Bakersfield College Achievements 2018-2019

Brandon Urry, Program Manager Communications/Community Relations - Athletics

2018-2019 Goals:

**Strategic Direction #1: Student Learning Commitment to provide holistic education**

- Work with media arts department to expand relationship and practical experience for students in creating videos for highlights, television ads, community service events and student-athlete spot light
  - In conjunction with Professor Jeff Huston, we are hosting two ‘work experience’ students to create digital content for our social media and commercials.
- Utilize work-study students to gain insight into working within athletic communications and promoting the brand of the athletics department.
  - Oversaw a BC work-study student to design hundreds of digital graphics throughout the course of the academic year for use in promoting athletics using digital and print media.

**Strategic Direction #2: Student Progression and Completion Commitment eliminate barriers that cause student difficulties**

- Maintain both external and internal communications about Bakersfield College athletic achievements, events, and activities.
  - Created and maintained solid relationships with local media in promoting and covering over 120 BC athletic events through the course of the year.
  - Distributed weekly information internally and externally to keep department and community apprised of athletic events each week.

**Strategic Direction #3: Facilities and Technology Commitment to improve the maintenance and secure funding for college facilities, tech, and infrastructure for the next 30 years**

- Participate in planning, and implementation of all facilities and project timelines for athletics, including communication efforts for progress and transparency.
  - Designed the new football field turf that will represent BC Athletic for many years to come.
  - Currently working on the design of the floor for the new gym.
- Utilize communication efforts through GoGades.com and social media to provide timely information to all students and media to be informed on athletic activities.
  - Drastically updated athletics website to have a more professional look and easier access to information for visitors to the site.
• Added bios, composite calendar, social media directory, Renegade of the Week, Archives for each sport, academic resources, and YouTube Channel.

• Updated the look, presence and content of our main athletics social media channels. Increased followers of all accounts across the board.
  o From July 2018 to June 2019:
    ▪ Facebook up 558 followers to 2784 (Most followers in the WSC)
      • Views up from around 50/day on average to 600/day average
    ▪ Twitter up 400 followers to 2235 (3rd most followers in the WSC)
      • Impressions up from 58k/month average to 114k/month average
    ▪ Instagram up 727 followers to 865 (was basically a non-existent account)
      • 700% increase in followers since July 2018

**Strategic Direction #4: Leadership and Engagement Commitment to build leadership within the College and engagement with the community**

• Develop and enhance the Renegade athletics brand and presence to our local community
  • Developed a billboard strategy we have employed throughout the year running new creative each week.
  • Printed media guides and schedule posters for all sports.
  • Coordinated football media day and baseball/softball media day
  • Coordinated broadcasts of all football games and developed streaming system for home baseball/softball games this season (no one at this level of athletics streams all home softball/baseball games).
  • Participated in Leadership Bakersfield through the Bakersfield Chamber of Commerce.

• Increased communications through contributions to the media, the President’s blog, social media, community boards and committees, the Renegade Roundup, and Student centered communications.
  • Used the local/national media at many points throughout the year to tell ‘behind the scenes’ stories of our student athletes.
  • Contributed weekly athletics updates to the presidents blog to increase campus exposure.
  • Coordinated 30+ consistent weekly shows of the Renegade Report highlighting BC Athletics in partnership with the Bakersfield Californian (promoted the episodes after airing to increase views)

• Support campus-wide events in building stronger campus culture
  • Participated in many campus-wide events throughout the year including summer bridge, graduation, opening/closing day, BC Choir fundraiser, etc.