

SOUTHERN MISS ARTS PR/MARKETING Operating Standards and Procedures

<u>Philosophy</u>	1
<u>Goals</u>	2
<u>Process</u>	4
<u>Organizational Structure</u>	5
<u>Promotional Support</u>	7
<u>Forms and Links</u>	8

PHILOSOPHY

The Southern Miss Office of PR/Marketing for the Arts exists to advance recruitment, elevate the visibility of artistic and academic excellence, and tell the story of the students, faculty, and creative work that define the Schools of Music and Performing and Visual Arts. Through strategic communication and sustainable systems, the office assists in sharing the mission and reputation of the arts programs at Southern Miss in collaboration with stakeholders, including but not limited to faculty, staff, students, alumni, and community members.

Committed to serving the broad population of artist faculty, staff, and students, the office will strategically optimize its staffing resources to achieve this mission. The office will be a brand steward, a curator, a strategist, and an amplifier of promotions initiated by and prepared by each component part of the organization or their designee.

GOALS

1. Promote opportunities that grow all arts programs.

- a. All marketing decisions should answer the following fundamental question:
“Does this help recruit students?”
- b. Key Messaging
 - i. Artistry, affordability, accessibility, and career-building.
 - ii. Students here work closely with exceptional faculty and staff in a vibrant, high-producing artistic community where they perform, create, collaborate, and prepare for professional success.
- c. Stakeholders should strive to provide the office with information on opportunities that message our students are active, professional, welcoming, and high achieving.
 - i. showcase of student success/outcomes
 - ii. highlights of faculty mentorship
 - iii. demonstrating student artistic vitality
- d. To achieve this, stakeholders should focus on the following groups:
 - i. prospective undergraduate students
 - ii. transfer students
 - iii. graduate students
 - iv. parents
 - v. high school arts educators
- e. Suggested Promotional Requests (including, but not limited to):
 - i. Student Success Stories
 - internships,
 - performances,
 - awards,
 - graduate school placements,
 - teaching placements,
 - design portfolios,
 - professional work.
 - ii. Behind-the-Scenes Content
 - rehearsals,
 - studio work,
 - production buildouts,
 - dance rehearsals,
 - recording sessions,
 - critiques,
 - warmups,
 - faculty coaching.
 - iii. Faculty Mentorship
 - teaching,
 - studio interaction,
 - individualized training,
 - artistic collaboration.

2. Elevate visibility of artistic activity.

- a. Key Messaging
 - i. The schools appear vibrant, prolific, collaborative, and artistically excellent.
 - ii. The schools present hundreds of high caliber events and exhibits annually across campus, in the community, and around the region. They are created by faculty and students
 - b. Stakeholders should provide accurate and descriptive information on events as part of an established calendar process. These will be provided to the Arts PR Office. The submission timeline must be aggressive and strategic for maximum benefit.
 - i. Performances
 - ii. Exhibitions
 - iii. Productions
- 3. Communicate philanthropic goals.**
- a. Key Messaging
 - i. Excellence requires partnerships and investment.
 - ii. Our community, though generous constituents and alumni, provides support that is vital to sustain our programs.
 - b. Stakeholders should provide information on philanthropic opportunities to the School Director. These will be communicated by the School Director with suggestions for a plan of action to the Arts PR Office.

PROCESS

To ease the communication and flow of key information so that stakeholders are supported and able to access assistance, the Arts Promotional Support Request Process will be an active submission process to have a “one stop shop” for information. It will assist in standardized workflows, calendar timelines, and priority management.

The office is not for emergency graphic or digital design, last minute proofreading, or individualized concierge marketing. If stakeholders do not submit in a timely fashion as outlined or the material does not meet the criteria, it may not be included in the process.

The office will intentionally and continuously communicate that it is:

- strategic
- collaborative
- supportive
- recruitment-focused
- institutionally minded

The office will reinforce consistently that it is not:

- emergency design shop
- individual faculty assistant
- unlimited service provider

