36	32	\$11.52	
Bus Cards	\$50.00	2	\$100.00	
Tactic 1 Subtotal				\$111.52

Tactic 2:

Hotel Blocks for Parents Weekend

Tactic 2 Subtotal				\$0.00
--------------------------	--	--	--	---------------

Tactic 3:

Offer Discounts at Coffee Shop

Flyers	\$0.36	32	\$11.52	
Punch Cards	\$.05	200	\$10.00	
Free Drinks	—	—	\$200.00	
Tactic 3 Subtotal				\$221.52

Tactic 4:

Newsletter

Tactic 4 Subtotal				\$0.00
--------------------------	--	--	--	---------------

Objective 2 subtotal

\$333.04

Objective 3

Tactic 1:

Speaking at Middle Schools

Water Bottles	\$1.09	200	\$218.00	
Pencils	\$0.27	500	\$135.00	
Drawstring Backpack	\$1.28	200	\$256.00	
Hand Sanitizer	\$1.33	200	\$311.00	
Tactic 1 Subtotal				\$920.00

Tactic 2:

Flyers for Middle Schools

Flyers	\$0.36	200	\$72.00	
Tactic 2 Subtotal				\$72.00

Tactic 3:

Email Flyers for Middle School Teachers

Tactic 3 Subtotal				\$0.00
--------------------------	--	--	--	---------------

Objective 3 subtotal

\$992.00

Budget

Objective 4

Tactic 1:

Speaking at High Schools

Water Bottles	\$1.09	200	\$218.00	
Pencils	\$0.27	500	\$135.00	
Drawstring Backpack	\$1.28	200	\$256.00	
Hand Sanitizer	\$1.33	200	\$311.00	
Tactic 1 Subtotal				\$920.00

Tactic 2:

Flyers for High Schools

Flyers	\$0.36	200	\$72.00	
Tactic 2 Subtotal				\$72.00

Tactic 3:

Email Flyers for High School Teachers

Tactic 3 Subtotal	\$0.00
-------------------	--------

Tactic 4:

Email HOSA Advisors

Tactic 4 Subtotal	\$0.00
-------------------	--------

<u>Objective 4 subtotal</u>	<u>\$992.00</u>
-----------------------------	-----------------

<u>GOAL 3 SUBTOTAL</u>	<u>\$5,428.98</u>
------------------------	-------------------

<u>GOAL 1 SUBTOTAL</u>	<u>\$1,564.56</u>
------------------------	-------------------

<u>GOAL 2 SUBTOTAL</u>	<u>\$3,193.50</u>
------------------------	-------------------

<u>GOAL 3 SUBTOTAL</u>	<u>\$5,428.98</u>
------------------------	-------------------

<u>GRAND TOTAL:</u>	<u>\$10,187.04</u>
---------------------	--------------------

GANTT CHART

GANTT Chart

RESEARCH APPENDIX

Table of Contents

Interview with Dr. Stacey Jones	132-133
Interview with Dean Davis	134
Inquiry about Similar Institutions	135-137
Athens Area Survey	138-146
The Georgia Center Employee Survey	147- 157

Interview with Dr. Stacy Jones

Director of The Georgia Center

What is your vision for The Georgia Center?

- "The Georgia Center transforms generations through meaningful educational opportunities and experiences."
- "We want to create and foster professional and personal growth through educational programs and partnerships."

As the Director of The Georgia Center, what goals would you like to see accomplished in the next year?

- "We are continuing to return our event volume and revenue to pre-pandemic levels following a successful renovation that was completed in 2019. Our revenue should return to FY20 levels."
- "We are focused on recruiting and retaining talent at The Georgia Center through full-time and part-time positions, including significant opportunities for undergraduate students in the CAES Hospitality and Food Industry Management program."
- "We want to demonstrate the impact of our work through measurement and evaluation."
- "We want to expand our partnerships for continuing education with faculty partners."
- "We want to collaborate with faculty partners on multi-day events/symposiums/conferences that they wish to create/bid on/etc. to host on campus."

What areas do you think The Georgia Center needs to improve upon the most?

