Delta State

University Relations/VPUR

Communications and Marketing

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.

COM 2012_1: Marketing Campaign
Start: 7/1/2011
End: 6/30/2012

Unit Goal
Increase the impact of our communications and marketing program by launching a proactive and interdisciplinary marketing campaign, collaborating with other campus units, and adding value to efforts within schools and colleges. Move toward making the Office of Communications and Marketing more integral to the entire campus, serving the schools and colleges and promoting the University’s brand messages.

Evaluation Procedures
The Office of Communications and Marketing collected online analytic information and tracked state, regional, and national publicity to assess the effectiveness of the program.

Actual Results of Evaluation
The Office of Communications and Marketing improved its ability to deliver high quality service and become more integral to the entire campus in promoting the University’s brand messages.

Use of Evaluation Results
The analytics gathered during the campaign proved the Office of Communications and Marketing was successful in improving the University brand.

Related Items
There are no related items.

COM 2012_2: University Web Pages
Start: 7/1/2011
End: 6/30/2012

Unit Goal
Update and improve University division and departmental web pages to integrate closely with the admissions marketing, creating designs that are more user-friendly making access to University information easier for potential students, alumni, and the general public.

Evaluation Procedures
The effectiveness of updated and improved division and departmental web pages is measured by the number of hits recorded daily. The Department of Communications and Marketing conducts electronic surveys to measure the effectiveness of new web pages.

Actual Results of Evaluation
The new, user-friendly designs resulted in more hits by current and potential students.

Use of Evaluation Results
The University website is more effective in promoting the University internally and externally.

Related Items
There are no related items.

COM 2012_3: Delta State Licensed Products
Start: 7/1/2011
End: 6/30/2012

Unit Goal
Increase marketing efforts in cooperation with trademark/licensing partner (LRG) to promote licensed Delta State products to retailers throughout the Delta and the state and to promote the Delta State PRIDE t-shirt campaign.

**Evaluation Procedures**
The Department of Marketing and Communications in cooperation with LRG maintains records of sales and retail outlets promoting Delta State licensed merchandise.

**Actual Results of Evaluation**
The increased presence of Delta State promotional products in the community, state, and region resulted in increased visibility and interest in the University brand.

**Use of Evaluation Results**
There has been an increase in University visibility created by the increase in Delta State promotional materials sold by area vendors which could lead to increased enrollment.

**Related Items**
There are no related items.
Section IV.a

Brief Description

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.b

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

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.c

Diversity Compliance Initiatives and Progress

Judgment

☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
Section IV.d

Economic Development Initiatives and Progress

Judgment

☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative
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
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
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
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
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
Section VI.b

Recommended Changes for the Coming Year

Judgment
☐ Meets Standards  ☐ Does Not Meet Standards  ☐ Not Applicable

Narrative