

Unit Missions

COM Mission Statement

Mission statement

The Office of Communications and Marketing is the public relations arm of Delta State University. We work to make sure Delta State is recognized for its many positive influences. Our goal is to promote the University, its programs, students, faculty and staff.

Related Items

There are no related items.

Unit Goals

COM 2014_1: Maintain Updated Website

Start: 7/1/2013

End: 6/30/2014

Unit Goal

The Office of Communications and Marketing will continue to work with the Office of Institutional Technology and each University division to maintain updated, easy to use web pages.

Evaluation Procedures

Calculate number of content editors and different departments/areas that OCM worked with to update pages.

Actual Results of Evaluation

The staff worked with at least 49 individuals in over 33 different departments/areas on campus to ensure that the most up-to-date, accurate information was available to the public.

Use of Evaluation Results

Analyze numbers to determine if pages are being updated on an as-needed basis.

Related Items

There are no related items.

COM2014_10: Web Sub Sites

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Maintain University sub sites and social media to serve as information hubs for the Delta State community.

Evaluation Procedures

Track number of visitors and time spent on sites using analytics or insights tools.

Actual Results of Evaluation

Delta State's Facebook page ([facebook.com/deltastateuniversity](https://www.facebook.com/deltastateuniversity)) increased in total organic reach for FY14 by 26% over FY13. It also gained 2,422 new page likes for FY14 for a total of 12,620. This consistently continues the trend in increases from previous years (2,495 in FY13 and 2,600 in FY12).

Metrics from Delta State's Twitter account (@deltastate) are available from 02/03/14 and show 483 tweets, 273 favorite tweets, and 373 retweets from 2/3/14 – 6/30/14. Data shows that weather related tweets are the most retweeted. As of 6/30/14,

@deltastate has 4,115 followers and approximately 11,800 tweets. At the close of FY13, the follower count was approximately 3,100.

As the inaugural year for president.deltastate.edu, data shows positive engagement and visit trends. A comparative summary will be available for FY15. The site went live on August 20, 2013. From then until 6/30/14, there has been 4,622 users with 15,426 page views. An international audience included visitors from Brazil, Canada, Poland, Russia, United Kingdom, Italy, The Netherlands, Germany, and more.

For Delta State's You Tube channel (dsucommark) views for FY14 increased by over 11% compared to FY13. Estimated minutes watched increased by over 70%. On 6/30/14, the channel measures 178,588 lifetime views with 163 videos.

Instagram (deltastateuniversity) has experienced tremendous growth over the past year with approximately 1,025 followers and 162 posts as of June 30, 2014.

-  [Sub Sites & Social Media](#)

Use of Evaluation Results

Positive engagement and increased interaction through web outlets increases brand awareness and identity.

Related Items

There are no related items.

COM2014_11: Delta State Licensed Products

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Increase marketing efforts in cooperation with trademark/licensing partner (LRG) to promote licensed products to retailers throughout the Delta and state.

Evaluation Procedures

Analyze records of sales and retail outlets promoting Delta State licensed merchandise.

Actual Results of Evaluation

In the royalty snapshot provided by LRG, an increase of 14% was reported for the 2013 calendar year from the previous year. Top sales categories include t-shirts, fleece, and gifts/novelties. Art submissions were received throughout the year by the OCM.

-  [Licensed Products](#)

Use of Evaluation Results

The increased presence of Delta State promotional products in the community, state, and region should increase the visibility of and interest in the University brand. Increased interest in the brand may lead to increased enrollment.

Related Items

There are no related items.

 **COM2014_12: Admissions/Marketing Site**

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with Office of Admissions to research, develop, and implement a new admissions/marketing site for prospective students and the promotion of the University.

Evaluation Procedures

Reference timeline and live date. For future efforts, track analytics, account creation numbers, and information gathered through social media inquiries. Monitor unique views and visitors from targeted recruiting areas.

Actual Results of Evaluation

Further research and collaboration has been conducted with the Office of Institutional Technology to project a manageable scope of work and timeline for the workflow modifications that would needed to be implemented before incorporating the processes online.

Use of Evaluation Results

Once live, the new site will be more effective in promoting the University to potential students, stakeholders, influencers, friends of the University, alumni, etc.

Related Items

There are no related items.

COM2014_2: Media Outlet Relationships

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Maintain and expand working relationship with media outlets for University news and events coverage.

Evaluation Procedures

Compare accurate number of contacts on media lists versus prior years. Monitor number of email list bounce backs/return emails. Track meetings between media personnel and President LaForge.

Actual Results of Evaluation

The OCM process for communication with media outlets was modified in November 2013 to incorporate the software Vocus, a media database and press release distribution management system that was offered through the Mississippi Institutes of Higher Learning contract agreement.

Through this media database, Delta State maintains 3 living lists of outreach that include 32 outlets for local media, 133 outlets for state media, and 18 additional individual media contacts. This represents a 16% increase from the previous years' media lists.

For each distribution of press releases delivered, a summary report is provided for total success of email reach. For example, for press releases sent on 6/27/2014, 155 of 161 (96.3%) were successfully received. A total of 111 distributions have been sent to media lists thus far through the Vocus system, but prior to its use, daily emails were sent through Microsoft Outlook to media groups maintained by the OCM.

Use of Evaluation Results

Use numbers to evaluate effectiveness of steps to maintain and expand relationships.

Related Items

There are no related items.

COM2014_3: Advertising Plan

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with departments and group to research target audiences for the development of a comprehensive advertising plan.

Evaluation Procedures

Evaluate research results for different channels and audiences. Analyze number of potential individuals reached through controlled media advertising.

Actual Results of Evaluation

Working with the Office of Admissions, three main areas of focus were established for targeted advertising: Memphis/North MS, Jackson, and the Gulf Coast. The success of the advertising plan was measured with several different tools. The first was visits to the University's web home page. Both Mississippi and Tennessee areas saw significant increase in new visits, and the top visiting cities were Cleveland, Tupelo, Jackson, Memphis, Nashville, and Chapmansboro.

The number of suspects/inquiries received by the admissions office increased by 13%. Those received from coastal areas increased by 43%, and Jackson area inquiries increased by 38%.

Overall applications received from the targeted areas increased as well as the campus tours for each area.

A comprehensive advertising report has been compiled to show data, messages, and outreach strategy.

-  [Ad Summary](#)

Use of Evaluation Results

Through research and strategic planning, the most effective advertising strategy may be developed and implemented to increase awareness of Delta State and its programs.

Related Items

There are no related items.

COM2014_4: Emergency Response Plan

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with University personnel to update the emergency plan of action.

Evaluation Procedures

Evaluate document outlining contact chain and next steps. Develop proactive press responses for potential emergencies.

Actual Results of Evaluation

The coordinator has served on an Emergency Response Task Force to work with departments to develop an updated plan of action and emergency operations guidelines booklet. A successful fire drill was completed in Bailey Hall, and the text/message alert system was utilized throughout the year.

Working with the University Police Department, the coordinator updated the emergency alert messages within the University text/message alert system that are delivered as needed during emergency situations, like inclement weather, campus closures, active shooters, etc.

The Emergency Operations Guidelines booklet has been digitized by the OCM and updated by the coordinator to be a working draft for the committee to edit and approve before distribution in the fall.

Use of Evaluation Results

Related Items

There are no related items.

