2016-2017 Assessment Cycle VPUA_Communications and Marketing

Mission (due 1/20/17)

University Mission

The University of Louisiana at Lafayette offers an exceptional education informed by diverse worldviews grounded in tradition, heritage, and culture. We develop leaders and innovators who advance knowledge, cultivate aesthetic sensibility, and improve the human condition.

University Values

We strive to create a community of leaders and innovators in an environment that fosters a desire to advance and disseminate knowledge. We support the mission of the university by actualizing our core values of equity, integrity, intellectual curiosity, creativity, tradition, transparency, respect, collaboration, pluralism, and sustainability.

University Vision

We strive to be included in the top 25% of our peer institutions by 2020, improving our national and international status and recognition.

College / Department / Program Mission

College Mission
Provide the college mission in the space provided. If none is available, write "None Available in 2016-2017."

Department / Program Mission
Provide the department / program mission in the space provided. If none is available, write "None Available in 2016-2017".
The Office of Communications and Marketing manages and fortifies the University's brand, defines and manages its online presence, leads official digital and print communications, and is a resource for local, national and international media organizations. Our office:
• Manages University trademark licensing, and University logos and images, and their usage
• Stewards the University's brand and all branding initiatives
• Enhances the University's recruitment, academic, alumni, philanthropic, and athletics communications through close partnership across units
• Serves as the digital leader in developing and building an integrated digital presence to advance the University's mission, vision, programmatic work, and marketing efforts
• Administers the design and primary content of the louisiana.edu website and partners with University disciplines to develop individual digital content strategy requirements and associated deliverables, such as websites, newsletters, and social media
• Creates and disseminates University news releases and advisories; coordinates press events
• Arranges faculty experts for interviews with news media
• Promotes faculty research and scholarship through targeted media and marketing outreach
• Supervises public records requests and manages campus filming requests
• Produces @Louisiana.edu, a weekly electronic newsletter, and La Louisiane, the University's magazine
• Coordinates the University's official social media sites and guidelines
• Designs marketing messages and related collateral materials
• Oversees servicescaping and wayfinding standards at the University

• Coordinates and monitors internal communication and related strategies, policies, and procedures

Assessment Plan (due 1/20/17)

Assessment List (Goals / Objectives, Assessment Measures and Criteria for Success)

Assessment List

Goal/Objective	Grow the University's brand.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 4	Expand and strengthen UL Lafayette

Assessment Measures	

Assessment Measure	Criterion	Attachments
Direct - Enhance brand (Other)	Promote the University's brand to enhance reputation, through communications, recruitment initiatives, and increased retail presence.	
Direct - Trademark portfolio (Other)	Release historical University marks through College Vault program. Acquire additional logo or verbiage trademarks. Actively protect our currently registered marks.	
Direct - Consumables (Other)	Grow the University's brand in consumable lines.	

Goal/Objective	Enhance recruitment efforts through digital communications and expand the University's brand online
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 1.KPI 5	Expand and enhance incentives for graduate students
Student SI.Student	Expand and strengthen UL Lafayette

	SI 4	

Assessment Measures			

Assessment Measure	**Criterion**	**Attachments**
Direct - Louisiana.edu redesign (Other)	Partner with a firm specializing in higher education to create new design—graphics, layout, structure, mobile	
Direct - Compete online (Other)	Elevate the University's online presence to the level of competitive schools	
Direct - Upgrade to Drupal 8 (Other)	Enhance University template and Ragin' CMS functionality	
Direct - User experience (Other)	Improve user experience and target audience reach	

Goal/Objective	Protect the University's brand.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	**Criterion**	**Attachments**
Direct - Media relations (Other)	Establish OCM as direct source of information for the public and the media.	
Direct - Storytelling (Other)	Develop news stories that represent the University and partner with media to create additional story outlets.	

