

December 10, 2025

Lotus PR

The President's Office

The College of New Jersey

2000 Pennington Road

Ewing NJ, 08628

Dear Dr. Michael A. Bernstein:

Thank you for choosing Lotus PR as your team to help you and your office at TCNJ. Our mission is to strengthen your bonds with the TCNJ student community. We are very passionate about TCNJ, and we believe we have the tools to exceed your expectations.

At Lotus PR, our commitment is to our clients and the overall well-being of our TCNJ students. Our expertise in public relations has prepared us to not only create a short-term plan but a long-term plan that will help strengthen your image and connection to the student community. Through our hard work and dedication, we believe this goal is achievable and maintainable.

Our research shows that students at TCNJ have wanted to bond and know the president at TCNJ. There is a want from students to have a voice and a sense of comfortability to talk to the president that they feel they do not have now.

As our client you will receive this free public relations plan, which will allow you to gain a better understanding of your audience's needs and how these needs can be effectively met. This plan offers specific strategies to help you achieve your image that your audience will know you for.

Please read your customized public relations plan. We thank you for providing us with this opportunity, and value your feedback. Your satisfaction is our goal and want.

Sincerely,

Grace Murphy Brooke Obuchowski Aspen Sagan Alondra Villanueva

Meet the team at Lotus PR



Grace Murphy:

Senior

Journalism & Professional Writing major

Marketing & Social Media minors



Brooke Obuchowski:

Sophomore

Communications Studies major with a specialization in Interpersonal and Strategic Communication



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Criminology with a concentration on Pre-Law



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Marketing Minor

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Situational Analysis

Goals

The success of every college/university is a team effort, all the way from administration, to staff, to students. The College of New Jersey is regarded as a place that shapes the minds of the leaders of tomorrow. This plan's goal is to help guide President Bernstein and his office into making long-lasting, and impactful relationships, with these future leaders.

After surveying 100 TCNJ students during the fall of 2025, Lotus PR has found a common theme in answers, which will be discussed later in this report. As a result of those answers, our firm has come up with three goals for President Michael A. Bernstein at The College of New Jersey and his office.

1. Within a year of this plan being implemented there will be a 20% rise in students **engaging** with the president and his office
2. In a year of this plan being implemented there will be an increase of 20% of students feeling **confident** that they can voice any concern to the president and his office.
3. In a year of this plan being implemented there will be a 20% increase of students who believe President Bernstein is a **friendly and approachable figure**.

The College of New Jersey has a commitment to providing each and every one of its students with a “*World Class Education*.” This commitment stems from every single professor, advisor, and staff member, all the way to the president and his office. To truly fulfill that mission it is important that the face of the college (the president) be visible, and trustworthy.

Many within President Bernstein’s inner circle can attest that he is a true champion for students’ success and makes it his mission to do the best he can for his students. Unfortunately, many students don’t know this or what goes on in the rooms of Trenton Hall where the president’s office lies. This plan aims to make the office of the president one that is transparent, reliable, and trustworthy, where students’ voices are heard and valued.

Client History

Michael A. Bernstein is the 17th president of The College of New Jersey. He stepped into the role in June of 2024 after serving as interim president since July of 2023. Before his role at TCNJ he was the provost at Stony Brook University and interim president from August 2019 to May 2020. President Bernstein's résumé also includes administrative positions at Tulane, University of California, San Diego, and Princeton University.

His position at The College is a full circle moment for him as he started his career teaching at Princeton University from the years 1982 to 1987. He specialized in courses pertaining to history and U.S economics.

His academic career started with a BA from Yale University in 1976, followed by a MA in 1978, then an MPhil in 1980, and concluded with a PhD in 1982, all from Yale University.

The New York City born, father of two, is a very experienced and highly educated professional. He is constantly striving to develop creative ways to build on the exceptional quality of a TCNJ education.

Problem & Public Relations Solution

There is one major issue that currently faces the president and his office. There is a difference when it comes to the ideal-state and the real estate of the relationship between the office of the president/president's office and the student body.

The **ideal state** is that the president and his office have a two-way communication between students and the office. Through this communication, students can voice their concerns, and the office will take them into consideration when making transparent decisions for the college. Through these open lines of communication, the president/his office can gage student opinions and needs. In short, the president and his office are extremely connected to the wants and needs of the students through transparent dialogue with them.

On the other hand, the **real state** is a slightly different story. Currently, President Bernstein leads the top public college in the northeast where students are not as engaged as they could be in the decision-making processes of the college. Students feel as if they are not in a place where they are empowered to help shape the visions of the institution or give input on its changes. Students also don't feel encouraged or confident enough to approach the president or members of his office. They feel as if the president and his office are intimidating figures, and a space where their voice does not belong.

The president has an identity, the leader of TCNJ, but there is a lack of an image to him, exactly WHO he is to the students. Through a **strategic public relations plan**, this issue can be fixed with a mix of media, print, and face-to-face campaigns. This is done through a mixture of social media, student run print media, poster campaigns, and in person events. These efforts will make President Bernstein a more friendly and approachable face on campus. Students will feel encouraged to come out and talk to him about their concerns, give their opinions on issues/decisions the college is facing, or just simply waving with a "hey" in passing.

Formative Research

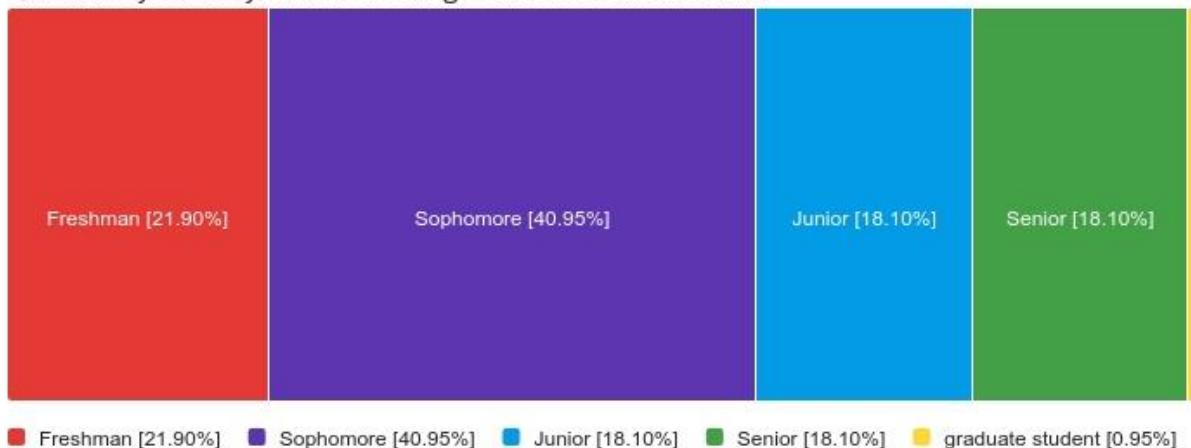
To better identify the needs and challenges of the audience's relationship with President Bernstein, Lotus PR created a survey and distributed it throughout the campus community. The survey provided background information on the students' knowledge of President Bernstein, their want to connect with him, and their likelihood of interacting with the president.

Surveys were distributed to a sampling of 105 TCNJ students using the Qualtrics survey database to collect responses. The survey included asking students what student organizations they were in, what TCNJ communication they use the most, and asked for their opinion on what events with the president they would like to see. Lotus PR will be using the results from the survey to create a plan that effectively serves the president. The charts listed below show the survey results and are in the same order as they were asked.

