



LOTUS PR

STRATEGIC PR PLAN

Operation Blue & Gold

THE PRESIDENTIAL OFFICE OF DR. MICHAEL A. BERNSTEIN



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About Us

LOTUS PR EST. 2025



Brooke Obuchowski
Sophomore



Grace Murphy
Senior



Alondra Villanueva
Sophomore



Aspen Sagan
Sophomore



About You

- 🦁 **Current:** 17th President of The College of New Jersey
- 🦁 **Past Employment:** Stony Brook & Princeton University
- 🦁 **Education:** Yale University



Situational Analysis

Ideal State

- 🦁 Two Way Communication
- 🦁 Valued Student Opinions
- 🦁 Student Connection

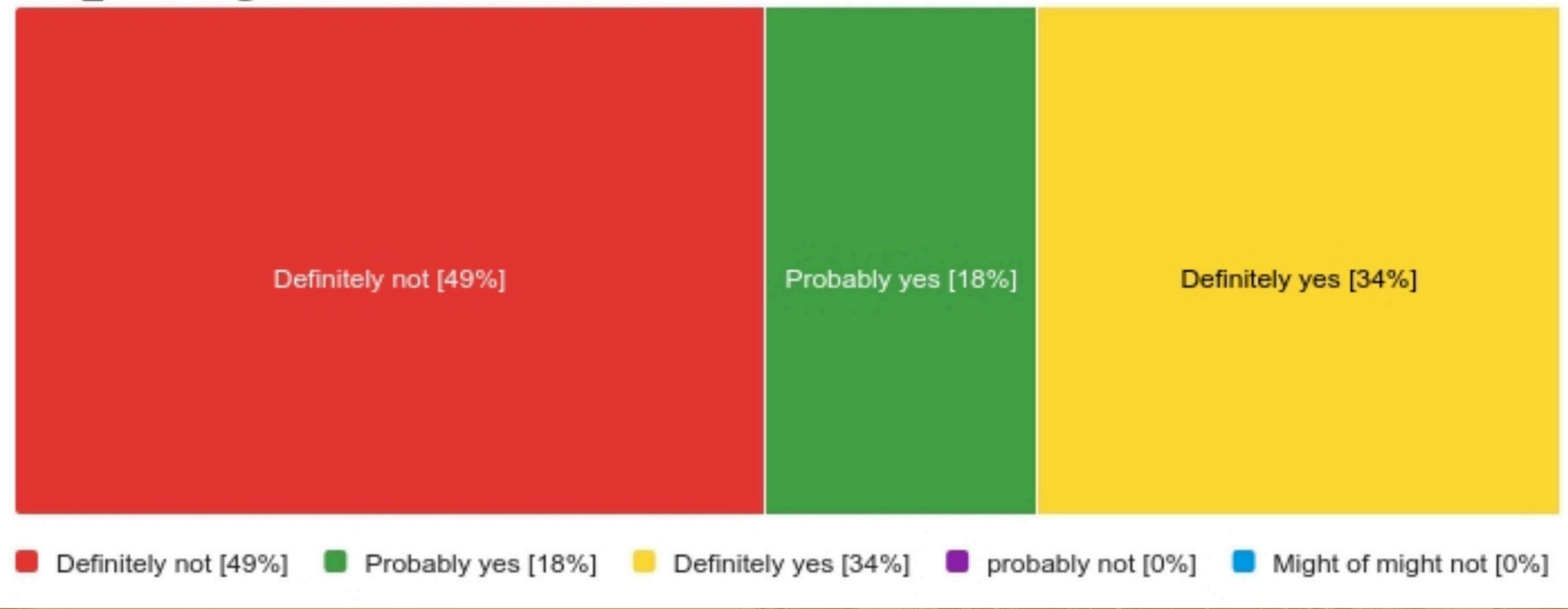
Real State

- 🦁 Intimidated by Professional Staff
- 🦁 Unempowered Voices
- 🦁 Disengaged Students



