

How can we help tell your story?

SJR State Strategic Communications

Our mission is to celebrate and promote the SJR State story, encourage personal and professional growth, and build connections between the College and communities we serve.



“Burnout was our biggest challenge until we changed our mission statement.”

Strat Comm tells the SJR State story through:

Marketing – Internal and external print and digital advertising, brand promotion

Public Relations – Community and college events, presidential communication, social media, crisis communication, media relations

Recruiting – Inviting prospective students to become part of the SJR State story

Social Media – Building relationships with employees, current and prospective students, and other stakeholders

Website – Front door of the college and primary source of information for prospective students

March 2023

Executive Director of Strategic Communications
Michelle Sjogren

Strategic Communications Assistant, Paula Harris
Process bids and purchases, maintains expenditures for communications budget, department administrative duties, and assists with creative needs and events.

Marketing & Public Relations Strategies

Recruiting Strategies

Digital Marketing & Social Media Strategies

Web/Digital Strategies

Marketing & PR Director
Susan Kessler

Manages PR and Marketing strategy and College brand, including College editorial calendar, internal communication, project workflow, and media relations.

Recruitment Coordinator
Mikki Johns

Recruiting traditional and nontraditional students, College open houses, CRM management, prospect list management

Digital Marketing Manager
Bobby Dye

Manages digital marketing strategy including social media, digital ad creation, placement and analytics, updates digital signage.

Web/Digital Strategies Manager
Tammy Lane

Manages web content and strategy, ADA compliance, web analytics, supports digital marketing and internal digital communication.

Creative Services Coordinator, Laura Fezie

Brand oversight, graphic design, creative workflow and print scheduling, client relations, and quality control.

Recruitment Specialist

High school recruiting, College open houses, CRM management, prospect list management

Social Media Specialist
Alyssa Alessandria

Creates social media strategy and manages all College channels using analytics to improve engagement.

Web Coordinator
Derek Hembd

Assists designing webpages, landing pages and forms, and makes web edits.

Multimedia Specialist
VACANT

Assists with web updates, landing pages, form creation and management, graphic design, photography, and videography.

Student Worker – Marketing

Student Social Media Ambassadors (Student Workers)

Student Worker - Web



ST. JOHNS RIVER
STATE COLLEGE

What is the purpose of these changes?

- Working toward **less printing, more digital** communication for marketing and internal workflow
- **Campus TVs** to promote upcoming college events and deadlines
- Expanding **digital marketing and social media**
- Focusing on **consistent SJR State branding** across all assets
- Developing **baselines to gather data** and measure success of communication efforts

Meet the Team



MICHELLE SJOGREN



TAMMY LANE
Web



DEREK HEMBD
Web



SUSAN KESSLER
PR/Marketing



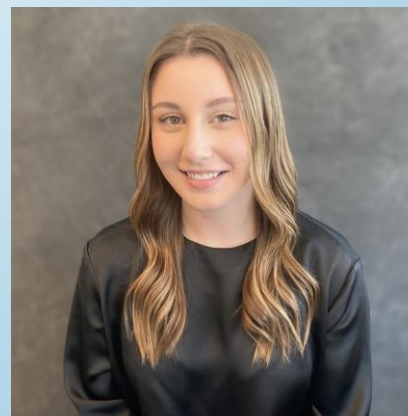
LAURA FEZIE
Creative Services



MIKKI JOHNS
Recruitment



PAULA HARRIS
Dept. Assistant



ALYSSA ALESSANDRIA
Social Media



BOBBY DYE
Digital Marketing



Web Strategies

New on the Web!

Service Request Forms

Web Services – Request Form

The screenshot shows the MySJRstate Employee Tab interface. The top navigation bar includes links for MySJRstate, Employee, Faculty, Student, 365 Email, Financial Aid, and MyCourses. Below this is a secondary navigation bar with links for Dual Enrollment, Student Email, Viking Zone, News & Happenings, and Library & Tutoring. The main content area is divided into three columns. The left column contains links to MYSJRState Home, Academic Calendar, Banner, Banner Web/Self Service, Canvas, College Catalog & Handbook, Course Availability, MySites, My Departmental Leave (Testing Only), Development & External Affairs, and All Site Content. The middle column contains Quick Links, SJR State IT Department (with a 'Need Help?' section), Employee News, and Employee Documents. The right column contains Employee Services & Information, which includes a list of departments: Academic Affairs, Business Affairs & Bookstore, Counseling & Advising, Facilities, Financial Aid & Veterans, Foundation, Help & Information, Human Resources, Information Technology, Institutional Effectiveness & Research, Learning Resources, Policy & Procedure, Strategic Communications, Calendar Event Request, College Branding and Logo Guide, Creative Services – Request System, Digital Services – Request System, PR Services – Request System, Website Services – Request System (highlighted with a red box), and Workforce Education.