ORGANIZATIONAL STRUCTURE

1. Assistant to the Dean for Arts Administration (PR, Marketing, and Communications Coordinator)
 - a. Primary Responsibilities
 - i. strategic communications lead
 - ii. editorial manager
 - iii. project manager
 - iv. brand manager
 - v. supervisor of student workers
 - vi. workflow management
 - b. Major Areas
 - i. recruitment marketing
 - ii. student spotlights
 - iii. digital storytelling
 - iv. visit-day materials
 - v. Unit Branding
 - vi. Major Event Promotion - see specifics below
 1. season launches
 2. flagship productions/exhibitions
 3. touring ensembles
 4. festivals
 5. philanthropic campaigns
 - vii. Media Relations for major events
 1. university communications coordination
 2. press releases
 3. feature stories
 - viii. PFTA liaison
 - ix. Philanthropic/Large-Scale Event management
 - x. Director-driven initiative assistance
2. Media Specialist - Graduate Student (20 hours)
 - a. Primary Responsibilities
 - i. liaison to Arts Administrator
 - ii. manage content creators
 - iii. Schedule and ensure timely distribution of social media posts
 - iv. monthly analytics report
 - b. Major Areas
 - i. recruitment marketing
 - ii. digital storytelling
 - iii. Media Relations for major events
3. Media Assistant - Graduate Student (10 hours)
 - a. Primary Responsibilities
 - i. liaison to Arts Administrator
 - ii. e-mail marketing
 - iii. ensure timely distribution of social media EVENT posts
 - b. Major Areas

- i. event promotion
 - ii. recruitment marketing
 - iii. Media Relations for major events
- 4. Promotional Assistant - Graduate Student (10 hours)
 - a. Primary Responsibilities
 - i. liaison to Arts Administrator
 - ii. event calendar marketing
 - iii. social media engagement
 - iv. explore ways to develop engagement
 - b. Major Areas
 - i. event calendar promotion
 - ii. recruitment marketing
 - iii. Media Relations for major events
- 5. Content Creators/Gatherers
 - a. ART - worker with design, photography, and video skills. Proficient in multiple platforms of digital editing (Adobe, Canva, CapCut, etc.)
 DUTY: Social media daily post - Instagram/Facebook including at least one of the following weekly:
 - 1. Event of the day/week
 - 2. Current images with recruiting messaging
 - 3. Student video and faculty video
 - b. MUSIC - worker with design, photography, and video skills. Proficient in multiple platforms of digital editing (Adobe, Canva, CapCut, etc.)
 DUTY: Social media daily post - Instagram/Facebook including at least one of the following weekly:
 - 1. Event of the day/week
 - 2. Current images with recruiting messaging
 - 3. Student video and faculty video
 - c. THEATRE - worker with design, photography, and video skills. Proficient in multiple platforms of digital editing (Adobe, Canva, CapCut, etc.)
 DUTY: Social media daily post - Instagram/Facebook including at least one of the following weekly:
 - 1. Event of the day/week
 - 2. Current images with recruiting messaging
 - 3. Student video and faculty video
 - d. DANCE - worker with design, photography, and video skills. Proficient in multiple platforms of digital editing (Adobe, Canva, CapCut, etc.)
 DUTY: Social media daily post - Instagram/Facebook including at least one of the following weekly:
 - 1. Event of the day/week
 - 2. Current images with recruiting messaging
 - 3. Student video and faculty video

PROMOTIONAL SUPPORT

Stakeholders must provide accurate information, program details, photos when possible, copy text, timelines, and be available and accessible.

1. Annual Communications Calendar

- a. To properly plan promotional opportunities, prior to each academic year, in a process that typically begins in October of the previous year:
 - i. all units will submit event requests and schedules
 - ii. recruitment priorities identified
 - iii. major artistic projects mapped
 - iv. content opportunities planned early

2. Tier 1 – Strategic Priority Projects

- a. Requires a minimum of eight (8) week lead time. Season launches require as much lead time as possible. For feature articles, minimum 8 weeks prior to the first of the month of the event.
 - i. season launches - ticketed series of events
 - ii. flagship productions/exhibition/series - a highly notable special event
 - iii. touring ensembles - top performing groups outside of city
 - iv. festivals/workshops - large-scale/scope collaborative areas
 - v. international or national-level faculty/student honors
 - vi. philanthropic initiatives as requested by director
- b. Support to include coordinated media strategy, including the following as possible:
 - i. press release/feature article
 - ii. media relations as possible
 - iii. video interview
 - iv. social media posting
 - v. graphic design as necessary
 - vi. regional calendar inclusion as possible

3. Tier 2 – Standard Event Support

- a. Requires a minimum of four (4) week lead time. This should typically be part of the calendar event request process.
 - i. faculty-level concerts, recitals, guest artist events, shows, exhibits, lectures
 - ii. festival/workshops - small-scale/scope events
- b. Support to include the following as possible:
 - i. email/newsletter inclusion
 - ii. social media inclusion
 - iii. template-based graphics

4. Tier 3 – Self-service Support

- a. internal concerts, recitals, shows, exhibits, lectures
- b. Support to include:
 - i. branding materials
 - ii. approved logos, fonts, colors
 - iii. best practices outline

FORMS and LINKS

Beyond any calendar process forms, the following forms are for stakeholder use to supply information and start the PR process:

1. [Promotional Support Request](#)
2. [Arts Notable News](#) (for state-local faculty/student/staff news)
3. [Alumni News](#)