- "We will undergo a strategic planning process later this year to inform this question. An analysis of our strengths, weaknesses, opportunities, and threats will be completed."
- "Recruitment and retention of staff (we have made a lot of progress here but must maintain momentum), including belonging, professional development, and career ladders."
- "Innovating to prepare for the next generations of event planners serving lifelong learners/alumni. Are our spaces/breaks/food/services relevant to Millennials and Gen Z?"
- "Our digital presence (web/social engagement/digital marketing) – we have recently created a full marketing communications team to begin this process."

What aspects of The Georgia Center are you most proud of?

- "The strong and powerful commitment from our staff to create great experiences for guests and learners."

Interview with Dr. Stacy Jones

Director of The Georgia Center

- "We love our building when she is working (infrastructure can be a challenge in an old building) well."
- "We value serving UGA and being part of the fabric of the campus."
- "The legend of the Strawberry Ice Cream Pie is a tangible way to experience the history of the Georgia Center."
- "Commitment to lifelong learning for adults."

Interview with Dean Davis

Have you visited The Georgia Center before? If so, for what reason?

- "Yes, for routine meetings, events, picking up and dropping off guests, and meeting people in the coffee shop."

How would you define The Georgia Center?

- "An on-campus conference center and hotel."

What do you like about The Georgia Center?

- "The coffee shop because it's very cozy."
- "The Mahler Hall is a great event space. It has good acoustics, has technology that always works, is inexpensive, and offers a discounted rate to UGA organizations."
- "The Savannah Room has good food."

Is there anything that you think can be improved?

- "They could try to create a designated mixer space for candidates who are staying there to use throughout the day."

Why do prospective faculty no longer stay at The Georgia Center when they come to interview?

- "They now stay at The Indigo and The Graduate because they are located downtown. Grady College wants candidates to stay off-campus and see the night life of Athens, GA."
- "The Indigo and The Graduate also offer a competitive rate to the university."

Does The Georgia Center ever promote its event spaces and services to Grady College Faculty?

- "No, but faculty are aware of The Georgia Center's existence."
- "It would be a good idea to reach out to faculty so they could utilize the Georgia Center for weekend conferences or meetings with professionals."

E-mails with Dr. Belinda Biscoe, Senior Associate Vice President of University Outreach/College of Continuing Education at the University of Oklahoma

To whom it may concern,

I am a student at the University of Georgia currently taking a Public Relations Campaigns class under the direction of Dr. Carolina Acosta-Alzuru, and my group is working on a campaign for the University of Georgia Center for Continuing Education and Hotel.

Based on our research, it appears that the Oklahoma Center for Continuing Education is a similar entity and we were wondering if you could answer a few questions to give us an idea of how your organization operates. The questions are listed below, if you have the time to answer them and email me back, that would be greatly appreciated!

- 1) Can you describe your marketing practices?
- 2) We noticed Sooner Suites are available. Are those utilized solely by individuals attending conferences and seminars, or are they available to be rented out in more of a hotel-like capacity?
- 3) How do you present Sooner Suites and the Continuing Education Center as one cohesive brand?

Thank you in advance for your time and any information you can share.

Best,
Trevor Bowden

Conversation continues on the next pages

E-mails with Dr. Belinda Biscoe, Senior Associate Vice President of University Outreach/College of Continuing Education at the University of Oklahoma

Hi Trevor,

Below are responses to your questions. We are similar to the University of Georgia in that like you, our complex was built in the 60's with funding from the Kellogg Foundation.

- 1) We have a marketing vendor pool that was selected through a competitive bid process. Five marketing firms were selected for the vendor pool. This allows us to use different marketing groups based on their strengths and our needs. Once a firm is vetted through a competitive process and approved by our internal selection committee, we can use anyone in the pool and develop a project scope and budget.
- 2) Sooner Suites is no longer a hotel. It was renovated several years ago and only serves as office space.
- 3) The remaining questions no longer apply since we don't have an operational hotel.

Good luck with your project. I am from Atlanta and have provided training several years ago at your continuing education center.

