

DELTA STATE UNIVERSITY: NON-ACADEMIC ANNUAL REPORT
Academic Year 2005-06

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, Executive Assistant to President

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 academic 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, UR was successful in developing, drafting and launching a revamped admissions' campaign. The "Make Your Statement" campaign is proposed to have a two-year shelf life and will completely replace the former "Explore DSU" campaign.

3. Actual Results of Evaluation:

Explain if the evaluation is not complete

Still on-going, as the market research necessary to develop and implement an effective marketing strategy is currently in the process of being completed. Once gathered, the information will easily parlay into UR's own strategic/marketing plan.

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.

"the information will easily parlay into UR's own strategic/marketing plan..." New UR goal.

Additionally, UR will be responsible for maximizing the "Make Your Statement" campaign.

B. Goal # 2

As the Office of University Relations continues to make its shift from the old "Public Information" image on campus to a more concerted, results-driven, marketing-focused office under the leadership of its current director, Rori E. Herbison, it became apparently clear to the ever-growing need for a full-time, in-house graphic designer. As such, UR presented a formal request to create the position in late November 2005.

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):

Administration accepted the proposal and appropriated funds for the hire. Interviews began in December, with the position to start in January 2006.

3. Actual Results of Evaluation:

Laura Fleeman began her service with the University, January 03, 2006 as the first full-time, in-house graphic designer.

4. Use of Evaluation Results:

With the advent of a graphic designer to UR's staff, the Office has been better able to control its uniform, consistent look for the University, as the need to outsource has been eliminated. In addition to uniformity, the position allows marketing efforts for the entire University to be created and designed by those that know the product the best, allowing for a more hands-on approach by faculty and staff. Involvement in the actual process breeds ownership and buy-in, which both are critical to any successful marketing effort.

C. Goal # 3

University Relations also made a concerted effort during this past academic term to expand its "local" media coverage. Prior to 2005-2006, local media outlets included much what one would expect – Cleveland, Greenville, Greenwood, but not much past that.

1. Institutional Goal which was supported by this goal:

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 year, UR worked to redefine "local" as what would be called "big local," internally. Below are those contacts that used to make up the local distribution list:

'Rolling Fork'; 'LELAND'; 'Tammy Lemon'; 'Belzoni'; 'Clarksdale'; 'Commonwealth'; 'Coopwood'; 'David Lush'; 'Dean Morganti'; 'Deltastatement'; 'deltastatement'; 'Denise'; 'Drew Leader'; 'Earl Phelps'; 'Go Green Magazine'; 'Greg Miss. Business Journal'; 'grenada'; 'Indinaola'; 'Jennifer Griffin'; 'Joe Meek'; 'Kelly McCullen'; 'keri holt - ddt'; 'Larkin Simpson'; 'Melanie - WXVT'; 'Melissa Delta Magazine'; 'Miss. Bus. Journal'; 'Missy Pearce'; 'News-DDT'; 'Rebecca Delta Magazine'; 'Robert Smith'; 'Scott coopwood'; 'Scott Miss. Business Journal'; 'Shamoon'; 'WDTL'; 'Majic'

After expansion, "big local" comprised the following media outlets:

Tunica; charleston; Desoto Appeal; Hernando; Kevin Richardson - Clarion Ledger; Marks; Memphis; Richard Lake - Clarion Ledger; Ruth Ingram - Clarion Ledger; Sardis; Sentobia; Sherry Lucas; Rolling Fork (dcpilot@sisna.com); LELAND (lelprog@tecinfo.com); WXVT - Emily Vance; Aimee Robinette; Annie Mitchell; Belzoni; Blake Wilson-Miss Econ. Council; Clarksdale; Commonwealth; Coopwood; David Lush; Deltastatement; Denise; dorene - Delta Business Journal; Drew; Earl Phelps; George Miller; Greg Miss. Business Journal; grenada; Indinaola; Jason Law; Jason Patterson; Jennifer Griffin; Joe Meek; Judson Thigpen; Keith Fulcher; Kelli Cotton; keri holt - ddt; Larkin Simpson; Laura Fleeman; Leesha Faulkner Commonwealth; Lisa Lord; Logan Mosby DDT; Lynn Lafore Shamoon; Melissa Delta Magazine; Miss. Bus. Journal; News Leader; News-DDT; Rebecca Delta Magazine; Robert Smith; Ross Reily; Scott coopwood; Scott Miss. Business Journal; Vicki Fioranelli; WABG NEWS; Wabg TV; Will Edgar-WBYP Radio; WDTL; Majic

3. Actual Results of Evaluation:

Tracking numbers collected through Magnolia Clipping Service proved an overall 25 percent increase in media exposure from a year ago, which indirectly can be attributed to the redefining of local media outlets.

4. Use of Evaluation Results:

The redefinition of local media outlets also proved there is an audience for Delta State news beyond the Bolivar, Washington county area, as none of the media outlets that were included in the widening of our normal “local” media distribution asked to be removed from the list, which has happened in the past.