Goal/Objective	Improve internal communications.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	**Criterion**	**Attachments**
Direct - Processes and policy (Other)	Establish the processes and office through which internal communications should be distributed.	

	Direct - Streamline communications (Other)	Consolidate and streamline University communications and increase efficiency.	
	Direct - Target messaging (Other)	Ensure targeted, tailored, and consistent messaging through a variety of communication tools.	

Results & Improvements (due 9/15/17)

Results and Improvement Narratives

Assessment List Findings for the Assessment Measure level for Grow the University's brand.

Goal/Objective	Grow the University's brand.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 4	Expand and strengthen UL Lafayette

Assessment Measures	

Assessment Measure	Criterion
Direct - Enhance brand (Other)	Promote the University's brand to enhance reputation, through communications, recruitment initiatives, and increased retail presence.
Direct - Trademark portfolio (Other)	Release historical University marks through College Vault program. Acquire additional logo or verbiage trademarks. Actively protect our currently registered marks.
Direct - Consumables (Other)	Grow the University's brand in consumable lines.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Enhance brand (Other)	Has the criterion Promote the University's brand to enhance	OCM promoted the University through numerous outlets, including local and		

		reputation, through communications, recruitment initiatives, and increased retail presence. been met yet? Met	national media, print publications such as La Louisiane magazine, digital publications such as the @Louisiana e-newsletter, and development of recruitment material for Admissions. We also partnered with Athletics to redesign and brand the inside of the Cajundome as part of its renovations.Our office wrote, finalized, and released the University's economic impact report in 2017.		
	Direct - Trademark portfolio (Other)	Has the criterion Release historical University marks through College Vault program. Acquire additional logo or verbiage trademarks. Actively protect our currently registered marks. been met yet?	Was not assessed this cycle. Plans to assess in 2018-2019.		
	Direct - Consumables (Other)	Has the criterion Grow the University's brand in consumable lines. been met yet? Met	OCM partnered with Bayou Teche Brewing to develop a second beer product, a lager. Our office helped develop the flavor, packaging, and distribution of Ragin' Cajuns™ Genuine Louisiana Lager. We also partnered with Athletics to get the beer on tap at the Cajundome during Louisiana Ragin' Cajuns basketball games and at Cajun Field during football games. OCM also worked with Mello Joy to create a custom-blend Ragin' CajunsTM French		

		Roast Coffee. It was introduced at three Rouses Supermarkets in Lafayette and one in Morgan City, and in UL Lafayette's Ragin' Cajuns Store. The custom blend was then stocked in other retail outlets, including Albertson's, Drug Emporium and Associated Grocers stores. OCM also developed the Ragin' Cajun Burger, which is sold at Sonic Drive-Ins during football season.		

Assessment List Findings for the Assessment Measure level for Enhance recruitment efforts through digital communications and expand the University's brand online

Goal/Objective	Enhance recruitment efforts through digital communications and expand the University's brand online
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	

Identifier	Description
Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
Student SI.Student SI 1.KPI 5	Expand and enhance incentives for graduate students
Student SI.Student SI 4	Expand and strengthen UL Lafayette

Assessment Measures	

Assessment Measure	Criterion
Direct - Louisiana.edu redesign (Other)	Partner with a firm specializing in higher education to create new design—graphics, layout, structure, mobile
Direct - Compete online (Other)	Elevate the University's online presence to the level of competitive schools
Direct - Upgrade to Drupal 8 (Other)	Enhance University template and Ragin' CMS functionality
Direct - User experience (Other)	Improve user experience and target audience reach

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Louisiana.edu redesign (Other)	Has the criterion Partner with a firm specializing in higher education to create new design— graphics, layout, structure, mobile been met yet? Met	OCM created a website redesign strategy and work plan, presented the plan to University Council, and was granted a budget to pursue the redesign. OCM then wrote an RFP which was submitted for approval in October 2017. OCM web content strategists began researching and preparing for the redesign.		
Direct - Compete online (Other)	Has the criterion Elevate the University's online presence to the level of competitive schools been met yet?	Was not assessed this cycle. Plans to assess in 2018-2019.		
Direct - Upgrade to Drupal 8 (Other)	Has the criterion Enhance University template and Ragin' CMS functionality been met yet?	Was not assessed this cycle. Plans to assess in 2018-2019.		
Direct - User experience (Other)	Has the criterion Improve user experience and target audience reach been met yet?	Was not assessed this cycle. Plans to assess in 2018-2019.		

