

Student Success Center PR Plan

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Research

Vision Statement

“The Student Success Center is for everyone.”

Mission Statement

“The Student Success Center is here to support, connect and encourage students on their journey at MC.”

Introduction - Situational Analysis

The Student Success Center at Mississippi College is a service that Mississippi College provides for all students. The SSC provides services such as Academic Coaching, Tutoring, Writing Center, Supplemental Instruction, First Generation Students, Career Development, and help for graduate students. Competitors of the SSC are outside resources and other schools' Student Success Centers which are available online. One noticeable difference is that other schools' SSC services are more easily accessible online. Schools such as Ole Miss and USM also have a “First Year Experience” service provided by their SSC, which is something that Mississippi College's Student Success Center does not appear to have. Ole Miss's SSC is well liked and talked about, while USM's SSC has a bad reputation but a lot of publicity. Mississippi College's SSC has a mostly positive view from those who have used its services. However, slightly over half of the student body does not use, know about, or is interested in the Student Success Center. The SSC has recently made changes to improve the student body's awareness, use, and interest of its services. The two main efforts by the SSC was the recent move to the first floor of the Mississippi College Leland Speed Library, and their open house in which they invited students to visit and get to know more about the services provided by the SSC.

Problem Statement

“The Student Success Center has moved to the library in an attempt to be centrally located and increase awareness, but many are unaware of the move and some have no idea what the SSC is or what it does.”

Customer Demographics:

- Ages
 - 43% of students are 18 or 19 years old
 - 31% of students are 20 or 21 years old
 - 17% of students are 22 to 24 years old
 - 8% of students are 25 or older
 - 1% of students are 17 or younger
- Classification (by hours)
 - 30% of students are seniors
 - 27% of students are freshmen
 - Another 27% of students are sophomores
 - 22% of students are juniors
 - 1% of students are classified as other
- Transfer students
 - 79% of students are not transfers
 - 16% of students are transfers from a community college
 - 5% of students are transfers from a four year college
- Department or major
 - 18% of students are business majors

- 14% of students are psychology or social work majors
- 13% of students are nursing majors
- 13% of students are biology majors
- 8% of students are Kinesiology majors
- 6% of students are teacher, education, and leadership majors
- 5.5% of students are history and political sciences majors
- 5.5% of students are english and philosophy majors
- 5.5% of students are Christian studies majors
- 4% of students are communication majors
- 4% of students are art majors
- 4% of students are chemistry and biochemistry majors
- 3% of students are modern languages majors
- 3% of students are engineering and computer science majors
- 2% of students are music majors
- 2% of students are public health majors
- 2% of students are mathematics
- First Generation Students
 - 77% of students are not first generation students
 - 23% of students are first generation students
- Student Athlete
 - 94.5% of students are not student athletes
 - 5.5% of students are student athletes
- Commuter or Resident

- 84.5% of students are residents
 - 15.5% of students are commuters
- Employment status
 - 57% of students are employed
 - 43% of students are are not employed
- Hours per week at work
 - 50% of students work 0-10 hours a week
 - 30% of students work 11-20 hours per week
 - 13% of students work 21-30 hours per week
 - 7% of students work 31-40 hours per week
- Ethnicity
 - 79% of students are Caucasian
 - 10% of students are Black
 - 4.5% of students are Asian
 - 4.5% of students are Hispanic or Latino
 - 2% of students are American Indian or Alaskan Native
- Full-time or Part-time student
 - 95.5% of students are full-time students
 - 4.5% of students are part-time students
- Mode of Instruction
 - 50% of students are fully face-to-face students
 - 45.5% of students are hybrid students, having 1-2 classes online
 - 2.7% of students are fully online students

- 1.8% of students are hybrid students, having 3-4 classes online
- International students
 - 99% of students are not international
 - 1% of students are international

S.W.O.T. Analysis

Internal

- Strengths:
 - Move has caused more traffic
 - Career development is used a lot and comes highly recommended by students
- Weaknesses:
 - First Generation Services are lacking
 - Staff has been reportedly unwelcoming
 - Grad students are not using resources
 - Campus tutoring is decentralized
 - Bad reputation - Students have a negative stigma about seeking help from the SSC