The first few questions were demographic questions to get to know our audience better. The first was what year of college they were in.

- 40.95% of students surveyed were sophomores at TCNJ

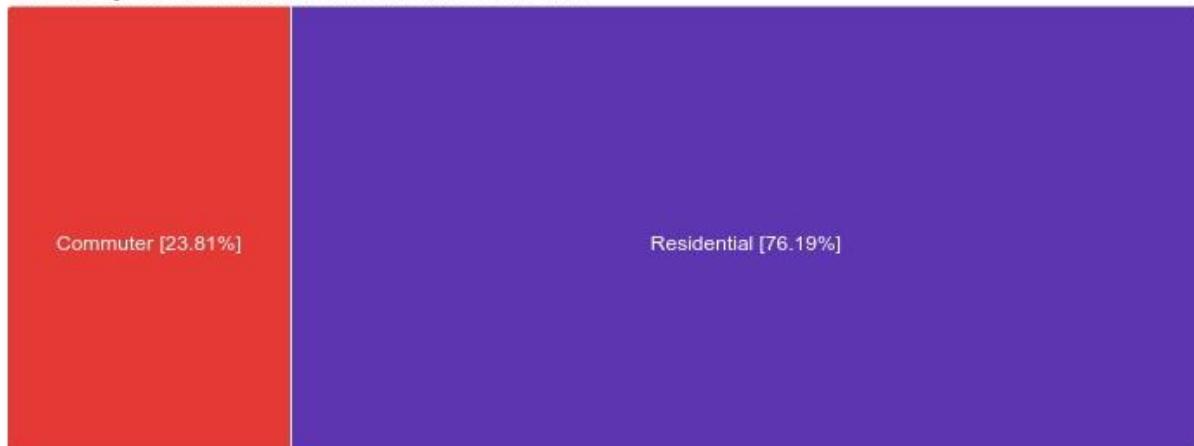
Q1 - What year are you in as a college student at this moment?



The next question was about whether the student was a commuter or resident.

- 76.19% of students live on campus.

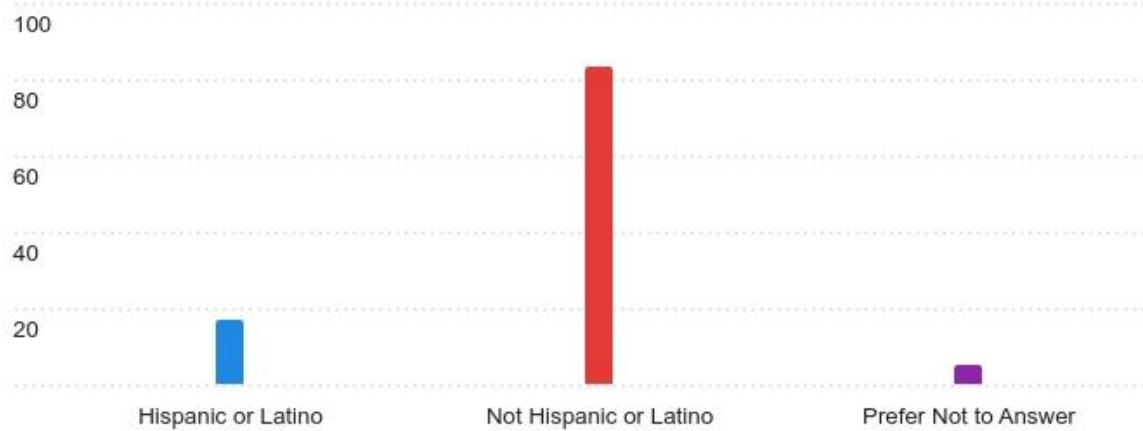
Q2 - Are you a commuter or residential student?



The next demographic question asked how the student would describe their ethnicity.

- 83 of the students surveyed described their ethnicity as not Hispanic or Latino (79%).

Q3 - How would you describe your ethnicity?



The next question asked how students would describe their race.

- 85 students said they would describe their race as white (81%).

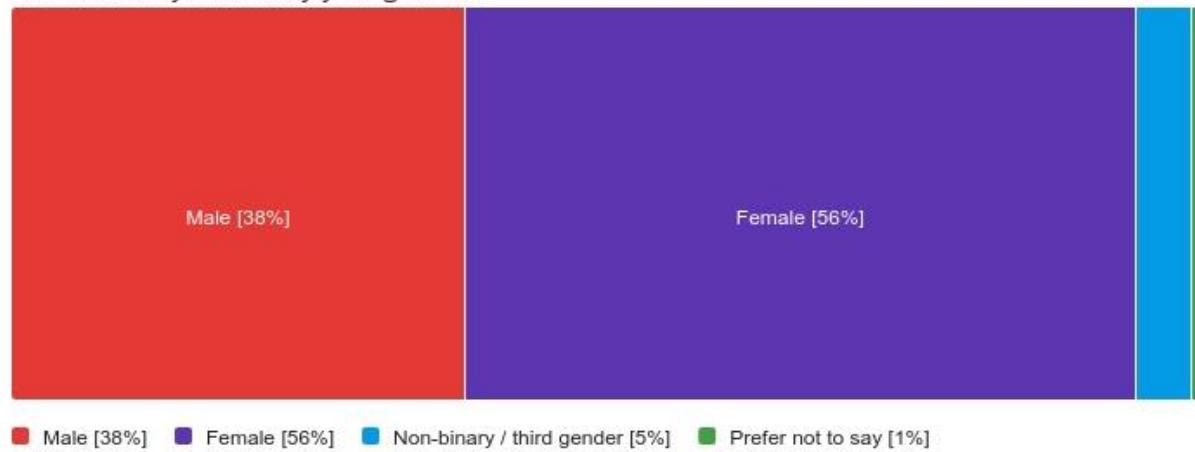
Q4 - How would you describe your Race?



The next question asked how the student identified their gender.

- 56% of students identified as female.

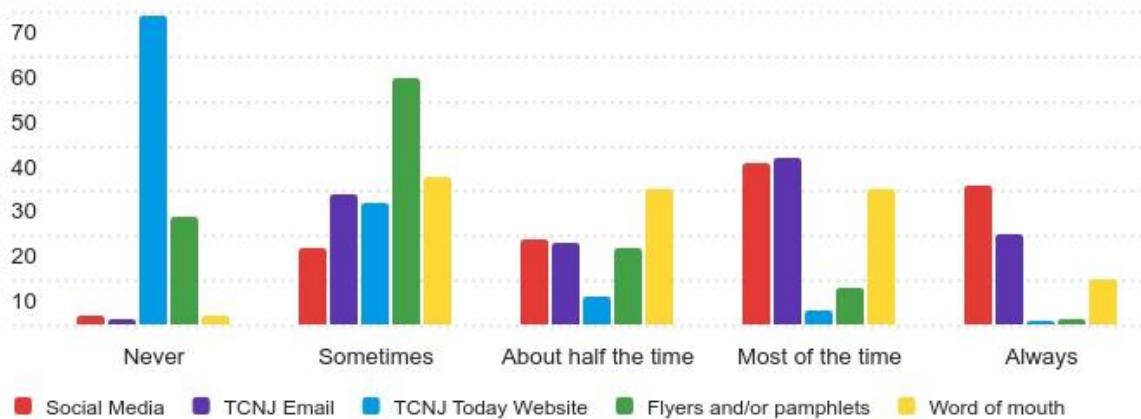
Q5 - How do you identify your gender?



The final demographic question asked students how often they used different communication formats to learn what was going on at TCNJ.

