

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.

Unit Goals

COM 2013_1: Maintain Updated Website

Start: 7/1/2012

End: 6/30/2013

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

The effectiveness of updated and improved division and departmental web pages can be measured by analytics captured for visits and time spent on pages. The Department of Communications and Marketing will conduct reports generated from web analytics for appropriate pages during key time periods.

Actual Results of Evaluation

Analytics for the home page have been measured and compared to fiscal year 2012 analytics. Based on the reports, visits and page views have been remained relatively the same. Pages viewed per visit slightly increased as well as the average visit duration, meaning people are spending more time on the site.

-  [Home Page Analytics](#)

Use of Evaluation Results

The University website will be more effective in promoting the University internally and externally.

Related Items

 [SP4.Ind07: Website](#)



COM 2013_2: Web Sub Sites

Start: 7/1/2012

End: 6/30/2013

Unit Goal

The Office of Communications and Marketing will continue to maintain sub sites and blogs, such as feartheokra.com, as information and social hubs for current & prospective students and the Delta State community.

Evaluation Procedures

The Office of Communications and Marketing will utilize Google analytics to track number of visitors and time spent on sites. Where possible, participation (comments, shares, etc.) reports can be used to measure goal success.

Actual Results of Evaluation

-  [Analytics feartheokra.com](#)

Use of Evaluation Results

Feartheokra.com will be an additional effective method of promoting the University internally and externally.

Related Items

 [SP4.Ind07: Website](#)



COM 2013_3: New Admissions/Marketing Website

Start: 7/1/2012

End: 6/30/2013

Unit Goal

To research, develop, and implement a new admissions/marketing site for prospective students and promotion of the University.

Evaluation Procedures

Through the use of Google analytics, account creation numbers, and information gathered through social media inquiries, the Office of Communications and Marketing should be able to monitor the effectiveness of the new site. The new, user-friendly designs should result in more hits and account creations by potential students.

Actual Results of Evaluation

Timeline for new site has been extended to correlate with initiatives in the Office of Admissions.

Use of Evaluation Results

Once live, the new Admissions/Marketing website will be more effective in promoting the University to potential students.

Related Items

  **SP4.Ind14: Marketing, Publicity, Advertising**



COM 2013_4: Delta State Licensed Products

Start: 7/1/2012

End: 6/30/2013

Unit Goal

The Office of Communications and Marketing will continue to increase marketing efforts in cooperation with trademark/licensing partner (LRG) to promote licensed Delta State products to retailers throughout the Delta and the state.

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

While receipts by licensors numbers are down from last year, products carried various vendors has increase. For example, the book store carries substantially higher number of products than in previous years. This past year's numbers are still significantly higher than the 2010-2011 fiscal year.

-  [LRG Numbers](#)

Use of Evaluation Results

Increased efforts to recruit licensors will help bring licensing numbers back up. With the identification of a brand manager, efforts can be strengthened to approve Delta State products.

Related Items

 **SP4.Ind14: Marketing, Publicity, Advertising**

Section IV.a

Brief Description

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.

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section IV.b

Comparative data

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The Office of Communications & Marketing (OCM) maintains a media list of over 150 contacts. It assists in the maintenance of the university website. The homepage alone received over two million visits between 7/1/2012 and 6/30/2013. The OCM manages the university social media, with over 10,300 Facebook page likes (7/15/13) and 3,100 Twitter followers (7/15/13). Posts/tweets are delivered on an as-needed basis, typically every day during the week. 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.

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.

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 publications committee, staff council, and Teach For America.

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 2012-2013, every staff member received an ADDY Award, from gold to bronze. 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.

Section V.c

Administrators (accomplishments)

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

Section V.d

Position(s) requested/replaced with justification

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.

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

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 option on the web site, redesign of media highlights reaching campus personnel, web site page layouts, functionality and content, and online print media availability.

Section VI.b

Recommended Changes for the Coming Year

Judgment

Meets Standards Does Not Meet Standards Not Applicable

Narrative

The fiscal year 2014 brings exciting new opportunities for change.

An office staff restructuring creates the needs for new staff titles including: coordinator, graphic designer/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.

A minor workspace update will create an atmosphere conducive to creative thinking. This includes painting, creating a meeting space, and refreshing existing furniture.