Website Services - Request Form

A Website Service Request is required for all changes/additions.

Department: *

Contact Person and Extension: *

Brief Title Description of Changes/Additions: *

IMPORTANT: Request Form is required. Change details and attachments can be sent via email to tammylane@sjrstate.edu.

Webpage URL: *

Copy and paste the web address of the page you wish to edit.

(MySJRstate portal and internal system changes need to be directed to the ITDepartment@sjrstate.edu)

Deadline: *

- Minor Changes (24 hrs advanced notice)
- Extensive changes (3 to 5 days)
- New pages (2 to 5 weeks)

*Required completion time subject to scheduling changes.

Removal Date (optional):

IMPORTANT: Include a removal date for all **time sensitive** information. It is the responsibility of each department to submit updated webpage information.

I have read the Rules of Engagement. *

[Rules of Engagement](#)

☐

☐ Send me a copy of my responses

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[Privacy Notice](#) | [Report Abuse](#)

SJRstate.edu

[Homepage Updates](#)

REQUEST INFORMATION

Questions? We are here to help.

Fill out the form below and we'll be in touch.

Name *

Email *

Phone Number (optional)

I am interested in learning more about ____ ?

Send me information about ...

☐ Send me a copy of my responses

Submit

☒ REGISTER FOR SPRING B CLASSES BY MARCH 1. [REGISTER TODAY!](#)



National Hot Chocolate Day
Tue, Jan 31, 2023 8:30am - 12:30pm
@ PAC

Stalking & Human Trafficking Awareness
Tue, Jan 31, 2023 12:00pm - 12:45pm @ PAC



STUDENTS + ACADEMICS + ATHLETICS THE ARTS + COMMUNITY +

APPLY NOW TAKE A TOUR

1 MySJRstate | CONTACTS



NEED MONEY FOR COLLEGE?
Scholarship Deadline: April 1
APPLY NOW!

REGISTER FOR SUMMER CLASSES BY MAY 9. [REGISTER TODAY!](#)

[Request Information](#)

EXPLORE YOUR OPPORTUNITIES



A.A. Transfer Degree
Florida's statewide articulation agreement (A.A. Degree)



Earn your Bachelor's
Take your potential to the next level



Allied Health & Nursing
Challenge yourself with the intense training in health care programs



Business/Corporate College
Prepare for a business career and countless opportunities



Criminal Justice
Become a respected member of the criminal justice profession



Computer Sciences
Programs prepare students for entry level tech employment



Engineering Technology
Students are prepared for employment in advanced manufacturing



Florida School of the Arts
Realize your dreams in our visual and performing arts programs

[Explore more options!](#)



NEWS AND ANNOUNCEMENTS

[College closed - Spring Break - March 13 - 17](#)

[SJR State Earns 2023-2024 Military Friendly@ School Designation](#)

[Healthcare instructors say technology, confidence is key](#)

[SJR State District Board of Trustees meeting Mar. 22](#)

[FloArts presents summer workshops: SING, MOVE, CREATE](#)

[Orange Park Camps Open House - April 20](#)

[VIEW MORE](#)



Last day for payment of veterans' deferred fees
Fri, Mar 10, 2023 @ All-Campus

FTCE General Knowledge Exam Review for Math
Fri, Mar 10, 2023 9:00am - 12:00pm @ PAC

Nature Club Meeting
Fri, Mar 10, 2023 12:00pm - 12:30pm @ OPC

[VIEW ALL EVENTS](#)



ST. JOHNS RIVER
STATE COLLEGE

New! Program Page Refreshes

Request Information Forms

Request Information

Name *

Email *

Phone


Submit

Request Information

WE'LL BE IN TOUCH SOON!

You're busy taking the steps to earn your degree, and we're finding the information you'll need to get you there.

