

East Georgia

STATE COLLEGE®

Office of Marketing and Communications

FY17 Annual Report of Administrative Assessment Results and Changes Implemented

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Outcome	Measures	Assessment Results		Action
1.1 Data will be compiled to establish baselines for the volume of creative work (news stories, graphic design, photography) produced by the office during the 2016-2017 academic year.	1.1. For the time period July 1, 2016 through June 30, 2017, the following data was compiled:	Marketing	Communications	Baselines established for work produced by unit during FY17. This data will be compared to future year's work production. Continue to expand marketing and communications assistance to 45 total departments or programs on campus.
	a. # of designs completed, collated by requesting department			
	b. # of photographs taken	1680 total for 10 different departments and programs	14,151 total for 35 different departments and programs	
	c. # of articles written and published	N/A	228 total for 35 different departments and programs	
	d. # of videos created	N/A	22	
1.2. Data will be compiled and reviewed from each social media platform used by EGSC during the 2016-2017 academic year.	1.2. For the time period July 1, 2016 through June 30, 2017	Communications		Baselines established for work produced by unit during FY17. This data will be compared to future year's work production. Baseball and softball coaches are active social media users and assist in sharing info for EGSC. Will continue to engage and add new social media content creators from other campus departments.
	a. # of Facebook posts	474 total Most posts for: Baseball (97) Institutional Advancement (95) Student Life (58)		
	b. # of Instagram posts	41 total Most posts for: Student Life (11) Institutional Advancement (5)		
	c. # of posts on Twitter	153 total Most posts for: Baseball (44) Institutional Advancement (21) Softball (13)		

<p>1.3. Using Google Analytics and Site Improve Analytics, website data for the 2016-2017 academic year will be compiled.</p>	<p>1.3. For the time period July 1, 2016 through June 30, 2017 the following data elements were assimilated:</p>	<p>Web Services</p>		<p>Baselines established for work produced by unit during FY17. This data will be compared to future year's work production.</p> <p>Webpages will be reorganized to provide easier access to information most often searched for and most often accessed.</p> <p>Continue to track and monitor website metrics to optimize content management and usage.</p>
	<p>a. Top 10 search terms</p>	<p>1. final exam schedule 2. bookstore 3. calendar 4. accuplacer 5. nursing</p>	<p>6. catalog 7. orientation 8. transcript 9. 1098-t 10. tuition</p>	
	<p>b. Total # of website visits, collated by internal and external traffic</p>	<p>Internal Traffic</p>	<p>Excluding Internal Traffic</p>	
		<p>254,908</p>	<p>750,394</p>	
	<p>c. Total # of page views, collated by internal and external traffic</p>	<p>792,668</p>	<p>2,344,692</p>	
	<p>d. Total # of external and internal unique visitors</p>	<p>46,343</p>	<p>251,190</p>	
	<p>e. Total # of external and internal returning visitors</p>	<p>2249</p>	<p>12,684</p>	
<p>f. Bounce rate (# of single-page sessions divided by all sessions in which web users viewed only a single page).</p>	<p>23.86%</p>	<p>24.84%</p>		
<p>1.4. Metrics will be compiled as a baseline to evaluate the volume of print and electronic media coverage generated for EGSC during the 2016-17 academic year.</p>	<p>1.4. For the time period July 1, 2016 through June 30, 2017, the following data was assimilated:</p>	<p>Communications</p>		<p>Baselines established for work produced by unit during FY17. This data will be compared to future year's work production.</p> <p>Continue to work with departments to provide expanded publicity for what is happening within their areas.</p> <p>Did not receive annual report from Meltwater News Monitoring Services, so data was not available. Report</p>
	<p>a. # of news stories written/published</p>	<p>228 total for 35 different departments and programs.</p> <p>Most news stories created:</p> <p>Student Life (23) Biology program (21) Institutional Advancement (20) President's Office (18) School of Humanities (16) School of Social Sciences (13) Registrar (12) EGSC Statesboro (9) Fulford Center (9) School of Math/Natural Sciences (8)</p>		
	<p>b. Ad value of published news stories</p>	<p>Info not available.</p>		

	c. Top news sources based on volume	Info not available.	cost will be added into FY18 budget so that future data is available.
	d. Mentions (# of news articles within July – June)	Info not available.	
	e. Reach (measure of potential audience reached with news story)	Info not available.	
2.1. Analytics will be evaluated from EGSC’s website, social media, software programs and internally generated information to determine the most effective methods of communication, news delivery, and marketing tactics within the parameters of allocated resources.	2.1. For the time period July 1, 2016 through June 30, 2017, the following information was reviewed and assessed:		Resourcefulness and creativeness in project delivery and work production due to a limited budget which covers all institutional marketing and communications efforts for EGSC’s three campuses and numerous programs, including recruitment marketing, printed recruitment materials, marketing and advertising campaigns, publications, software, etc. Revise Online PR Request format to obtain more detailed info in requests. Implement a “no work” procedure for projects not submitted via the online request system. Create a Communications calendar to assist with organization. Identify key brand ambassador groups to serve as student spokespeople for ads, videos, etc.: Ambassadors, SGA, Correll Scholars, new VPAA, housing RA’s Provide expanded press coverage for academic programs. Reinforced and expanded messaging efforts through internally produced short videos using Facebook as a
	2.1.a. Compilation of all benchmark data obtained in measurements (1.1 – 1.4) for the 2016-17 academic year.	Data is listed in 1.1 – 1.4.	
	2.1.b. Amount of funding provided in the FY18 budget for marketing and communications	\$143,000	