External

- Opportunities
 - Student Engagement (collaboration)
 - Instructors and professors (collaboration)
 - Students (target public and collaboration with students to already use the services)
 - Other Staff members (collaboration)

- Threats
 - Third party resources
 - Instructors and Professors
 - Lack of knowledge
 - Students may seek help from Instructors and Professors instead of the SSC
 - Other students
 - Students may talk down about SSC - “The Student Success Center is only for people who are really falling behind,” and “It’s embarrassing to go to the Student Success Center.”
 - Students may seek help from classmates or friends instead of the SSC

Planning

Goal:

Increase awareness of SSC services, specifically First Generation services

Target Publics:

Primary: First Generation College Students at Mississippi College

Secondary: Instructors at MC, Other Students at Mississippi College

Objectives:

Informational Objective: Increase awareness of the Student Success Center's First Generation Student services by 20% by the end of the 2026 Fall semester

Motivational Objective: Host an event during Welcome Week at the start of the 2026 fall semester with at least 500 people in attendance

Strategies

Informational Objective Strategies

1. Visit local high schools to promote the First Generation Services

Motivational Objective Strategies

2. Host a "Get to Know US" event in the quad during Welcome Week explaining what the SSC is and how they can help
3. Ask Orientation leaders to promote SSC event during Orientation

Theme

“Student Success is for everybody!”

Key Messages

- The Student Success Center supports First Generation students
- The SSC supports students to do better academically

Tactics

Strategy 1: *Visit local high schools to promote the First Generation Services*

1. Contact local High Schools in the area and ask to speak to their seniors about the First Generation College Student opportunities that MC’s SSC has to offer, along with other services
2. Create and hand out pamphlets about what the SSC does and their services
 - a. Reach out to the Art Department, and offer to give a cash prize to a senior graphic design student who creates the best pamphlet design
 - b. Print pamphlets from Office Depot
3. Invite a current MC student who has used First Generation services to speak on his or her experience, give an incentive

Strategy 2: *Host a “Get to Know US” event in the quad during Welcome Week explaining what the SSC is and how they can help*

1. Put posters up around campus about event
 - a. Reach out to the Art Department, and offer to give a cash prize to a senior graphic design student who creates the best poster design

- b. Print posters at MC (free)
2. Ensure the Welcome Week schedule has the event on the list with all information
3. Hand out pamphlets explaining how SSC can help students, specifically First Generation students, succeed in college
 - a. Same pamphlets from strategy 1
 - b. Print 1,000 more pamphlets from Office Depot
4. Allow students to meet staff from the SSC and ask questions about the services they provide
5. Provide food and drinks, buy/make decorations, and create a scavenger hunt game for students to participate in to learn more about the SSC
 - a. Reach out to the Art Department, and offer to give a cash prize to a senior graphic design student who creates the best scavenger hunt design
 - b. Print as hardstock

Strategy 3: Ask Orientation leaders to promote SSC event during Orientation

1. Contact Student Engagement and ask that Orientation leaders spend more time at the SSC during Orientation, allowing for students to learn about all services that SSC offers
2. Have staff of SSC talk to students about specific services the SSC provides during Orientation
3. Give students bookmarks with information about SSC during Orientation
 - a. Reach out to the Art Department, and offer to give a cash prize to a senior graphic design student who creates the best bookmark design
 - b. Print bookmarks from GotPrint

Budget

What it is spent on	How Much was Spent	How much of budget is left
Start	\$0.00	\$5,000.00
cash prize for pamphlet	\$150.00	\$4,850.00
1,000 Pamphlets from office depot	\$865.63	\$3,984.37
Student Incentive	\$150.00	\$3,834.37
cash prize for poster	\$150.00	\$3,684.37
Print pamphlets from Office Depot	\$865.63	\$2,818.74
snack and drinks for "Get to Know Us" event	\$1,065.71	\$1,753.03
Decorations for "Get to Know Us" event	\$911.08	\$841.95
cash prize for scavenger hunt	\$150.00	\$691.95
cash prize for bookmark	\$150.00	\$541.95
Print Bookmarks	\$41.66	\$500.29
Total	\$4,499.71	\$500.29
Oopsie Money	\$500.29	\$0

