**MC900053182[1]Seahawk Mail: PR Project Proposal**

* This is a public relations project proposal I put together in my Advanced Public Relations class for our post office on-campus, Seahawk Mail.
* The project proposal includes a SWOT analysis of Seahawk Mail, their target publics and how we are going to best reach them using our goal, objectives, strategies, and tactics.
* The assignment was to create a project proposal for Seahawk Mail. Later in the semester we used these project proposals to make a print ad and brochure for the company.
* I included this project proposal because it shows I can do a SWOT analysis, pinpoint a products target audience, and then come up with goals, objectives, strategies, and tactics to better the product/company.

Seahawk Mail

PR Preliminary Project Proposal

**Situation Analysis**

*Strengths*

**Convenience.** Seahawk Mail is located on the campus of the University of North Carolina Wilmington in Fisher Student Union; therefore, it is convenient for students, faculty and staff.

**Hours.** Seahawk Mail opens at 8:30am, unlike other off-campus postal services, which open at 9:00am. Students, faculty and staff have an opportunity to go to Seahawk Mail their days start.

**Mail Boxes.** Seahawk Mail has on-campus mailboxes available for students, faculty and staff. These mailboxes make it possible for students, faculty and staff members to keep the same mailing address during their time at the University of North Carolina Wilmington.

**UNCW Pride.** Seahawk Mail offers Seahawk stamps and postcards for sale. This gives students, faculty and staff an opportunity to show their school pride when utilizing mailing services. These products are not offered at other postal services.

*Weaknesses*

**Customer Service.** There are times when there are not enough employees working at Seahawk Mail. This causes longer lines and a longer waiting period for students, faculty and staff.

**Hours.** Seahawk Mail closes at 4:30pm Monday through Thursday. This is thirty minutes before off-campus post offices close. Seahawk Mail is also closed all day on Saturday. Students, faculty and staff must go to an off-campus post office during these times or wait for Seahawk Mail to reopen if they are not able to go off-campus.

**Products.** Seahawk Mail does not offer nearly as many products as off-campus postal services. If students, faculty or staff want a specific product, such as decorative packaging, they have to go to an off-campus postal service to purchase it.

**Parking.** Students, faculty and staff have to park in their designated parking lots on campus. Some of these parking lots are fairly far away from Seahawk Mail. If students, faculty and staff offered parking spaces near the building it would be more convenient.

*Opportunities*

**Greeting Cards.** Based on the survey results, many participants stated that they would like for Seahawk Mail to offer greeting cards. If Seahawk Mail offered greeting cards it would be convenient for students, faculty and staff. Being able to purchase greeting cards at the same place one can mail them would eliminate the hassle of having to go to multiple places.

**The Internet.** According to our survey results, if Seahawk Mail utilized the internet to alert students, faculty and staff of their packages and mail arriving, customers will be more satisfied and enjoy the convenience.

*Threats*

**Payment Types.** Many participants of the survey stated that they would like the ability to use credit cards and debit cards. While the addition of a debit/credit card machine would increase Seahawk Mails business, it is not allowed. Other post offices that do use debit/credit card machines could possibly take Seahawk Mail’s business.

**Larger Postal Services.** Off-campus postal services are typically larger, with more products to offer. Also, customers can park directly outside the building rather than in a designated parking lot far away from the building.

The University of North Carolina Wilmington offers a postal service primarily for its students, faculty and staff, called Seahawk Mail.  Seahawk Mail is in constant competition with the surrounding off-campus postal services in the greater Wilmington area for customers. Through public relations, Seahawk Mail can create a higher level of awareness about their services, promote products they have to offer and establish and build better relationships with target publics.  By utilizing effective public relations, Seahawk Mail will be able to gain and maintain a wider range of clientele at UNCW and generate greater product revenue.