COM2014_5: Office Policies

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Update current Communications & Marketing policies and implement new policies where necessary. Deliver online availability of all policies.

Evaluation Procedures

Track changes to policy documents. Provide links for online policies.

Actual Results of Evaluation

To streamline the process of incoming/outgoing media, news submission and photography request forms have been implemented on the OCM web site. Each form outlines the qualifying information needed for each service offered to campus departments. Since the implementation in January, about 30 news items and 30 photography requests have been submitted through the web forms. However, countless requests still are received via email or phone call, which are also completed for requesters.

Other guides available online include the logo selection guide, identity standards guide, and templates for official use that outline the University's trademarked, licensed, and branding imagery and wording and how it should be properly used. A university social media policy was drafted by OCM and presented to the Information Technology Governance Committee for approval and implementation.

Use of Evaluation Results

Related Items

There are no related items.

COM2014_6: Departmental Marketing Needs

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with University departments on communication and marketing needs (campaigns, print media, online outreach).

Evaluation Procedures

Track number of departments seeking assistance from Communication and Marketing. Provide examples of media created.

Actual Results of Evaluation

Each year the office staff works with various departments on campus to create design pieces, develop web pages, cover events with photography, and deliver newsworthy information to the general public and media outlets. There are about 140 recurring, annual projects that the OCM staff assist with, which does not factor in new and one-time projects/tasks that occur on a daily basis.

-  [Departmental Marketing](#)

Use of Evaluation Results

As a result of working with campus groups on marketing and media efforts, brand and identity standards are maintained.

Related Items

There are no related items.

 **COM2014_7: Content Management System Transition**

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with University departments in transitioning to new content management system.

Evaluation Procedures

Track communication methods throughout the process. Track number of content editors/power users trained for the new system. Analyze login reports and page update activity compared to previous year to measure effectiveness of assistance during transition.

Actual Results of Evaluation

The OCM and the Office of Institutional Technology collaborated to successfully transfer the website content management system from the proprietary software Site Builder to an open license system Word Press. The transition involved establishing a timeline, moving content, testing, design element tweaking, incorporation of new functionality, and communication with and training of content managers.

Close to 100 faculty/staff received Word Press training in small scale sessions, with no more than 8-10 people in each class. An online training manual was also provided for content managers.

Use of Evaluation Results

Related Items

There are no related items.

COM2014_8: Departmental News Delivery

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Work with University departments to deliver news worthy items in the appropriate format to media outlets.

Evaluation Procedures

Track meetings with department leaders to forecast upcoming news items.

Actual Results of Evaluation

For FY14, the OCM published over 480 releases. News articles covered many different areas across campus and contained information about events, accomplishments/awards, announcements, and Delta State faculty, staff, and students. Releases were published to the University web site, distributed through social media, and delivered to local and state media.

-  [Departmental News](#)

Use of Evaluation Results

Efficient, consistent, and effective delivery of University news may increase the chances of local and larger area media outlets publishing it.

Related Items

There are no related items.

COM2014_9: Professional Development

Start: 7/1/2013

End: 6/30/2014

Unit Goal

Develop professional skills in cross platform publications and media (print, web, mobile devices) to better serve audiences.

Evaluation Procedures

Track action steps for training (conferences, webinars, subscriptions, on-campus resources). Track number of cross platform items created and distributed.

Actual Results of Evaluation

The OCM staff participated in several professional development avenues over FY14, with most of them being very cost effective with little to no cost to the University.

In July 2013, the coordinator, web writer/designer, and graphic designer attended a higher education web conference in Little Rock, Arkansas where design, content, and functionality of web and mobile based information delivery were discussed.

The news writer/photographer and coordinator consistently receive updates and announcements from the online AP Style Guide to stay current with changing AP style rules to best ensure the accuracy of press releases.

The news writer/photographer participated in classroom training in spring 2014 on campus in the course titled Art 436: Studio Lighting to further working knowledge. The staff member has also participated in Leadership Bolivar County since fall 2013, a community-based leadership class to help with area and history knowledge, networking, and group and leadership skills.

The web writer/designer attended Word Press Boot Camp in Chicago, Illinois in June 2014 to gain knowledge of Word Press development and stay up to date on web trends. The staff member has participated in 5 free online development webinars and references online reading and videos to develop professional skills.

The senior administrative secretary has attended human resources training to develop process knowledge for student employees, entering leave time in Banner, and other job/position related information. The coordinator participated in human resources training regarding hiring/firing of employees and other personnel related matters. The graphic designer expanded working knowledge of print companies and trade shows by attending and leading interns through on-site visits in the Jackson area in the spring 2014. Free webinars were also attended throughout the year, including topics like cohesive branding and digital publishing.

The coordinator and web writer/designer conducted training sessions for Word Press content managers, developing both communication and leadership skills within the Delta State community as well as organizational and scheduling skills. The coordinator and graphic designer spoke to groups throughout the year on their area of specialty which aided in developing communication skills.

Use of Evaluation Results

Related Items

There are no related items.

Section IV.a

Brief Description

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Office of Communications & Marketing (OCM) serves Delta State as the public relations department for faculty, staff, students, alumni, and other groups. The staff strives to ensure that Delta State is recognized for its many positive influences. The OCM functions to promote the University, its programs, and campus community through print, digital, and other media mediums.

Section IV.b

Comparative data

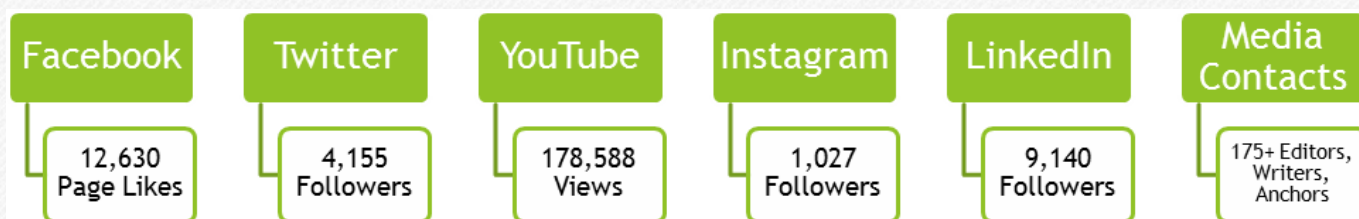
Enrollment, CHP, majors, graduation rates, expenditures, trends, etc.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Office of Communications & Marketing (OCM) maintains a media list of over 175 contacts. It assists in the maintenance of the university website. The homepage alone received almost two million visits between 7/1/2013 and 6/30/2014. The OCM manages the university social media, with over 12,630 Facebook page likes (7/1/14) and 4,155 Twitter followers (7/1/14). Posts/tweets are delivered on an as-needed basis, typically every day during the week. News submissions and photography requests are received from campus personnel. Inquiries are fielded from media personnel and students each day.



