

# ST. ANDREW'S PUBLIC RELATIONS TEAM REPORT 2019-20

The **St. Andrew's Public Relations Team** was founded by **Dr. Desiree Gonsalves**, to develop a holistic brand identity for St. Andrew's College and also establish an Online Presence for the same. St. Andrew's College is the **first college** in Mumbai to take up this initiative. The St. Andrew's PR Team is setup with the main objective of building a positive reputation of the **#BrandAndrews** and maintain a strategic relationship with its key stakeholders, students, parents, staff and prospective partners, with a view to build a global, reputed and positive image of our college.

## April 2019

Prior to the formal inception of the PR team, a group of budding web designers from SAC devised and implemented a strategy to redesign the college website with a view to make it more user friendly, interactive and improve the overall user experience. These web developers consulted OnFees to integrate various website features and applications. Vice principal – Dr. Desiree Gonsalves seized the opportunity to rebrand the college via online platforms. This led to the formation of the college's first Public Relations Team.

## May 2019

The team collaborated with Ghoom 360 - Marketing agency, to create a virtual tour of the college on the website. St. Andrew's college is the first college in Mumbai to take up this initiative. The web development team also designed the NAAC-IQAC page for the college website.

## June 2019

A social media manager was appointed to develop a content strategy for platforms like Facebook, Instagram, Twitter. The team also recruited an official photographer to cover college events for their social media handles. The website team met a web development expert to test the newly designed website. The Vice Principal's newly designed L10 classroom was formally inaugurated by the newly formed PR Team. This gave the team an opportunity to demonstrate the use of the new smartboard and revamped website to the college faculty.

## July 2019

With the upcoming Parent-Teacher meeting, it was the responsibility of the team to produce a detailed orientation video with all the relevant information to educate the newly inducted and existing students. The web development team created a portal for the new Certified courses. This contained details of all the courses offered by the college and also enabled online registration with payment via Onfees. The team also developed a page for Department of Lifelong Learning and Extension Activities (DLLE). Due to the immense success of the PR team's content strategy, the college achieved its interim target of 1000 followers on Instagram.

## **August 2019**

The team had a responsibility to maintain cordial relations with past and present Andreans. This was achieved through the organisation of areunion for the 1994 batch of BCom students.

The PR Team also collaborated with the E-Cell on several occasions. They livestreamed the E-Cell Business quiz on Instagram to create more engagement through social media.

## **September 2019**

The PR team saw an influx of new talent through content writers and photographers. A section for blogs was added to the website. The content writers played a crucial role in updating this section for prospective students browsing the page.

The website team developed department pages for each course and subject.

The College Instagram page operated by the PR team was used to actively promote St. Andrew's college's intercollegiate festival – Mosaic

With the college's vast Alumni network, the team saw an opportunity to acquire testimonies from successful Ex-Andreans, to create brand value and inspire students via social media.

## **October 2019**

The college Instagram page doubled its followers to 2000. This was the result of an active social media team that created engaging content.

Several online photography contests were hosted by the team with a view to give students an opportunity to showcase their talent on the official college page.

The syllabus for each course and subject was uploaded onto the website.

## **November 2019**

The PR Team had the opportunity of consulting public relations expert and ex-Andreas – Craig Michael who taught them the nuances of a career in the concerned field.

## **December 2019**

Apart from the routine coverage of college events, the PR Team played a pivotal role in promoting initiatives by other college clubs. This included the E-cell project for sale of Andreas merchandise. The official college Instagram page was used to deliver accurate information regarding the availability, price and offers on this new range of products.

The team published ARJ, Ruminations and Ethics and Society publications on St. Andrew's college website

With a view to increase the importance of fitness and improving student's holistic health and well being, the team launched the first 'Andreas Fitness Week'- a plethora of events dedicated to promoting a healthy life. The team reached out to fitness partners like Wizita health care (health checkup), Tarini Menezes (Yoga), TFW Academy (Cross training), Tanya Powell (Zumba), Terence Lewis Professional Training Institute (dance)

The PR Team assisted the Student council, E-Cell with the convocation ceremony and Christmas celebration by assigning photographers and writers to cover the event.

## **January 2020**

The web development team designed a webpage dedicated to UNESCO and the Cardinal Paul Poupard Foundation. The team also actively promoted the UNESCO Symposium via social media and the college website.

## **February 2020**

The PR team is responsible for organising the luxury brand management workshop in association with Dice Academy- sister concern of ISDI. The college had also received paid sponsorship for the same.

Due to immense success of the Fitness Week, the Terence Lewis Professional Training Institute partnered with the St. Andrew's Public Relations Team for their social awareness campaign.

The PR team developed a marketing strategy for the Andrean Talent Launch along with a special appearance by the Z-Boys – a seven member international project boy group who performed at VH1 Supersonic.

Through the efforts of the web development team, the college received the ISSN certificate for the 'Andrean Research Journal'

To commemorate World Cancer day, the PR team partnered with Cherish Life India Foundation – an NGO dedicated to providing medical treatment to underprivileged children afflicted with Cancer. The team actively promoted their annual fundraiser by hosting online contests to create awareness.

After careful consideration the PR team was restructured and new members were recruited for the following roles – photographers, videographers, writers, web development, graphic designers, social media strategists, internal and external PR executives.

To ensure that the TYBCom and TYBA had a memorable farewell, the PR team set up a photobooth with props and a unique background.

The website team developed the 'Calendar of events' to help faculty seamlessly book college venues for their event online. This has led to an increase in automation and increase in efficiency.

### **Teacher in Charge:**

Vice Principal – Dr. Desiree Gonsalves

### **Students in charge:**

Administrative head - Shane D'Souza

Asst Administrative head - Aaron Nar

Web Development Head - Ian Almeida

Social Media Head - Felix Rodrigues

Content Head - Samantha Pereira