Timeline

- January
 - Strategy 1
 - Reach out to the Art Department and offer to give a prize to a senior graphic design student who creates the best pamphlet design for reaching high school students about the SSC and specifically the First Generation services
- February

- Strategy 1
 - Choose a winner for the SSC First Generation High School reach-out pamphlet design
 - Print pamphlets (Office Depot price listed in budget includes shipping and fees)
- March
 - Strategy 1
 - Contact Clinton High School and Clinton Christian Academy and ask to speak to their seniors about the First Generation College Students opportunities that Mississippi College's SSC has to offer, along with the other services that the Student Success Center offers.
 - Invite current MC students who have used the First Generation services to speak on his or her experience, offer an incentive.
- April
 - Strategy 1
 - Visit Clinton High School and Clinton Christian Academy to talk to their seniors about Mississippi College and the services, specifically the First Generation Services, that the SSC provides. Make sure to bring at least one current student who volunteered for it the month before and the pamphlet printed in February.
 - Strategy 2
 - Reach out to the Art Department and offer to give a cash prize to a senior graphic design student who creates the best poster design for the "Get to

Know Us” event during Welcome Week in August

- Reach out to the Art Department and offer to give a cash prize to a senior graphic design student who creates the best scavenger hunt design
 - Strategy 3
 - Reach out to the Art Department and offer to give a cash prize to a senior graphic design student who creates the best bookmark design
- May
 - Strategy 2
 - Choose a winner for the event poster
 - Print Posters (free for staff to print at Mississippi College)
 - Print more pamphlets from Strategy 1
 - Choose a winner for the scavenger hunt design
 - Print scavenger hunt (free for staff to print at Mississippi College)
 - Strategy 3
 - Choose a winner for the bookmark design
 - Before Orientations start, contact Student Engagement and ask that Orientation leaders spend more time at the SSC during Orientation, allowing for students to learn about all the services the SSC offers
 - Have staff of SSC talk to students about specific services the SSC provides during Orientation
- June
 - Strategy 2
 - Buy food, drinks, and decorations — listed in budget

- Strategy 3
 - Have staff of SSC talk to students about specific services the SSC provides during Orientation
 - Print bookmarks from GotPrint
- July
 - Strategy 2
 - Ensure that the “Get to Know Us” event is on the schedule for Welcome Week; make sure it includes all relevant information
 - Put posters up around school at the end of the month so that when students come for Welcome Week in August they will be seen
 - Strategy 3
 - Have staff of SSC talk to students about specific services the SSC provides during Orientation
- August
 - Strategy 2
 - Welcome Week event: “Get to Know Us” hosted during Welcome Week
 - At the start of the event, or as students arrive, hand out scavengery hunt sheet to students, tell them to go to each table and learn about the SSC
 - Allow students to meet staff form the SSc and ask questions about the services they provide
 - Strategy 3
 - Have staff of SSC talk to students about specific services the SSC provides during Orientation

Evaluation

Formative Evaluation

Examine the goal, objectives, strategies, and tactics to make sure that they all align with each other.

Summative Evaluation

Objective 1: To have 20% more people know about the Student Success Center's First Generation Student Services by the end of the 2026 Fall semester

Evaluation - We will use the survey to see what the percentage of people that know about the First Generation Services was before the end of the 2026 Fall semester and calculate what percentage would be 20% more. We will send out a new survey at the end of the 2026 Fall semester and examine the new percentage of awareness. If there is at least a 20% increase in awareness, then the objective has been met.

Tactic 1 of Strategy 1: To have at least one school agree to let MC come and talk to their seniors

Evaluation: Have one or both schools accept us, go and talk to the students. If at least one school accepts us, then we will count this tactic as successful.