Hope this is helpful,

Belinda

Conversation continues on the next pages

E-mails with Dr. Belinda Biscoe, Senior Associate Vice President of University Outreach/College of Continuing Education at the University of Oklahoma

Hi Trevor,

One correction – Our Sooner Hotel has been converted into office space. The Sooner Suites have been moved under Housing and is used to house folks for game day, etc. These suites are not linked to our college any more.

Dr. Belinda Biscoe

Sent from my iPhone

Dr. Biscoe,

I wanted to thank you for all your insight and the information you provided in regards to the questions my team sent you about the Oklahoma Center for Continuing Education and the Sooner Suites. I have shared your answers with my team and all agree they were extremely helpful! Also, I noticed in your bio that you were from Atlanta, so I was hoping you were at least familiar with our Continuing Education Center, but having conducted some training there is even better!

Thank you again for your help, and I hope you have a wonderful weekend!

Best,
Trevor

Athens Area Survey



**UNIVERSITY OF
GEORGIA**

We are University of Georgia seniors enrolled in the course Public Relations Campaigns, under the direction of Dr. Carolina Acosta-Alzuru. The goal of this research study is to determine if the resources the Georgia Center offers are known in the community and to create a brand campaign. Participation in this study is completely voluntary. Participating in this study may not benefit you directly, but it will help us to determine a relationship between the Georgia Center and the community. You may skip any questions you don't want to answer, and you may end the survey at any time. The information you will share with us if you participate in this study will be kept completely confidential to the full extent of the law.

If you have any questions about this research project, please feel free to send an e-mail to Lawson Foster (ljf78992@uga.edu), Olivia Ladd (olivialadd0405@gmail.com), Trevor Bowden (trevor.bowden@uga.edu), or Dr. Carolina Acosta-Alzuru (cacosta@uga.edu).

Questions or concerns about your right as a research participant should be directed to Dr. Carolina Acosta-Alzuru (cacosta@uga.edu).

☐ Yes, I consent

☐ No, I do not consent



What is your gender?

☐ Female

☐ Male

☐ Other

Please type your age below:

What is your race/ethnicity? (Select all that apply)

☐ White/ Caucasian

☐ African American

☐ Hispanic

☐ Asian

☐ Native American

☐ Pacific Islander

☐ Other

What is your annual income?

☐ Less than \$15,000

☐ \$15,000 - \$34,999

☐ \$35,000 - \$49,999

☐ \$50,000 - \$74,999

☐ \$75,000 - \$99,999

☐ \$100,000 or more

Have you heard of the Georgia Center?

☐ No

☐ Maybe

☐ Yes

How familiar are you with the Georgia Center?

☐ Not familiar at all

☐ Slightly familiar

☐ Moderately familiar

☐ Very familiar

☐ Extremely familiar

How many times have you visited the Georgia Center?

☐ 0

☐ 1-4

☐ 5-10

☐ 10 +

As far as you know, which of these services are offered at the Georgia Center? (Select all that apply)

☐ Conference Center

☐ Hotel

☐ Continuing Education Department

☐ Restaurant

☐ Coffee Shop

☐ Summer camp for kids

☐ Not sure

Reason for visiting the Georgia Center in the past?

☐ Dining

☐ Hotel

☐ Conference

☐ Education

☐ Other:

The Georgia Center offers the following:

- Conference Center
- Hotel
- Continuing Education Department
- Restaurants
- Coffee Shop
- Summer camp for kids

Now knowing this information, how likely are you to visit the Georgia Center?

☐ Extremely unlikely

☐ Somewhat unlikely

☐ Neither likely nor unlikely

☐ Somewhat likely

☐ Extremely likely

Which of the following attracts you most to the Georgia Center?