Section IV.c

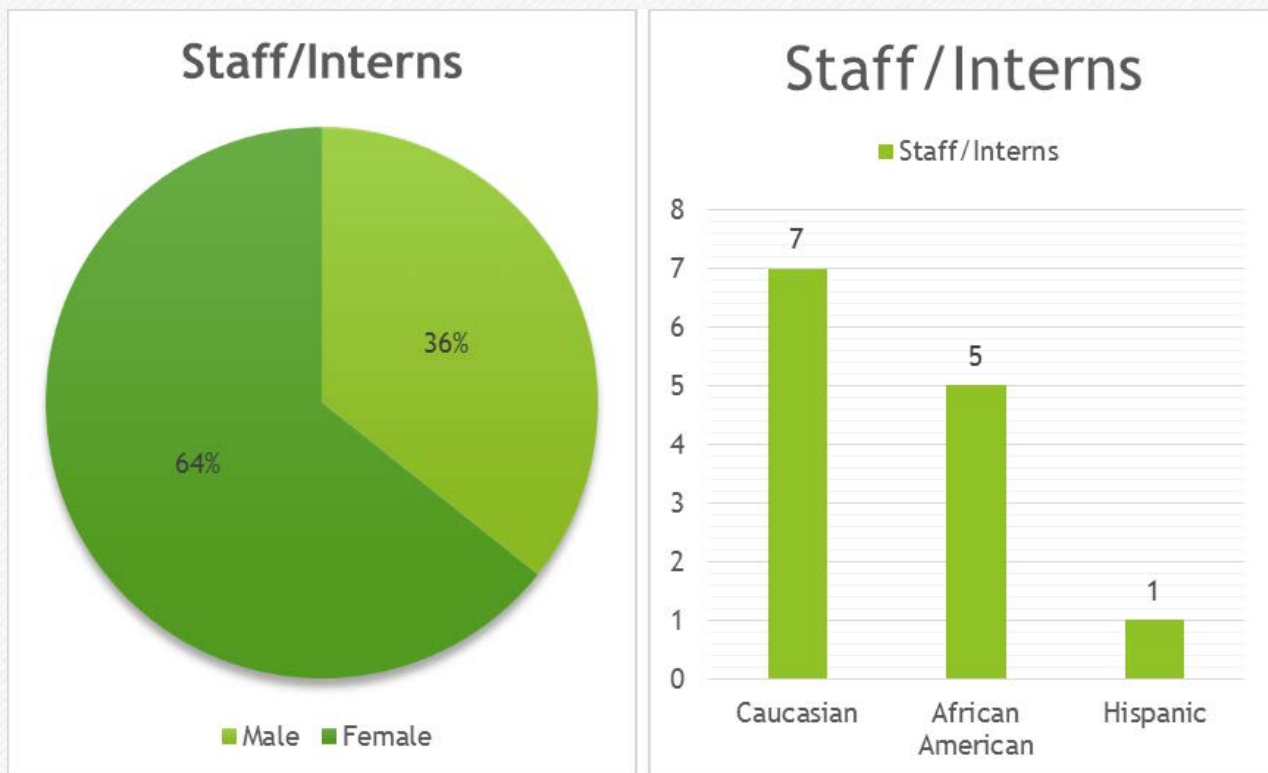
Diversity Compliance Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The OCM staff is diverse in gender, race, and age. Each semester, a diverse group of interns and student employees work with the staff.



Section IV.d

Economic Development Initiatives and Progress

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The OCM strategically manages a small budget to its fullest potential. Campus resources and no-cost items are exhausted before a spending commitment is made. The OCM follows the energy initiative to save university dollars by powering off machines and turning off lights each day. Reusable water bottles are used by staff members, and personal mugs are refilled at the dining locations instead of using paper cups. Staff members only print when necessary, print multiple pages on one sheet when possible, and use the most efficient setting on the printer.

Section IV.e

Grants, Contracts, Partnerships, Other Accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.f

Service Learning Data

List of projects, number of students involved, total service learning hours, number of classes, faculty involved, accomplishments.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Each semester, students complete internships for credit hours in the Office of Communications and Marketing (OCM). The number of students vary. Internships typically count for 3 to 6 credit hours. They serve a set amount of hours per week working with the OCM staff.

For the 2014 fiscal year, 3 students completed internships with the OCM staff for a combination of 15 credit hours of completed coursework and approximately 600 in-office hours.

Section IV.g

Strategic Plan Data

Only use this section if you have strategic plan info to report that is not covered in other areas of your report

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.h

Committees Reporting To Unit

Each unit includes in the annual plan and report a list of the committees whose work impacts that unit or any other aspect of the university; along with the list will be a notation documenting the repository location of the committee files and records. Committee actions affecting the unit's goals may be noted in other applicable sections of the annual reports. Not required to be included in the unit's annual plan and report, but required to be maintained in the repository location, will be a committee file that includes, for each committee: Mission and by-laws, Membership, Process, Minutes.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Currently, no committees report to the OCM, but staff members are actively involved in numerous committees and volunteer efforts across campus including the administrative staff council, blues conference committee, Winning the Race committee, retention committee, online faculty advising committee, university publications committee, staff council, Teach For America volunteers, and many more.

Section V.a

Faculty (Accomplishments)

Noteworthy activities and accomplishments

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.b

Staff (Accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The OCM is a member of the American Advertising Federation. Each year, selected work and projects are entered into the ADDY Award Competition. For 2013-2014, every staff member received an ADDY Award, from gold to bronze. The graphic designer was selected as "Designer of the Year," this highest individual honor awarded by the organization.

Staff members have also received the "Employee of the Month" award given by Staff Council. Campaigns and projects have received local, regional, and national recognition.

| Award | Piece of Work | Staff |
|--|--|---|
| Graphic Designer of the Year | William N. LaForge Inauguration | Laura Walker |
| Gold-Integrated Campaigns | William N. LaForge Inauguration | Laura Walker, Michelle Roberts, Caitlyn Thompson, Rory Doyle |
| Silver-Collateral Material | Pig Pickin Poster | Illustrated by Charles Taylor and Designed by Laura |
| Silver - Collateral Material | William N. LaForge Inauguration Invitation Set | Laura Walker and Michelle Roberts |
| Silver - Out-Of- Home | Awareness Billboards | Laura Walker, Student Graphic Designer Maria Alejandra Torres, Caitlyn Thompson, and Rory Doyle |
| Silver - Consumer or Trade Publication | General Awareness Magazine Ad | Laura Walker, Caitlyn Thompson and Rory Doyle |
| Silver- Digital Advertising | PhotOKRAphy | Rory Doyle |
| Silver- Elements of Advertising | Even Turkeys Fear the Okra | Rory Doyle |
| Bronze- Newspaper | General Awareness Newspaper Ads | Laura Walker, Caitlyn Thompson and Rory Doyle |

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.d

Position(s) requested/replaced with justification

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Beginning in July 2013, a structural reorganization created the need for new staff titles in the OCM. Currently, positions include coordinator, graphic designer and brand manager, news writer and photographer, web designer/writer, and senior secretary. The dynamic job duties of the OCM require a close-knit team with creative employees.

Section V.e

Recommended Change(s) of Status

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section VI.a

Changes Made in the Past Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Office of Communications and Marketing constantly monitors changes in media trends. Over the past year, several changes in daily activity have been made including: updated news sharing options on the web site that includes tag and category filtering for rss feeds, redesign of media highlights reaching campus personnel, new system for media release distribution, web site page layouts, functionality and content, and online print media availability.

The incorporation of an online request form for photography and news releases helped with work flow, and the transition to a new content management system for the web site has allowed for enhanced functionality and improved content manager usability.

