

Due Date: Due July 19, 2019 (Annually - Third Friday of July)

EGSC Unit: Institutional Advancement

Unit Head: Elizabeth Gilmer, VP for Institutional Advancement/Norma Kennedy, Associate Vice President for Institutional Advancement

Department: Marketing and Communications (MARCOM)

Report for FY: 2019

Annual Report of Administrative Assessment Results and Changes Implemented

Outcome (List each outcome in your plan)	Measures (List the specific quantifiable measures actually used to determine whether each outcome has been attained)	Assessment Results (Summarize assessment results for each measure.)	Action Needed (Describe specific changes to be made and the time line for implementing.)																																	
<p>Goal 1: Expand overall in-house marketing and communications reach by increasing the number of press releases, promotional videos and photography by 5% to highlight targeted EGSC programs and attributes.</p>	<ul style="list-style-type: none"> • News monitoring metrics • Marketing/Communications (MARCOM) Key Indicator Reports 	<table border="0" style="width: 100%;"> <thead> <tr> <th></th> <th style="text-align: center;">FY19</th> <th style="text-align: center;">FY18</th> </tr> </thead> <tbody> <tr> <td>Articles Written:</td> <td style="text-align: center;">153</td> <td style="text-align: center;">220</td> </tr> <tr> <td> # of Depts. Represented</td> <td style="text-align: center;">28</td> <td style="text-align: center;">34</td> </tr> <tr> <td>Articles Published:</td> <td style="text-align: center;">128</td> <td style="text-align: center;">198</td> </tr> <tr> <td> # of Depts. Represented</td> <td style="text-align: center;">28</td> <td style="text-align: center;">34</td> </tr> <tr> <td>Articles in USG e-Clips:</td> <td style="text-align: center;">33</td> <td style="text-align: center;">did not track</td> </tr> <tr> <td> # of Depts. Represented</td> <td style="text-align: center;">12</td> <td style="text-align: center;">did not track</td> </tr> <tr> <td>Photos Taken for materials:</td> <td style="text-align: center;">10,056</td> <td style="text-align: center;">16,476</td> </tr> <tr> <td> # of Depts. Represented</td> <td style="text-align: center;">32</td> <td style="text-align: center;">37</td> </tr> <tr> <td>Promotional Videos Created:</td> <td style="text-align: center;">62</td> <td style="text-align: center;">23</td> </tr> <tr> <td> # of Depts. Represented</td> <td style="text-align: center;">11</td> <td style="text-align: center;">5</td> </tr> </tbody> </table>		FY19	FY18	Articles Written:	153	220	# of Depts. Represented	28	34	Articles Published:	128	198	# of Depts. Represented	28	34	Articles in USG e-Clips:	33	did not track	# of Depts. Represented	12	did not track	Photos Taken for materials:	10,056	16,476	# of Depts. Represented	32	37	Promotional Videos Created:	62	23	# of Depts. Represented	11	5	<p>Outcome was not successfully achieved. This is attributed to the Communications Coordinator position being vacant for the last half of FY19.</p> <p>This loss was detrimental since the department is only comprised of three people (AVP for IA, Marketing Coordinator and Communications Coordinator). Since the communications duties had to be assumed by the remaining two employees, the overall volume of work projects taken on inevitably had to be reduced to a reasonable workload.</p> <p>Action: Communications position was successfully filled near the end of FY19. MARCOM goals, as they relate to marketing and communications reach for FY20 should show significant improvement.</p>
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<p>Goal 2: Increase EGSC’s communication on social media platforms by 5% to expand interaction and engagement with EGSC constituents.</p>	<ul style="list-style-type: none"> Social Media Analytics 	<p>PLATFORM: FY19 FY18</p> <p>Facebook:</p> <p>Likes 9,751 8,668</p> <p>Followers 9,663 8,543</p> <p>Actions 15,535 10,310</p> <p>Posts 862 653</p> <p>Instagram:</p> <p>Followers 914 665</p> <p>Actions 591 231</p> <p>Posts 137 89</p> <p>Twitter:</p> <p>Retweets 40 0</p> <p>Followers 1,523 1,310</p> <p>Posts 120 16</p>	<p>Outcome was successfully achieved in all social media platforms.</p> <p>Action: During FY20, MARCOM staff will continue to expand interaction and engagement with targeted audiences through social media.</p>
<p>Goal 3: The Office of Marketing and Communications will ensure total consistency of the EGSC brand and in the accuracy of published content by approving 100% of printed materials and increasing in-house design projects for college departments and programs by 5%.</p>	<ul style="list-style-type: none"> Printing Requisitions data. All requests for professional printing will be approved by the Associate VP for Institutional Advancement prior to being processed by the Procurement Office. Electronic Requests for PR Services Data. All requests for departmental artwork will be submitted to the Office of Marketing and Communications and approved by the Associate VP for Institutional Advancement or designee. 	<p>Total # of Printing Requisitions Received: 119</p> <p># of Printing Requisitions signed by AVP: 119</p> <p style="text-align: right;">100%</p> <p style="text-align: center;">FY19 FY18</p> <p>Design Projects Completed: 1,110 1,089</p> <p># of Depts. Represented 45 44</p>	<p>Outcome successfully achieved.</p> <p>Action: MARCOM staff will continue to work closely with procurement staff during FY20 to ensure that all printing requisitions are approved by MARCOM staff. Additionally, MARCOM staff will continue to expand its design services to serve more college departments and programs.</p>