☐ Conference Center

☐ Hotel

☐ Continuing Education Department

☐ Restaurants

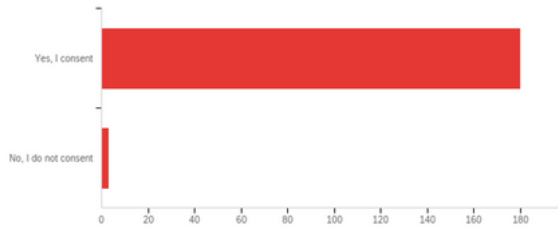
☐ Coffee Shops

☐ Summer camps for kids

We thank you for your time spent taking this survey.
Your response has been recorded.

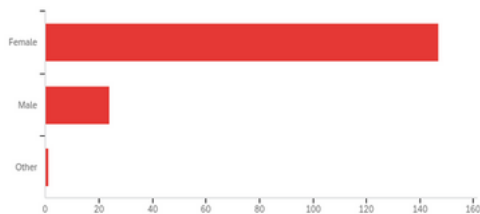
Athens Area Survey Results

Instruction - You are invited to participate in a research study about the general knowledge surrounding the Georg

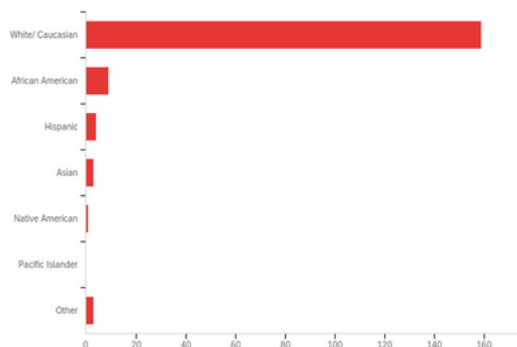


Q1 - What is your gender?

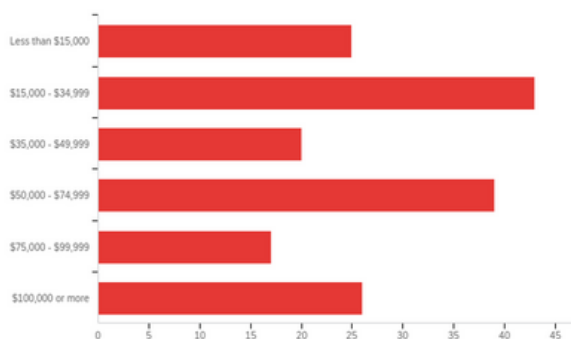
Title



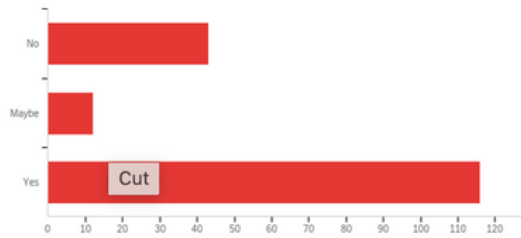
Q3 - What is your race/ethnicity? (Select all that apply)



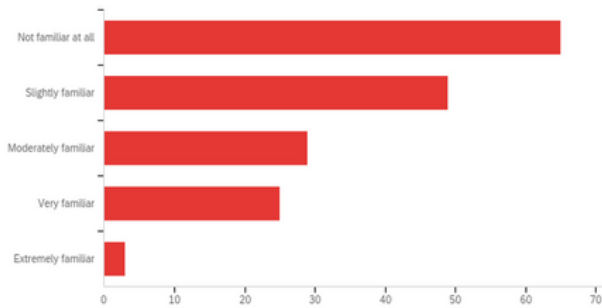
Q4 – What is your annual Income?



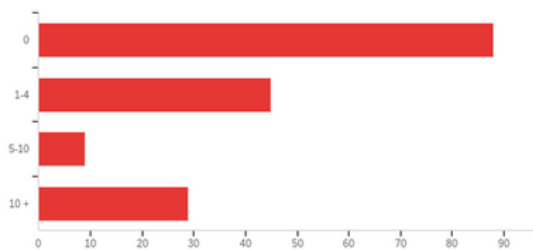
Q5 - Have you heard of the Georgia Center?



