

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT

Academic Year 2006-2007

July 2006 – June 2007

I. Unit Title: Office of University Relations

Division or School/College:

Unit Administrator: Rori E. Herbison, Director

*Director and Department report to Dr. Michelle Roberts, Vice President of University Relations

II. Educational Program Learning Outcome Assessment Plan

These are Learner Outcomes identified for the **current** year. Contents of the table should be very brief. Footnotes may be included for items needing explanation or documentation. Not all units have direct student impact. Those that do should have clear learner outcomes developed. Those with no student contact may indicate that this section is not applicable.

<p>Learning Outcome <i>What should a graduate in this major know, value, or be able to do at graduation and beyond?</i></p>	<p>Data Collection and Analysis <i>What assessment tools and/or methods will you use to determine achievement of the learning outcome? Describe how the data from these tools and/or methods will be collected. Explain the procedure to analyze the data.</i></p>	<p>Results of Evaluation <i>What were the findings of the analysis? List any specific recommendations.</i></p>	<p>Use of Evaluation Results <i>What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?</i></p>
<p>NOT APPLICABLE</p>			

III. Division/Department Goals for the Current Year

This is a report on progress towards goals for the **current year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes which are reported in the table above. An example might be the implementation of a personnel development plan to enhance the skills of the staff in a unit.

A. Goal # 1

To develop and implement effective and positive marketing strategies that will better promote and publicize the strides and continued excellence of the University's varied programs.

1. Institutional Goal which was supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

SP#4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

SP#5: The citizens of the region will benefit from increases in university outreach, service and partnership initiatives.

2. Evaluation Procedure(s):

How did you determine if this goal is met?

While still on-going, the University is working with an outside advertising agency/marketing firm (Mangan Holcomb-Partners, Little Rock, Arkansas) to implement and execute a brand identity campaign. With support from the Alumni-Foundation, as well as the administration, funding has been secured to support the first truly coordinated, comprehensive, strategic marketing campaign in Delta State's history. The new campaign will unveil in early spring (2008).

3. Actual Results of Evaluation:

Explain if the evaluation is not complete

Still on-going as the plan calls for various phases with varying deadlines and separate implementations. Currently, the market research has been completed, and campaigns are being created from that collected research.

4. Use of Evaluation Results:

How were the results used to improve programs, operation, or services? Indicate if this led to a new goal for the next year.

Delta State University's first truly coordinated, comprehensive, strategic marketing campaign will have an abundance of benefits. Finally marketing the University as a whole, bringing the varied departments on campus together, running parallel paths rather than disconnected routes should absolutely result in the completion of SP 3, 4 and 5.

B. Goal # 2

With the concurrent branding campaign for the University as a whole, The Office of University Relations (UR) continued its own branding campaign in 2006/2007 – moving from the old image of “Public Information” to the newer image of “University Relations.” The goal was and still is to become a more results-driven, marketing-themed department on campus. As such, it was important in 06/07 to better advertise our services on

campus, including graphic design, photography, event planning, media relations, publicity coordination, program branding, etc. It was also our goal to work with as many entities on campus as possible.

1. Institutional Goal which was supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

2. Evaluation Procedure(s):

Laura Fleeman (Univeristy Graphic Designer) began her employment with Delta State on January 03, 2006; and with her arrival, we relied on word of mouth and referrals to achieve Goal #2. University Relations also began to implement a “master list” (See Attachment A) of all graphic design projects.

3. Actual Results of Evaluation:

At year’s end, the master list showed records for work on hundreds of projects, as well as having served over 85 different entities and departments on campus. The master list also revealed many returned for repeat business.

4. Use of Evaluation Results:

While initially satisfied with having served that many entities on campus, UR is seeking more tangible results of its working relationships with various departments. While, yes, there are those subsidiary benefits of the working relationships UR has established, such as the ability to better to control a more uniform, consistent look for the University; a more hands-on approach by faculty and staff and ownership and buy-in, UR would like to implement a customer service campaign to more accurately judge/evaluate its efforts (a new goal for 07/08).

C. Goal # 3

UR will develop an electronic newsletter to be distributed to University audiences (faculty, staff, students, friends, alumni). The newsletter will allow different programs, professors, directors an opportunity to highlight their programs.

1. Institutional Goal which was supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

SP#4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

2. Evaluation Procedure(s):

This goal was not met, in that its “unveil” was postponed until January 2008, per recommendations from MarketSearch and Mangan Holcomb-Partners, the advertising agency/marketing firm in Little Rock, Arkansas being employed by Delta State in its brand-identity campaign.

