

Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Administrative Unit

University Relations and Publications

Submission Year

2019-2020

Academic year you are submitting report. Not necessarily the year that data is being reported on. Ex. If the report you are submitting is due October 1, 2019, choose 2019-2020.

Assessment Coordinator Name

Megan Varner Price

Enter Assessment Coordinator Email

mvarner@lander.edu

If more than one coordinator, please choose one for emails to be sent to.

Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

To support the Office of Admissions through timely completion of promotional materials.

Pillar of Success Supported

- High-Demand, Market-Driven Programs
- Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students
- Robust Student Experience
- Graduates Who Are Gainfully Employed or Admitted to Graduate School
- Advancement Activities Leveraged to Further the University's Mission
- Engaged and Supportive Alumni
- Financially Stable and Operationally Efficient
- Facilities Positioned for Growth and Efficient Utilization
- Employer of Choice
- Highly-Valued Community Partner

Choose the Pillar of Success that your goal best aligns with.

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completion and delivery of the Admissions Viewbook in time for the new admissions recruitment cycle.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Lander Admissions Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or before Sept. 1.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Lander Admissions Viewbook is reviewed, updated, printed and returned to the Office of Admissions between Sept. 2 and Oct. 1.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Lander Admissions Viewbook is reviewed, updated, printed and returned the Office of Admissions on or after Oct. 2.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Publication Schedule

Frequency of Assessment

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

Viewbook delivery date: 8/15/18.

Score (Met=3, Partially Met=2, Not Met=1)

3

If this is a new outcome and no data has been collected, you should explain when data will be

available for entry.

Comments/Narrative

The viewbook is the largest printed recruitment piece for the Office of Admissions. For it to be produced in time for the fall recruitment cycle, a production schedule allowing time for review, design, editing, print and delivery is necessary.

The viewbook underwent a significant redesign in 2017, including new layouts, copy and formatting for a magazine-like quality. Because of the success of the publication, we chose to continue the new theme for the 2018 book. Working with Admissions and other university departments, we focused on identifying areas that needed updates and collected that information in a timely manner. With a full-time photographer now available, we placed a heavy focus on photography updates, adding images of new student life features and updating academic shots to highlight new and existing programs.

As noted in the Indicators of Success, the completed 2018 viewbook arrived on schedule in mid-August (and more than a month earlier than the previous year's publication). The arrival was prior to the start of the Admissions recruitment cycle and in time for Admissions counselors to have on-hand during their travel season/early high school visits.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

Full-time position: Marketing Coordinator

Include estimate of cost.

Explanation of How Resources Will Be Used

The addition of an entry-level full-time marketing coordinator would improve the efficiency of the University Relations team. In addition to developing and coordinating marketing campaigns/content, the staff member would also be able to assist with copy development and editing on our marketing pieces. This would allow our office to move more quickly in the pre-production phases of our brochures, provide more time for our designer and photographer to enhance layouts/photos, and expedite delivery of all other finished pieces.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completion and delivery of the Admissions Travel Viewbook in time for the new admissions recruitment cycle.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or before Sept. 1.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions between Sept. 2 and Oct. 1.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or after Oct. 2.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Publication Schedule

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Travel Viewbook delivery date: 8/15/18

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The Admissions Travel Viewbook is a condensed version of our larger Viewbook, and it is used primarily by Admissions Counselors during their travel to college fairs, high schools and other recruitment events. As with the Viewbook, the Travel Viewbook is a significant recruitment piece for the Admissions Office; and, like the Viewbook, the Travel Viewbook underwent an extensive redesign in 2017, with a completely new layout, new copy and new photography.

We chose to continue this theme in the 2018 travel viewbook. Working with Admissions and other University departments, we focused in the spring on identifying areas that needed updates and collected that information in a timely manner. As with the viewbook, a heavy focus was placed on photography updates, particularly student life opportunities. Our publication schedule allowed sufficient time for these updates to be completed, and the book was delivered before the start of the Admissions recruitment cycle (and several weeks earlier than the 2017 travel viewbook).