- The most common method was Social Media with 31 students, second was TCNJ Email with a mean of 20 students, and the lowest method was the TCNJ Today Website with a mean of 69 students never using the site.

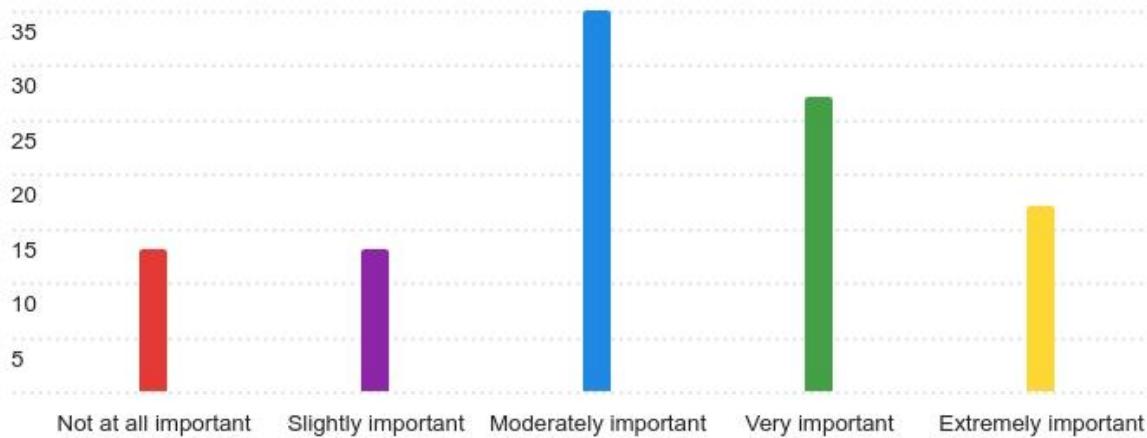
Q6 - How often do you use the following to get information about programs, servi...



After the demographic questions we began asking students questions that related to President Bernstein. The first question was asked in a Likert scale model, 1-5 (five being very important) how important it is to them that the president be accessible.

- 62 of the students said the president being accessible to them was moderately to very important.

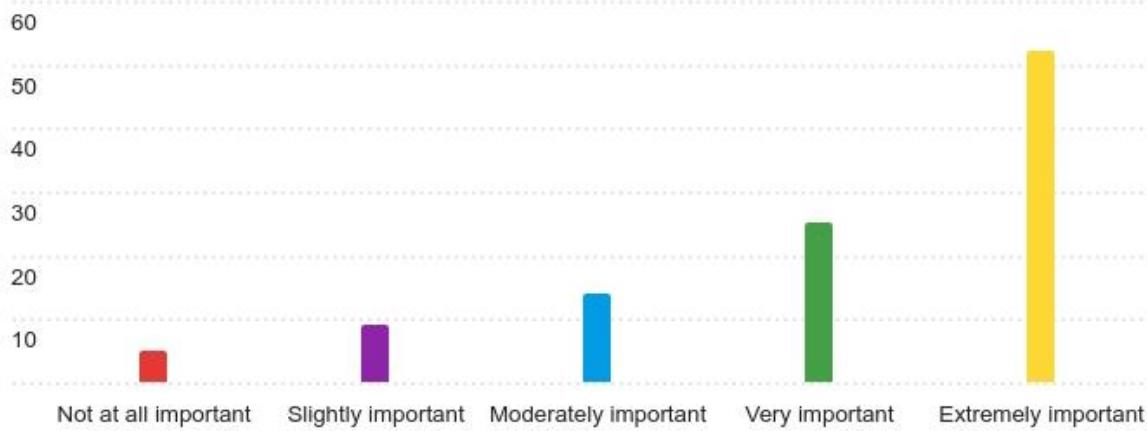
Q7_1 - Importance of Presidents accessibility



The next question asked students how important it was to them that the president be the champion of their success.

- Half of the students surveyed said that the president being the champion of their success was extremely important (52 students).

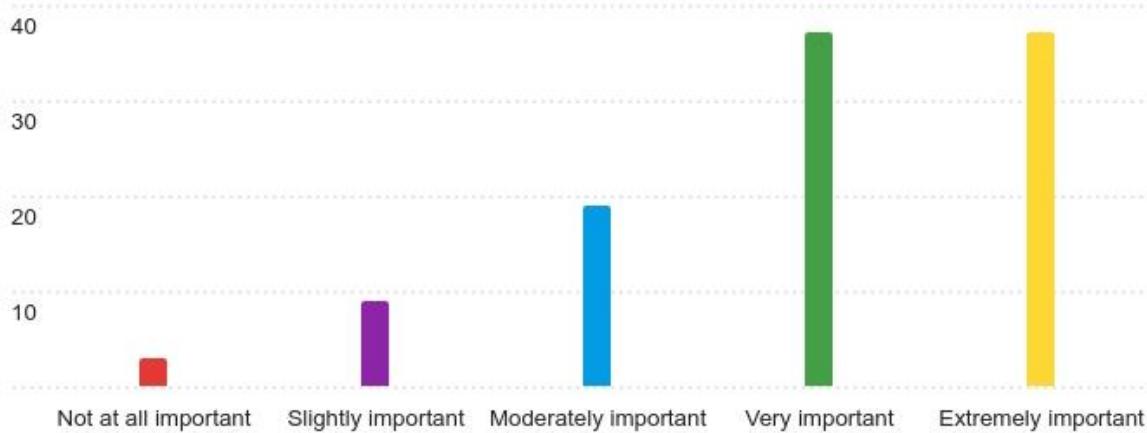
Q8_1 - Importance of the president being the champion of you success



The following question asked how important it was to the student to be able to voice their concern to the president and/or his staff.

- 70% of students found the ability to voice their concerns very to extremely important (35% and 37 students each).

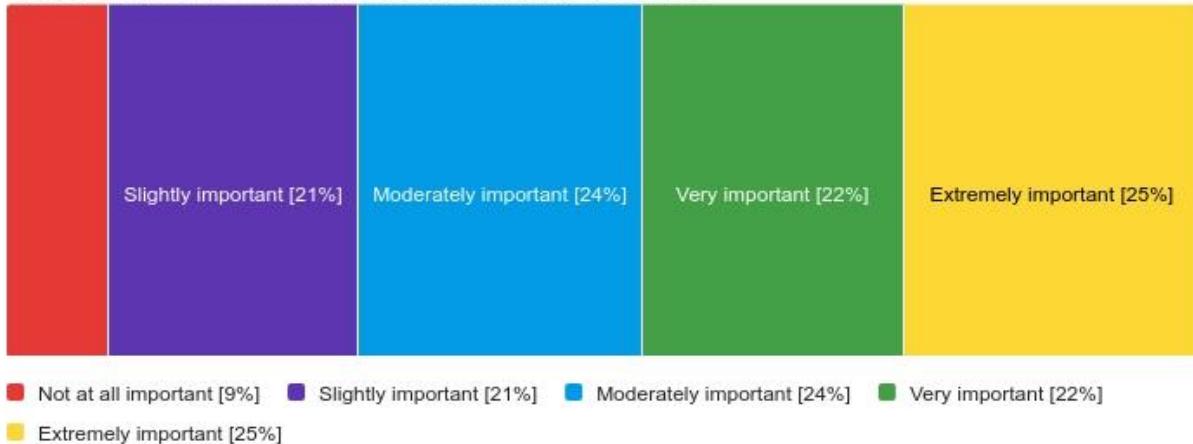
Q9_1 - Importance of voicing your concerns to the president and his staff



The next question asked how important the students felt that the president be visible on campus.