In the meantime, learn more about [admission requirements](#) and how to [afford college](#).




ST. JOHNS RIVER
STATE COLLEGE

MySJRstate | CONTACTS

APPLY NOW TAKE A TOUR

STUDENTS ▾ ACADEMICS ▾ ATHLETICS THE ARTS ▾ COMMUNITY ▾



MEET OUR STUDENTS.

ALLIED HEALTH

Home » Allied Health and Nursing » Rad Tech

RADIOLOGIC TECHNOLOGY 2155/2156
Associate in Science Degree

Radiographers are medical professionals and members of the health care team who:

- Perform diagnostic imaging procedures such as X-ray examinations of the bones, heart, lungs, and abdomen to be used for analyzing medical issues
- Work in a variety of health care settings:
 - Hospitals
 - Urgent care centers and free standing emergency centers
 - Doctor's offices and
 - Diagnostic imaging centers

The Radiologic Technology program is a limited access program. Students are admitted once per year.

Students completing the program are eligible to take the national certification examination in radiography administered by the American Registry of Radiologic Technologists. ARRT certification is recognized throughout the country.

Program Details

How to Apply

FAQs / Outcomes / Goals / Program Effectiveness Data

Job Outlook / Salary

Program Details
Start Date: Fall
Program Requirements: [See Catalog](#)
Program Plan-Course Rotation: [\(PDF\)](#)

Request Information

Name *

Email *


Phone

Submit


Program Contact
Allied Health
(904) 808-7465
AlliedHealthProgram@sjrstate.edu

Student Spotlights


MEET OUR RADIOLOGIC TECHNOLOGY GRADS!



Howard



Mike




Holly

MEET OUR STUDENTS.

Meet Our Students Vikings in the Spotlight Page


If you would like to recommend a student success story, please contact SusanKessler@sjrstate.edu

**ST. JOHNS RIVER**
STATE COLLEGE

MySJrState | CONTACTS

APPLY NOWTAKE A TOUR


STUDENTS ▾ACADEMICS ▾ATHLETICS ▾THE ARTS ▾COMMUNITY ▾




MEET OUR STUDENTS

Home » Student Spotlights


VIKINGS IN THE SPOTLIGHT




MEET JUSTIN
Respiratory Care




MEET JEAN
Respiratory Care




MEET SWINITA (SUNI)
Respiratory Care




MEET AMBER
Respiratory Care




MEET KAITLYN
Practical Nursing




MEET LEE
Nursing Assistant




MEET BRITTNEY
Medical Assisting



MEET JAKESHA
Medical Assisting



MEET STACEY
HIT



MEET MALLORY
HIT



ST. JOHNS RIVER
STATE COLLEGE



New Calendar!

Viking eVents

If you would like more information on requesting Calendar eVents, please contact SusanKessler@sjrstate.edu

Strategic Communications

Calendar Event Request

College Branding and Logo Guide

Creative Services – Request System

Digital Services – Request System

PR Services – Request System

Website Services – Request System

ST. JOHNS RIVER STATE COLLEGE

STUDENTS • ACADEMICS • ATHLETICS • THE ARTS • COMMUNITY

VIKING eVents

SJR STATE CALENDAR

All dates and times are subject to change.

HUNGRY?