Formative Research

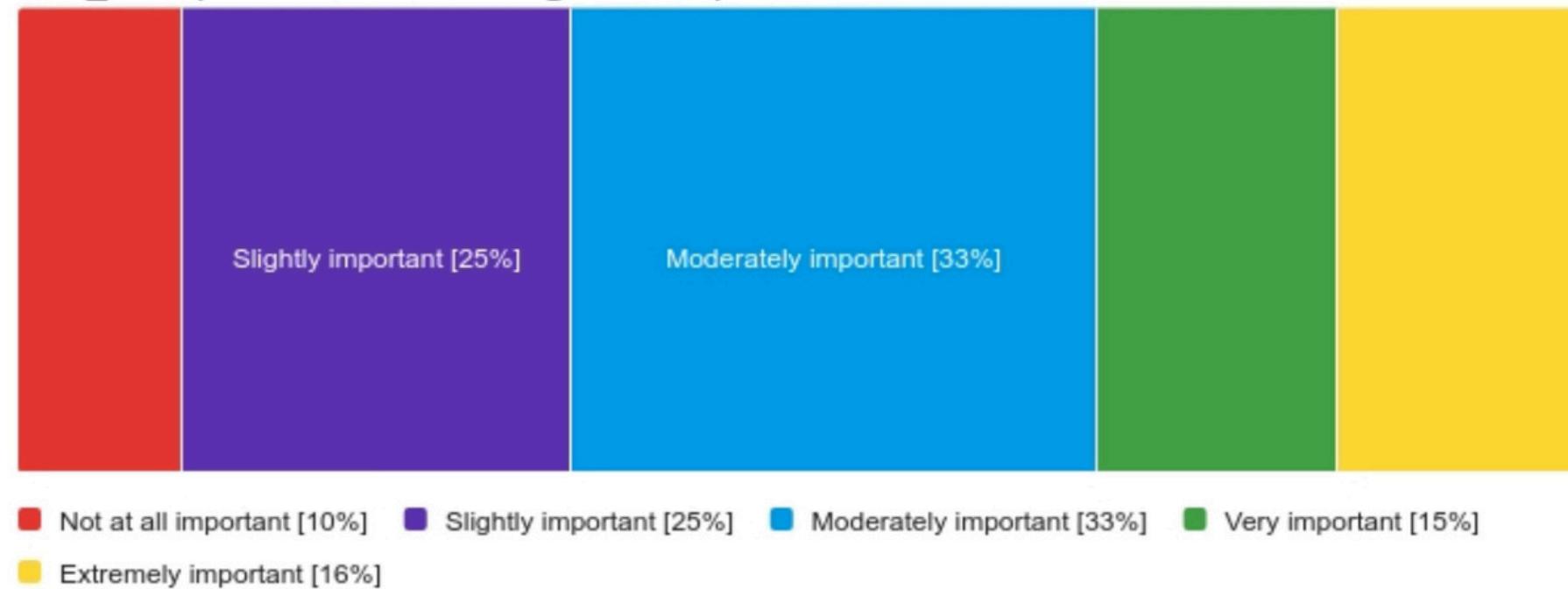
Q22_1 - Recognition of President Bernstein