- Only 9% of students said that the president being visible on campus was not important.
91% found the president being visible on campus was slightly to extremely important.

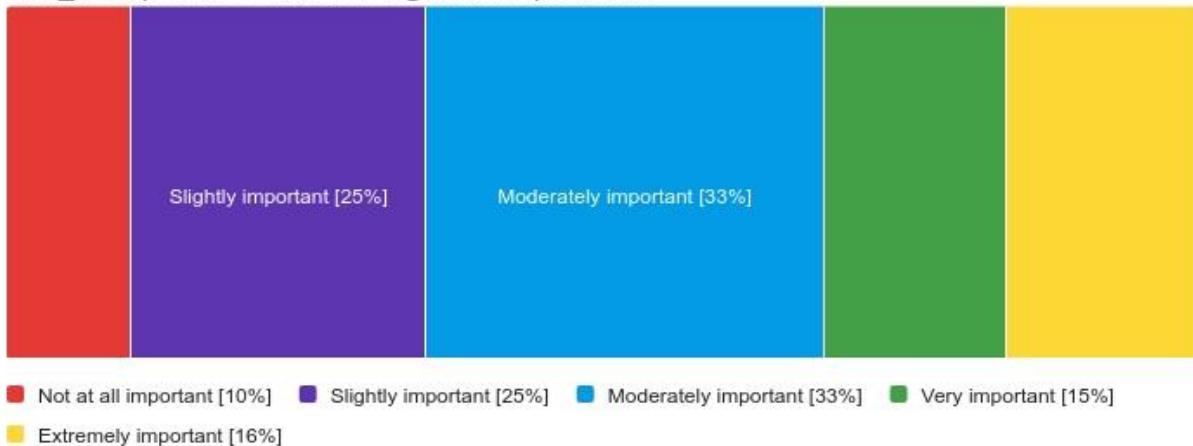
Q10_1 - Importance of the president's visibility on campus



The next question asked the student how important it was to them to interact with the president.

- 58% of students found that it was slightly to moderately important to be able to interact with the president

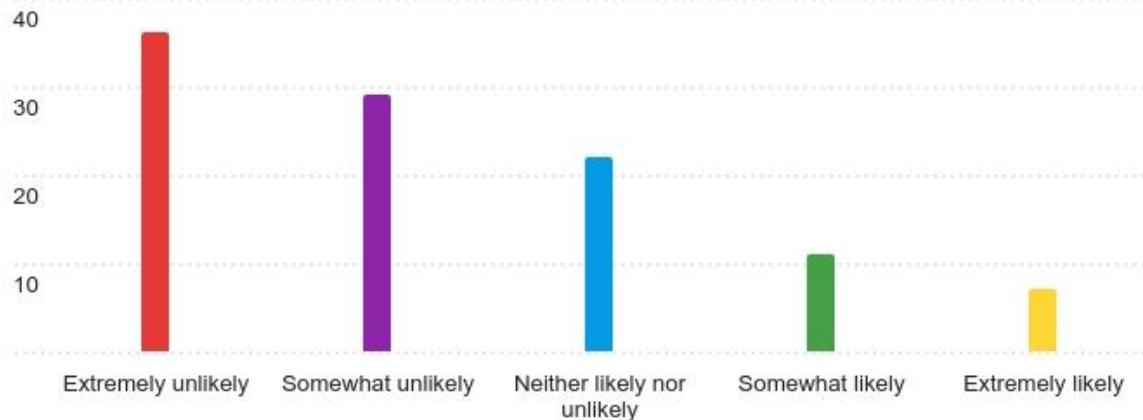
Q11_1 - Importance of interacting with the president



The following question asked students how likely they would be to interact with President Bernstein if they saw him on campus.

- Majority of students said they would be extremely or somewhat unlikely to interact with President Bernstein (65 students).

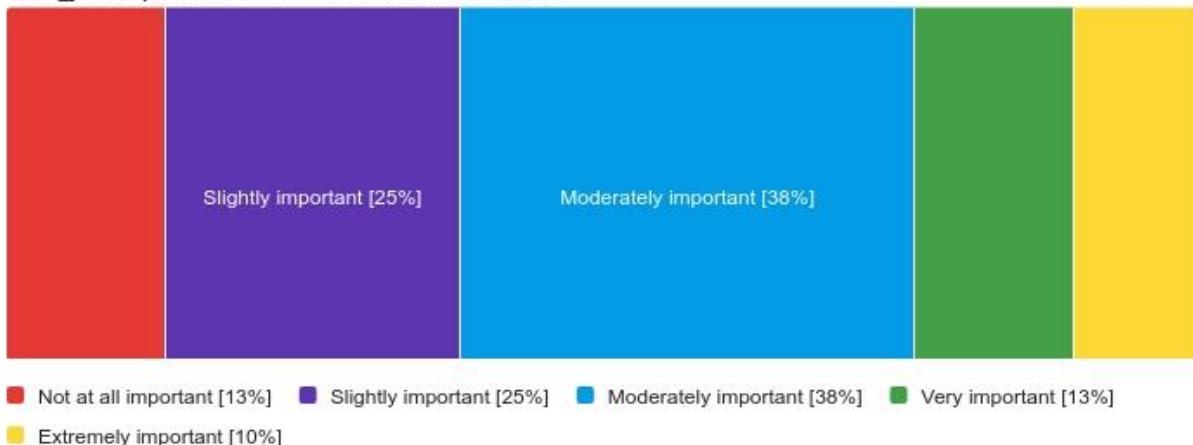
Q12_1 - Likeliness of engaging with President Bernstein on campus



The next question asked students how important it was to them to have events with the president

- 63% of students found it slightly to moderately important to have events with the president, only 10% found it extremely important.

Q13_1 - Importance of events with President



The following question was opened ended and gave students the opportunity to say what type of events they would to engage in with the president.

- There are two tables to show students Reponses, the first shows response list.

Q14 - What type of events would you want to engage in with the president?

What type of events would you want to engage in with the president?

Mental Health events. Cultural events. Holiday based events. Professional development events.

I cannot think of any event.

Student life improvement meeting

Maybe if it was one of those assembly ones that would be good to engage with or him just talking to each club (members on the board) and seeing what their goals are and what he can do to help

n/a

Not sure, meet and greets maybe?

Anything seasonal related.

Not sure

I actually don't know

N/a

meet and greets

Official school events

table talks

Student life improvement

Coffee hours and drag bingo

Info sessions with questions

Like a board where student can talk to him directly giving feedback.

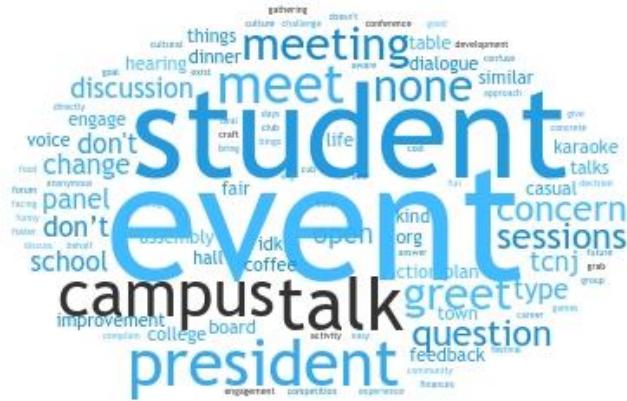
can he actually come to things

Student success events

Panel, q and a

- The following table shows which event suggestions were commonly given by students. Some common themes include dinner with the president, Q & A events, etc.