3. Actual Results of Evaluation:

4. Use of Evaluation Results:

UR heeded to the advice of the marketing firm, understanding the “in-flux” position we are currently in. Anything launched before the Fall 07 term will have a very short life, in that when the new campaign rolls out, UR will pattern its subsequent materials after that campaign. That subsequent patterning only aids in the extendibility of the campaign and internal buy-in needed for the campaign to thrive. The campaign will need built-in mechanisms to achieve that internal buy-in, and this newsletter was agreed upon as one of those mechanisms. UR is still in the process of creating the tool, with the name of the newsletter being, “Take 10 @ 2:10” – the idea being for the newsletter to be distributed every pay day (last Friday of the month) at exactly 2:10 p.m. It would take approximately 10 minutes to read.

IV. Data and information for department:

The Office of University Relations works to safeguard the image of the University through engaging in daily publicity efforts with local, statewide, regional and national media outlets; developing, implementing and maintaining integrated marketing/branding efforts and ensuring Delta State University is recognized for its many positive influences. UR also works to consistently align its positioning efforts behind the University's goal of becoming "The Best Regional University in America."

For the campus community, UR works to publicize and market all of the various events on campus, offering pre-, day-of, and post-event coverage of the many activities on campus, including publicity coordination, event planning support, photography support, graphic design/marketing support; as well as personnel support on the day of the event.

Additionally, UR handles crisis communication for all campus incidents and acts a first responder in emergency situations.

V. **Personnel:**

1. Rori E. Herbison, Director
2. Laura Fleeman, Graphic Designer
3. Bill Moses, Campus Photographer
4. Gloria Enriquez, Senior Secretary

Noteworthy activities and accomplishments: (Not listed in any particular order.)

Office of University Relations:

- UR-created admissions campaign, "Make Your Statement" was featured in March 2007 edition of *Admissions Marketing Report – The National Newspaper of Admissions Marketing* (http://hmrpublicationsgroup.com/Admissions_Marketing_Report/amr_back_issues_2007.html)
- Partnered with Athletics (Dr. Brad Teague, Ronnie Mayers, Matt Jones) and University Archivist (Emily Weaver) to create, open and market The Dave "Boo" Ferriss Museum – Inning by Inning: A Life in Baseball
 - With its opening in March 2007, Delta State University now boasts the only sports-specific museum to be housed on a college campus in the Southeast Region
- Continued a successful partnership with the Alumni-Foundation in the creation, redesign and distribution of a monthly electronic newsletter, E-Statesmen, targeted to over 9,000 alumni, donors and friends of the University (February 2006 – present, First Friday of each month)
- Had 2,068 University press releases published in state media outlets, a slight increase (less than one-percent) from 2005-2006 year-end totals

Personnel:

Rori E. Herbison, Director

- Served as Chair-Elect, Administrative Staff Council
- Served on Administrative Staff Council's Projects Committee
- Served as Chair, Student Publications Committee (2006-2007)
- Served on Advisory Board for Center for Community and Economic Development
- Nominated and accepted Chair-Elect position for Cleveland-Bolivar County Chamber of Commerce Oktoberfest 2006

- Served as Educational Chair for Mississippi Delta Advertising Federation
- Served as Chair for Leaders of Delta Health & Wellness
 - Presented 3rd Annual Delta Health & Wellness Day, January 25, 2007
 - Presented Breast Cancer Awareness Forum, October, 2006
 - Publicity from the workshop subsequently secured year-funding for BEEP (**B**reast **E**ducation **E**arly-detection **P**rogram)
- Served on Cleveland-Bolivar County Chamber of Commerce Health & Wellness Committee
- Served on Delta State University Health & Wellness Committee, aided in creation of Delta State Health Challenge in conjunction with 06/07 Year of theme
- Served as Publicity Chair for Mississippi Delta MS Walk, April 14, 2007
- Continued to serve on the Web Oversight Committee
- Aided in the creation of the OIT Strategic Plan as a participating member of the IT Strategic Planning Committee
- Served on Writing Across the Curriculum Committee
- Served on Steering Committee for MS Delta Women's Leadership Conference "A Life in Balance"
- Served on Steering Committee for Year of Health & Wellness in the Delta
- Served on the Ferriss Museum Planning Committee

Laura E. Fleeman, Graphic Designer

- Elected to and served on Administrative Staff Council as technology representative
- Served on Administrative Staff Council's Incentives & Recognition Committee
- Served on the Arts in April Committee
- Served on the Ferriss Museum Planning Committee
- Named Employee of the Month, April 2007
- Participated in the prestigious How Design Conference (Atlanta, Georgia; June 07)
- Participated in Adobe Creative Suites webinars and interactive workshops

Bill Moses, Campus Photographer

- Continued to serve on the Student Publications Committee as Yearbook Advisor
- Participated in the Taylor Publishing Company Yearbook Design Workshop, completing design for 2007 yearbook

New position(s) requested, with justification:

None

Recommended change of status

(such as promotion/tenure/change in responsibilities):

None

VI. Division/Department Goals for Coming Year

This is a statement of goals for the **coming year**. These are operational goals for the unit that are NOT tied directly to student learning outcomes.