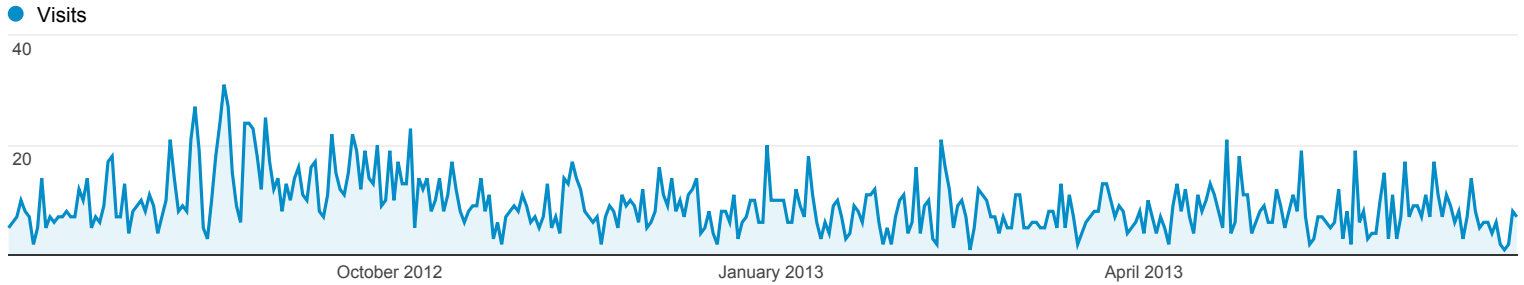
The OCM is working closely with the Office of Institutional Technology to transition content management systems for the web site. Responsibilities of web maintenance will be shifted back to departments and divisions with the help of easier tools to use.

Jul 1, 2012 - Jun 30, 2013

Audience Overview

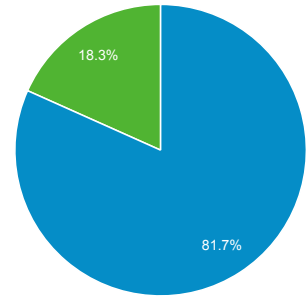
100.00% of visits

Overview



2,827 people visited this site

■ New Visitor ■ Returning Visitor



| | |
|---------------------------------------------------|--------------------------------------------|
| <p>Visits</p> <p>3,386</p> | <p>Unique Visitors</p> <p>2,827</p> |
| <p>Pageviews</p> <p>8,548</p> | <p>Pages / Visit</p> <p>2.52</p> |
| <p>Avg. Visit Duration</p> <p>00:01:19</p> | <p>Bounce Rate</p> <p>49.03%</p> |
| <p>% New Visits</p> <p>81.66%</p> | |

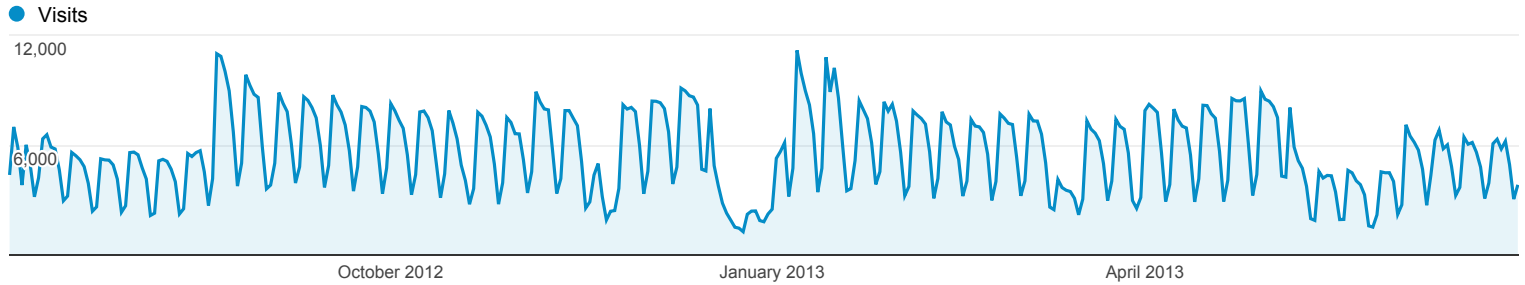
| City | Visits | % Visits |
|-------------------------------|--------|----------|
| 1. Cleveland | 207 | 6.11% |
| 2. Jackson | 93 | 2.75% |
| 3. Birmingham | 84 | 2.48% |
| 4. Killeen | 79 | 2.33% |
| 5. (not set) | 78 | 2.30% |
| 6. Collins | 77 | 2.27% |
| 7. Atlanta | 66 | 1.95% |
| 8. New York | 63 | 1.86% |
| 9. Dallas | 52 | 1.54% |
| 10. Memphis | 51 | 1.51% |

