I. **Unit Title:** University Relations

**Unit Administrator:** Director and Department report to Dr. Michelle Roberts.

II. **Data and information for department:**

The Department of University Relations is the public relations arm of Delta State. We work to ensure Delta State is recognized for its many positive influences. Our goal is to promote the University, our programs, students, faculty and staff. In addition to working closely with the media and promoting campus news, University Relations also provides photography services and graphic design.

III. **Personnel:** DeAnna Starn, Director of University Relations (Resigned February 18, 2005)  
Rori E. Herbison, Interim Director of University Relations (February – Present)  
Bill Moses, University Photographer  
Gloria Enriquez, University Relations Senior Secretary

**Noteworthy activities and accomplishments:**
Bill Moses was named DSU Administrative Staff Council’s Employee of the Month for June 2005. He also completed DreamWeaver I and II training and attended two workshops, including “How to Design Better Brochures, Newsletters, Etc.” and “Yearbook Advisor Workshop,” which highlighted Adobe Creative Suites.

**New position(s) requested, with justification:**
None.

**Recommended change of status**  
*(such as promotion/change in title/change in responsibilities):*

None.
V. Department Goals for 2004 or 2004-05

A. Goal #
1. Position Delta State University as the Best Regional University in America
2. Unify campus promotional/marketing efforts
3. Increase public awareness of University’s projects, accomplishments and goals
4. Redesign current website into an award-winning, user-friendly site focusing on communication and marketing

B. Institutional Goal which was supported by this goal:
(listed on pages 14-15 in the 2004-06 DSU Bulletin)
1. Supports University Goal to “Provide a rich campus life with a variety of cultural and extracurricular activities and other opportunities for personal development.
2. Supports University Goal to “Provide administrative services which are effective and efficient in the support of the institutional mission.”
3. Supports University Goal to “Provide administrative services which are effective and efficient in the support of the institutional mission AND Strengthen the cooperative relationships with business, industry, community groups, government, etc.”
4. Supports University Goal to “Provide administrative services which are effective and efficient in the support of the institutional mission AND Strengthen the cooperative relationships with business, industry, community groups, government, etc. AND Optimize the effective use of technology in support of the educational process.”

C. Expected Results:
(What happens if the goal is met?)
University Relations will then move to maintaining and enforcing the practices and policies which have allowed for these laudable goals to be met.

D. Evaluation Procedure(s):
(How will you determine if this goal is met?)
1. This goal will be completed when Delta State University is, in fact, heralded as the Best Regional University in America.
2. This goal will be completed when all campus promotional/marketing efforts fall under the same umbrella branding. This is an ongoing process and more difficult to measure in its results.
3. Again, this goal is an ongoing, everyday process and more difficult to measure in its results.
4. This goal was rendered met when the newly designed website went live July 01, 2005.

E. Actual Results of Evaluation:
(Explain if the evaluation is not complete)
Evaluation is definitely not complete for Goals 1-3, as it is an ongoing process. While it is possible to measure the amount of times and where Delta State University appears in the printed press through Magnolia Clipping Services, it is difficult to say whether the public then acted upon that news. For example, University Relations releases news of a music recital, which
appears eight times in eight different newspapers in three different counties. It’s difficult to say whether the attendance of that recital increased directly because of the news releases.

F. 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.)

In reference to Goals 1-3, it is proposed that a new goal be to institute a better, more effective way to measure the results; whereas with Goal 4, the new goal, resulting from the launch of the new website, is to keep the website fresh. This is where University Relations’ work on the Web Oversight Committee enters as a policing entity for the new website.

VI. Learning Outcome Assessment Plan

A. Learning Outcome #: What should a learner know, value, or be able to do as a result of this outcome? Utilize the services available through University Relations.

B. Assessment Tools and Methods
What assessment tools and/or methods will you use to determine achievement of the learning outcome? Limit measures to three.

Measure One: Analysis of Participation.

Measure Two:

Measure Three:

C. Data Collection and Analysis
Describe how the data from the assessment tools and methods will be collected. Explain the procedure to analyze the data.

Data Collection Procedure: Review release database.

Analysis Procedure: Chart “new” users in last two months.

D. Results of Evaluation
What were the findings of the Analysis Team? List any specific recommendations.
Findings: The goal was to increase both academic and staff departments utilizing University Relations to promote, report or publicize its respective event/program by five percent. That goal was reached during the summer sessions.

Recommendation 1: The meet and greet, investigative approach (meaning Director and Staff met with various departments soliciting news and promotional events) utilized by the University Relations office needs to be more aggressively implemented during the fall and spring semesters.

Recommendation 2:

Recommendation 3:

E. Use of Evaluation Results

What changes in curriculum, courses, or procedures were made as a result of the program learning outcome assessment process?

Response: University Relations still needs to market services to academic deans.