A comprehensive media plan for the president was implemented. It included a new weekly video and email distributed by OCM to campus employees and students and community members as well as the creation of a new web outlet, president.deltastate.edu, for all media related to the Office of the President. A presidential Twitter account was created, monitored, and promoted, and media meetings were scheduled periodically throughout the president's travel schedule.

A strategic advertising plan was implemented to support the university's goal for student recruitment, support the admissions team's recruiting tactics, and develop a brand identity and awareness in identified targeted areas.

Press release tracking was incorporated into the analytics monitoring process. This allows staff to see which campus areas are receiving coverage and/or may need more attention. It also offers insight on popular topics for media outlets by measuring which specific outlets ran certain articles.

A minor workspace update was completed to create an atmosphere conducive to creative thinking. It included painting, creating a meeting space, and refreshing existing furniture.

Section VI.b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The fiscal year 2015 brings exciting new opportunities for change, and the dynamic job duties of the OCM require a close-knit team with creative employees.

If budgeting allows, a promotional item request system/form would be beneficial to departments/areas on campus seeking promotional Delta State items for events, fairs, visits, and other recruiting based activities.

The implementation of a tagging and category system on the web site would help improve departmental press release tracking.

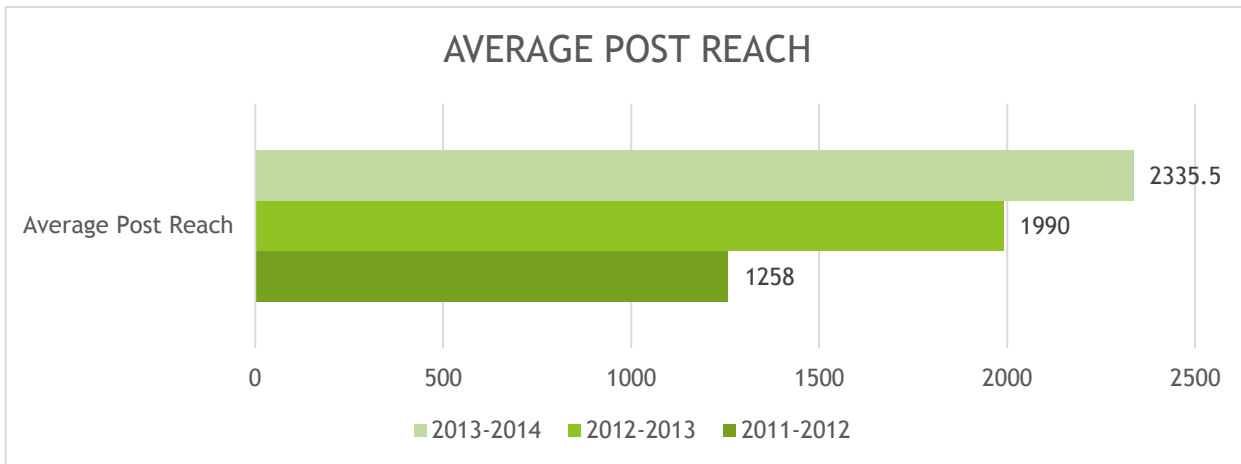
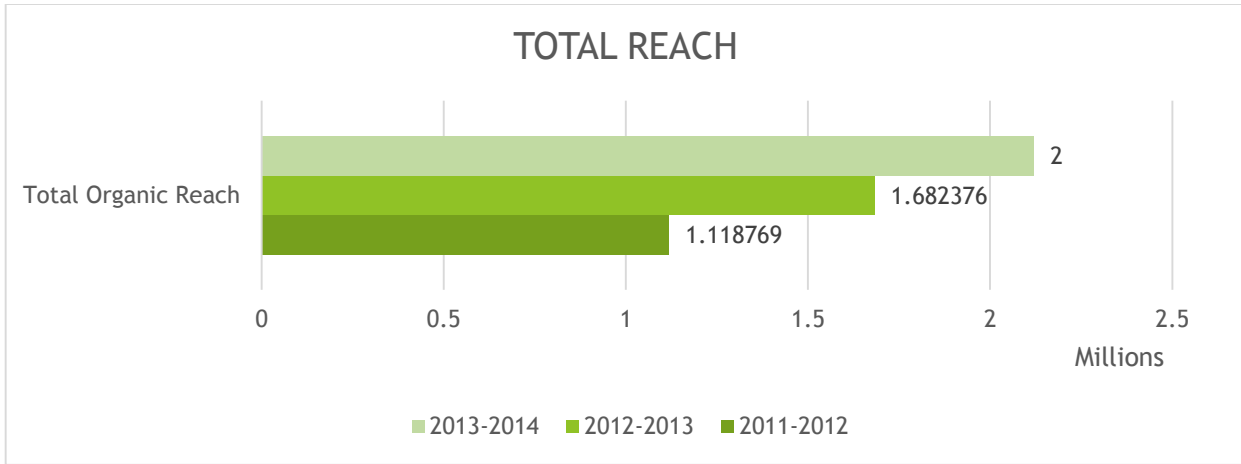
Upgrades to hardware and software used in everyday tasks and activities would improve the efficiency and quality of files produced by the staff. A streamlined and organized storage system for these files would improve the search/find process of shared files throughout the office and/or with outside individuals.

Providing media outlets with another form of communication, like a mailer, may help improve their knowledge of our services, strengthen relationships, and increase coverage of Delta State related news items.

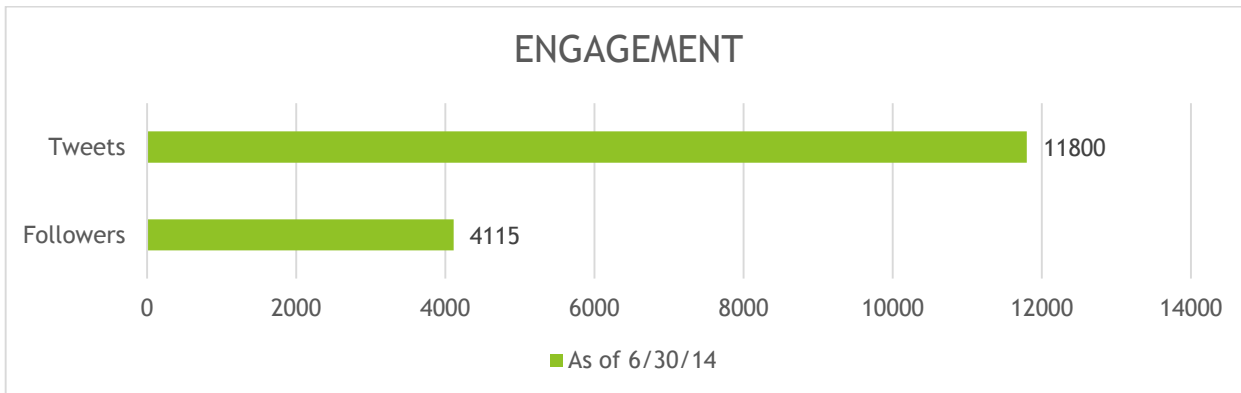
Holding a set time/day, monthly staff meeting may help improve project management and workflow for the upcoming year.

