

# University of Louisiana at Lafayette

## Detailed Assessment Report 2015-2016 Communications and Marketing

*As of: 12/09/2016 09:35 AM CENTRAL*

**(Includes those Action Plans with Budget Amounts marked *One-Time, Recurring, No Request.*)**

### Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

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#### **O/O 1: UL Merchandise Sales**

Increase gross royalties from sales of UL Lafayette merchandise in FY 16 by 10 percent, compared to gross royalties from sales of UL Lafayette products in FY 15. This will be accomplished by producing and promoting merchandise and by securing an agreement to expand the food and beverage line. Goal is responsive to the university's Strategic Imperative 6: Creating an institution our stakeholders will highly regard.

#### Related Measures

##### **M 1: Sales Revenue of Branded Merchandise**

Sales Revenue of Branded Merchandise

Source of Evidence: External report

##### **Target:**

Successful attainment would be a 10 percent increase in gross royalties from sales of UL Lafayette products.

##### **Finding (2015-2016) - Target: Partially Met**

The office launched the first licensed college beer in the U.S. It won several awards for design and taste and sales have grown rapidly. Consumable products now make up about 30% of UL's licensing.

Overall retail sales were down 20% in the local region. The football team had a losing season without a bowl appearance for the first time in five years. UL sales were only down 2% thanks in part growth to consumables.

##### **Related Action Plans (by Established cycle, then alpha):**

##### **Retailer Relationship Management**

The assistant director for Trademark Licensing and the interim director will work with Tabasco® representatives to create a plan this summer that will introduce its co-branding partnership and merchandise at the start of the fall 2010 semester. The assistant director for Trademark Licensing will also contact major retailers this summer to ask them again to sell high-end UL Lafayette apparel in Acadiana.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Sales Revenue of Branded Merchandise |

**Outcome/Objective:** UL Merchandise Sales

#### **O/O 2: National News Coverage**

Obtain coverage by national news agencies for research topics that will be promoted through the creation and distribution of HTML messages. Goal is responsive to the university's Strategic Imperative 6: Creating an institution our stakeholders will highly regard.

### Related Measures

#### **M 2: Media Coverage**

National Media Coverage

Source of Evidence: External report

#### **Target:**

Successful attainment would be coverage by two national news agencies for research topics promoted through the creation and distribution of HTML messages.

#### **Finding (2015-2016) - Target: Partially Met**

The office found and fostered a national news story about Angelina Narcisse, food service worker, that appears on NBC Nightly News. The office managed to generate much positive press with the announcement of the agreement and initial transfer of chimpanzees to a sanctuary. The office also helped manage the NCAA Infractions story to keep the focus as positive and forward as possible.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **HTML Message Production**

The assistant director for print media will work with the assistant director for broadcast media to produce HTML messages this summer that will be submitted to national news agencies in an effort to attract their attention to research projects at UL Lafayette.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

#### **Relationships (Measure | Outcome/Objective):**

**Measure:** Media Coverage | **Outcome/Objective:** National News Coverage

#### **O/O 3: Branding Initiative**

Expand brand recognition. Goal is responsive to the university's Strategic Imperative 6: Creating an institution our stakeholders will highly regard.

### Related Measures

#### **M 3: Process Implementation**

Rolling implementation of branding initiative.

Source of Evidence: Efficiency

#### **Target:**

Update the graphics standard manual and add a Brand Guide. Refine marks and art sheets. Retire old marks and introduce new ones.

#### **Finding (2015-2016) - Target: Met**

The brand manual and licensed logo artsheet was updated and successfully implemented. The Brand Manual won a CASE award. Logos have been refined to more strongly represent the brand.

#### **Related Action Plans (by Established cycle, then alpha):**

##### **Consultant Retained for Toolkit Development**

Contracted with consultant/outside expert - The interim director will sign a contract with a consulting firm in June 2010 that will produce a “tool kit” to convey the university’s brand to an internal audience. The Communications and Marketing staff, led by the interim director, will develop a detailed plan this summer for an event that will be held in fall 2010 to introduce the brand to the university community.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Process Implementation | **Outcome/Objective:**  
Branding Initiative

#### **O/O 4: Acquisition of Video and Photography Equipment**

Upgrade department’s video camera and photography equipment to increase opportunities to provide local and national media with high-quality footage. Goal is responsive to the university’s Strategic Imperative 6: Creating an institution our stakeholders will highly regard.

##### Related Measures

#### **M 4: Equipment Acquisition**

Build out video/photography services capabilities. (e.g., purchase equipment, staffing, training)

Source of Evidence: Administrative measure - other

##### **Target:**

Successful attainment would be securement of a new video camera.

##### **Finding (2015-2016) - Target: Met**

The office has made necessary investments in cameras and video cameras. Photo archiving software was purchase and implemented. A full-time professional photographer was hired as a first-ever university position and the videographer role enhanced. Both positions are cross training to help one another.

##### Related Action Plans (by Established cycle, then alpha):

#### **Purchase Requisition and Budget Request**

The interim director will submit a formal request to the university’s administration for funding needed to purchase a new video camera. That request will accompany a proposed budget for Communications and Marketing that is due June 4.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Equipment Acquisition | **Outcome/Objective:**  
Acquisition of Video and Photography Equipment

#### **O/O 5: Social Media Usage**

Restructure and enlarge the Office of Communications and Marketing to take advantage of social media opportunities and to implement the university’s branding initiative.

##### Related Measures

**M 5: Restructuring**

Reorganization and enlargening of the unit.

Source of Evidence: Administrative measure - other

**Target:**

Successful attainment would be a departmental structure that takes advantage of social media and that provides staffing needed to implement the university's branding initiative.

**Finding (2015-2016) - Target: Met**

The office added more social media channels (e.g., Snapchat) and added a student social media team. Through social media, the university reach is more than 5.4 million engagements per month.

**Related Action Plans (by Established cycle, then alpha):****Plan Development**

Altered resource allocation/provided additional resources. Key Communications and Marketing staff members, led by the interim director, will develop a reorganization plan this summer to be presented to the university's president in August 2010.

**Established in Cycle:** 2009-2010

**Implementation Status:** Planned

**Priority:** High

**Relationships (Measure | Outcome/Objective):**

**Measure:** Restructuring | **Outcome/Objective:** Social Media Usage