

Department: Institutional Advancement

Unit (within Department): Marketing/Communications

Unit Head: Norma Kennedy

Report for FY2021

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 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 20</th> <th style="text-align: right;">FY21</th> </tr> </thead> <tbody> <tr> <td>Articles Written:</td> <td style="text-align: right;">202</td> <td style="text-align: right;">148</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">34</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Articles Published:</td> <td style="text-align: right;">195</td> <td style="text-align: right;">146</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">32</td> <td style="text-align: right;">33</td> </tr> <tr> <td>Articles in USG e-Clips:</td> <td style="text-align: right;">29</td> <td style="text-align: right;">9</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">15</td> <td style="text-align: right;">4</td> </tr> <tr> <td>Designs created:</td> <td style="text-align: right;">1,896</td> <td style="text-align: right;">2,498</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">49</td> <td style="text-align: right;">47</td> </tr> <tr> <td>Photos Taken for materials:</td> <td style="text-align: right;">25,849</td> <td style="text-align: right;">14,567</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">36</td> <td style="text-align: right;">25</td> </tr> <tr> <td>Event Videos Created:</td> <td style="text-align: right;">132</td> <td style="text-align: right;">12</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">8</td> <td style="text-align: right;">6</td> </tr> <tr> <td>Promotional Videos Created:</td> <td style="text-align: right;">62</td> <td style="text-align: right;">119</td> </tr> <tr> <td># of Depts. Represented:</td> <td style="text-align: right;">11</td> <td style="text-align: right;">17</td> </tr> </tbody> </table>		FY 20	FY21	Articles Written:	202	148	# of Depts. Represented:	34	33	Articles Published:	195	146	# of Depts. Represented:	32	33	Articles in USG e-Clips:	29	9	# of Depts. Represented:	15	4	Designs created:	1,896	2,498	# of Depts. Represented:	49	47	Photos Taken for materials:	25,849	14,567	# of Depts. Represented:	36	25	Event Videos Created:	132	12	# of Depts. Represented:	8	6	Promotional Videos Created:	62	119	# of Depts. Represented:	11	17	<p>Outcomes were not successfully achieved. This is attributed to campuses being closed and employees working remotely due to COVID-19.</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.</p> <p>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 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 FY22, should continue to show significant increases as services are expanded to the units and campus activities return to pre-COVID normal.</p>
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Outcome	Measures	Assessment Results			Action Needed
<p>Goal 2: Increase EGSC's communication on social media platforms to expand interaction and engagement with EGSC constituents.</p>	<p>Social Media Analytics</p>	<p>PLATFORM:</p> <p>Facebook Posts: 1,059 # of Depts.: 44</p> <p>Instagram Posts: 167 # of Depts.: 28</p> <p>Twitter: Posts: 74 # of Depts.: 5</p>	<p>FY20</p>	<p>FY21</p>	<p>Outcomes were successfully achieved in all social media platforms. Since the COVID-19 pandemic closed campus during mid- Spring semester 2020, it is believed that the remote work environment provided more time for staff to focus on this area. Engagement on social media also increased during COVID when folks were quarantined.</p> <p>Action: During FY22, 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.</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>FY20</p> <p>FY21</p> <p>Total # of Printing Requisitions Received: 237</p> <p># of Printing Requisitions signed by AVP: 237</p> <p>Design Projects Completed: 1,896</p> <p># of Depts. Represented: 49</p>	<p>FY20</p>	<p>FY21</p>	<p>Outcome successfully achieved.</p> <p>Action: MARCOM staff will continue to work closely with procurement staff during FY22 to ensure that all 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>