WEB SUBSITES AND SOCIAL MEDIA

FACEBOOK



TWITTER



PRESIDENT.DELTASTATE.EDU



president.deltastate.edu - http://presid... [Go to this report](#)
 All Web Site Data

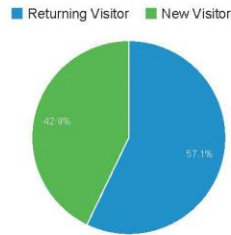
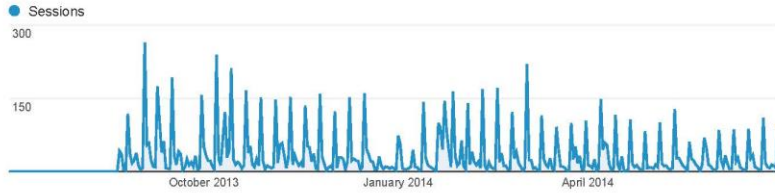
Audience Overview

Jul 1, 2013 - Jun 30, 2014

All Sessions
100.00%

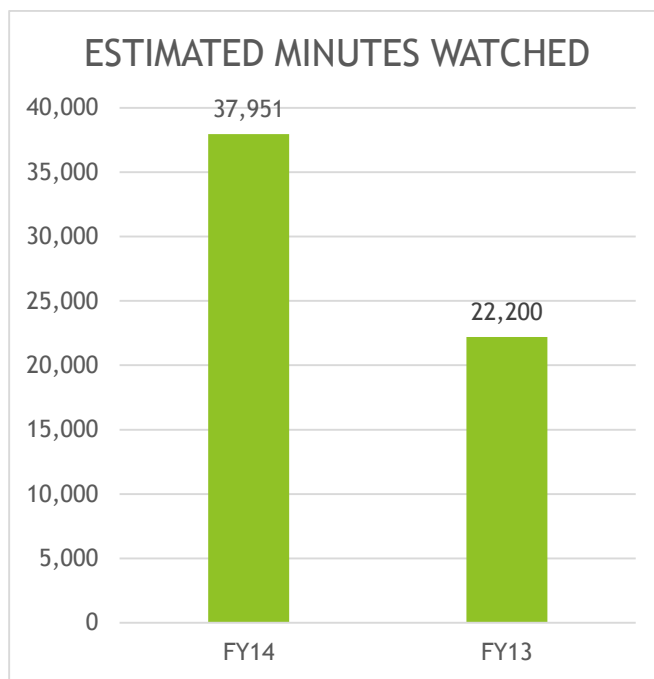
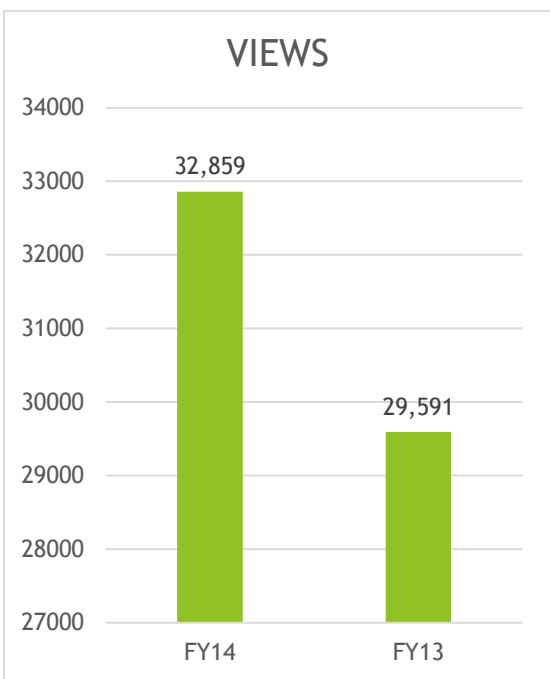
+ Add Segment

Overview

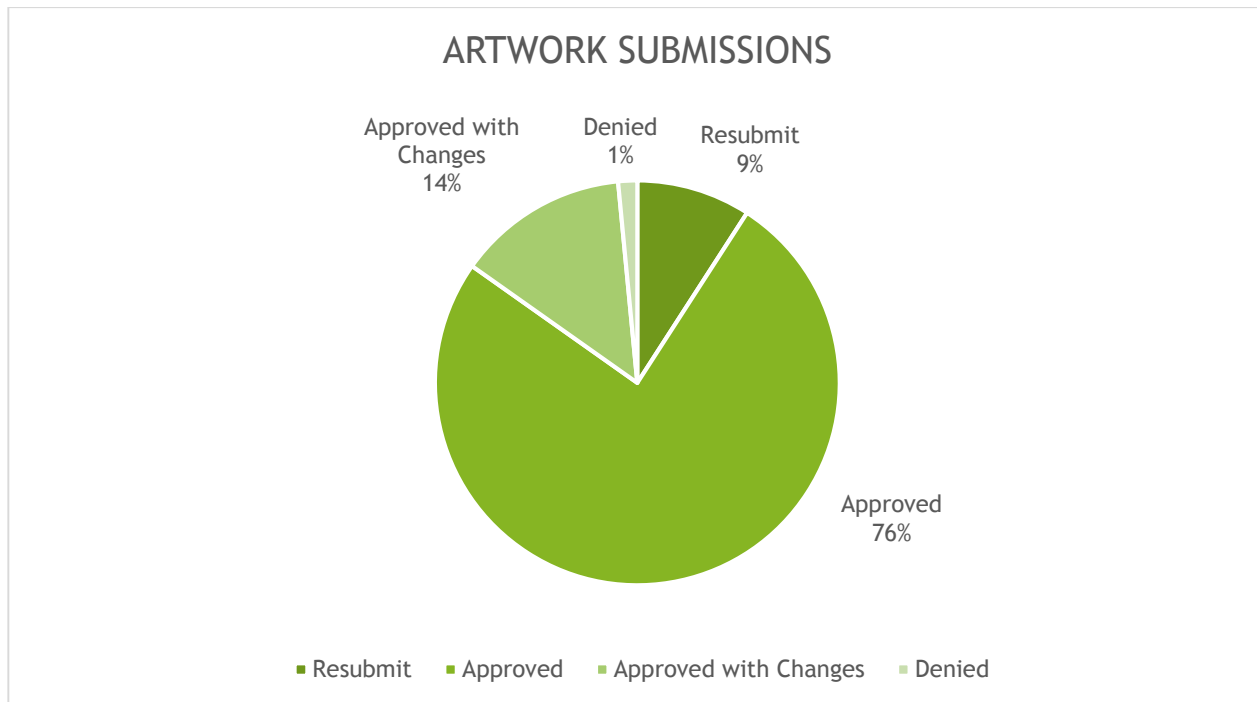
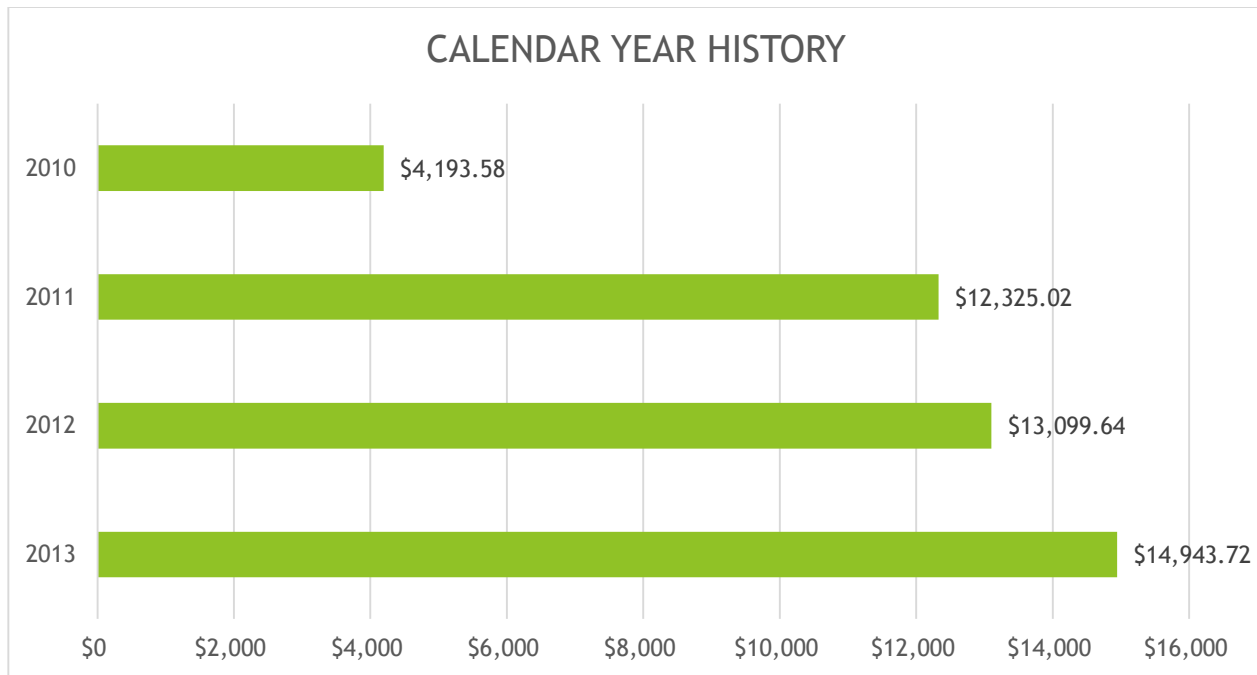


