



BKM Consulting, Inc.
Strategic PR + Marketing Communications

Specializing in Higher Education Marketing Communications & Public Relations

Strategic thinking * compelling copy * creative solutions

BKM Consulting Inc. specializes in providing strategic marketing communications and PR planning and consulting services to higher education institutions. Barbara K. Mednick, principal of BKM Consulting, is a strategic, experienced, creative and results-oriented marketing communications and public relations strategist and copywriter with more than 25 years of experience. She understands the issues and challenges that higher education institutions face and has worked with numerous colleges and universities to successfully launch initiatives, increase visibility, enhance reputation and recruit students.

Services provided

BKM Consulting, Inc. has worked with higher education institutions to provide the following services:

- Marketing communications planning and consulting
- Strategic planning meeting design and facilitation
- Public relations/media relations planning, consulting, coaching, writing and execution
- Web site content strategy consulting, copywriting and training
- Marketing copywriting for print and online
- Editing and project management

Metropolitan State University – St. Paul, MN

Integrated marketing communications plan:

BKM Consulting, Inc. developed a comprehensive integrated marketing communications plan for the university during the summer of 2008 for implementation over the next 18 months. This included:

- Meeting with the client to confirm approach, key objectives, timing, etc.
- Identifying key internal groups/individuals and their role in the planning process
- Reviewing college research, brochures, web site, and other communications pieces
- Conducting SWOT analysis sessions with several key groups and analyzing the feedback
- Writing the 40-page marketing communications plan

Client testimonial:

“Most recently BKM Consulting, Inc. helped us develop a new integrated marketing communications plan. She first got to know Metropolitan State University well and then combined her excellent strategic thinking abilities with the results of her own research and that of a recently-completed major research project. The result is a very thoroughly developed 18-month integrated marketing communications plan. The plan is providing Metropolitan State University with very specific and immediately useful direction as we reach out to the ever-widening universe of adult learners who want to complete their bachelor’s degree or go on to obtain a masters degree or doctorate. Thanks to Barbara’s skills, knowledge and creativity, we have a plan that will make a most positive difference as we move into an exciting future of presenting educational opportunity for people throughout the Twin Cities metro area and beyond.”

**Communications & Marketing Director
Metropolitan State University**

University of Minnesota – College of Continuing Education (CCE), Twin Cities, MN

Web site consulting & copywriting:

BKM Consulting, Inc. provided Web site consulting and copywriting for a totally new college Web site.

Client testimonial:

“Barbara is a consummate professional who listens well and executes with accuracy, timeliness, and great attention to detail. She is a pleasure to work with, and we can always count on her to provide excellent work.”

**Creative Manager
U of M College of Continuing Education**

Center for Strategic IT & Security (MnSCU Center of Excellence) – Minneapolis, MN

PR strategy, consulting, writing and media relations for several Center events and initiatives:

- Provided PR consulting, writing and media relations in 2008 for the launch of S.H.I.E.L.D.
- Provided PR consulting, writing and media relations for the 2008 IT Workforce Summit.
- Provided PR consulting, writing and media relations for 2007 launch of MnITcareers.org.
- Provided PR strategy, consulting, writing and media relations for Cyber Defense Competition and Open Source Forum.

Client testimonial:

“As Director of Marketing Communications for the Center for Strategic IT & Security, I’ve hired BKM Consulting, Inc. for a number of campaigns. Barb is a thorough professional, full of ideas and strategies that bring projects forward, and tireless in her efforts to bring about the desired results. In addition to her numerous PR skills, Barb shines with a delightful personality that makes her a joy to work with.”

**Director, Marketing Communications & Alumni Relations
Center for Strategic IT & Security**

New England Culinary Institute (NECI) – Montpelier, VT

National PR campaign:

BKM Consulting, Inc. conducted a national PR campaign for New England Culinary Institute from 2007 to 2008, placing more than 300 articles on the college in print and online publications across the country.

Metropolitan State University – St. Paul, MN

Web site writing training:

In early 2008, BKM Consulting, Inc. designed and conducted a customized half-day “Web Site Writing Workshop” for four different groups of web site content managers/writers/approvers at the university.