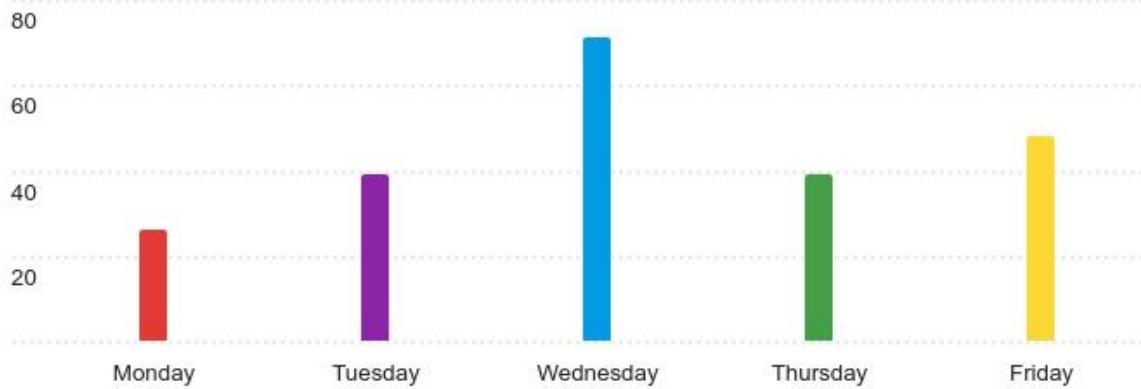
Q14 - What type of events would you want to engage in with the president?



The next question asked students what day would best for them to attend an event with the president.

- 71 students said Wednesday was the best day to do an event with the president.

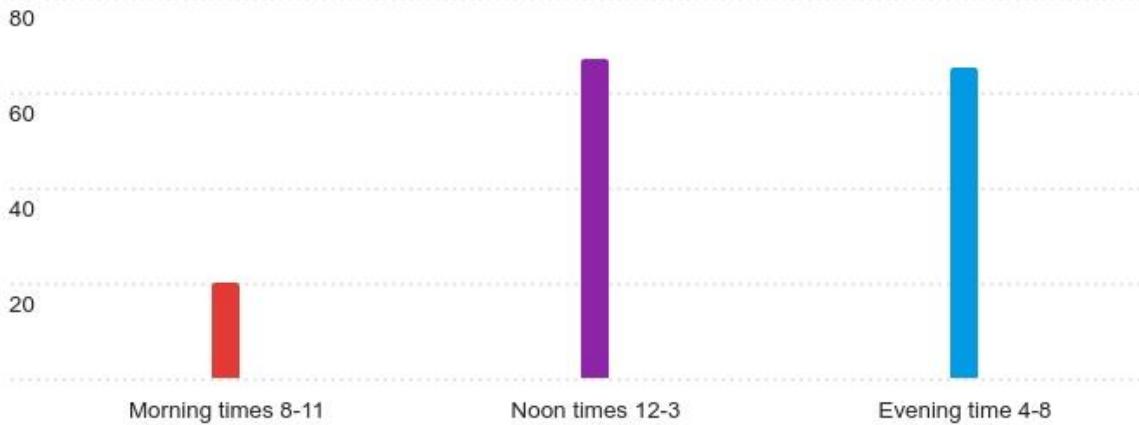
Q15 - What Day(s) of the week would work best for you to attend events or meetings with the president and other students? (Please select all that apply)



The following question asked students what time of day would be best for them to attend an event with the president.

- The best time of day for students was from 12-3 (67 students) and the second-best time was from 4-8 (65 students).

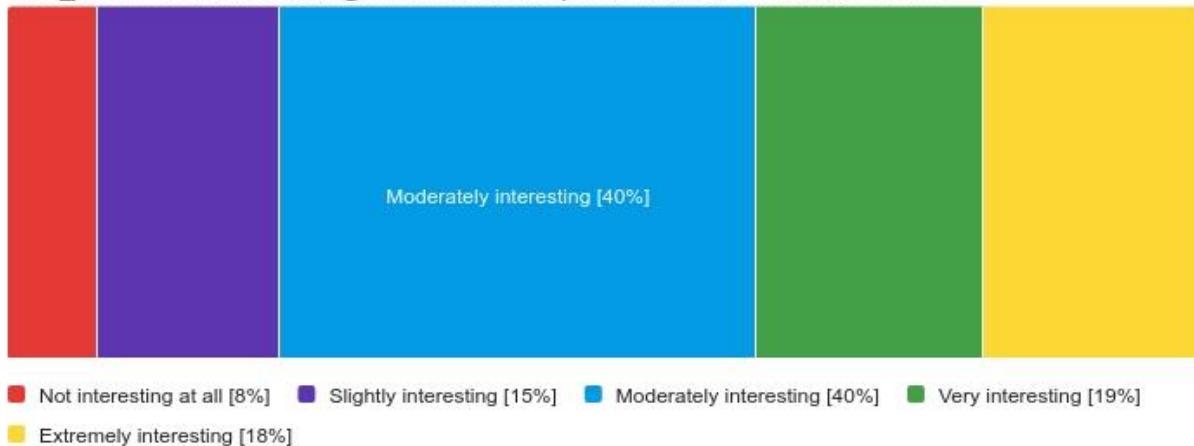
Q16 - What time(s) of day would work best for you? (Please select all that apply)



The following question asked how interested they would be to attend an event with the president if there was some type of incentive.

- 40% of students said they would be moderately interested; only 8% said they wouldn't be interested at all.

Q17_1 - Interest in attending events with the president if their is an incentive



The next question we asked was about what student organizations the student was in.

- There was a vast number of different organizations students were a part of including Haitian Student Association, Her Campus, Taekwondo, etc. The table below shows all the different organizations that students said they were a part of.

Q18 - What Student group(s) do you belong to, if any?

What Student group(s) do you belong to, if any?

Italian Club, New Jersey Christian Fellowship, TCNJ Musical Theater, and Catholic Campus Ministry.

None

Haitian Student Association

Prism, Kohesion, BSU, Psych Club, Psi Chi

Kappa Delta, TMT, ArtsComm Connector, Her Campus

Prefer not to say

None

NJCF

Club tennis , DiabetesLink . Healing arts , psychology club , TMT, NJCF

PRISM.

the gay club i think

HSA

HSA, CUB, BSU

Haitian Student Association

Mock Trial

Mock trial

BSC, AKPsi, KTP, Cub

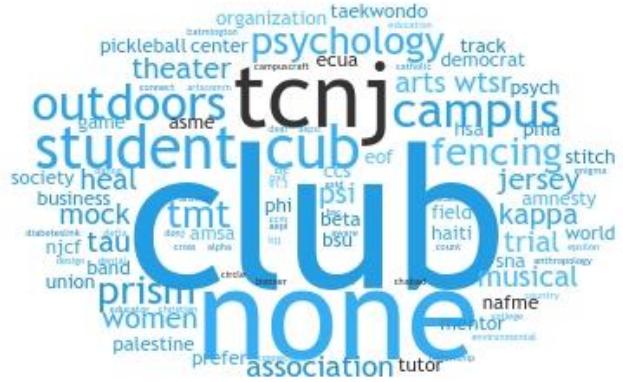
tkd, theta tau

Her Campus and Women in Business

Taekwondo

- The following table shows what organizations students referenced the most. Some of these student organizations were Prism, TMT (TCNJ Musical Theatre), Psychology club, etc.