Search

January 2023

Event Category: All | Campus Location: Select one or more | Go

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2 College Closed	3 College Reopens 8:00am	4 Spring Term Begins Hot Coca & Donuts 8:00am - 10:00am @ SAC Welcome Back Breakfast, Viking Center 9:00am - 11:00am @ PAC Club Rush 10:00am - 2:00pm @ OPC Photo Coffee Mugs 10:00am - 2:00pm @ OPC National Trivia Day - Viking Center 11:30am - 12:30pm @ PAC National Trivia Day 12:00pm - 1:00pm @ SAC Welcome Back Lunch 12:00pm - 1:00pm @ OPC	5 Snack Station 8:00am - 11:00am @ PAC Welcome Back Breakfast 8:00am - 10:00am @ SAC Donuts & Orange Juice 9:00am - 11:00am @ OPC Lunch & Board Games 11:00am - 1:00pm @ PAC Bios In Concert 7:30pm @ Thrasher-Home Center	6 Grab & Go Breakfast 9:00am - 11:00am @ OPC Snack Station 9:00am - 1:00pm @ PAC Movie Day 12:00pm - 2:00pm @ SAC	7
8 Patty Cline 6:00pm @ Thrasher-Home Center	9 Club Rush @ OPC Club Rush @ PAC DEADLINE to participate in Vikings Spring into Service 8:00am - 4:00pm Cereal Station 9:00am - 11:00am @ OPC Depotwoods Food Truck 11:00am - 1:30pm @ OPC	10 Club Rush @ PAC Club Rush @ OPC Cereal Station 9:00am - 11:00am @ OPC Language Conversation Hour 2:30pm - 3:30pm @ SAC	11 Club Rush @ OPC Club Rush @ PAC Cereal Station 9:00am - 11:00am @ OPC The Big Boss Food Truck 11:00am - 1:30pm @ OPC	12 Club Rush @ OPC Cereal Station 9:00am - 11:00am @ OPC Go Zee: What is Mindfulness? 12:30pm - 12:45pm @ OPC Faculty Exhibit 5:00pm @ Pinks	13 Club Rush @ OPC	14
15	16 College Closed - Martin Luther King Jr. Day	17 About Time Food Truck 11:00am - 1:30pm @ OPC SGA Meeting 1:30pm - 3:00pm @ OPC Language Conversation Hour 2:30pm - 3:30pm @ SAC	18 SGA Meeting 1:30am - 3:00pm @ OPC Business Club Recruiting Table 12:00pm - 1:00pm @ OPC Trivial 12:00pm - 1:00pm @ PAC Nature Club Meeting 3:15pm - 4:15pm @ OPC	19 National Popcorn Day 10:00am - 1:00pm @ OPC Depotwoods Food Truck 11:00am - 1:30pm @ OPC National Popcorn Day 11:00am - 1:00pm @ PAC Play Trivia 12:00pm - 1:00pm @ SAC Revised Mac Tribute 7:30pm @ Thrasher-Home Center	20 Vikings Spring into Service @ All-Campus PALATKA ARBOR DAY CELEBRATION 10:30am - 11:30am @ PAC National Popcorn Day Meeting 12:20pm - 1:00pm @ PAC	21 Baseball Home Game 2:00pm @ PAC
22 Baseball Home Game 1:00pm @ PAC Baseball Home Game 4:00pm @ PAC	23 Pet Donations Drive 8:00am @ All-Campus Spanish Conversation Hour 1:30pm - 2:30pm @ OPC	24 Planet Pizza Food Truck 11:00am - 1:30pm @ OPC Language Conversation Hour 2:30pm - 3:30pm @ SAC 2nd Biweekly Rotaract Meeting 3:00pm - 4:00pm @ SAC Zumba begins 5:30pm - 6:30pm @ PAC	25 Business Club meeting 12:00pm - 1:00pm @ OPC	26 Stalking & Human Trafficking Awareness 12:00pm - 12:45pm @ SAC	27 Nature Club Meeting 9:00am - 10:00am @ OPC Do You Know About Pinks? 2:00pm - 3:00pm @ Online SGA Student Government Association 2:00pm - 3:00pm @ Online	28
29	30 Last day to clear admissions for final official iNOCED transcript @ All-Campus Spanish Conversation Hour 1:30pm - 2:30pm @ OPC Nature Club Movie Night 5:30pm - 7:00pm @ OPC	31 National Hot Chocolate Day 8:30am - 12:30pm @ PAC TPAC Meet and Greet Table 11:00am - 1:00pm @ SAC Stalking & Human Trafficking Awareness 12:00pm - 12:45pm @ PAC Language Conversation Hour 2:30pm - 3:30pm @ SAC Language Conversation Hour 2:30pm - 3:30pm @ SAC				

