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.

Related Items

There are no related items.

PCC Mission Statement

Mission statement

This department has the mission of overseeing and the processing all postal and publishing/printing functions for faculty, staff and students. These functions include but are not limited to the following: publishing /printing of computer and crib note materials, maintaining and distribution of all postal services.

Related Items

There are no related items.

PCC Mission Statement

Mission statement

This department has the mission of overseeing and the processing all postal and publishing/printing functions for faculty, staff and students. These functions include but are not limited to the following: publishing /printing of computer and crib note materials, maintaining and distribution of all postal services.

Related Items

There are no related items.

VPUR Mission Statement

Mission statement

The Vice President for University Relations reports to the President of Delta State University and provides executive oversight over the following departments/areas:

- Communications and Marketing
- Postal and Copy Center Services
- State and Federal Government Relations
- Teach For America's Delta Institute

Related Items

There are no related items.

User Outcomes

PCC 01: UO Customer Service and Care

Start: 7/1/2014
End: 6/30/2015

User Outcome

Data Collection (Evidence)
1. Postal & Copy Center Director
2. Copy & Mailroom Administrative Clerk
3. Mailroom Clerk
This department has the responsibility over all postal and publishing/printing functions for faculty, staff and students. These functions include but are not limited to the following: publishing /printing of computer and crib note materials, maintaining and distribution of all postal services.

Results of Evaluation

Use of Results and Recommendations

Related Items
There are no related items.

PCC 01: UO Customer Service and Care

Start: 7/1/2014
End: 6/30/2015

User Outcome
Not Applicable

Data Collection (Evidence)
1. Postal & Copy Center Director
2. Copy & Mailroom Administrative Clerk
3. Mailroom Clerk

This department has the responsibility over all postal and publishing/printing functions for faculty, staff and students. These functions include but are not limited to the following: publishing /printing of computer and crib note materials, maintaining and distribution of all postal services.

Results of Evaluation

Use of Results and Recommendations

Related Items
There are no related items.

Unit Goals

COM2015_01: University Support
Start: 7/1/2014
End: 6/30/2015

Unit Goal
Provide strategic marketing, public relations, and communications, both internal and external, to support university recruitment efforts

Evaluation Procedures
- Develop a strategic and effective advertising plan based on the Office of Enrollment Management's needs and manage the copy and billing schedule proactively.
- Research marketing opportunities for the university and departments/programs.
- Increase the number of quality news releases (i.e. feature stories, human interest pieces, not just events, announcements and event summaries).
- Maintain and improve university sub sites
- Enhance relationships with external media sources

Actual Results of Evaluation
Advertising
To support University initiatives, the purpose of the advertising strategy was to develop and implement an effective plan to build general awareness of Delta State with a focus on the prospective student market. Efforts to increase the overall visibility and positive perception of Delta State were key elements.
The function was brand and reputation awareness among general and specific markets. The action was to target and promote appealing messages. The target was to increase inquiries/suspects in the admissions prospective student pool and increase traffic to the admissions website, which is measurable through site analytics.
Areas of focus or priority included Memphis, Jackson, Gulf Coast, Delta and other statewide or out of state areas. Dollar spending reflected the amount of priority dedicated to each area by the admissions team.
To effectively communicate and market to diverse audiences, a variety of channels were utilized, including digital, print, broadcast (radio/tv), billboards, and specialty media (hs/cc papers, football programs, prep guides).
Results are measured in a variety of different ways. Quick statistics are listed below, and the full report is available, including analytics and data from all advertisement runs and campaigns.

- 650 | inquiries received through the "Request More Info" link on the admissions site from August through May
- 465 | campus visits scheduled online using the form on the admissions site from August 21, 2014 to June 8, 2015
- 4453 | freshmen and transfer view book views online
- 4679 | follower increase on Facebook, twitter and Instagram

- 3992 | prospects from virtual college fairs held in the Texas, Georgia and Florida areas (College Fairs Online)
- 4.8M+ | print impressions across all area
- 6.6M+ | digital impressions on behavior tracking sites, video pre-roll, Facebook, twitter, and news sites
- 587,520 | impressions delivered on LED billboards in Florence, Batesville, Greenville, and Greenwood
- 8,000 | total advertisements printed in high school football programs

Press Releases

Over 440 news releases were distributed through the fiscal year to state and local media lists. The local media list consists of 63 recipients, and the state list is composed of 494 recipients. An individual media list is also included, which represents 22 recipients.

Web Sub Sites

Twitter | @deltastate

On 6/30/2014, @deltastate had 4,115 followers and approximately 11,800 tweets. At the close of FY13, the follower count was approximately 3,100. On 6/24/2015, @deltastate has 5,354 followers.

Facebook | deltastateuniversity

From July 1, 2014 to May 29, 2015, Delta State's page likes increased by 2478. From July 1, 2013 to May 29, 2014, page likes increased by 2180. This past year represents a **13.67% increase** over the prior period's increase.

YouTube

View, Minutes Watched, Likes, Shares, and Subscribers have all increased over the previous year's comparable period.

Instagram

Delta State University has experienced tremendous growth on Instagram over this past year. The follower base has **doubled** from 1,025 on 6/30/14 to 1,987 on 6/30/15, all organic followers.

Media Relations

The OCM process for communication with media outlets incorporates the software Vocus, a media database and press release distribution management system that was offered through the Mississippi Institutes of Higher Learning contract agreement. Through this media database, Delta State maintains 3 living lists of outreach. The local media list has increase from 32 outlets in fiscal year 13-14 to 63, outlets for state media have increased from 133 to 494, and additional individual media contacts has increased from 18 to 22. This represents a **216.4% increase** from the previous years' media lists.