As a result of the planning and work, the Travel Viewbook continues to be a robust recruitment piece, as evidenced by the increase in applications for the fall 2019 semester.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

See Goal 1, Outcome 1.

Include estimate of cost.

Explanation of How Resources Will Be Used

See Goal 1, Outcome 1.

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completion and delivery of the Admissions Mass Distribution Brochure/Search Piece in time for the new admissions recruitment cycle.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated, printed and delivered to the Office of Admissions on or before Sept. 1.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated, printed and delivered to the Office of Admissions between Sept. 2 and Oct. 1.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated, printed and returned to the Office of Admissions on or after Oct. 2.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Publication Schedule

Frequency of Assessment

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

Mass Distribution Brochure Delivery Date: 8/6/18

Score (Met=3, Partially Met=2, Not Met=1)

3

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

The Mass Distribution Brochure/Search Piece was completely redesigned in the spring/summer of 2017. This brochure is the highest quantity piece produced by the University Relations office, with approximately 100,000 brochures printed and mailed. In many cases, it is the first point of contact with a prospective student; as such, it is an extremely significant project that requires close attention to detail, not only with design and editing, but also with printing and production fulfillment (folding, tabbing and mailing).

Though our delivery date (8/6/18) was ahead of schedule compared to the previous year, concerns were raised by the mail house over the folding of the brochure, which delayed mailing while those concerns were addressed. As a result of this process, University Relations reassessed the design of the brochure, and plans were put into place to slightly reduce the brochure's size, to avoid issues for the next printing/ mailing. This change should also have a positive effect on postage, since the smaller size will reduce the brochure's weight.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

See Goal 1, Outcome 1.

Include estimate of cost.

Explanation of How Resources Will Be Used

See Goal 1, Outcome 1.

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Completion and delivery of the academic departmental brochures prior to Lander's first fall semester Open Houses.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Lander academic department brochures are reviewed, updated, printed and returned to the Office of Admissions before the first open house of the fall semester.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Lander academic department brochures are reviewed, updated, printed and returned to the Office of Admissions after the first open house of the fall semester, but prior to the second open house.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Lander academic department brochures are reviewed, updated, printed and returned to the Office of Admissions after the second open house of the fall semester.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Publication Schedule

Frequency of Assessment

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

2018 Departmental Brochures Delivery Date:
9/21/18*

Score (Met=3, Partially Met=2, Not Met=1)

2

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

The University's 22 academic department brochures are updated each summer to include programmatic changes, new copywriting and new marketing photography, if available. These brochures are used by Admissions and academic departments for informational and recruitment purposes; because of this, it is our goal to have the pieces completed and delivered in time for the first Open House of the fall semester.

*Because of an initial delay in the specification process for the 2018 brochures (regarding the quantities needed for each brochure), and because of the number of brochures in production at one time, this project fell behind schedule. However, University Relations worked diligently to coordinate early delivery of a small lot of the brochures, allowing for their use at the first open house. The remainder of the brochures arrived after the first open house, but prior to the second (hence, "partially met" in the outcome score above). To avoid this issue in the future, we will consider adjusting our production schedule to determine quantities earlier in the summer.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

\$5,000-10,000

Include estimate of cost.

Explanation of How Resources Will Be Used

The funds indicated above would allow for the occasional hiring of an outside professional photographer for additional high-level marketing photo shoots needed throughout the year. Generally, photo shoots take a full day of photography, with an additional day for post-processing/image review. The additional funds would allow us to schedule 5-10 days of photography with an outside photographer, with 3-4 shoots per day, meaning we could update brochure covers and interior images on a more frequent basis.

Goal Summary

Goal Summary/Comments

The Office of University Relations made additional improvements to the University's three largest recruitment brochures in 2018, ensuring they remain in alignment with the University's strategic plan and branding. The production schedule was evaluated following the 2017 cycle and adjusted accordingly to address issues that impacted delivery. As a result, the University's Viewbook, Travel Viewbook and Mass Distribution Brochure/Search Piece were delivered ahead of the previous year's schedule. Our printed projects depend largely on timely receipt of information from other offices and departments, and some delays occurred with the departmental brochures production. However, because of our office's efforts to complete other projects ahead of schedule, we were able to focus resources on rushing the departmental brochures through printing, thus providing Admissions with the materials they needed for recruitment at the first Open House.