[view full report](#)

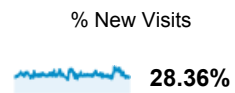
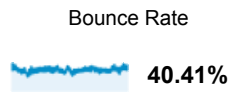
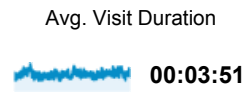
Audience Overview

% of visits: 100.00%

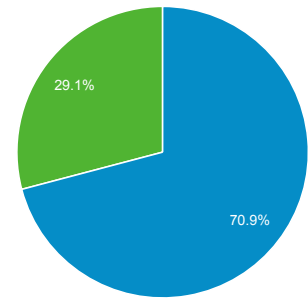
Overview



600,951 people visited this site



■ Returning Visitor ■ New Visitor



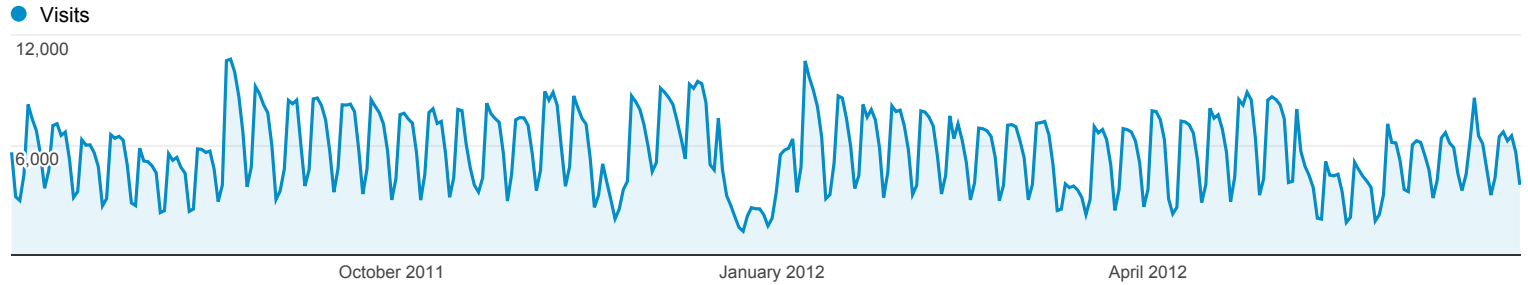
| City | Visits | % Visits |
|-------------------------------|---------|----------|
| 1. Cleveland | 717,979 | 35.49% |
| 2. Greenville | 96,764 | 4.78% |
| 3. Collins | 94,987 | 4.69% |
| 4. Jackson | 87,425 | 4.32% |
| 5. (not set) | 60,016 | 2.97% |
| 6. Clarksdale | 43,615 | 2.16% |
| 7. Greenwood | 40,742 | 2.01% |
| 8. Senatobia | 35,703 | 1.76% |
| 9. Batesville | 29,579 | 1.46% |
| 10. Memphis | 26,210 | 1.30% |

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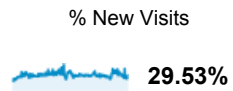
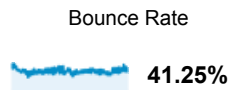
Audience Overview

100.00% of visits

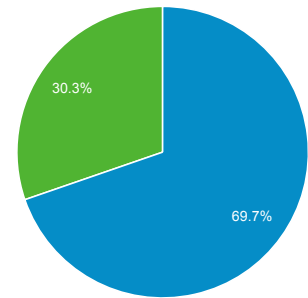
Overview



633,669 people visited this site



Returning Visitor New Visitor



| City | Visits | % Visits |
|--------------------------------|---------|----------|
| 1. Cleveland | 792,627 | 38.43% |
| 2. Jackson | 165,336 | 8.02% |
| 3. Clarksdale | 61,186 | 2.97% |
| 4. Greenwood | 55,352 | 2.68% |
| 5. Greenville | 52,065 | 2.52% |
| 6. Hattiesburg | 42,691 | 2.07% |
| 7. (not set) | 41,314 | 2.00% |
| 8. Grenada | 36,774 | 1.78% |
| 9. Senatobia | 30,456 | 1.48% |
| 10. Memphis | 25,848 | 1.25% |

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FISCAL YEAR REVIEW

(Numbers provided by LRG)