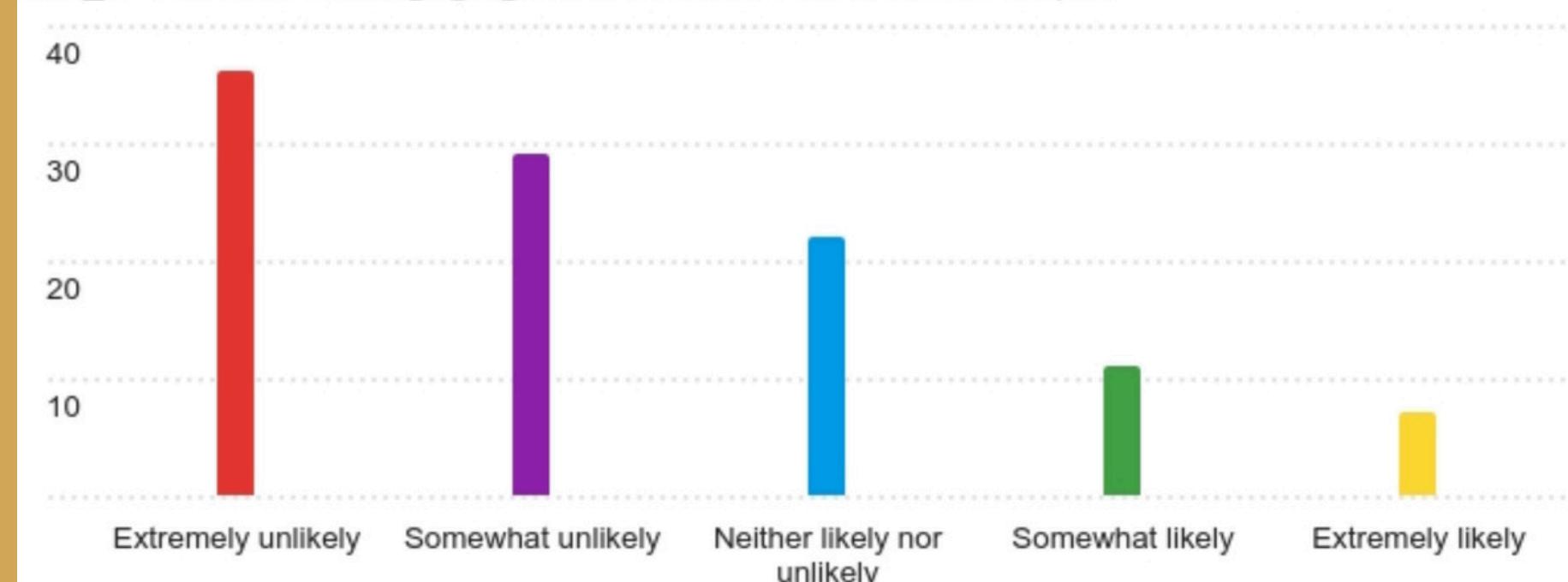


Formative Research

Q11_1 - Importance of interacting with the president

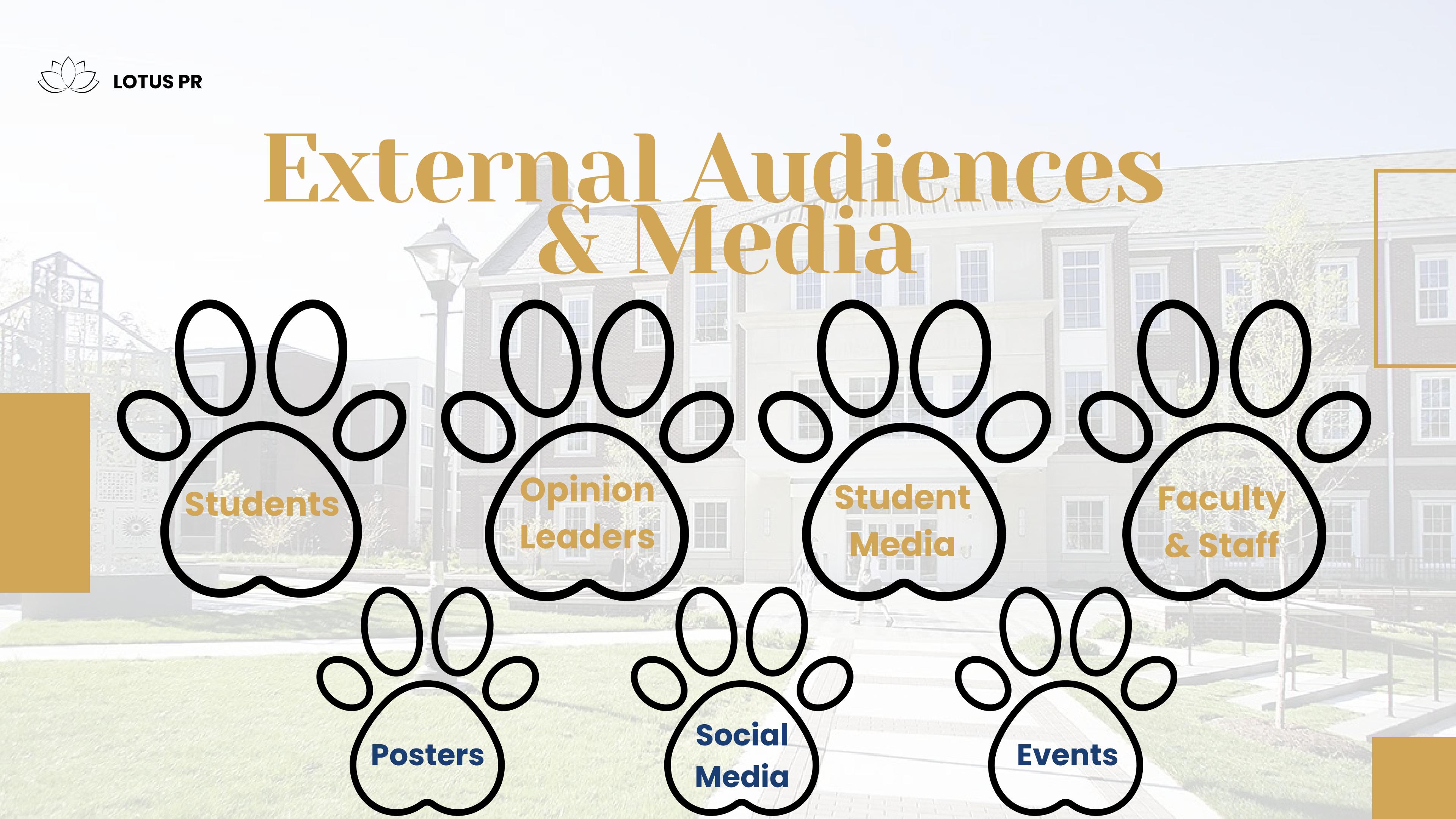


Q12_1 - Likeliness of engaging with President Bernstein on campus





External Audiences & Media



Students

Opinion Leaders

Student Media

Faculty & Staff

Posters

Social Media

Events



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Internal Audiences & Media





Objective 1

There will be a 20% rise in
students engaging with the
President and his office



Strategy 1

The President will be portrayed as a more personable individual, one that students feel connected and acquainted with



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Tactics





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Evaluative Research Objective 1



Event Attendance Tracking



Social Media Engagement



New Survey



Objective 2

There will be an increase of 20%
of students feeling confident that
they can voice any concern to the
President and his office



Strategy 2

Through intimate and large-scale events, students will have incentive to shed light on their positive and negative TCNJ campus experiences



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Tactics

Town
Hall
Meetings

Pizza With
the
President

RSO
Flagship
Event





Evaluative Research Objective 2



Survey Questions Based on Tactics



Gaging Student Confidence



Student Participation



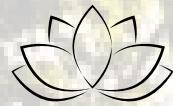
Objective 3

There will be a 20% increase of students who feel President Bernstein is an approachable figure



Strategy 3

Through having organic interactions and personal connections with President Bernstein, students will feel more encouraged to approach him on campus