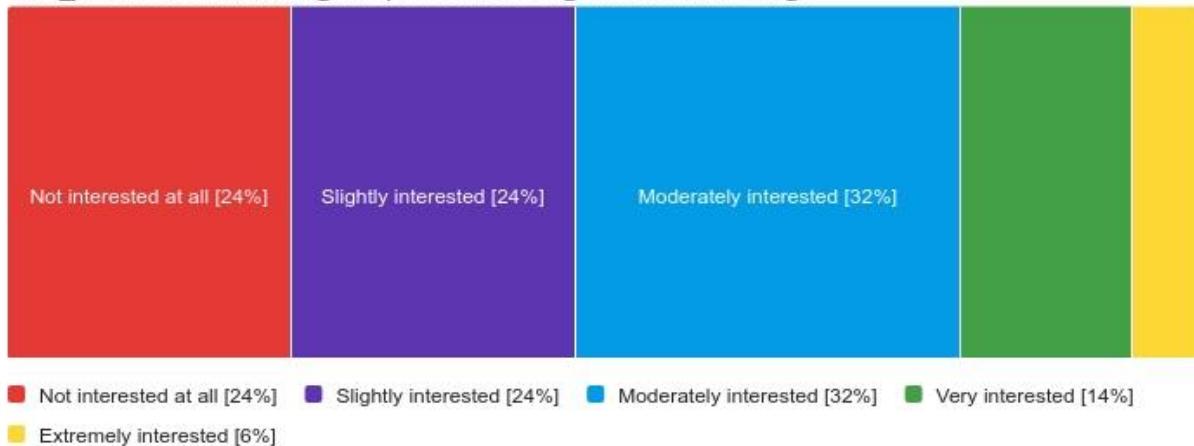
Q18 - What Student group(s) do you belong to, if any?



The following question referred to the student's organizations and asked how interested they would be in inviting President Bernstein to a meeting.

- While 32% were moderately interested in inviting the president to meetings, 48% were not interested or only slightly interested.

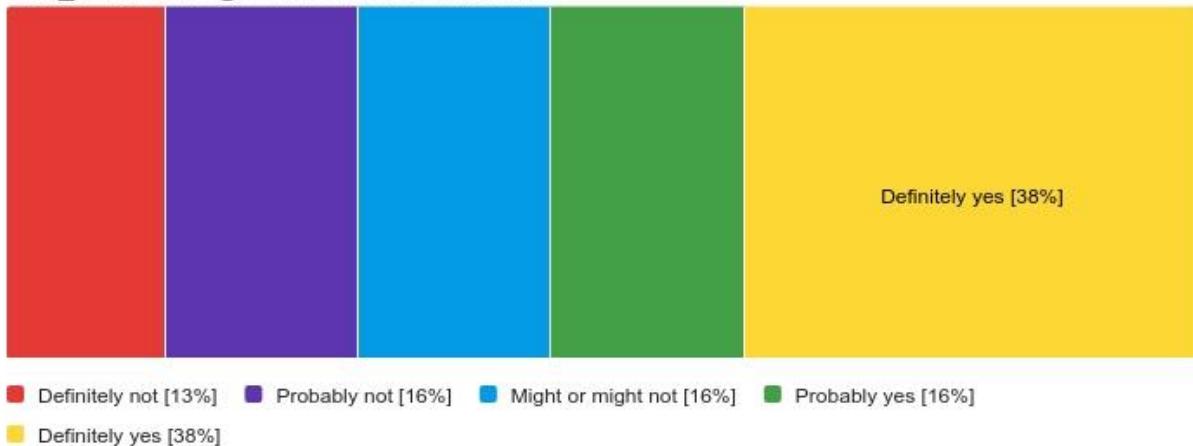
Q19_1 - Interest in inviting the president to organization meetings



The next question revolved around if the students knew who President Bernstein was.

- Only 38% of students said they knew who President Bernstein was, 45% of students said they did not know or might know who President Bernstein was.

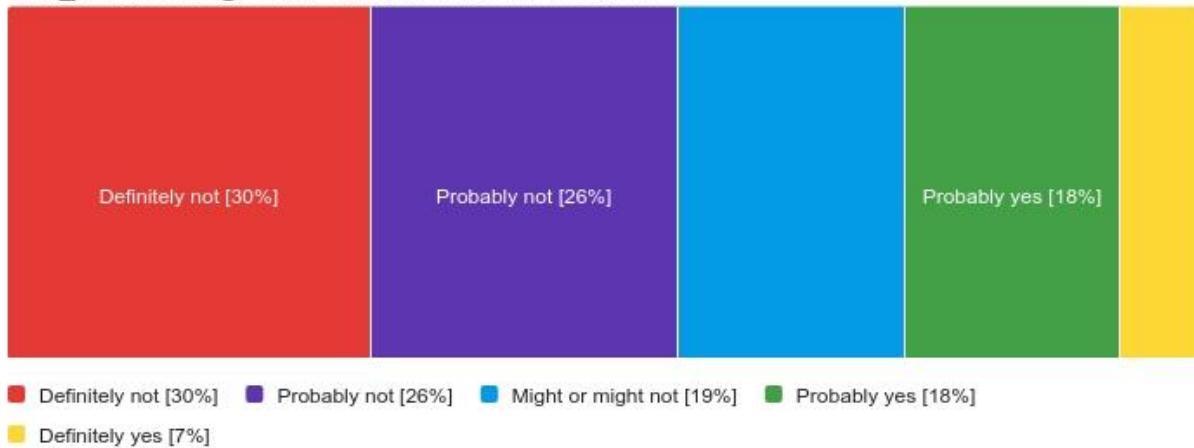
Q20_1 - Knowledge of President Bernstein



The following question asked about if the students knew what President Bernstein's position meant.

- Only 7% of students said they did know what President Bernstein's job was while 56% said they did not or probably do not know.

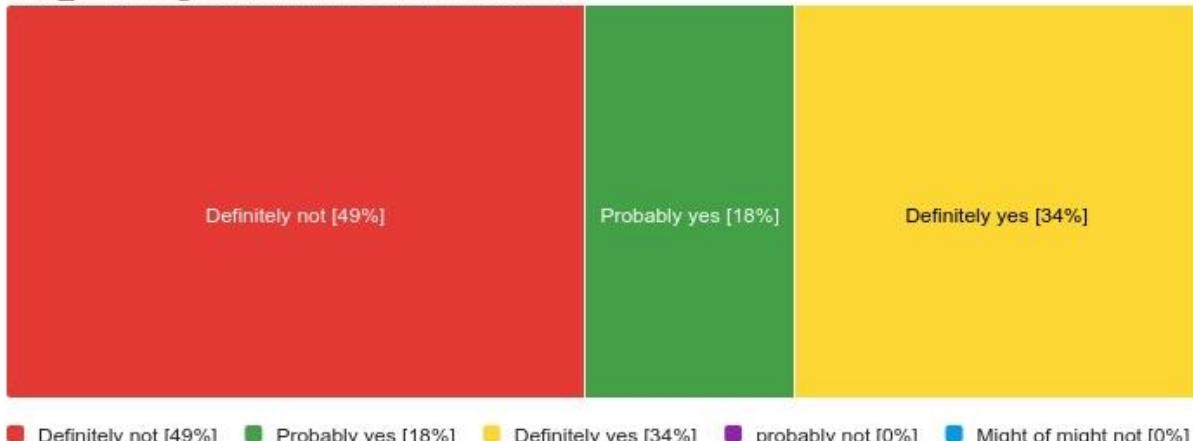
Q21_1 - Knowledge of President Bernstein's Position



The final question asked students if they would recognize President Bernstein on campus.

