The Gargoyle: Fall 2010 Strategic Plan

Mission
The mission of The Gargoyle is to serve as a forum for various opinions, perspectives, issues and viewpoints. It aims to uphold the standards of the journalism profession, and strictly adhere to all ethical guidelines to ensure the integrity and credibility of the newspaper. Now solely an online source, The Gargoyle would like to serve as a hub of information and editorials for Flagler College students and the community of St. Augustine.

Staff
Adviser: Brian Thompson
Assistant Adviser: Carrie Pack
Student Editors: Cal Colgan
Caroline Young

Goals
- Serve as a hub for community information, not just campus source
- Complete a successful campaign to increase awareness and readership
- Surpass number of unique visits to the site from last semester
  - 33,000 Absolute Unique Visitors (Jan 1 - Aug 5, 2010)
- Increase time spent on site
  - 1:26 (Jan 1 - Aug 5, 2010)
- Bring in communication students from other tracks
- Maintain loyal readership

Strengths
The Gargoyle produces exceptional articles that entice students to read the pieces and return to the site frequently. The nature of an online paper allows greater interactivity and student input, allowing The Gargoyle to better cater to student needs and wants.

Weaknesses
Many students are not aware that The Gargoyle no longer has a print edition, and may assume Flagler lacks a student paper. Increasing readership is the key to this campaign.

Opportunities
The Gargoyle can utilize social media to increase awareness and reader interactivity. Additionally, campus events, posters, multimedia content, Google
maps, a photo contest and end of the year anthology can increase The Gargoyle’s clout on campus.

**Threats**

Online versions of local publications (The Drift, The Record, etc.) may compete for reader loyalty and readership due to their longevity in the community and scope of coverage in St. Augustine.

**Prospective Events**

*On-Campus Taco Bake Off*

This would occur in front of Kenan and, ideally, would be catered by a local Taco establishment. Tacos will cost $1 when students submit their email address for Gargoyle email blasts. We will have a student photographer snapping pictures to post and tag on Facebook.

*Anticipated outcome:* Increase awareness of The Gargoyle on campus, create a buzz surrounding The Gargoyle, fun event for students and faculty

*Photo Contest*

Students are to choose a photograph that captures the epitome of Flagler College. Photo submissions will be accepted on Facebook and students must add Eddie Gargoyle as their friend, and tag him in the picture. The top five entries will be posted on The Gargoyle’s Web site for students to vote for their favorite. The winner will receive an iPod shuffle.

*Anticipated outcome:* Increase traffic to The Gargoyle's Facebook page, bring traffic to The Gargoyle site through voting, increase readership and awareness

*End of the year Anthology*

In order for many journalism students to gain eligibility for awards and acknowledgement, their work must be published. The Gargoyle will compile the best pieces (articles, opinion pieces, short stories, essays, poems, etc.) gathered throughout the semester and nominated by professors, to be bound in an anthology.

*Anticipated outcome:* Increase The Gargoyle’s clout on campus, further provide students opportunities to publish their work, have tangible product associated with The Gargoyle

*Poster Campaign*

Disseminate posters throughout campus to recruit journalism, broadcasting and public relation students to become involved with The Gargoyle.

*Anticipated outcome:* Increase awareness of The Gargoyle, give students incentive to read, and have friends read, The Gargoyle regularly

*Weekly Installments of Podcasts*

Podcasts produced weekly will be posted on the site. The content can vary week-to-week, but last year’s survey suggests a sports update may be most popular.

*Anticipated outcome:* Encourage students to seek out this feature weekly (loyalty), bring a multimedia element to the site, increase readership
Tentative Schedule

9/25 – 10/1
Prepare student work nomination forms for Anthology

10/2 – 10/8
Solicit local businesses to support Taco Bake-Off
Inquire appropriate authority to hold event

10/9 – 10/15
Promote Taco Bake- Off
Weekly Podcasts begin

10/16 – 10/22
Disseminate posters to recruit Communication students

10/23 – 10/29
Ideal Taco Bake- Off date

10/30 – 11/5
Materialize Anthology plans

11/6 – 11/12
Promote photo contest
Promote Anthology

11/13 – 11/19
Promote photo contest
Start accepting contest entries
Promote Anthology

11/20 – 11/26
Last week for accepting contest entries
Last week to accept Anthology entries

11/27 – 12/3
Top five photos chosen
Students continue to vote

12/4 – 12/9
Photo contest winner announced
Anthology compiled and bound to distribute