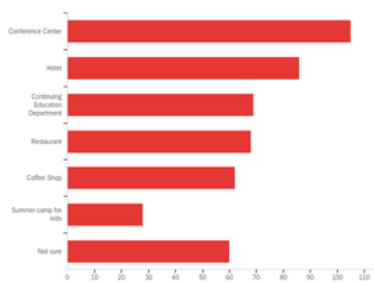
Q6 - How familiar are you with the Georgia Center?



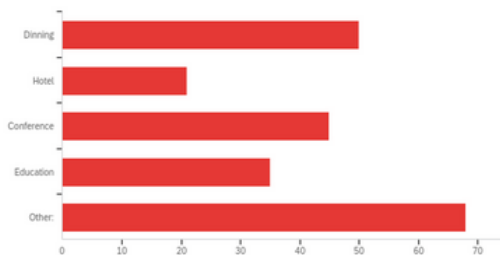
Q7 - How many times have you visited the Georgia Center?



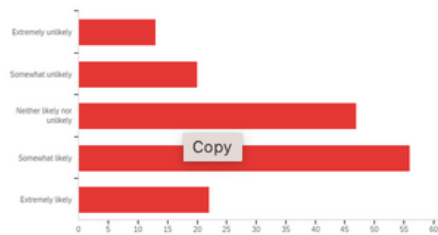
Q8 - As far as you know, which of these services are offered at the Georgia Center? (Select all that apply)



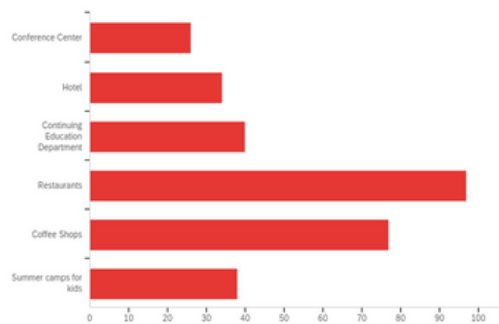
Q9 - Reason for visiting the Georgia Center in the past?



Q13 - The Georgia Center offers the following: - Conference Center - Hotel - Continuing Education Department - Restaurants - Coffee Shop - Summer camp for kids Now knowing this information, how likely are you to visit the Georgia Center?



Q15 - Which of the following attracts you most to the Georgia Center?



Income/Awareness:

A	B	C	D	E	F	G	H	I
Count of Q4	Column Labels							
Row Labels		\$100,000 or more	\$15,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	\$75,000 - \$99,999	Less than \$15,000	Grand Total
Blanks	12						1	1
Have you heard of the Georgia Center?								
Maybe		1	3	1	3		4	1
No		4	15	6	8	2	8	4
Yes	2	20	25	13	28	15	12	11
Grand Total	14	25	43	20	39	17	25	18

Income/Awareness/Fequency:

	13	13	13
	12	12	12
	12	12	12
Less than \$15,000	1	1	1
0	87	87	87
	1	1	1
Yes	1	1	1
\$100,000 or more	9	9	9
No	4	4	4
Yes	5	5	5
\$15,000 - \$34,999	27	27	27
\$35,000 - \$49,999	12	12	12
Maybe	1	1	1
No	6	6	6
Yes	5	5	5
\$50,000 - \$74,999	17	17	17
Maybe	2	2	2
No	8	8	8
Yes	7	7	7
\$75,000 - \$99,999	4	4	4
Less than \$15,000	17	17	17
1-4	45	45	45
\$100,000 or more	6	6	6
Maybe	1	1	1
Yes	5	5	5
\$15,000 - \$34,999	11	11	11
\$35,000 - \$49,999	5	5	5
Yes	5	5	5
\$50,000 - \$74,999	11	11	11
Maybe	1	1	1
Yes	10	10	10
\$75,000 - \$99,999	6	6	6
Less than \$15,000	6	6	6
10 +	29	29	29
	1	1	1
Yes	1	1	1
\$100,000 or more	8	8	8
Yes	8	8	8
\$15,000 - \$34,999	2	2	2
\$35,000 - \$49,999	3	3	3
Yes	3	3	3
\$50,000 - \$74,999	9	9	9
Yes	9	9	9
\$75,000 - \$99,999	5	5	5
Less than \$15,000	1	1	1
5-10	9	9	9
\$100,000 or more	2	2	2
Yes	2	2	2
\$15,000 - \$34,999	3	3	3
\$50,000 - \$74,999	2	2	2
Yes	2	2	2
\$75,000 - \$99,999	2	2	2
How many times ha	1	1	1
What is your annua	1	1	1
(blank)			
(blank)			
Grand Total	184	184	184

Employee Survey



UNIVERSITY OF
GEORGIA

To continue in English select English.