- On the final question almost half of students (49%) said they would not recognize President Bernstein on campus. This question was asked the same as the others on a scale of 1-5, and students only chose 3 out of the 5 options.

Q22_1 - Recognition of President Bernstein



Audience Segmentation

External Audiences

1. Students

- Make President Bernstein more well-known and recognizable to the general student body of over 7,000 students.
- Any student, no matter how involved or how long they've attended, should feel comfortable approaching their president.

2. Student Opinion Leaders

- Student Government, Ambassadors, Sports captains, Greek life presidents.
- Typically hold more influence and have more reach among students.
- Can form mutually beneficial relationships with President Bernstein & can act as a representative for specific groups.

3. Student Media

- The Signal, WTSR, Lions TV, Her Campus
- Acts as the voice of the students, so forming a relationship with them can help to relay information about President Bernstein and his work.
- The Signal currently interviews him at least once a year, & other org can do the same or create different types of pieces (ex. creative media rather than hard news).

4. Faculty and Staff

- Professors, adjuncts, administration, & any employees at The College
- Faculty & staff should feel comfortable advocating for themselves as well as for the students.
- Professors see a different side of students, like understanding academic struggles, and many have ideas on improvements that can be made.

Internal Audiences

1. Office Team

- As they work closely with the president, him and his team should have aligned goals and values.
- They can work with him to connect with the campus and keep students as their focus.

2. Presidential Cabinet

- His cabinet is another way to connect with students, as some members already meet on occasion with Student Government representatives.
- They can help to create plans and initiatives based on student feedback the president receives from his interactions on campus.

3. Board of Trustees

- Those above the president should have confidence in his actions and motivations.
- This confidence can increase by proving he cares about the students and the school through more thoughtful and impactful connections.

Channel and Media Selection

Through our research, Lotus PR has determined the most effective channels for strengthening President Bernstein's image are through print, social media, and face-to-face events. These channels will be used to relay information, help students learn more about their president, and encourage interaction.

The print channel, more specifically posterizing, will be used to strengthen recognition and create relatability among students. These posters can be both informational and entertaining, by having a photo of the president, offering fun facts, and including where to find him and how to reach him. According to our research, 49% of students said they would not recognize President Bernstein if they saw him on campus. By seeing his face on these posters, students can begin to recognize him much easier and quicker. Some students also may find something in common with the president through any fun facts or personal tidbits seen on the posters. Having common ground may increase comfortability and confidence in approaching him.

The primary purpose of our social media strategy is to showcase President Bernstein's personality. Our survey results showed that the most common way students get TCNJ-related information is through social media. As social media, specifically Instagram and TikTok, are mainly used for short-form, entertaining content, our content will mirror that trend. The posts and potential series will be highlighting our client's favorite things and giving insight into his life. This goes along with the idea of finding common ground with the president and creating a more positive and friendly image of him in students' minds.

Our final and most prevalent channel is face-to-face events. Many popular responses from our survey were students asking for certain events to be held to interact with the president. In our plan, each event will either have a more informational focus or a focus on getting to know the president. The informational events will be a way to build an effective two-way relationship between the president and students. The president can offer transparency in his plans and actions, while students can voice their concerns or give valuable feedback. This can make students feel heard and validated and will hopefully lead to successful initiatives.

The second type of events are designed to create a sense of connection and familiarity with President Bernstein. The main purpose is to encourage conversation. These events will be more

fun, light-hearted, and casual to demonstrate that the president is not an unapproachable, intimidating figure and is rather a friendly face. These two events will likely help achieve our goals of students engaging and feeling comfortable approaching our client.

Audience	Message	Channel
Students	President Bernstein is a person you can approach and converse with	Posterizing, Social Media, Events
Student Opinion Leaders	President Bernstein is someone you can voice your opinions directly to	Posterizing, Social Media, Events
Student Media	The president wants to connect with the campus community in greater ways	Posterizing, Social Media, Events
Faculty and Staff	The president values feedback and wants to do what is best for the entire campus community	Social Media, Events
Office Team	President Bernstein's main focus is the students and how to make The College better	Events
Presidential Cabinet	President Bernstein wants student feedback & works to benefit the students	Events
Board of Trustees	The president consistently has the students' needs in mind	Social Media, Events

PR Plan

Plan Outline

Objective 1: There will be a 20% rise in students **engaging** with the president and his office

Strategy 1.1: The President will be portrayed as a more **personable** individual, one that students feel connected and acquainted with.

Tactic 1.1: Coffee, Hot Chocolate & Donuts with the President

- A room in the Brower Student Center, considered “the heart of campus” will be reserved for President Bernstein and members of his office.
- There will be free coffee, hot chocolate, and donuts to encourage students to come into the room.
- Within the room students will be encouraged to “hang out” with President Bernstein/his office members and have casual conversations.
- Within this environment students can freely come and go as they please, no pressure should be created to interact with the president and members of his office.
- The goal of this event overall is to create a comfortable and casual space to interact with the president and his office or make the choice not to if the student chooses to do so.

Tactic 1.2: Golfcart Taxi & Interviews

- Currently, every few months, the college will recruit professors and administrators to “taxi” students to class via college provided golf carts.
- This strategy expands that concept and adds President Bernstein to the “taxi driver” lineup
- During these golfcart rides students can converse with President Bernstein about their day, or anything going on.
- President Bernstein is also encouraged to initiate conversations with students about their campus life, and overall collegiate experience.
- President Bernstein can also interact with students through a fun trivia game as he drives them to class. This trivia would be related to TCNJ “fun facts.”

Tactic 1.3: Open Office Hours

- President Bernstein can identify hours within his schedule where he holds “office hours” once a month.
- Through these “office hours” students are highly encouraged to come visit him/his office to voice any concerns.
- These office hours are meant to establish and emphasize an open-door policy when it comes to the president and his office.

Tactic 1.4: Student Center Tabling + Raffle

- President Bernstein and a member from his office would be stationed at one of the vendor tables in The Brower Student Center.
- Students would be encouraged to approach the table to have an informal conversation with President Bernstein/his office staffer to voice any concerns, or just have a general check in.
- Students would be incentivized to approach the table with a raffle of TCNJ merch/swag. As students walk by or approach the table President Bernstein/his office staffer would encourage students to sign up for the raffle.
- This informal and casual setting allows for natural, small conversation to occur. It positions President Bernstein/his office as always ready to listen no matter the setting.

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

Tactic 2.1: Town Hall Meetings

- This would be a very large-scale event held in Kendall Hall open to anyone and everyone from the TCNJ campus community
- A few days before the event students could send in questions concerning anything to do with the TCNJ experience, which will then be asked live at this event.
- During the event there will also be a portion where students can get up and ask questions to the president in person.

Tactic 2.2: Pizza With the President

- A room would be reserved in the Brower Student Center that could hold between 50 and 75 people.
- This would be an event students would have to reserve to attend due to food being involved.
- Between 50 and 75 students would gather to have a few slices of pizza with the president.

- During this event students can voice their concerns to the president about anything going on within the campus community.
- This event also serves as an opportunity for the president to share authentic dialogue with students, explain what he is doing to address their concerns, and how their feedback is being implemented.