| Country / Territory | Sessions | % Sessions |
|---------------------|----------|------------|
| 1. United States | 10,607 | 98.35% |
| 2. Brazil | 36 | 0.33% |
| 3. Canada | 20 | 0.19% |
| 4. Poland | 11 | 0.10% |
| 5. Russia | 11 | 0.10% |
| 6. United Kingdom | 9 | 0.08% |
| 7. Italy | 7 | 0.06% |
| 8. Netherlands | 6 | 0.06% |
| 9. Germany | 5 | 0.05% |

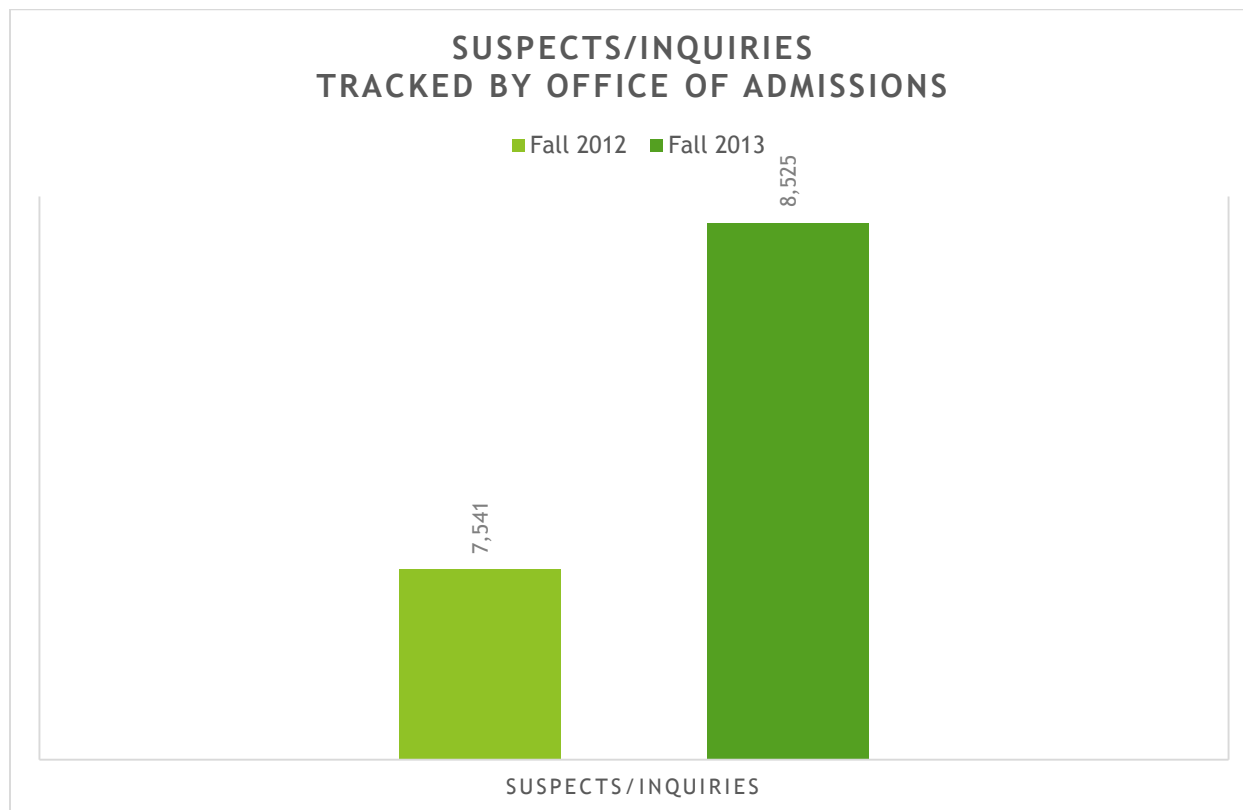
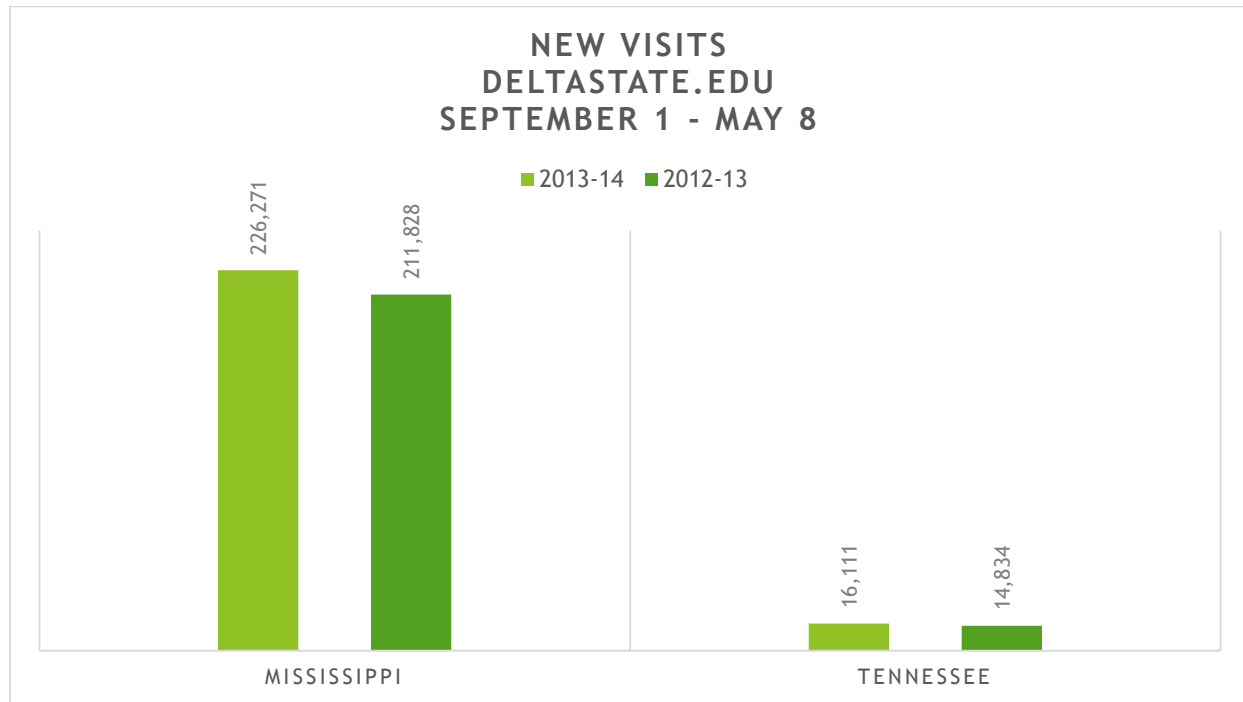
YOU TUBE