When we were first introduced to the agency, we met Mike Lloyd, postal service manager, and Jennifer Washington, Seahawk Mail supervisor.  They described how Seahawk Mail obtains revenue and currently promotes their products and services.  We discovered existing problems that Seahawk Mail is experiencing as well as potential problems that may arise in the future.  We also learned Seahawk Mail’s mission statement, hours of service, products offered, and their future plans for the agency.

After the agency meeting, we researched Seahawk Mail further by reading their brochure and website.  We also visited other post offices in the greater Wilmington area, including the locations off of Oleander Drive and Lennon Drive, to compare their customer service, products, and services offered.  We later visited Seahawk Mail to observe, in detail, exactly how they operate on a daily basis.  Once we gathered the bulk of our research, we created a survey for off-campus students, on-campus students, and faculty and staff, in order to better understand their preferences, opinions, and potential suggestions for mail services, specifically Seahawk Mail.

From the surveys, we gathered that the majority of students who use Seahawk Mail are either freshman or students living on campus.  Many students were unaware of the services that Seahawk Mail provides, and those who were aware, were students who lived on campus.  The majority of participants stated that they first heard about Seahawk Mail at orientation and also said they would purchase greeting cards if offered by Seahawk Mail.  We learned that convenience was the chief factor in determining which postal service people used even when price is a factor.  The most effective form of communication was email and many said they would appreciate reminders to check their mail or pick up a package.

Per the agency meeting our budget is five hundred dollars.

**Target Publics**

This proposal focuses on students, faculty and staff at UNCW. These target publics make up the population of the University and are the main sources of information among others. In order to increase support of Seahawk Mail, these publics must be targeted in different ways, while specific objectives and tactics must be put into action.

Each public was selected for a specific purpose. At first, we targeted off-campus students separately from on-campus students, along with the faculty and staff. We decided to combine the students and target them as a whole. Students are main sources of spreading information and make up the majority of the population at UNCW. Without their knowledge and support of Seahawk Mail, there is not much of a business.

The support of faculty and staff is vital for the stability and potential growth of Seahawk Mail. Many of the faculty and staff at UNCW have worked for the University for several years. Services at Seahawk Mail must be up-to-par with those at off-campus postal services to maintain and gain customer loyalty.

**Goal**

This proposal is intended to increase campus support of the on-campus postal service, Seahawk Mail.

**Objectives**

Our objective for our student public is to increase the number of student customers each month by 15% by May 2012. For faculty and staff, our objective is to increase the number of UNCW employee customers each month by 15% by May 2012. Our last objective is to increase Seahawk Mail product revenue by 10% by May 2012 and this is targeted towards both publics.

**Messages**

The message we hope to get across to students is that Seahawk Mail provides a variety of products that reflect school spirit. The idea that Seahawk Mail is a convenient postal service is the message we would like to convey to faculty and staff. Lastly, Seahawk Mail is a friendly environment that provides good service, is the message our campaign will target towards both publics involved.

**Strategies**

Our strategy exclusively for students is to inform them about Seahawk Mail’s services and products through the use of nontraditional media and non-media tactics. For faculty and staff we will inform them of the convenience of Seahawk Mail through the use of non-media tactics. In an attempt to promote new products, we plan to create partnerships with other on-campus organizations, such as Dittos and EcoTeal, through non-media tactics.

**Evaluation**

*Assessment:*

As stated previously, our student objective is to increase the number of student customers each month by 15% by May 2012. Success in achieving this objective will be determined by evaluating the number of student customers each month from May 2010 to May 2011 and then from May 2011 to May 2012.

Our faculty and staff objective is to increase the number of UNCW employee customers each month by 15% by May 2012.Success in achieving this objective will be determined by evaluating the number of UNCW employee customers each month from May 2010 to May 2011 and then from May 2011 to May 2012.

Our third objected, targeted towards both publics is to increase Seahawk Mail product revenue by 10% by May 2012. Success in achieving this objective will be determined by evaluating product revenue from May 2010 to May 2011 and then from May 2011 to May 2012 and see if it increased by 10%.