Tactic 2 of Strategy 1: To have 1,000 pamphlets to pass out to students

Evaluation: We will make sure each student receives a pamphlet. If we succeed, then this tactic has been successful.

Tactic 3 of Strategy 1: To have at least one student volunteer to come with us to talk to the students at the high schools

Evaluation: We will count the tactic successful if there is at least one current MC student with us.

Objective 2: To host an event during Welcome Week at the start of the 2026 Fall semester

Evaluation: If the event is successfully planned and hosted with at least 500 people in attendance, then the objective has been met.

Tactic 1 of Strategy 2: To have posters around campus

Evaluation: If there are at least 2 posters on each floor of each building then this tactic has been successful.

Tactic 2 of Strategy 2: To have the SSC event on the schedule of Welcome Week

Evaluation: If the schedules for Welcome Week are printed with the SSC event and information included, then this tactic is successful.

Tactic 3 of Strategy 2: To hand out pamphlets with information about the SSC and its services

Evaluation: If each student receives a pamphlet then this tactic is successful.

Tactic 4 of Strategy 2: To have students meet staff of SSC

Evaluation: If students talk to the staff then this tactic is successful.

Tactic 5 of Strategy 2: To have food, drinks, decorations, and a scavenger hunt game during the event

Evaluation: If food, drinks, and decorations are present, and students participate in the scavenger hunt game, then this tactic will be successful.

Tactic 1 of Strategy 3: To have Student Engagement ask Orientation leaders to spend more time at SSC

Evaluation: If Student Engagement agrees, then this tactic is successful.

Tactic 2 of Strategy 3: To have staff talk to students about SSC services during Orientation

Evaluation: If Orientation groups spend more time learning about the SSC than in years past, then this tactic is a success.

Tactic 3 of Strategy 3: To give students bookmarks that have information about the SSC

Evaluation: If each Orientation group receives a bookmark per student, then this tactic is successful.

Conclusion

The purpose of this plan is to increase the awareness of the Student Success Center and its services, namely the First Generation Student services. All of this plan is targeted to future and current students at Mississippi College who might benefit from the SSC services. Please direct all inquiries to eworthy0612@yahoo.com.

Appendix

Press release:

Next Page:



Office of
Student Success

RELEASE AFTER AUGUST 13, 2025

Contact: Emily Worthy

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GET TO KNOW YOUR STUDENT SUCCESS

Join Mississippi College's Student Success Center During the Welcome Week of Fall 2026

CLINTON, MISS., AUGUST 13 2025 — The Mississippi College Student Success Center will be hosting an event on the Quad during the Welcome Week of Fall 2026. While all are welcome, this event is primarily for students to get familiar with the staff and services of the Student Success Center, from 2:00 pm to 5:00 pm on Friday, August 14, 2025.

“The StudEnt Success Center is for everyone” - [Dr. Stephanie Carmicle-Davis](#)

Join Mississippi College's Student Success Center for an evening of fellowship with students, staff and the Student Success Center. Enjoy snacks and drinks along with a scavenger hunt game to help students interact and learn about the Center, its services, and its staff.

Our goals in Student Success are to support students academically, connect students with campus resources and encourage students to discover and grow your talents and skills in pursuit of degree completion and meaningful careers that serve God and others.

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For more information, [contact](#) Dr. Carmicle-Davis

Sample of Tactic 1 of Strategy 1:

“Hello Clinton High School,

I am with the Student Success Center at Mississippi College and I would love to come to your school and talk to your students about Mississippi College, the Student Success Center, and the services that we offer. Please let us know the availability for talking to your juniors and seniors.

Thank you,

Student Success Center, Mississippi College

Sample of Tactic 2 of Strategy 1:

Hello Mr. Ivey,

We would like to extend an opportunity to your senior graphic design students.

We want to hold a contest for them to create a pamphlet design for the Student Success Center. The design should include the location of the SSC, as well as the services we provide and details about those services. We have budgeted for a \$150 incentive for the design we choose for the pamphlet. Each student is allowed one submission and we will pick a winner on February 15, 2025.

We look forward to hearing from you,

Student Success Center, Mississippi College