Each of these pieces remain effective and informative recruitment assets, and they have helped the Office of Admissions continue to increase the number of applications to the University, as evidenced by Fall 2019 enrollment data.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

Our production schedule is largely dependent upon other departments completing a review and supplying us with updated information. Unexpected delays in receiving information/proofs can have a significant impact on project delivery. Because of this, we will continue to evaluate and adjust our production schedule to allow for additional time for editorial review, layout and proofing.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

To build community awareness of Lander University's programs and initiatives; and to strengthen engagement of students, employees, alumni, donors, prospective students and community members through regular distribution of information via press releases and social media platforms.

Pillar of Success Supported

- High-Demand, Market-Driven Programs
- Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students
- Robust Student Experience
- Graduates Who Are Gainfully Employed or Admitted to Graduate School
- Advancement Activities Leveraged to Further the University's Mission
- Engaged and Supportive Alumni
- Financially Stable and Operationally Efficient
- Facilities Positioned for Growth and Efficient Utilization

- Employer of Choice
- Highly-Valued Community Partner

Choose the Pillar of Success that your goal best aligns with.

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Number of articles, captions and advances distributed to news media and social media within a 12-month period.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Distribution of 200 or more articles/captions/advances to news media and social media between Jan.1 and Dec. 31.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Distribution of 100-199 articles/captions/advances to news media and social media between Jan.1 and Dec. 31.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Distribution of fewer than 100 articles/captions/advances to news media and social media between Jan.1 and Dec. 31.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Article Archives

Frequency of Assessment

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved.

(ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

Number of articles/captions/advances in 2018:
296

Score (Met=3, Partially Met=2, Not Met=1)

3

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

Using a 49-week calendar (to account for university closures at holidays and breaks) the above expected outcome criteria reflect an average of 4-5 press releases per week, allowing time for story development, interviews, writing, photography and event coverage. This frequent, consistent release of information regarding the University and its initiatives helps build awareness among current and prospective students, faculty, staff, alumni, donors and community members, and it helps promote a positive image of the University and its initiatives.

In 2017, University Relations saw an increase in writing production of nearly 50% over the previous year (which had been impacted by a staffing shortage). Our staffing remained in place for 2018, which allowed for another productive year, with 296 press releases issued between Jan. 1 and Dec. 31.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

Full-time staff writer: \$30,000-35,000

Include estimate of cost.

Explanation of How Resources Will Be Used

The number of campus events which require coverage by the University's writing staff continues to grow each year, and as a result, writers are unable to dedicate significant time to story development, interviews and research. As such, many of the articles currently being produced are brief and strictly news-driven. The addition of a full-time staff writer would provide assistance with event coverage and allow all staff writers additional time to fully develop feature stories and long-format articles for news and the Lander magazine.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Social Media Engagement: Number of Facebook page likes.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Obtain 500 or more "likes" for the University's Facebook page between Jan. 1 and Dec. 31 of each calendar year.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Obtain between 250 and 499 "likes" for the University's Facebook page between Jan. 1 and Dec. 31 of each calendar year.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Obtain fewer than 250 "likes" for the University's Facebook page between Jan. 1 and Dec. 31 of each calendar year.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

Lander University Facebook account dashboard.

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Facebook page likes: 1,006

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

The Office of University Relations has maintained the University's official Facebook account since 2015, with the goal of using the platform to increase awareness of campus news and events through regular sharing of articles, photos and videos. A social media committee was formed and a social media policy was developed that same year to ensure that satellite social media accounts follow Lander's official branding and standards of quality. In 2017, we dedicated additional staff hours to social media, which has continued through 2018. Because of these efforts, we surpassed our assessment target for the third consecutive year.