Client testimonial:

*“All I can say is *Great job!* I thought it was going to be more difficult delivering a “Writing for the Web” workshop with a group of our size and varying writing experience levels. You did a wonderful job! I appreciate how you took the time to understand our staff and infrastructure. The customization of the materials was right on the mark. We will definitely consider future training sessions with you. Thanks for everything!”*

**Web Content Manager
Metropolitan State University**

University of Minnesota – College of Continuing Education (CCE), Twin Cities, MN

Planning meeting design & facilitation:

BKM Consulting, Inc. designed and facilitated a publication planning meeting for U of M CCE staff.

Normandale Community College – Bloomington, MN

PR consulting, writing and media relations:

BKM Consulting provided PR consulting, writing and media relations to publicize the “World Tai Chi Day” event at the college. The successful local PR campaign resulted in increased attendance at the event.

Client testimonial:

“Working with Barb is an instant pleasure. She immediately reads what you want and need and makes it happen in a big way. We are very impressed with the results we saw after just a few hours of work and will continue to work with her in many capacities. Barb is enthusiastic, knowledgeable, and results-driven – she has proven that to us many times over.”

**Director, Integrative Health/Wellness
Normandale Community College**

Century College – White Bear Lake, MN

Web site consulting and copywriting:

Provided web site consulting and copywriting for a brand new Web site during the summer of 2007.

Client testimonial:

“Century College was pleased to work with Barbara on our web site redesign project. Barb provided timely, affordable and professional web writing and editing expertise, which allowed Century College to have a consistent style and voice for our new web site.”

**Assoc. VP - IT & Administrative Services
Century College**

Century College – White Bear Lake, MN

Strategic planning meeting design & facilitation:

BKM Consulting, Inc. planned and facilitated three strategic planning meetings in 2004, 2005 and 2006 for the Marketing & Advancement Unit staff at Century College.

Minnesota State Colleges and Universities System (MnSCU) – St. Paul, MN

“Winning Business Support” PR campaign:

The highly successful “Winning Business Support” PR campaign built positive awareness among target audiences and resulted in over 60 news stories and editorials in media outlets in the Twin Cities and greater Minnesota. In addition, the campaign garnered several industry awards, including the following:

- Finalist – Community Relations/Govt. PR 2004 PRSA Classics Awards, MN Chapter
- 2004 *Gold Award*, Communications & Marketing, CASE V District Awards
- 2004 *Medallion Award*, National Council for Marketing & PR – District 5

Client testimonial:

“Barbara has the enthusiasm, energy and ability to launch communications projects and PR campaigns in a strategic way. She also brings strong organizational skills to the table.”

**Director of Publications & Media Relations
Minnesota State Colleges & Universities**

Minnesota State Colleges and Universities System (MnSCU) – St. Paul, MN

Communications consulting and copywriting:

- Developed communications plan to upgrade online MnSCU “Media Source Guide”.
- Wrote several speeches and commentaries for chancellor and board of trustees.
- Wrote several articles for MnSCU external newsletter “Performance” and brochures.

Minneapolis Community & Technical College (MCTC) – Minneapolis, MN

PR consulting & execution:

BKM Consulting provided PR counsel and media relations to MCTC in January of 2006 for the successful “Power of You” PR launch. Barbara also worked with the PR and development staff and presidents of MCTC, Metropolitan State University and Saint Paul College and local media to publicize the program.

Client testimonials:

“I cannot thank you enough for the incredible job you have done Barb, with the Power of You PR launch. You have exceeded everyone’s expectations!”

**Director of Marketing & PR
Minneapolis Community & Technical College**

“You have done a great job on the Power of You PR launch. This is the best press that we have ever received; so thanks once again.”

**Executive Director, College Advancement
Minneapolis Community & Technical College**

Minneapolis Community & Technical College (MCTC) – Minneapolis, MN

Web site copywriting:

Provided Web site copywriting for the brand new college Web site.

Minneapolis Community & Technical College (MCTC) – Minneapolis, MN

Copy editing:

Edited the copy for the MCTC College of Continuing Education catalog.

Client testimonial:

“You did a wonderful job editing our course catalog! All were impressed with your work.”

**Director of Business Development & Training
Minneapolis Community & Technical College**

Inver Hills Community College – Inver Hills, MN

Print copywriting:

Provided consulting and copywriting for four new brochures for the continuing education department.