Para continuar en Español seleccione Español.

☐ English

☐ Español

We are University of Georgia seniors enrolled in Public Relations Campaigns under the supervision of Dr. Carolina Acosta (cacosta@uga.edu). We will be creating a public relations plan for the University of Georgia Center for Continuing Education & Hotel. We are currently conducting the necessary research to create an effective campaign. This survey is part of our research.

The purpose of this survey is to gauge what employees know about the Georgia Center and how well they feel they know all components of the Georgia Center and their mission.

Responding to this survey will take no more than 8 minutes.

Your participation in this survey is voluntary. You may choose not to participate or to stop at any time.

Your responses are anonymous and at no point will be linked to any information that could identify you.

If you have any questions about this survey, our research or our class, please email Dr. Carolina Acosta (cacosta@uga.edu).

Do you agree to participate?

☐ Yes

☐ No

Employee Survey

What is your age?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45+

☐ Prefer not to answer

What is your gender?

☐ Male

☐ Female

☐ Non-Binary

☐ Prefer not to answer

What is your race/ ethnicity?

☐ American Indian or Alaska Native

☐ Asian/ Pacific Islander

☐ Hispanic

☐ White/ Caucasian

☐ Multiple Ethnicity

☐ Other (please specify)

Do you know any employees in other departments of the Georgia Center?

☐ I know none

☐ I know some

☐ I know a good amount

Employee Survey

Do you think it would benefit employees to know co-workers from other departments?

- ☐ Very beneficial
- ☐ Somewhat beneficial
- ☐ Neither beneficial or unbeneficial
- ☐ Not beneficial

How long have you been working at the Georgia center?

- ☐ 1-2 years
- ☐ 3-5 years
- ☐ 6-7 years
- ☐ 8-9 years
- ☐ 10+ years

Which sector are you in at the Georgia Center?

- ☐ Hotel
- ☐ Continuing Education
- ☐ Event Spaces
- ☐ Catering
- ☐ Restaurants
- ☐ Other

Do you know who your department head is?

- ☐ Yes
- ☐ No

Employee Survey

Please write in this space your view of the Georgia Center's mission.

What does the Georgia Center offer? (Mark all that apply)

☐ Catering

☐ Hotel rooms

☐ Room Service

☐ Gym

☐ Event spaces

☐ Spa

☐ Restaurants

☐ Bar

☐ Study areas

☐ Classrooms

☐ Professional courses

☐ Classes for UGA students

☐ Youth programs

☐ Other

Did you go through orientation and/ or training when you started working at the Georgia Center?

☐ Yes

☐ No

When you went through orientation and/or training, did you learn about the internal organization of the Georgia Center?

☐ Yes

☐ No

☐ I don't recall

Employee Survey

When you went through orientation and/or training, did you learn about the history of the Georgia Center?

☐ Yes

☐ No

☐ I don't recall

When you went through orientation and/or training, did you learn about the mission and/or goals of the Georgia Center?

☐ Yes

☐ No

☐ I don't recall

After going through orientation and/or training, how prepared did you feel for your job?

Not prepared

Very well prepared

0 1 2 3 4 5 6 7 8 9 10
☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

What improvements would you like to see at the Georgia Center?

Is there anything else that you would like us to know?

Employee Survey (Spanish)



UNIVERSITY OF
GEORGIA

To continue in English select English.

Para continuar en Español seleccione Español.

