Client: Auburn University Dance Marathon

AGENCY CHARTER

**1. PR Agency Name and Motto:** Dalton

Name: A&U Strategies, Inc.

Motto: No need for a first impression, when we build your reputation.

**2. Vision:** Dalton

Vision: Our vision is to promote companies and organizations through ethical practice and research, while informing others of the greatness of our clients.

**3. Mission / Purpose:** Anna Caroline

A&U Strategies Inc., is a group of forward-thinking communicators who are passionate about creating and maintaining beneficial relationships through high impact strategic communications and marketing techniques to solve difficult challenges and activate growth opportunities within each of our clients. We aim to build big, insight-driven ideas that inspire action and connection throughout our work in this class. We are committed to help our clients move, engage, inspire, and lead people in a favorable direction this semester.

**4. Goals**: Anna Caroline

The main goal of our agency is to represent our clients to the best of our ability. Our plan to achieve this is through high quality work, sustainable practices, and implementing proactive media efforts.

**5. Roles:** Anna Snead

Here are some of the typical roles for meetings. Your charter should specify who will perform them, at least for the first few meetings (you can always modify as needed and might need additional ones for a specific project):

1. Agency Director (focus = getting the job done; the "what" of teamwork) sets agenda in advance, manages the work tasks and the scheduling and coordinating meetings for the project. Anna Caroline

2. Creative Director = focuses on the aesthetic layout of the work done by the agency. Anna Snead

3. Account Coordinator = is responsible for staying in touch with client. Dalton

4. Social Media Strategist = responsible for the big picture of deciding on the social media strategy of a campaign (is supported by other team members). Position also takes lead in monitoring existing social media of client in research portion of campaign. Dalton, Erica

5. Copywriter & Editor = is responsible for overseeing all writing, including proofing work before being turned in. Erica

Think ahead to the work you will do as an agency. The roles above are just suggestions. Do some research on roles for PR agencies, especially smaller, boutique agencies. Depending on the size of your team, a person may have more than one job. Some possible responsibilities could be (but not limited to):

* Project manager - Dalton, Erica
* Graphics manager - Anna Snead
* Research manager - Anna Caroline, Erica

**6. Ground Rules:** Erica

**a. Administrative:**

Where will we meet? How often? What time will we start?

The agency will be meeting on Mondays and Saturdays from 5-7 via Zoom.

How should we handle tardiness?

We understand that life can get in the way, so all we ask is for team members to text the group if they are running late.

How will we monitor our progress (on both task and process)

Our historian will be keeping a log of all of our meetings and a checklist of the tasks and overall progress we have completed.

**b. Task:**

How will we make decisions? (majority rule, consensus, or combination?)

The agency will make decisions as a consensus. If we all come to a general agreement about an opinion or situation that is how we will make an overall decision.

How will we handle disagreement? (encourage differences to be expressed; try to learn from different opinions, etc.)

The agency will handle disagreements by letting other team members voice their opinion and have an open mind about other points of view.

What should be our guidelines regarding participation?

We ask that all team members participate and get their work done on time. Everyone needs to be available during the week for questions and progress updates.

How do we handle problem solving (e.g., follow brainstorming guidelines?)

Should any project problems arise, we will settle them democratically with a vote. If there are interpersonal problems between members we will all meet to work out a solution that benefits the members equally.

**c. Interpersonal:**

How do we want to work together?

We will be assigning tasks throughout the semester. All members are required to complete their tasks within the time frame given.

What are you doing to increase trust and work smoothly and easily with each other? Any team-building you can do?

We are all planning on meeting in person at the Auburn University Dance Marathon. This will be a team building experience, as well as a great way to learn more about our client and how they run events.

**7. Agency’s Work Plan for the Semester:** Erica

|  |  |  |  |
| --- | --- | --- | --- |
| Task | Subtask | Personal Deadline | Deadline |
| PR Agency Charter | Erica - Ground rules,  Agency’s work plan  Anna Snead -  Assessment data,  Commitment page, Roles  Dalton - Motto, Vision  Anna Caroline -  Mission/Purpose,  Goals | Saturday, Jan 29 by our meeting | Sunday, Jan 30 |
| Client Form Signed by Client and Uploaded | \*Everyone\* Electronically sign and send over form | Saturday, Jan 29 by our meeting | Sunday, Jan 30 |
| PR Agency Website/Logo | - Creating the website  - About the team  - Mission statement/vision  - Client information  - The work itself  - Visuals (photos, graphics)  - Social media component  - Agency logo | Saturday, Feb 5 by our meeting | Sunday, Feb 6 |
| Developing Personas |  | Saturday, Feb 12 by our meeting | Sunday, Feb 13 |
| Plan of Action on Research Timeline | Detailed research timeline  - Why did you decide on this type of research  - Timeline for completing the research and how the research will be completed | Saturday, Feb 19 by our meeting | Sunday, Feb 20 |
| Developing Goals & Objectives |  | Saturday, Feb 21 by our meeting | Sunday, Feb 22 |
| Social Media & SWOT Analysis | Social media analysis, audit template  - State  - Performance  - Opportunity  SWOT analysis  - Internal analysis  Strengths  Weaknesses  - External analysis  Opportunities  Threats  Political  Social  Economical  Technological | Saturday, Mar 3 by our meeting | Sunday, Mar 4 |
| Situation Analysis & Persona Assignment | - Nature of problem  - Organizations mission  - Audience’s perception of the problem  - Description of research  - Secondary research & key publics  - Personas  - Bibliography | Saturday, Mar 26 by our meeting | Sunday, Mar 27 |
| Developing Strategies & Tactics | - Objectives  - Four strategies  - Four tactics  - Two tactics designed | Saturday, Mar 26 by our meeting | Sunday, Mar 27 |
| Implementation | - Budget  - Checklist  - Media pitch/Press release  - Social media post | Saturday, April 9 by our meeting | Sunday, April 10 |
| Rough Draft |  | Thursday, April 14 by our meeting | Friday, April 15 |
| Planning Events | - Budget  - Checklist  - Media pitch/Press release  - Social media post | Saturday, April 23 by our meeting | Sunday, April 24 |
| Campaign Proposal & Presentation | - Table of contents/Overview  - SWOT and Situation analysis  - Goals/Objectives  - Execution (strategies/tactics)  - Measurable results  - Budget/timetable  - Contact list  - Appendices  - Reference page  - Website/blog  - Presentation | Thursday, April 28 by our meeting | Friday, April 29 |

8. Plans and Tools for Gathering Team Self - Assessment Data - Anna Snead

You are required to assess how your team is doing several times during the semester. After you complete each deadline and then again at the very end of the semester once you have completed the campaign. I am not requiring it, but I do suggest that you keep a log of all the meetings you have together. Include who was at the meeting and what you worked on and who was assigned what along with when you will meet again. This really helps you stay on task.

9. Commitment page - Anna Snead

This page contains original signatures of each member of the team and space for the professor's signature. Your signature signifies more than understanding and agreement. It's a sign that you are committed to doing what it takes within the team to achieve your vision and mission







