Public Relations Annual Report

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DATE: July 2015  
REPORT #: Annual Report

Summary, Challenges and Recommendations for 2014-2015

Summary:
July 2015 – July 2016 will be memorized as a fruitful, opportunities-exploring and challenging year in my experience as a student advocate. Stepping into the role as the National Public Relations Officer, I have initiated a series of new initiatives and committed to bring CISA to higher heights in both state and national level. Here is the summary that I have done in my term.

Expansion of Public Relations Team
To enhance functionality and facilitate the operation in the public relations portfolio, the Central Committee scheme was newly introduced. There are three teams in the central committee that are the marketing, sponsorship and communication team. This is a glimpse of the teams’ roles and responsibilities:

Marketing Department:
• Develop marketing plans and executes the tactical initiatives
• Generate marketing insights that optimize marketing activities

Sponsorship Department:
• Identify and generate corporate sponsorships and partnerships
• Develop strong relationships with key accounts

Communication Department:
• Revamp and update on CISA promotional channels, including website

Internship Initiative
With the fact that international students are facing a number of barriers in employability, including the lack of workplace skills, a shortage of internships and reluctance to hire international graduates, this leads to the low employability rate for international students (IEAA, 2015). The purpose of this program is to provide a greater access to employment for international students, enhancing their working experiences and ultimately highlight the value of hiring international students.

2016 National Conference
• Liaise with institutions to sponsor students to attend the conference
• Roll out the #BreakBarriers Campaign
  o Interview the students leaders for their barrier story
  o Conference Video Promotion
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- Liaise with educational providers for partnership and sponsorship format
- Regular meeting with StudyNT and Associate Advertising (Event Manager) to update the conference progress
- Regularly send out conference information to delegates

External Partnership
- Liaise with universities to increase the presence of CISA during Orientation Week
- Stall booth at University of Melbourne for the event of “Moving to Melbourne”
- Liaise with Department of Education and Training for the forum in Sydney
- Liaise with SBS for Lord Mayor’s Welcome Session in both Melbourne and Sydney

Media Interview
- ABC regarding on accommodation, employability issues
- SBS regarding on International Students’ Safety Issue

Challenges
As every state is having unique problems, promotion strategy should be customized in order to satisfy the needs and concerns of a particular state. Activities should be regularly held to increase CISA’s presence, continue and increase the engagement between CISA and our members.

Recommendations for the Next Team

Recommendation 1
State Advisory Board is suggested to be organized in each state, chaired by the executives. National Members Board should organize at least twice in a year. Relationship should start building with the nationality-based organizations and expand the membership database.

Recommendation 2
A designer should be recruited for creation of collaterals since it is not always feasible or possible maintain engagement on the ground with making your brand known through collaterals such as banners and flyers.