

2017-2018 Assessment Cycle VPUA_ Communications and Marketing

Mission (due 12/4/17)

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 / VP and Program / Department Mission

Mission of College or VP-area

Provide the mission for the College or VP-area in the space provided. If none is available, write "None Available in 2017-2018."

Mission of Program / Department

Provide the program / department mission in the space provided. The mission statement should concisely define the purpose, functions, and key constituents. If none is available, write "None Available in 2017-2018."

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

Attachment (optional)

Upload any documents which support the program / department assessment process.

Assessment Plan (due 12/4/17)

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

Assessment List

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

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	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.	

Program / Department Assessment Narrative

The primary purpose of assessment is to use data to inform decisions and improve programs (student learning) and departments (operations); this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. In the space below, describe the program's or department's overall plan for improving student learning and/or operations (the "assessment plan"). Consider the following:

- 1) What strategies exist to assess the outcomes?
- 2) What does the program/department expect to achieve with the goals and objectives identified above?
- 3) How might prior or current initiatives (improvements) influence the anticipated outcomes this year?
- 4) What is the plan for using data to improve student learning and/or operations?
- 5) How will data be shared within the Program/Department (and, where appropriate, the College/VP-area)?

Assessment Process

Results & Improvements (due 9/15/18)

Results and Improvement Narratives

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

Goal/Objective	Grow the University's brand.(Imported)	
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	Student SI.Student SI 1.KPI 2	Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university
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	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 reputation, through communications, recruitment initiatives, and increased retail presence. been met yet? Met	OCM promoted the University through numerous outlets, including local and national media, print publications such as La Louisiane magazine, digital publications such as the @Louisiana e-newsletter, and development of recruitment material for Admissions.		
	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? Not met	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? Not met	Was not assessed this cycle. Plans to assess in 2018-2019.		

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

Goal/Objective	Enhance recruitment efforts through digital communications and expand the University's brand online(Imported)				
Legends	OO - Outcome/Objective (administrative units);				
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	Student SI.Student SI 1.KPI 2		Expand recruitment of high-potential undergraduate and graduate students, which embraces diversity and enhances the university		
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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?	OCM refined a website redesign strategy and work plan. 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.(Imported)

Goal/Objective	Protect the University's brand.(Imported)				
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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	Partnered with media outlets to ensure information was accurate. Established		

		for the public and the media. been met yet? Met	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 130 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.(Imported)

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			partnered with IT to create a homepage in ULink with announcements features that will allow messages to be posted on ULink versus sent via email. That homepage was launched summer of 2018.		
	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. In the summer of 2018, all University messages began to be posted on ULink per the approved internal communications policy.		
	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 launch of ULink's homepage.		

Reflection (Due 9/15/18)

Reflection

The primary purpose of assessment is to use data to inform decisions and improve programs and operations; this is an on-going process of defining goals and expectations, collecting results, analyzing data, comparing current and past results and initiatives, and making decisions based on these reflections. Recalling this purpose,

respond to the questions below.

1) How were assessment results shared in the program / department?

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?

Frequently (>4 times per cycle)

Periodically (2-4 times per cycle)

Once per cycle (selected)

Results were not shared this cycle

3) With whom were assessment results shared?

Please select all that apply.

Department Head

Dean / Asst. or Assoc. Dean

Departmental assessment committee

Other faculty / staff (selected)

4) Consider the impact of prior applied changes. Specifically, compare current results to previous results to evaluate the impact of a previously reported change. Demonstrate how the use of results improved student learning and/or operations.

5) Over the past three assessment cycles, what has been the overall impact of "closing the loop"? Provide examples of improvements in student learning, program quality, or department operations that are directly linked to assessment data and follow-up analysis.

Attachments (optional)

Upload any documents which support the program / department assessment process.