With the growth of other social media platforms, this number will begin to lose value as an assessment tool for future reports. As such, it is recommended that this outcome be removed from future assessments and instead be replaced with an outcome that addresses "Followers Gained" across all social media platforms. This figure would help us better track our actual audience size and growth.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

Include estimate of cost.

Explanation of How Resources Will Be Used

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Social Media: Engagement of audience across all platforms.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Maintain an average total weekly reach of more than 30,000 across all platforms.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

Maintain an average total weekly reach of 20,000-30,000 across all platforms.

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Maintain an average total weekly reach less than 20,000 across all platforms.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

Lander social media dashboards.

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Frequency of Assessment

Annually

Data Collected for this Timeframe (Results)

Average weekly reach: 57,000

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Score (Met=3, Partially Met=2, Not Met=1)

3

Comments/Narrative

Due to the proliferation of available platforms and its near ubiquitous usage, social media is a significant part of public relations and communications efforts.

In mid-2017, University Relations made a decision to enhance its digital presence by expanding our usage of the most popular social media platforms, including Facebook, Twitter, Instagram and Snapchat. As part of this new initiative, a part-time position was added with a priority focus on social media, with assistance from a full-time writer and web coordinator.

Since January 2018, we have been tracking usage data across all of our social media platforms, with the goal to build a comprehensive overview of our digital presence and brand. Our average weekly reach in 2018 (57,000) was significantly higher than our initial expectations. Because of this, we will adjust our performance targets for 2019 to focus on active engagement (likes, views, shares, comments) instead of passive engagement (reach only), which provides a more accurate picture of actual audience engagement and is more reflective of industry best-practices.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

\$1,600

Include estimate of cost.

Explanation of How Resources Will Be Used

Subscription to Hootsuite at the "Team" level, which allows for multiple seats (to help us track other Lander-related social media accounts), as well as customized analytics and exportable reports.

Goal Summary

Goal Summary/Comments

The University Relations Office continues to release information on a consistent basis, to as many people as possible, to help build a positive image and awareness of the University among the Lander community and general public.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

We will continue to expand upon our use of social media as a communications and marketing tool, developing content for additional platforms (LinkedIn, etc.). If additional staffing becomes available, we will enhance our feature writing efforts with more long-format articles.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

To build alumni and donor connections through the distribution of the Lander Magazine.

Pillar of Success Supported

- High-Demand, Market-Driven Programs
- Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students
- Robust Student Experience
- Graduates Who Are Gainfully Employed or Admitted to Graduate School
- Advancement Activities Leveraged to Further the University's Mission
- Engaged and Supportive Alumni
- Financially Stable and Operationally Efficient
- Facilities Positioned for Growth and Efficient Utilization
- Employer of Choice
- Highly-Valued Community Partner

Choose the Pillar of Success that your goal best aligns with.

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Lander Magazine – Spring Issue: Date mailed to alumni, donors and friends of the University.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Spring issue mailing occurs on or before the last working day of May.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

N/A

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Spring issue mailing occurs after the last working day of May.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

University Relations Magazine Publication Schedule

Frequency of Assessment

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

Spring 2018 Lander Magazine Mailing Date: 3/9/18

Score (Met=3, Partially Met=2, Not Met=1)

3

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

In 2016, the Lander Magazine underwent a redesign to add 16 more pages, and to enhance the look and feel of the piece through higher quality paper and finishing. The additional pages allow for an average of 3-4 extra stories per issue, which gives the University additional positive exposure for its students, alumni, faculty, staff and programs. The production schedule was also adjusted to accommodate the need for additional time to produce and design extra material, with mailing to take place in May.

The Fall 2017 Lander magazine was postponed, and instead, an early edition of the Spring 2018 magazine was issued. Delivery occurred in early March. It featured approximately 30 articles on students, programs, faculty and alumni. Also, an extra 4 pages were added to allow for inclusion of the Lander Foundation's 2017 giving report, which saved the University the cost of a separate publication and mailing. As with our previous issues, we included a feature article on a signature academic program (teacher education), which helps the magazine serve not only as a source of information, but also as a recruitment tool for the Office of Admissions.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

\$10,000

Include estimate of cost.