[AdvertisingReport](#)

- [PressReleases_1415](#)
- [Web Sub Sites](#)

Use of Evaluation Results

Related Items

There are no related items.

COM2015_02: University Branding

Start: 7/1/2014
End: 6/30/2015

Unit Goal

Strengthen, promote and protect the university's brand identity, value, programmatic excellence and accomplishments.

Evaluation Procedures

- Ensure that brand management and identity standards are being met on and off campus.
  - Work with campus departments and licensing agent.
    - Address licensing approvals on an as needed basis and maintain a denial rate of 1% or less for artwork submissions.
- Enhance the look and feel of university publications.
  - Develop professional skills to remain at competitive level.
    - Participate in webinars or training at least once a semester to improve professional skills.
- Create a photo-focused project that is creative and far-reaching.
  - Targeted aim for organic reach through postings on social media outlets is 5,000.
- Develop and implement departmental branding strategy for website areas.
  - Use a consistent theme when updating departments over the next year.
    - Track number of departments that have been updated to consistent theme.

Actual Results of Evaluation

Brand Management

Through the Trademarx system, a total of 300 design submissions were received. Of those submissions, 233 were approved as is while 35 were approved with changes. Only 29 required a resubmission, and a total of 7 were rejected.

In a royalty snapshot provided by LRG, an increase of 21.15% in royalties was reported over the 14-15 fiscal year. This is a 7.5% greater increase over the previous year's 14% increase.

University Publications

Through a redesign planning session and working with the admissions team, a newly branded view book for freshmen and transfer students was printed and distributed digitally. Close to 5,000 views online have been captured and approximately 20,000 printed books were distributed at fairs and schools.

Photo Project

Through Delta State's social media platforms, a series of photography was distributed to enhance the quality of imagery of the campus community and its people. Through this project the follower base increased on Instagram by 94% and on Facebook by 13.7%. About 200 photos are included in the series.

Website Areas

A consistent theme that is mobile-friendly, response, aesthetically appealing and flexible for content manager has been successfully implement on the following departments/areas over the past year: Student Success Center, Housing & Residence Life, Financial Aid, Student Business Services, School of Nursing, Registrar's Office, Winning the Race Conference, Rivers of Music – Rivers of Culture Russian Blog, and Undergraduate Admissions.

Use of Evaluation Results

Related Items
There are no related items.

COM2015_03: Services Offered
Start: 7/1/2014
End: 6/30/2015

Unit Goal
Provide communication and marketing services to internal departments in an efficient manner to assist with achievement of their area goals and in support of university initiatives.

Evaluation Procedures
- Research, develop and incorporate a more efficient/effective method for services requests, project deadlines and workload management.
- Support the Office of the President in media, scheduling, project and task needs when necessary.
- Support Department of Athletics in marketing efforts as a cohesive institution.
- Ensure accuracy of media delivered by Communications and Marketing (i.e. press releases, media highlights, publications, web information).

Actual Results of Evaluation
A work order request was implemented in September whereby project request for web design, news releases, photography, web design, social media promotion, etc. were submitted to the department.
Campus was informed of the system through new employee orientation, simple instructions with easy access link, signature of emails, accessing the web page, phone call instruction and direction.
Although not all projects were put in the work order system, specifically those for the President's Office and for design projects, over 490 work orders were received September 2014 through June 2015. Approximately 35 departments across campus were served through the work order system.
- Work Order Requests

Use of Evaluation Results
Related Items
There are no related items

PCC 02: UG Perfecting Center Productivity

Start: 7/1/2014
End: 6/30/2015

Unit Goal

Meet budget expectations and provide excellence service to the facility, staff and students.

Evaluation Procedures

Monitor Income verses expenditures
Monitor beginning and completion of workload
Surveys satisfaction of customers

Actual Results of Evaluation

Use of Evaluation Results

Related Items

There are no related items.

⚙ Executive Summary

Diversity Compliance Initiatives and Progress
Economic Development Initiatives and/or Impact
Grants, Contracts, Partnerships
Committees reporting to unit
Department: University Relations/VPUR
Overview (brief description of scope)

The Vice President for University Relations reports to the President of Delta State University and provides executive oversight over the following departments/areas:

- Communications and Marketing
- Postal and Copy Center Services
- State and Federal Government Relations
- Teach For America's Delta Institute

<center>Highlights: 2013-14</center>

Government Relations

- Secured $14.5 million in bond funding from the Mississippi Legislature for the repair and renovation of campus facilities including Caylor/White-Walters Halls, Ziegel Hall and Young-Mauldin Hall.
- Secured $675,000 from the Mississippi Legislature for the Commercial Aviation program, $350,000 for the E-Learning Center, and $200,000 for the Delta Center for Culture and Learning.
- Participated in IHL's Higher Education Day at the Capitol.
- Hosted a reception and dinner for members of the House of Representatives and one for members of the Senate.
- Assisted the Student Government Association with its Annual Brown Bag Luncheon, the Alumni Association with their Reception for President William LaForge, and with President William LaForge's recognition at the Capitol.

Teach For America

- Successfully hosted over 500 Teach For America staff and corps members over the course of the eight-week Institute.

<center>Plans: 2014-15</center>

1. Focus on increasing enrollment in partnership with Admissions; increasing alumni giving and participation with Alumni Affairs and the Foundation; and elevating the university's reputation among all constituencies by implementing a comprehensive marketing campaign (i.e. television, print, radio, social, outdoor, events and direct mail) that delivers the appropriate message to the specific audience at the appropriate time in the most cost-effective ways.
2. Ensure accurate and timely deposits/credits are made to the Postal and Copy Center's operating budget.
3. Secure additional legislative funding and continued funding for the aviation, e-learning, and Delta Center programs.
4. Host Teach For America's 2015 Delta Institute

Comparative data
Related Items

There are no related items.