Assessment List Findings for the Assessment Measure level for Protect the University's brand.

Goal/Objective	Protect the University's brand.
Legends	OO - Outcome/Objective (administrative units);

Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Media relations (Other)	Establish OCM as direct source of information for the public and the media.
Direct - Storytelling (Other)	Develop news stories that represent the University and partner with media to create additional story outlets.

Assessment Findings	

Assessment Measure	Criterion	Summary	Attachments of the Assessments	Improvement Narratives
Direct - Media relations (Other)	Has the criterion Establish OCM as direct source of information for the public and the media. been met yet? Met	Partnered with media outlets to ensure information was accurate. Established that OCM is the primary source for University information and experts.		
Direct - Storytelling (Other)	Has the criterion Develop news stories that represent the University and partner with media to create additional story outlets. been met yet? Met	OCM wrote and distributed 169 news stories to the public. Each story was aligned with the University's branding messaging and highlighted research, University experts, student achievements, and growth.		

Assessment List Findings for the Assessment Measure level for Improve internal communications.

Goal/Objective	Improve internal communications.
Legends	OO - Outcome/Objective (administrative units);
Standards/Outcomes	
Assessment Measures	

Assessment Measure	Criterion
Direct - Processes and policy (Other)	Establish the processes and office through which internal communications should be distributed.

	Direct - Streamline communications (Other)	Consolidate and streamline University communications and increase efficiency.
	Direct - Target messaging (Other)	Ensure targeted, tailored, and consistent messaging through a variety of communication tools.

Assessment Findings					
	Assessment Measure	**Criterion**	**Summary**	**Attachments of the Assessments**	**Improvement Narratives**
	Direct - Processes and policy (Other)	Has the criterion Establish the processes and office through which internal communications should be distributed. been met yet? Met	All offices on campus contact OCM to send out internal emails. OCM has begun drafting an internal communications policy to establish protocols and procedures. OCM is also partnering with IT to create a homepage in ULink with announcements features that will allow messages to be posted on ULink versus sent via email.		
	Direct - Streamline communications (Other)	Has the criterion Consolidate and streamline University communications and increase efficiency. been met yet? Met	OCM combines all internal University messages into one weekly digest that is sent to all employees on Tuesdays.		
	Direct - Target messaging (Other)	Has the criterion Ensure targeted, tailored, and consistent messaging through a variety of communication tools. been met yet? Met	OCM has become the gatekeeper of all mass internal communication mailing lists. We are working on new ways to distribute targeted communications, particularly with the development of a new homepage in ULink.		

Reflection (Due 9/15/17)

Reflection

1) How were assessment results shared in the unit?
Please select all that apply. If "other", please use the text box to elaborate.
Distributed via email
Presented formally at staff / department / committee meetings
Discussed informally (selected)
Other (explain in text box below)

2) How frequently were assessment results shared in the unit?

Frequently (>4 times per cycle)
Periodically (2-4 times per cycle)
Once per cycle
Results were not shared this cycle (selected)

3) With whom were assessment results shared?
Please select all that apply.
Department Head (selected)
Dean / Asst. or Assoc. Dean
Departmental assessment committee
Other faculty / staff

4) What were the measurable or perceivable effects on your current (2016-2017) findings based on prior action plans (created in 2015-2016)?

5) What has the unit learned from the current assessment cycle?

We need more staff to better meet the needs of the University.

Attachments