Explanation of How Resources Will Be Used

The costs associated with producing and mailing the magazine increased approximately 12% over the previous spring printing (the cost of the Spring 2017 issue of Lander Magazine was \$16,928; by comparison, the Spring 2018 issue cost \$19,073), and approximately 51% since 2014. While a portion of this increase was the result of adding pages, there is no doubt that print, in general, has become more expensive each year.

A permanent increase of \$10,000 to the printing budget would help cover inflation in ink, paper and postage, while allowing us to maintain a high quality in the look and content of the magazine. Also, the additional resources requested in earlier sections of this report would provide more writing and photography assistance, resulting in stronger stories. It would also allow more time for layout and editing, meaning a faster production time on this project.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome

Lander Magazine – Fall Issue: Date mailed to alumni, donors and friends of the University.

Timeframe for this Outcome

2018 Calendar Year

Ex. Academic Year 2017-2018

Performance Target for "Met"

Fall issue mailing occurs on or before the last working day of December.

The anticipated level of achievement for this Outcome to be considered "Met".

Performance Target for "Partially Met"

N/A

The anticipated level of achievement for this Outcome to be considered "Partially Met".

Performance Target for "Not Met"

Fall issue mailing occurs after the last working day of December.

The anticipated level of achievement for this Outcome to be considered "Not Met".

Assessment Measure Used

Frequency of Assessment

University Relations Magazine Publication Schedule

Annually

Tools that allow us to measure or demonstrate the extent to which outcomes have been achieved. (ex. satisfaction surveys, productivity data, number of students served).

Data Collected for this Timeframe (Results)

Score (Met=3, Partially Met=2, Not Met=1)

Fall 2018 Lander Magazine Mailing Date:
12/13/18

3

If this is a new outcome and no data has been collected, you should explain when data will be available for entry.

Comments/Narrative

As with previous issues, the Fall 2018 Lander Magazine continued our efforts to highlight the people and programs of the University. The issue featured seven articles on recent alumni and their lives after Lander; as well as long-format articles on the fine arts program and the new forensic science minor, which is one of Lander's signature academic programs. Spotlights on faculty and alumni award winners were also included.

New for 2018, the magazine articles were repackaged as "boosted" stories on the University's social media pages, which allowed us to expand our reach beyond our mailed audience. This also provided additional content that generated social media audience engagement, without requiring a significant use of office staffing or budget. This effort will be continued with future issues of the magazine.

Analyze your results and show you are seeking improvement. If this is an outcome you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Resources Needed to Meet/Sustain Results

See Goal 3, Outcome 1.

Include estimate of cost.

Explanation of How Resources Will Be Used

See Goal 3, Outcome 1.

Goal Summary

Goal Summary/Comments

The 2018 Lander Magazines reached approximately 17,000 alumni, donors and friends of the University. The spring and fall issues provided information on University programs and initiatives; promoted a positive image of the University to the community; and helped stimulate alumni/community involvement with/support of the University.

The major redesign undertaken in 2016 has been carried through 2018, continuing the high-quality look and feel that our readers have come to expect. The publication has also become an additional source of quality material for the office's news and social media efforts, as well as a recruitment piece for the Office of Admissions.

Analyze your results and show you are seeking improvement. If this is a goal you have used in the past, please provide a narrative that includes an analysis of historical data and current data. Include evidence of improvement or clarification of why improvement has not been accomplished.

Changes Made/Proposed Related to Goal

With the new design and longer length, additional time is needed to prepare each issue, including writing, layout and editing. As a result, the target mailing dates were adjusted to reflect the longer production time, moving to the last working day of May (Spring issue) and last working day of December (Fall issue). These adjusted dates allow for the inclusion of long-format feature stories on alumni and faculty. The magazine quantity will also be adjusted to reflect the growing number of Lander alumni, who are the largest audience for the publication.

Describe changes that will be made in response to assessment results. Essential to "close the loop".

Upload Files (if needed)