



## Reputation Management For FE Colleges

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## What do your students want?

- A Reputation!



## What is reputation?

- What you do
- What you say
- What others say about you
- Everything

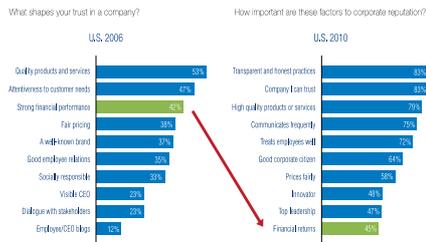


## Public Relations

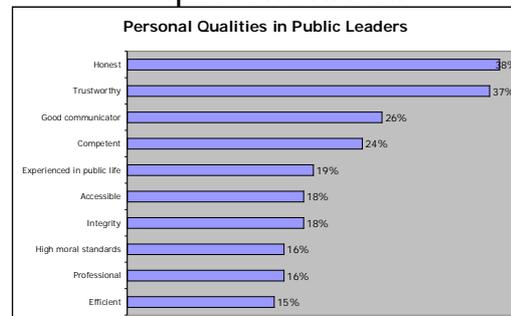
- Truth
- Concern for the public interest
- Dialogue
- (TTH)



## Money and reputation



## Ipsos MORI Poll



## PR is about reputation

- A survey of the top 250 UK companies in 2000 revealed that damage to reputation was the biggest business risk managers faced. (PWC)
- Reputation is something that has to be earned, but cannot be bought.
- Henry Ford - "You can't build a reputation on what you are going to do." Reputation is the result of former actions, but at the same time, it has an expectational quality.

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## Satisfaction

- Is the difference between expectation and experience



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## Reputation is perception

- To acquire a reputation that is "positive, enduring, and resilient" managers must invest heavily in building and maintaining good relationships. (Fombrun, p57)
- He proposes four factors that help to build reputation; "credibility; reliability; trustworthiness; and responsibility." (Ibid, p71)

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## Reputation

- Credibility
- Reliability
- Trustworthiness
- Responsibility



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## Reputation

- Reputation and relationships exist whether or not someone is paid to build, shape or manage them.
- Positive differences can be made by thoughtful boards, which include public relations directors chosen according to their depth of knowledge and breadth of experience.

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## Reputation

- Research in 2000 - definitely affected by bad behaviour, low morale etc
- Little or not at all affected by business as usual or 'good news' stories
- Most 'relationships' are built with those who have no consequence
- PR must be at a the leadership level
- Veric, D - Trust in organisations: a study of the relations between media coverage, public perceptions and profitability - unpublished doctoral dissertation 2000

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## Reputation

- Out of step with messages = inertia
- In line = energy
- PR is the profession best suited to the business of building loyalty and advocacy CBI
- Reputation has grown to represent 70% of balance sheet assets - DTI

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- Those who choose ex-journalists to advise them, in the hope that they will be better able to influence news editors, are only going to achieve a small part of the influence that they seek and very little, if any, of the relationships that they need.

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## Relationships

- Aristotle
- Sharing pleasures
- Being useful to one another
- Being committed to a common good



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## Publics

- If you spend a month showing genuine interest in someone else's concerns you will be likely to form a friendship
- If you spend 10 years only putting forward your own concerns you might be very lonely

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- Who are your priority publics?
- Are any of them listening?
- Do you have anything to say?
- What could you say/do?

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## The Mission Statement

- The point is not to create a perfect statement but to communicate a deep understanding of your organisation's core values and purpose



## Outputs and outcomes

**Outputs** measure how well an organisation presents itself to others, the amount of exposure it receives

**Outcomes** measure whether the communications have resulted in any *opinion, attitude* and/or *behaviour* changes on the part of those targeted audiences to whom the messages were directed

[www.instituteforpr.org]

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## So look out for

- Publics, reputation or issues management
- Truth, dialogue or concern for the publics' best interest
- Trust and relationship

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## Conclusion

- If PR is practised professionally it should strive for consensus through openness and honesty to build mutual trust, so that the techniques adapt to suit the needs of all involved and behaviour change occurs equally for all parties in the discussion.
- With PR there will be change
- With professional PR it will be for the better

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## Thank you!



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