			<p>main vehicle for social media communications.</p> <p>Schedule more time to visit external campuses and take photographs of events/activities.</p> <p>Update Web admin guide.</p> <p>Identify web content managers for each department and provide regular training.</p>
<p>2.2. Utilization rates will be compared for each social media platform used during the 2016-2017 academic year to determine which appear to be most effective in reaching our targeting audiences and to identify new platforms that the college should have a presence on for the upcoming academic year.</p>	<p>2.2. For the time period July 1, 2016 through June 30, 2017:</p>		<p>Facebook, Instagram and Twitter continue to be the top most effective social media platforms to reach our various targeted audiences (prospective students, current students, parents, alumni, community).</p> <p>Increase exposure on Instagram and Twitter and engage more student users as EGSC spokespeople.</p> <p>Utilize paid advertising more on social media (more cost-effective than print).</p> <p>Explore adding Snapchat to social media platform for advertising.</p>
	<p>2.2.a. Compilation and review of all social media benchmark data measurements for the 2016-17 academic year was conducted.</p>	<p>Data is listed in 1.2.a – 1.2.c</p>	
	<p>2.2. b. Ranking of additional social media platforms for applicable use based on pricing and functionality</p>	<p>Snapchat is a possibility due to its popularity with our student demographics.</p>	
<p>3.1. Meetings will be held with each department who has requested marketing/communications assistance in an effort to determine and prioritize</p>	<p>3.1. For the time period July 1, 2016 through June 30, 2017, the following information was assimilated to ascertain marketing and communication support needed for FY18:</p>		<p>Maintain regular communications with departments to ensure accurate content for materials and availability of new materials for specific time requests.</p>

<p>overall institutional needs for the upcoming academic year using available funding and resources. Additional meetings will be held to plan and create the materials needed.</p>	<p>3.1.a. Planning meetings were conducted with each unit/department during early summer. A list was maintained for meeting dates, participants in each meeting, the unit/department's priority needs for the upcoming academic year and associated costs.</p>	<p>Needs Assessment Meetings for Marketing and Communications support during FY18: 7/12 Fire and Emergency Services Administration (FESA) Program: Beverley Walker, Norma Kennedy, Courtney Powers. 7/18 Nursing Program: Sylvia Rozier, Norma Kennedy, Katelyn Moore, Courtney Powers, Victor Poole. 7/20 EGSC Statesboro: Caroline Joyner, Norma Kennedy, Courtney Powers 7/21 Admissions: Georgia Matthew, Norma Kennedy, Courtney Powers 7/24 EGSC Augusta: Nick Kelch, Norma Kennedy, Courtney Powers 7/25 Biology program: David Chevalier, Norma Kennedy, Courtney Powers 7/28 Academic Affairs: VP Deborah Vess, Georgia Matthew, Norma Kennedy</p>	<p>FESA: printed materials, tabletop and floor banners to advertise FESA's new AA program; Vendor Sponsorships to recruit at (5) conferences throughout the year; promotional items.</p> <p>Nursing: Design program logo; Printed recruitment materials; floor and table banners; direct mail recruitment letter to send to all RN's licensed in GA; promotional items.</p> <p>EGSC Statesboro and EGSC Augusta: local advertising; recruitment materials; promotional items; local sponsorships in community events.</p> <p>Admissions: Update all recruitment materials. Provide updated tabletop and floor banners for recruiters; promotional items for recruiters; paid recruitment advertising; Fund all of College Readiness Tour expenses.</p> <p>Biology: printed recruitment materials; new brochure designed; tabletop and floor banners;</p>
	<p>3.1.b. Requests received from each department for marketing/communications assistance in the upcoming 2017-2018 academic year were funded based on their importance and relevance in advancing the college's mission, as well as implementation feasibility.</p>	<p>FESA Program: \$10,000 RN to BSN Nursing Program: \$10,000 Biology Program: \$10,000 EGSC Augusta: \$15,000 EGSC Statesboro: \$15,000 Admissions/General Recruitment Marketing: \$58,000 Other Marketing initiatives/advertising/software: \$25,000</p>	<p>Following a review of recruitment materials, 11 various brochures/flyers were updated and printed for recruitment.</p> <p>As funding allows, continue to expand messaging with "Let's Get Associated" (LGA) campaign.</p> <p>Identify new ways to engage students, faculty and staff with LGA campaign.</p>
<p>3.2. Meetings will be held with the Office of Admissions staff in May/June to review and update recruitment marketing materials, identify new materials that need to be created, and review/evaluate marketing strategies conducted during the 2016-2017 academic</p>	<p>3.2.a. Recruitment materials will be created and updated as necessary and then released to the admissions recruiters.</p>	<p>New materials provided to recruiters prior to beginning of fall semester.</p>	
	<p>3.2.b. Updated materials will be shared with the External Relations Standing Committee for their review and input. 3.2.c. Agreed upon recruitment marketing strategies for the upcoming academic year will be executed.</p>	<p>3.2.b. See below.</p>	

year.			Work in tandem with Office of Admissions to support and expand recruitment efforts.
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3.2.b. Communications with External Relations Standing Committee:

http://www.ega.edu/images/uploads/External_Relations_Committee_Meeting_Minutes_4-10-17.pdf