Marketing/PR Strategies

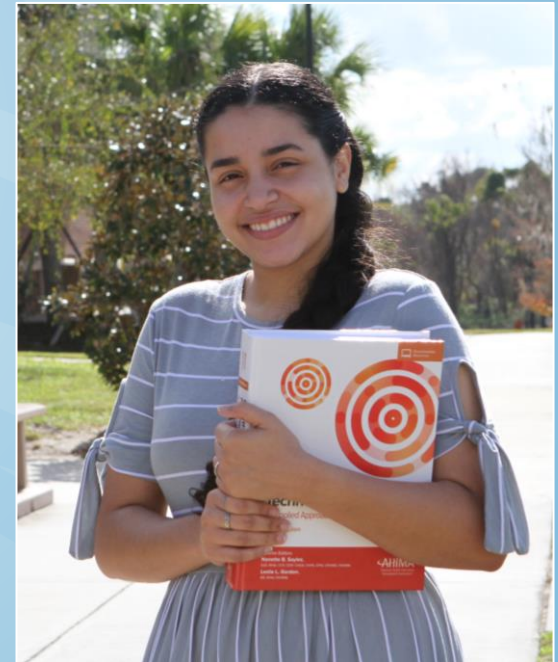
Marketing/Public Relations

- Print advertising
- Community and college events
- Viking mascot appearances



Marketing/Public Relations


- Press releases, photo requests, media relations
- Student/alumni spotlights
- Crisis Communication



Public Relations

PR Services request form

Questions? Call us!
We'd love to hear your good
news and ideas!

**ST. JOHNS RIVER**
STATE COLLEGE

PR Services - Request Form
A PR Service Request is required for all public engagements.

Department: *

Contact Person and Extension: *

PR Service Requested:

Select or enter value

Brief Title/Description of Subject in Request: *

IMPORTANT: Request Form is required. Additional details and attachments can be sent via email to SusanKessler@sjrstate.edu.

Event Date (optional):

Deadline: *


Important! Advanced Notice Required:

Press Release (2 week)
Student/Alumni Spotlight (2 week)
Event Planning (4 week)
Photo Request (College-wide events) (1 week)
Viktor the Viking (1 week)
Giveaway - Quantity under 50 (same day; 50+ call for details)
Community Event Participation (4 week)

I have read the Rules of Engagement. *

[Rules of Engagement](#) ☐

☐ Send me a copy of my responses

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Marketing/Public Relations

The best form of marketing
and public relations is ...

Marketing/Public Relations

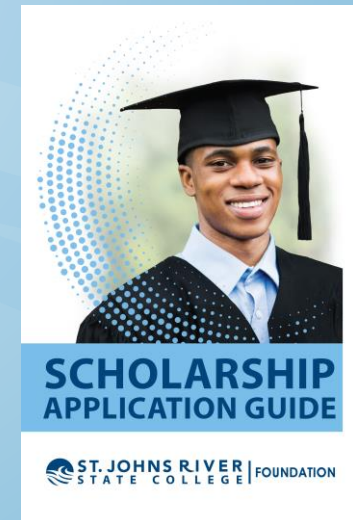
You!

Marketing/Public Relations

SJR State

Creative Services


- Printing requests
(flyers, posters, brochures, etc.)
- Designs and more!
- College Branding



Creative Services Request Form

- Fill out online form for each request
- Deadlines
- Rules of Engagement
- Dean, Director, or VP approval

[Creative Services - Request Form](#)

**ST. JOHNS RIVER**
STATE COLLEGE

Creative Services - Request Form
A Creative Service Request is required for all projects.

Department: *

Contact Person and Extension: *

Type of Project: *

Important: Request Form is required. Additional details and attachments can be sent via email to laurafezie@sjrstate.edu.

Quantity: *

Important: Quantity may require out-of-house printing (allow 5 weeks) depending on scope of work.

Paper Type & Size: *

- Plain, High Quality, Card Stock
- 8.5 x 11, 11x17, 13x19 (card stock), 24x36 (poster)

Color or Black Ink: *

Deadline: *

Important! Advanced Notice Required: Reprints - 2 weeks, New Projects - 4-6 weeks


*Required completion time subject to scheduling changes.

I have read the Rules of Engagement. *

Rules of Engagement

☐

☐ Send me a copy of my responses

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Recruiting Strategies

- College and Career Fairs
- Classroom Presentations
- Senior Summits
- SJR State Open House
- SJR State Campus Visits
- High School A.S. Degree Tours
- Middle School Tours
- Community group visits
- Freshmen Showcase
- College Prep Presentations
- Community Events
- StemConnect

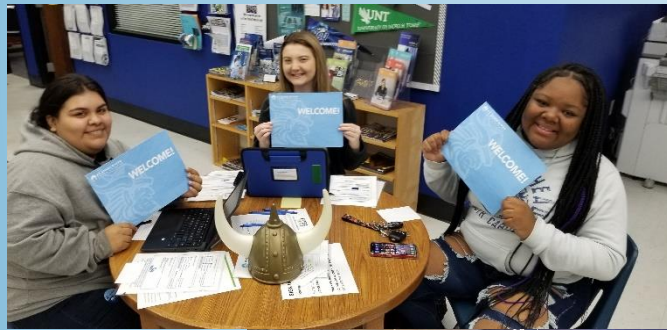
If Recruitment has been invited to it, we've done our best to attend the event!