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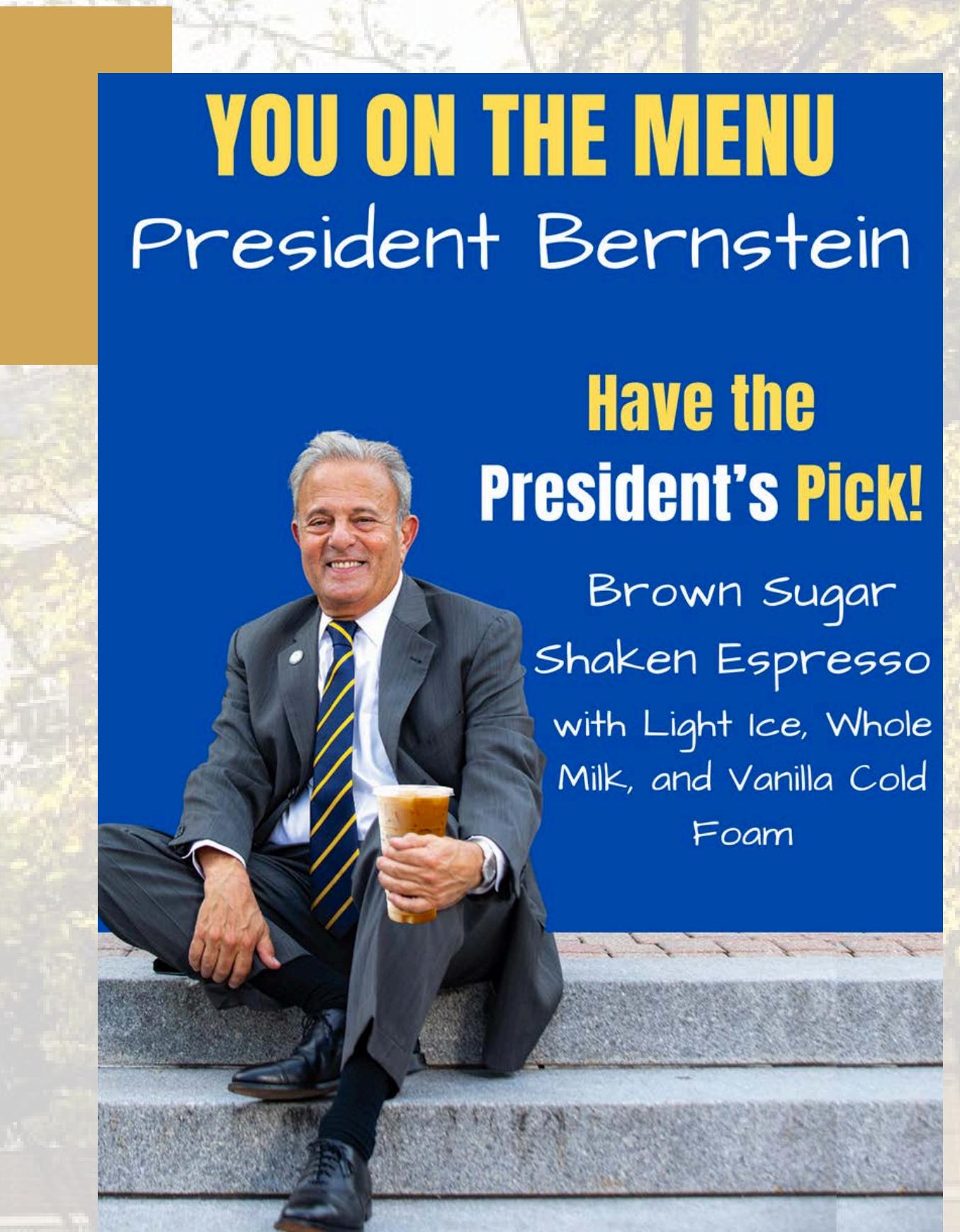
Tactics



Coffee
Order



Common
Space Walk
Through





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Evaluative Research Objective 3



Survey Regarding President Bernstein's Visibility



Student Interest in Drink



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The background of the image is a high-angle, aerial photograph of a university campus. The buildings are a mix of traditional and modern architecture, with red brick and grey stone structures. A prominent building in the center features a tall, light-colored stone tower with a clock. The campus is surrounded by a dense forest of green trees. In the foreground, there's a large, modern building with a glass facade and a red brick base. A paved walkway leads towards the center of the campus. The overall scene is a blend of natural beauty and academic infrastructure.

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Thank You
Questions?