☐ English

☐ Español

Somos estudiantes en nuestro ultimo año de la Universidad de Georgia inscritos en Campañas de Relaciones Públicas bajo la supervision de Dr. Carolina Acosta (cacosta@uga.edu). Vamos a crear un plan de relaciones públicas para el Centro de Educación Continua y Hotel de la Universidad de Georgia. Actualmente estamos haciendo la investigación necesaria para crear una campaña efectiva. Esta encuesta es parte de nuestra investigación.

El propósito de esta encuesta es evaluar qué saben los empleados sobre el Georgia Center y qué tan bien sienten que conocen todos los departamentos del Georgia Center y su misión.

Responder a esta encuesta no llevará más de 8 minutos.

Su participation en esta encuesta es completamente voluntaria. Puede elegir no participar o detenerse en cualquier momento.

Sus respuestas son anónimas y su identidad también.

Si tiene alguna pregunta sobre esta encuesta, nuestra investigación o nuestra clase, envíe un correo a la Dra. Carolina Acosta (cacosta@uga.edu).

¿Le gustaría participar?

☐ Sí

☐ No

Employee Survey (Spanish)

¿Cuál es su edad?

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45+

☐ Prefiero no contestar

¿Cuál es su sexo?

☐ Hombre

☐ Mujer

☐ Otro

☐ Prefiero no contestar

¿Cuál es su raza/etnicidad?

☐ Indio/a americano/a o nativo/a de Alaska

☐ Asiático/a / Isleño del Pacífico

☐ Latino

☐ Caucásico/a

☐ Etnicidad múltiple

☐ Otro

Employee Survey (Spanish)

¿Cuánto tiempo ha estado trabajando en el Georgia Center?

☐ 1-2 años

☐ 3-5 años

☐ 6-7 años

☐ 8-9 años

☐ 10+ años

¿En qué área trabaja usted en el Georgia Center?

☐ Hotel

☐ Educación continua

☐ Salón/ Lugar para eventos

☐ Servicio de comidas

☐ Restaurante

☐ Otro

¿Sabe usted quién es el director de tu departamento?

☐ Si

☐ No

¿Conoce usted empleados que trabajan en otros departamentos del Georgia Center?

☐ No conozco a nadie

☐ Conozco a algunos

☐ Conozco a muchos

Employee Survey (Spanish)

¿Cree usted que sería beneficioso para los empleados conocer a compañeros de trabajo de otros departamentos?

- ☐ Muy beneficioso
- ☐ Un poco beneficioso
- ☐ No es beneficioso, ni no beneficioso
- ☐ No beneficioso

Escriba en este espacio su opinión sobre la misión del Georgia Center.

¿Qué ofrece el Georgia Center? (Marque todas las opciones que correspondan.)

- ☐ Habitaciones de Hotel
- ☐ Servicio de habitación
- ☐ Gimnasio
- ☐ Espacio para eventos
- ☐ Spa
- ☐ Restaurantes
- ☐ Bar
- ☐ Espacios de estudiar
- ☐ Salones de clases
- ☐ Cursos profesionales
- ☐ Clases por estudiantes de UGA
- ☐ programas juveniles
- ☐ Otro

Employee Survey (Spanish)

Cuando usted comenzó a trabajar en el Georgia Center, ¿participó usted en alguna orientación y/o entrenamiento?

☐ Si

☐ No

Durante su orientación y/o entrenamiento, ¿recibió usted información acerca de la organización interna del Georgia Center?

☐ Si

☐ No

☐ No me acuerdo

Durante su orientación y/o entrenamiento, ¿recibió usted información acerca de la historia del Georgia Center?

☐ Si

☐ No

☐ No me acuerdo

Durante su orientación y/o entrenamiento, ¿recibió usted información acerca de la misión y/o metas del Georgia Center?

☐ Si

☐ No

☐ No me acuerdo

Después de terminar su orientación y/o entrenamiento, ¿qué tan preparado se sintió usted para su trabajo?

No preparado

Muy bien preparado

0

1

2

3

4

5

6

7

8

9

10

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

☐

Employee Survey (Spanish)

¿Qué mejoras le gustaría ver en el Georgia Center?

¿Hay algo más que le gustaría decirnos?

No results were recorded.