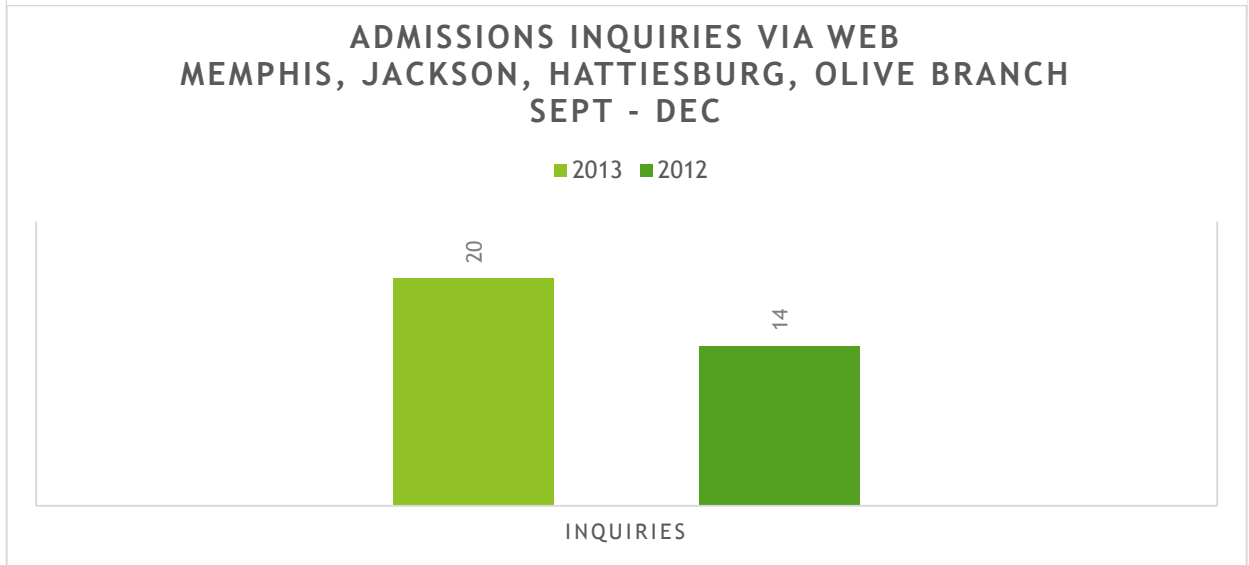
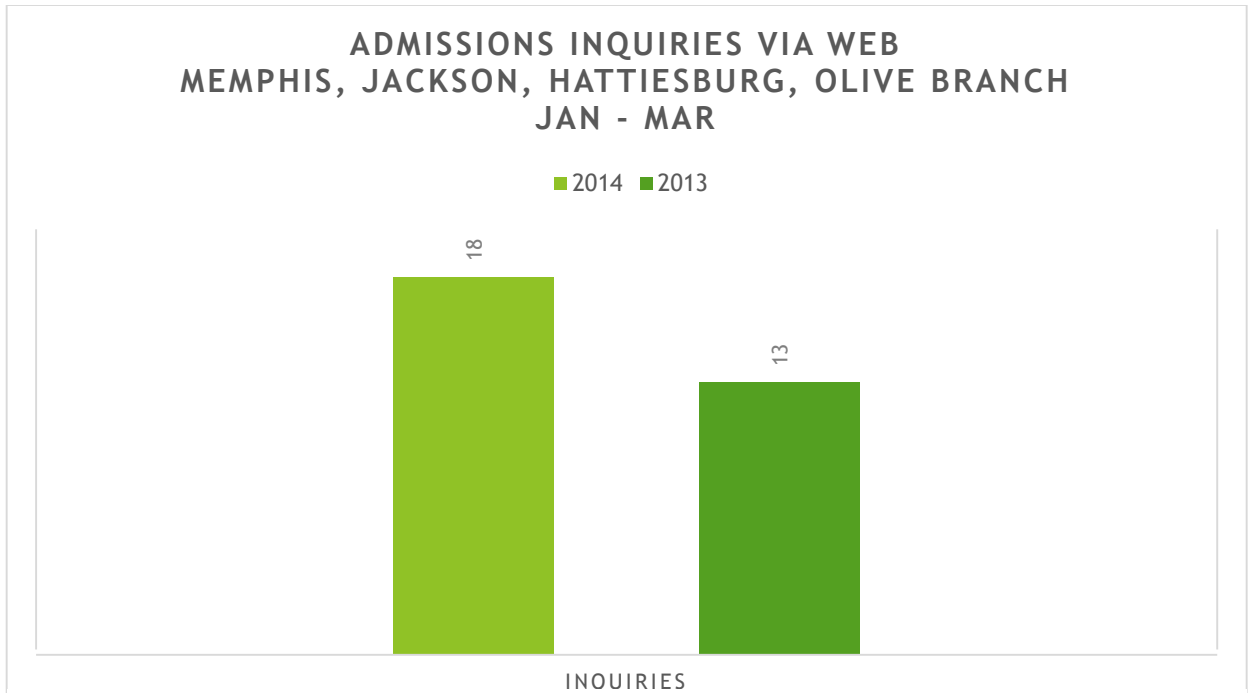