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. The UR Office also works to consistently align its positioning efforts behind the University’s goal of becoming “The Best Regional University in America.”

V. Personnel:

1. Rori E. Herbison, Director
2. Laura Fleeman, Graphic Designer (Position added January 03, 2006)
3. Bill Moses, Campus Photographer
4. Gloria Enriquez, Senior Secretary

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

Office of University Relations:

- Partnered with the Alumni-Foundation in the creation, drafting 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)
- Drafted and distributed 641 University press releases to local or state media outlets, a 25 (24.7) percent increase from 2004-2005 year-end totals

Personnel:

Rori E. Herbison, Director

- Serve (Spring 2006); Nominated and elected unanimously to serve as Chair, Student Publications Committee (2006-2007)

- Serve on Administrative Staff Council's Projects Committee, Family Atmosphere Ad-Hoc Committee and Year of Cleveland Committee
- Serve on Advisory Board for Center for Community and Economic Development
- Nominated and accepted Chair-Elect position for Cleveland-Bolivar County Chamber of Commerce Octoberfest 2006, will chair in 2007
- Serve as Educational Chair for Mississippi Delta Advertising Federation
- Served as Chair for Delta Health & Wellness Day, 2nd Annual, November 10, 2005
- Serve on Cleveland-Bolivar County Chamber of Commerce Health & Wellness Committee
- Serve on Delta State University Health & Wellness Committee, aided in creation of "Green Mile"
- Served as Publicity Chair for Mississippi Delta MS Walk, April 01, 2006
- 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
- Participated in national CASE Institute for Integrated Marketing and Branding

Laura E. Fleeman, Graphic Designer

- Participated in national CASE Institute for Integrated Marketing and Branding
- Participated in Adobe Creative Suites webinars and interactive workshops

Bill Moses, Campus Photographer

- Presented the Kent Wyatt Student Government Association Staff Dedication Award, November 2005
- 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

Gloria Enriquez, Senior Secretary

- Recognized at annual Administrative Staff Council picnic for 15 years of service to the University
- Awarded Administrative Staff Council Employee of the Month, May 2006

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

With the aforementioned addition of a full-time graphic designer and the continuing restructuring of the Office of University Relations to become a more results-driven, marketing-themed department on campus, it is important to better advertise our services on campus, including graphic design, photography, event planning, media relations, publicity coordination, program branding, etc. It is also our goal to work with as many entities on campus as possible.

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

Listed in the Strategic Plan or in the Quality Enhancement Plan. Please note if the unit goal is in support of a Strategic Plan goal (e.g., SP#2) or a Quality Enhancement Plan goal (e.g., QEP#1).

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. Expected Results:

What happens if the goal is met?

The goal would be to exceed “customer’s” expectations and garner stellar customer service reviews, with the ultimate sign of “a job well done,” of course being, repeat business.

3. Evaluation Procedure(s):

How will you determine if this goal is met?

UR will work, in cooperation with Institutional Research, to design a customer service survey to evaluate customer satisfaction. The survey will be administered to all faculty and staff.

4. Use of Evaluation Results:

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

With evaluations in hand, UR will then be better equipped to temper areas of concern, while continuing to market those services which garner excellent review.

B. Goal # 2

UR will work, with the cooperation of many on campus, to develop a campus-wide marketing plan. MarketSearch of Little Rock, Arkansas will facilitate the process. The marketing plan will also help to breed a UR strategic plan.

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 hope is to, first, implement a plan and second, implement a plan that will work toward the overall branding and marketing efforts of the University, thus bringing more consistency to both the look of the University's various programs and the message of the University's various programs. End result being – becoming the best regional university in the country.

3. Evaluation Procedure(s):

Evaluation will be easily monitored as in the actual writing of the plan, there will be built-in deadlines and accountability checks, as well as step-by-step criteria for implementing the plan. UR's biggest challenge/responsibility will be policing deadlines and accountabilities.

4. Use of Evaluation Results:

Again, the plan should be working toward a long-term goal of branding and positioning for the overall University. A collective and unified University identity only allows for quicker, repeat brand recognition for the University, which can only help in recruiting efforts, alumni-friend-building efforts, lobbying efforts, etc. If those you are working with are already familiar with your product, you are only that much further ahead.

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(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.

2. Expected Results:

The newsletter will work to combat communication breakdowns across campus, while helping to bridge the gap between faculty and staff. On a larger scale, those who feel educated or informed also feel invested. Perhaps that investment can breed internal support for our many colleagues' programs across campus.

3. Evaluation Procedure(s):

The newsletter will offer a feedback link, which will allow UR instantaneous feedback to our product. UR will additionally track those requests for inclusion in newsletter, which will provide a rough feel for if people are reading and more importantly, reacting.

4. Use of Evaluation Results:

Results will allow UR to better dictate frequency. If it's successful, perhaps bi-monthly. If it's wildly popular, perhaps weekly, providing UR can allocate the labor to handle that frequency. Most important, though, is once UR has established a schedule, is to maintain that schedule proficiently.