Have ideas for reaching future Vikings?

We'd love to hear them!

Free Applications & Scholarship Days



FSA FRENZY



FSA FRENZY

The first and most important step in applying for Financial Aid is completing the Free Application for Federal Student Aid (FAFSA). Join us on campus and receive personalized assistance!

October 25
Orange Park Campus
6:00 P.M. - 8:00 P.M.

November 8
St. Augustine Campus
6:00 P.M. - 8:00 P.M.

November 15
Palatka Campus
6:00 P.M. - 8:00 P.M.

SJR STATE CAMPUS TOURS

Learn more about SJR State's 40+ programs

WHAT YOU NEED TO BRING

To complete the Free Application for Federal Student Aid (FAFSA), you will need:

Your Social Security Number

Your Driver's License Number

Your Alien Registration Number
(If you are not a U.S. citizen)

2017 federal income tax returns, W-2s, and other records of money earned.
(Note: You may be able to transfer your federal tax return information into your FAFSA using the IRS Data Retrieval Tool.)

Bank statements and records of investments
(If applicable)

Records of untaxed income
(If applicable)

An FSA ID to sign electronically
(Can be completed online during the event)

If you are a dependent student, then you will also need most of the above information for your parent(s).



SJRState.edu

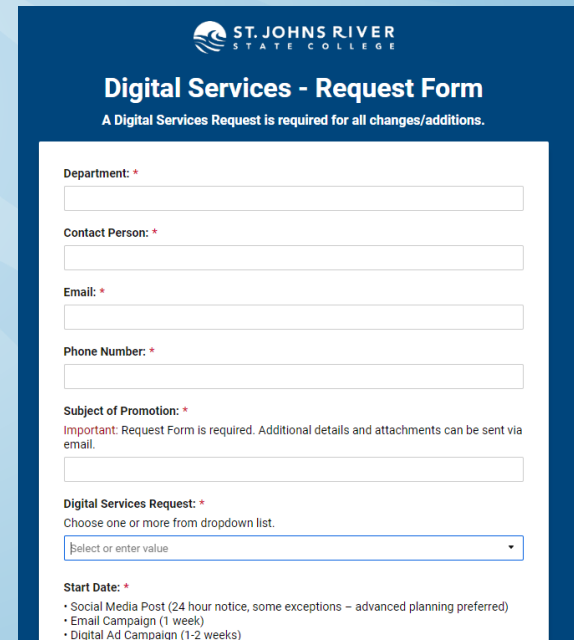
SJR STATE COLLEGE NON-DISCRIMINATION STATEMENT: St. Johns River State College does not discriminate against any person in its programs, activities, policies or procedures on the basis of race, ethnicity, color, national origin, marital status, religion, age, gender, sex, pregnancy, sexual orientation, gender identity, genetic information, disability or veteran status. All questions or inquiries regarding compliance with laws relating to non-discrimination and all complaints regarding sexual misconduct or discrimination, may be directed to the Title IX Coordinator/Equity Officer, St. Johns River State College, 5001 St. Johns Avenue, Palatka, Florida, 32177, 888-312-4800.

Digital Strategies

Requesting Digital Services

The Strategic Communications team has made it easy for you to submit a request for digital services by using our SmartSheet system. Simply follow the portal path mentioned, and you'll have the option to request the following services:

- Social Media Post
- Email Campaign
- Digital Campaign



The screenshot shows a web form titled "Digital Services - Request Form" for St. Johns River State College. The form includes fields for Department, Contact Person, Email, and Phone Number, each marked with a red asterisk. Below these is a "Subject of Promotion" field with a red asterisk and a note: "Important: Request Form is required. Additional details and attachments can be sent via email." The "Digital Services Request" section features a dropdown menu with the text "Choose one or more from dropdown list." and "Select or enter value". At the bottom, the "Start Date" section has a red asterisk and a list of services with their lead times: Social Media Post (24 hour notice, some exceptions – advanced planning preferred), Email Campaign (1 week), and Digital Ad Campaign (1-2 weeks).