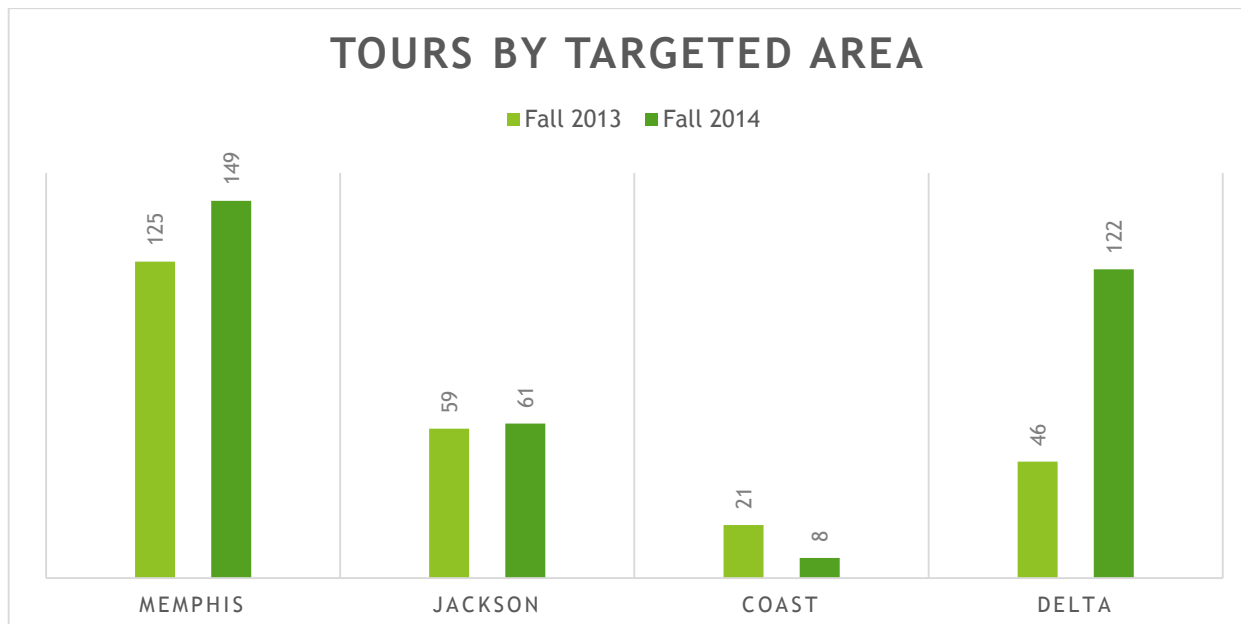
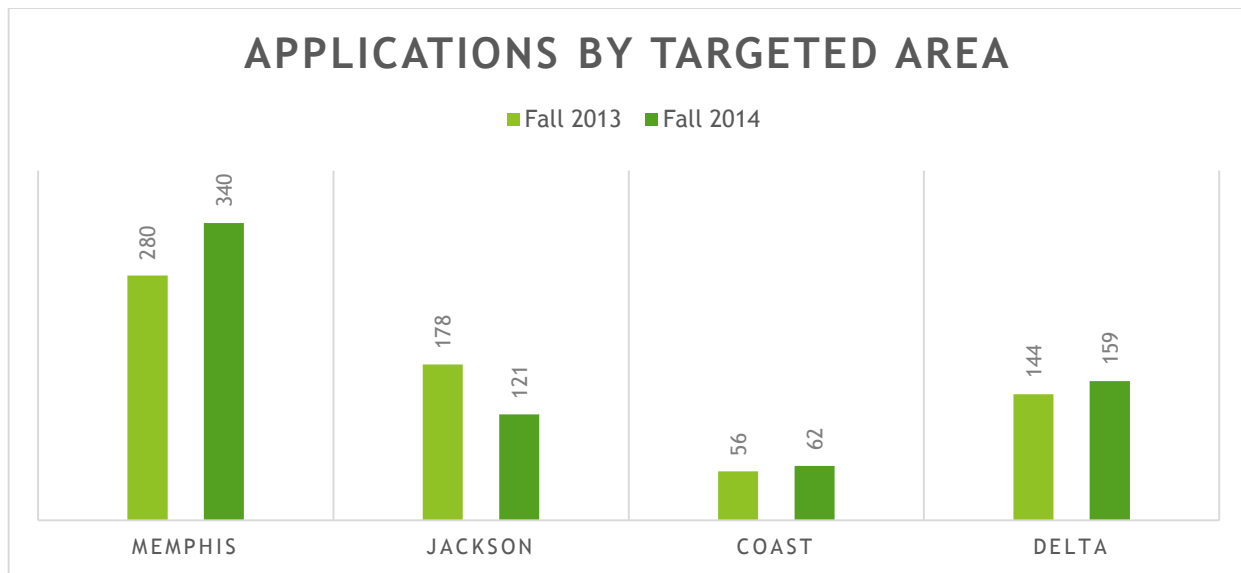
LICENSED PRODUCTS



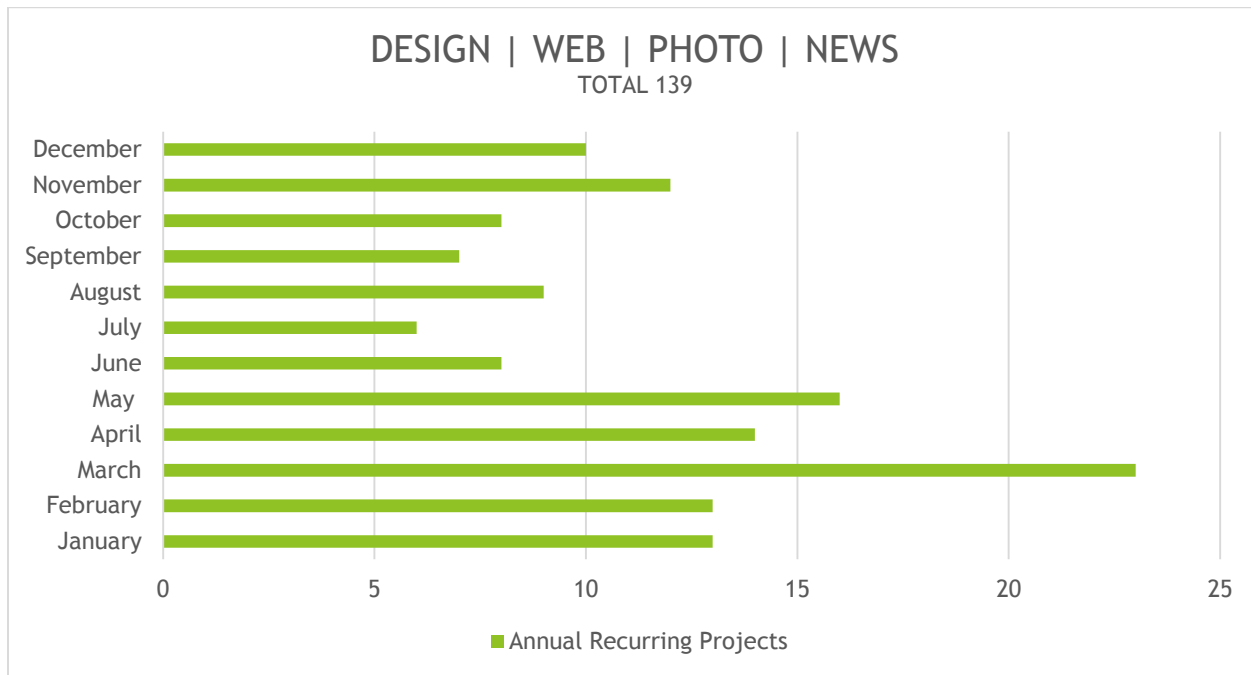
ADVERTISING SUMMARY







DEPARTMENTAL MARKETING NEEDS



DEPARTMENTAL MARKETING NEEDS

