

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.

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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.

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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.

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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