ST. JOHNS RIVER
STATE COLLEGE

Digital Services - Request Form
A Digital Services Request is required for all changes/additions.

Department: *

Contact Person: *

Email: *

Phone Number: *

Subject of Promotion: *

Important: Request Form is required. Additional details and attachments can be sent via email.

Digital Services Request: *

Choose one or more from dropdown list.

Select or enter value

Start Date: *

- Social Media Post (24 hour notice, some exceptions – advanced planning preferred)
- Email Campaign (1 week)
- Digital Ad Campaign (1-2 weeks)

New Tools



- One-stop shop for all social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Post scheduling & Analytics



- Robust software for easy content creation (graphics, photos, videos)
- Templates, stock images/videos, digital formatting.



- Customer management system (CMS) enables email marketing.
- Takes college-wide email initiatives to the next level with comprehensive layouts and design. Feature-rich with the ability to schedule emails, capture leads/prospective students, conduct polls/surveys, analytics, etc.

Digital Marketing

The Strategic Communications team is shifting marketing to the digital space to effectively target prospective students, generate leads and ultimately increase enrollment utilizing multiple strategies, including...

- **Target Marketing**

- Demographics – Age, gender, family status, income level, etc.
- Geofencing – Location-based targeting
- Keywords – Implementing words our current/potential users search for into our key messaging. Use words unique to SJR State, and common to higher education.
- Retargeting – Marketing to individuals who have already* interacted with our platform.

*If you see our ad, please don't click it.

- **Google/Social Media Advertising**

- Google Ads – Reach high-intent searchers looking for a resolution; retarget people who have already visited our website.
- Social Media Ads – Engage with the targeted audience; increase brand awareness.

- **Email/Search Engine Optimization (SEO) Strategies**

- Email – Effective way to reach audiences already interacting with us (i.e., students, faculty, and staff).
- SEO Alignment – Ensuring the College's website contains specific keywords to align with Google Ad Campaigns.

Social Media

- **Boost Brand Awareness**

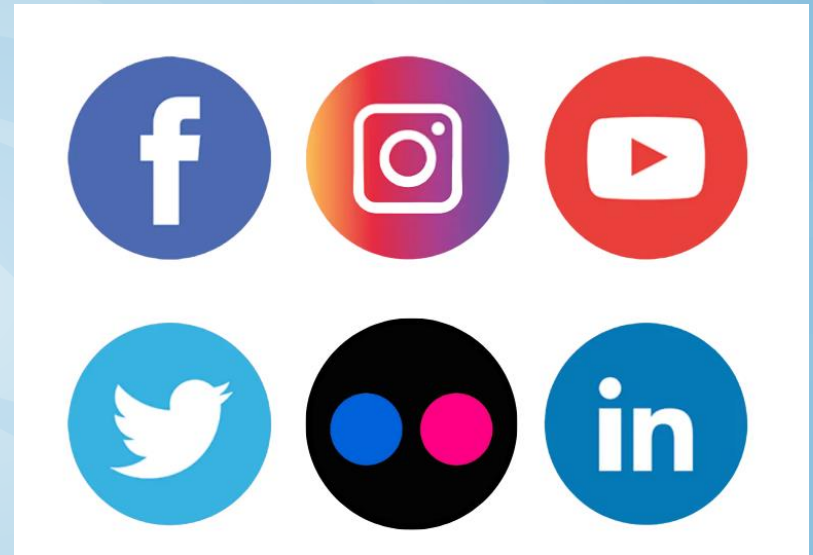
- Enhance knowledge of SJR State, its position as the community's college, and all offerings in a consistent, recognizable voice and brand.

- **Attract New Students**

- 84% of adults ages 18 to 29 use social media. We utilize it accordingly to reach a large percentage of our student body and, ultimately, increase enrollment.

- **Engage Our Audience**

- Support, encourage, and inform current students of SJR State's latest events, resources, etc.



Questions

Thanks for joining us!

We look forward to serving you.