

STRATEGIC PR PLAN

Operation Blue & Gold

● THE PRESIDENTIAL OFFICE OF DR. MICHAEL A. BERNSTEIN ●



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

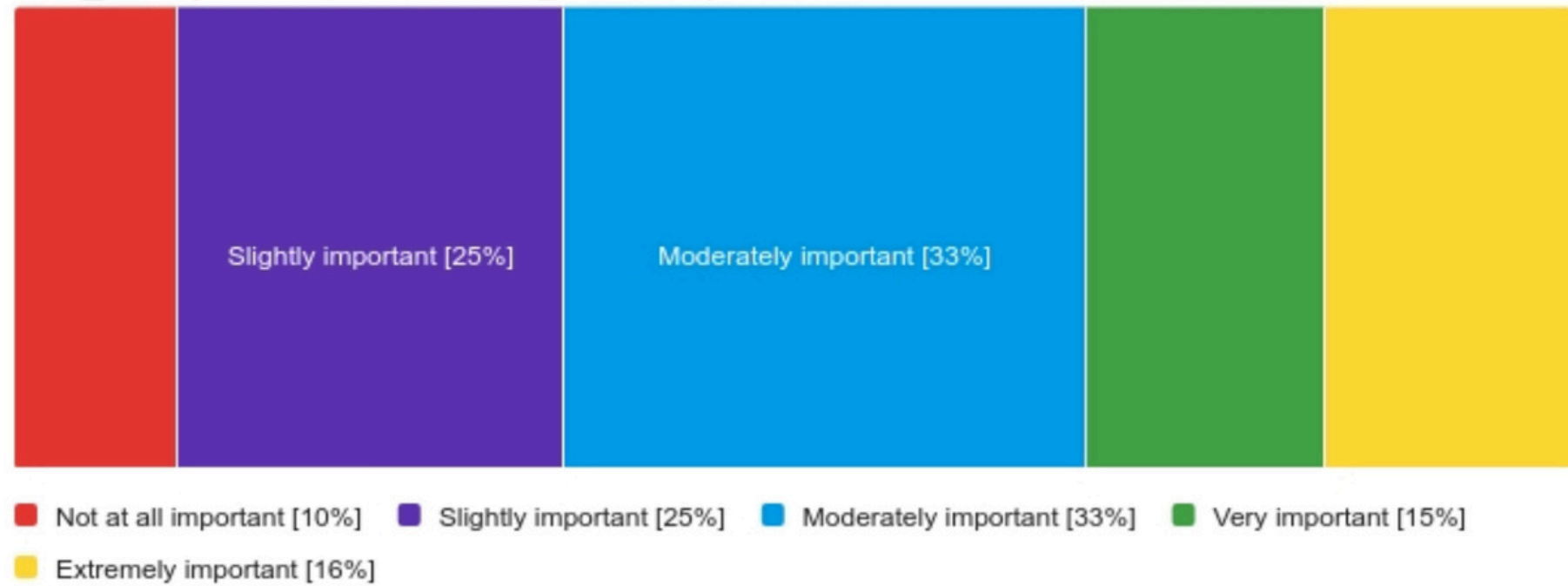
Q22_1 - Recognition of President Bernstein



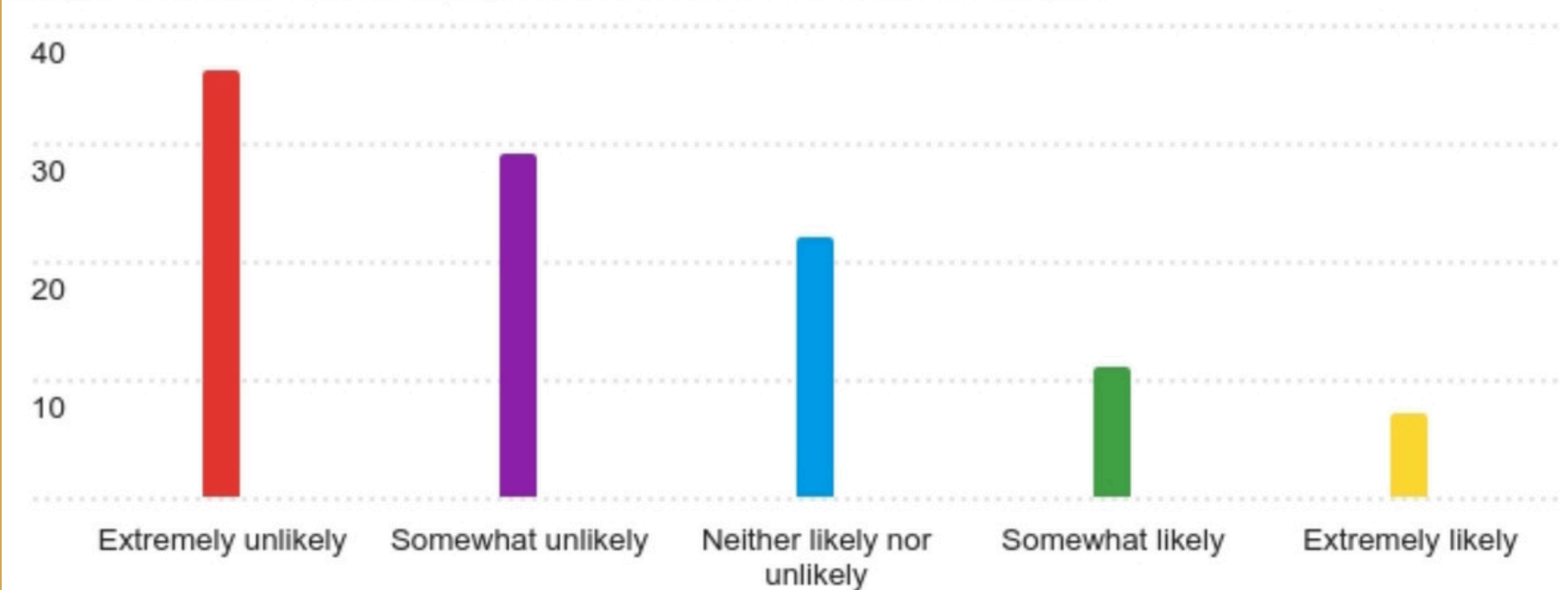
■ Definitely not [49%] ■ Probably yes [18%] ■ Definitely yes [34%] ■ probably not [0%] ■ Might of might not [0%]

Formative Research

Q11_1 - Importance of interacting with the president



Q12_1 - Likelihood of engaging with President Bernstein on campus



External Audiences & Media

Students

**Opinion
Leaders**

**Student
Media**

**Faculty
& Staff**

Posters

**Social
Media**

Events

Internal Audiences & Media

**Office
Team**

**Presidential
Cabinet**

**Board of
Trustees**

**Social
Media**

Events

Objective 1

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



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Strategy 1

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

Tactics

Open
Office
Hours

Golf Cart
Taxi



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

Tactics

Town
Hall
Meetings

Pizza With
the
President

RSO
Flagship
Event





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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

YOU ON THE MENU

President Bernstein

**Have the
President's Pick!**

Brown Sugar
Shaken Espresso
with Light Ice, Whole
Milk, and Vanilla Cold
Foam



Evaluative Research Objective 3



Survey Regarding President Bernstein's Visibility



Student Interest in Drink

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Thank You
Questions?