

Department: Institutional Advancement

Unit (within Department): Marketing/Communications

Unit Head: Norma Kennedy

Report for FY: 2019-20

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.)																																													
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.	<ul style="list-style-type: none"> News monitoring metrics Marketing/Communications (MARCOM) Key Indicator Reports 	<table border="0"> <thead> <tr> <th></th> <th style="text-align: right;">FY 19</th> <th style="text-align: right;">FY20</th> </tr> </thead> <tbody> <tr> <td>Articles Written:</td> <td style="text-align: right;">153</td> <td style="text-align: right;">202</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">28</td> <td style="text-align: right;">34</td> </tr> <tr> <td>Articles Published:</td> <td style="text-align: right;">128</td> <td style="text-align: right;">195</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">28</td> <td style="text-align: right;">32</td> </tr> <tr> <td>Articles in USG e-Clips:</td> <td style="text-align: right;">33</td> <td style="text-align: right;">29</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">12</td> <td style="text-align: right;">15</td> </tr> <tr> <td>Designs created:</td> <td style="text-align: right;">1,110</td> <td style="text-align: right;">2,000</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">45</td> <td style="text-align: right;">49</td> </tr> <tr> <td>Photos Taken for materials:</td> <td style="text-align: right;">10,056</td> <td style="text-align: right;">25,849</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">32</td> <td style="text-align: right;">36</td> </tr> <tr> <td>Event Videos Created:</td> <td style="text-align: right;">62</td> <td style="text-align: right;">132</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">11</td> <td style="text-align: right;">8</td> </tr> <tr> <td>Promotional Videos Created:</td> <td style="text-align: right;">62</td> <td style="text-align: right;">Didn't</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">11</td> <td style="text-align: right;">track in FY19</td> </tr> </tbody> </table>		FY 19	FY20	Articles Written:	153	202	# of Depts. Represented:	28	34	Articles Published:	128	195	# of Depts. Represented:	28	32	Articles in USG e-Clips:	33	29	# of Depts. Represented:	12	15	Designs created:	1,110	2,000	# of Depts. Represented:	45	49	Photos Taken for materials:	10,056	25,849	# of Depts. Represented:	32	36	Event Videos Created:	62	132	# of Depts. Represented:	11	8	Promotional Videos Created:	62	Didn't	# of Depts. Represented:	11	track in FY19	<p>Outcomes were successfully achieved in all major areas except two: Articles in e-Clips and number of departments represented for event videos. This is attributed to the Communications Coordinator being relatively new in the role. Those two declines were, however, very minor (4 less articles in e-Clips and 3 less videos).</p> <p>It is important to note that the MARCOM department is only comprised of three people (AVP for IA, Marketing Coordinator and Communications Coordinator), and this work is the reflection of the two Coordinators. Therefore, the breadth of services that was provided campus-wide is a major achievement for this small unit.</p> <p>Action: Communications Coordinator will continue to develop a close working relationship with USG communications staff to ensure</p>
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			<p>better coverage in e-Clips; Will also work closely with new AVP for Academics and Student Affairs to promote the uniqueness of EGSC's degree programs and will look for additional opportunities to share this information on a larger platform.</p> <p>Marketing Coordinator will continue to expand design services offered to units.</p> <p>MARCOM goals, as they relate to marketing and communications reach for FY21, should continue to show significant increases as services are expanded to the units.</p>																														
<p>Goal 2: Increase EGSC's communication on social media platforms by 5% to expand interaction and engagement with EGSC constituents.</p>	<p>Social Media Analytics</p>	<table border="0"> <tr> <td>PLATFORM:</td> <td>FY19</td> <td>FY20</td> </tr> <tr> <td>Facebook</td> <td></td> <td></td> </tr> <tr> <td>Posts:</td> <td>862</td> <td>1,059</td> </tr> <tr> <td># of Depts.:</td> <td>32</td> <td>44</td> </tr> <tr> <td>Instagram</td> <td></td> <td></td> </tr> <tr> <td>Posts:</td> <td>137</td> <td>167</td> </tr> <tr> <td># of Depts.</td> <td>17</td> <td>28</td> </tr> <tr> <td>Twitter:</td> <td></td> <td></td> </tr> <tr> <td>Posts:</td> <td>16</td> <td>74</td> </tr> <tr> <td># of Depts.:</td> <td>7</td> <td>5</td> </tr> </table>	PLATFORM:	FY19	FY20	Facebook			Posts:	862	1,059	# of Depts.:	32	44	Instagram			Posts:	137	167	# of Depts.	17	28	Twitter:			Posts:	16	74	# of Depts.:	7	5	<p>Outcomes were successfully achieved in all social media platforms except one – the number of departments represented in Twitter posts was down by 3. Since the COVID-19 pandemic closed campus during mid-Spring semester 2020, it is believed the remote work environment attributed to the very minor decrease in this area.</p> <p>Action: During FY21, MARCOM staff will continue to expand interaction and engagement with targeted audiences through social media.</p>
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<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</p>	<ul style="list-style-type: none"> Printing Requisitions data. All requests for professional printing will be approved by the Associate VP for 	<table border="0"> <tr> <td></td> <td>FY19</td> <td>FY20</td> </tr> <tr> <td>Total # of Printing Requisitions Received:</td> <td>119</td> <td>237</td> </tr> </table>		FY19	FY20	Total # of Printing Requisitions Received:	119	237	<p>Outcome successfully achieved.</p> <p>Action: MARCOM staff will continue to work closely with procurement staff during FY21 to ensure that all</p>																								
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<p>approving 100% of printed materials and increasing in-house design projects for college departments and programs by 5%.</p>	<p>Institutional Advancement prior to being processed by the Procurement Office.</p> <ul style="list-style-type: none"> • 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. 	<table border="0"> <tr> <td># of Printing Requisitions signed by AVP:</td> <td>119</td> <td>237</td> </tr> <tr> <td>Design Projects Completed:</td> <td>1,110</td> <td>2,000</td> </tr> <tr> <td># of Depts. Represented:</td> <td>45</td> <td>49</td> </tr> </table>	# of Printing Requisitions signed by AVP:	119	237	Design Projects Completed:	1,110	2,000	# of Depts. Represented:	45	49	<p>printing requisitions are approved by MARCOM staff prior to being approved and processed. Additionally, MARCOM staff will continue to expand its design services to serve more college departments and programs.</p>
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