A. Goal # 1

To implement and execute positive marketing strategies that will better promote and publicize the strides and continued excellence of the University's varied programs.

1. Institutional Goal which was supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

SP#4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

SP#5: The citizens of the region will benefit from increases in university outreach, service and partnership initiatives.

2. Expected Results:

What happens if the goal is met?

Delta State University will enjoy the success of its first truly coordinated, comprehensive, strategic marketing campaign in the school's history, with possible benefits including but not limited to: increased enrollment, increased legislature support (i.e. monetary), increased giving from friends and alumni, increased faculty and staff retention.

3. Evaluation Procedure(s):

How will you determine if this goal is met?

Overall completion of the goal is difficult to ascertain, because the marketing plan is comprehensive and calls for various completion date over the course of varying periods. However, if Fall 08/09 enrollment is up, one could glean that an initial success of the marketing plan.

4. Use of Evaluation Results:

How will the results be used to improve programs, operation, or services?

Once implemented, the marketing plan will allow UR the opportunity to rework/update specific policies that pertain to the campus culture – i.e. the graphic standard manual, printing practices, op-ed policies, outsourced graphic design policies, etc.

B. Goal # 2

As a first responder in emergency situations, UR will work to formalize its relationship with other areas on campus, specifically University Police and the Physical Plant. That formalized relationship will increase crisis communication and enforce policies, should the University be forced to respond to an emergency/crisis.

1. Institutional Goal(s) supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

SP#5: The citizens of the region will benefit from increases in university outreach, service and partnership initiatives.

2. Expected Results:

UR will become formally certified, as so other first responders and UR are talking "the same language." UR will also meet the newly passed requirements for PIO (Public Information Officers), per the Federal Government.

3. Evaluation Procedure(s)

This goal will be met when UR is completely certified (5 courses), and a system of communication is set-up among the other first responders on campus.

4. Use of Evaluation Results:

UR will be better able to evaluate the current Crisis Communication policy in place at the University, as well as be better able to conduct classes/workshops to others on the campus, as well as conduct training exercises to test the University's overall emergency preparedness.

C. Goal # 3

UR will work with its Vice President to streamline the production process, as well improve the overall quality (content, look and feel, purpose) of the University's alumni magazine.

1. Institutional Goal(s) supported by this goal:

SP#3: The university community will benefit from better communication, effective operational and administrative systems, an optimal work environment and a performance-responsive reward structure.

SP#4: Friends of Delta State University, along with the general public, will become more aware and more supportive of the institution.

SP#5: The citizens of the region will benefit from increases in university outreach, service and partnership initiatives.

2. Expected Results:

The magazine is recognized as one of the University's biggest outreach tools, reaching over 20,000 alumni and friends of the University. With a better product comes increased alumni pride and more of a feeling of investment – the ultimate goal being that that feeling of pride parlays into capital support. However that goal can not be reached until the production process is cleaned up. As such, those parties involved, specifically the UR Director, need to become more educated in "Best Practices," as well as best avenues. Status quo does not need to remain simply out of habit.

3. Evaluation Procedure(s):

It has been documented over the last three years (the last six issues), the alumni magazine has never heeded to specific deadlines and when deadlines were incorporated, they failed to be met. This goal would be met, in a large part, if the magazine was produced and delivered on-time.

4. Use of Evaluation Results:

Results will allow UR to better dictate frequency. Currently, Delta State is the only IHL institution publishing its alumni magazine on a bi-annual basis. Most IHL institutions publish three or four times a year. A regular schedule will also breed more of a following with the magazine, meaning if alumni can grow dependent on the fact the magazine will arrive once in the Fall and once in the Spring, with specific months the goal, the magazine, as a whole, increases its own creditability.

**ATTACHMENT A (UR ANNUAL REPORT)
MASTER LIST: PROJECT DESCRIPTION**

DATE ASSIGNED: _____

Project Name:

Category:

Contact:

Quick Description:

Size:

Color: *If Pantone is used specify number*

Requirements:

Deadline:

Turnaround Time: *Estimate for design time*

Printer Information:

Printer Vendor:

Cost:

Turnaround Time: *How long did it take to get back in house?*

PROJECT DESCRIPTION

DATE: _____

Project Name: _____

Category: _____

Contact: _____

Quick Description: _____

Type of materials: _____

Size: _____

Diagram fold: _____

Color: _____

Requirements: _____

Deadline: _____

Notes: _____