Tactic 2.3: Recognized Student Organization (RSO) Flagship Events

- Many RSO's at TCNJ have "flagship" events. A "flagship" event is considered a large-scale event that RSO is KNOWN for doing.
- "Flagship" events are easily identifiable by having a banner hung up in the Brower Student Center.
- President Bernstein is encouraged to show up in casual clothes (jeans and a t-shirt) and help execute the event.
- Executing the event looks different for every RSO, it usually entails greeting people, helping with check in, serving food, handing out craft materials/giveaways, etc.

Objective 3: There will be a 20% of students who feel President Bernstein is an approachable figure.

Strategy 3.1: Through having organic interactions and personal connections with President Bernstein students will feel more encouraged to approach him on campus.

Tactic 3.1: Eickhoff Hall & Student Center Walk Through

- The most common places to find the “average” TCNJ student is in Eickhoff dining hall or the Brower Student Center. These spaces are considered relaxation spots for students when gaps present themselves in their schedule.
- President Bernstein would walk through Eickhoff Hall and/or the Brower Student Center and strike up casual conversation with students.
- These conversations would center around how their day is going, how their classes are going, what they have planned for the day, any interesting events they plan on attending soon hosted by RSO’s.
- These organic and casual conversations are meant to take the pressure off student to initiate conversations with the president. They make him just another friendly face on campus.

Tactic 3.2: Presidents Starbucks Order

- The Library Café currently has a poster campaign/series where they highlight different students and their Starbucks order.
- President Bernstein and his Starbucks order would be one of the posters that could be found in the Library Café.

- This will humanize him a bit more and show that he is a regular person like the rest of us.

Tactic 3.3: Top 5 Office Must-Haves

- Establish that President Bernstein spends a lot of time in his office.
- Create a social media post that highlights what are the “must-haves” for President Bernstein’s office space to be comfortable for him.

Tactic 3.4: Top 5 Current Favorite Songs

- Create a top 5 list of President Bernstein’s current favorite songs to publish on social media.

Evaluative Research Outline

Objective 1: There will be a 20% rise in students engaging with the president and his office
Produce another survey for students.

- Assess students' likelihood and comfortability with President Bernstein. We would re-ask certain questions that were on our original survey to measure the change in engagement.
 - "How likely are you on a scale 1-5 (5 being very likely) to say hi to President Bernstein if you saw him on campus?"
 - "Would you be able to recognize President Bernstein?"
- We would like to keep logs of what students come to Coffee, Hot Chocolate & Donuts as well as the President's office hours to see how effective the events are at increasing student engagement.
- Track how many students engage with President Bernstein on the golf cart rides
 - See if there is an increase in students wanting golf cart rides to class.
 - Track social media engagement regarding golf cart ride posts.

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.

- Track how many students show up to town hall meetings and pizza with the President event.
 - We can track students' confidence to voice their concerns through how many students submit questions to ask prior to the event.
- Ask in a survey "How comfortable on a scale of 1-5 (5 being very comfortable) are you about voicing your concerns to the president and/or his office?"
 - We can ask questions regarding how they feel after having the opportunity to voice their concerns to the president and/or his office, as well as their likelihood of voicing their concerns/communicating with the president again.
 - We can ask questions about their experiences of seeing President Bernstein at RSO flagship events.

- Track the number of students who are incentivized by the raffle to come up to the president's tabling as well as how many students rsvp or try to rsvp to pizza with the president.

Objective 3: There will be a 20% of students who feel President Bernstein is an approachable figure.

- Ask survey questions about President Bernstein's approachability and presence on campus.
 - "How often on a scale of 1-5 (5 being always) do you see President Bernstein around campus?"
 - "Have you ever had a conversation with President Bernstein during his walks around campus (yes or no)?"
 - "How willing on a scale of 1-5 (5 being very willing) are you to approach President Bernstein on his walks around campus?"
 - "How approachable on a scale of 1-5 (5 being very approachable) do you think President Bernstein is?"
- Track interest in President Bernstein's Starbuck drink order (possibly how often it's ordered or asked about).
 - Survey to see how much students like the drink or how influenced they are by the President's Starbucks posters.
 - Possibly track to see if Starbucks orders in the Library Café increase when the campaign begins.
- We can track online engagement.
 - How many students like, comment, and share social media posts regarding President Bernstein.

Gantt Charts



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.

Tactics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Town Hall Meetings												
Pizza With the President												
Recognized Student Organization Flagship Events												

Objective 3

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

Tactics	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Eickhoff Hall & Student Center Walk Through												
Presidents Starbucks Order												
Top 5 Office Must-Haves												

Budget

<u>Objective 1</u>		<u>Cost</u>
<u>Strategy 1</u>		
Tactic 1.1	Coffee, Hot Chocolate & Donuts with the President Coffee: \$13.50/gallon * 5 gallons = \$67.50 Hot chocolate: \$13.50/gallon * 5 gallons = \$67.50 Donuts: \$3.04/person * 50 people = \$152	\$287
Tactic 1.2	Golfcart Taxi & Interviews Amount of gas a golf cart holds (4 to 6 gallons) Average cost of gas \$2.98/gallon	\$2.98/gallon (price will change based on how many gallons of gas used)
Tactic 1.3	Open Office Hours	\$0
Tactic 1.4	Student Center Tabling + Raffle Custom die-cut stickers: \$0.27 each 500 stickers \$131.99 Custom floating keychains: \$1.79 each Minimum of 250 keychains: \$474.99	\$606.98

<u>Objective 2</u>		<u>Cost</u>
Strategy 2		
Tactic 2.1	Town Hall Meetings	\$0
Tactic 2.2	Pizza with the President 16" Pizza: \$18.81/pie * 15 pies = \$282.15	\$282.15
Tactic 2.3	Recognized Student Association (RSO) Flagship Events	\$0

<u>Objective 3</u>		<u>Cost</u>
Strategy 3		
Tactic 3.1	Eickhoff Hall & Student Center Walk Through	\$0
Tactic 3.2	Presidents Starbucks Order Colored posters 11x17 poster \$0.20 Amount of Poster 25 copies \$5	\$5
Tactic 3.3	Top 5 Office Must-Haves	\$0
Tactic 3.4	Top 5 Current Favorite Songs	\$0
Total Cost		\$1,184.11 (subject to change)

Budget Sources:

New Jersey Gas Prices <https://gasprices.aaa.com/?state=NJ>

Sodexo Catering: https://media-prd.sodexomyway.net/web/en-us/media/Catering%20Guide%202025-2026_tcm17-76930.pdf

TCNJ Printing Services: <https://library.tcnj.edu/wp-content/uploads/sites/226/2025/10/NEW-PDS-Price-List-Updated-June-2025-1-scaled.jpg>

Custom merch: <https://www.vistaprint.com/labels-stickers/custom-stickers/die-cut-sticker-singles>
<https://www.vistaprint.com/promotional-products/household/keychains/floating-keychain>

Work Log

Lotus PR Work Log		
Task	Name	Hours
Cover Letter	Brooke Obuchowski	30 minutes
Situation Analysis		
Goals	Alondra Villanueva	30 minutes
Client History	Alondra Villanueva	45 minutes
Problem & PR Solution	Alondra Villanueva	45 minutes
Formative Research	Brooke Obuchowski	4 hours
Audience Segmentation	Grace Murphy	1 hour 30 minutes
Channels & Media Selection	Grace Murphy	2 hours
PR Plan		
Plan Outline	Alondra Villanueva	4 Hours
Evaluative Research Outline	Brooke Obuchowski	1 hour
Gantt Charts	Aspen Sagan	2 hours
Budget Sheet	Grace Murphy, Brooke Obuchowski	1 hour 30 minutes