

Assessment Cycle Academic Year 2016 – 2017

Office of Institutional Effectiveness and Human Resources

Division or Department: N/A

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Northwestern Mission. Northwestern State University is a responsive, Student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its Students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

External Affairs: External Affairs provides multimedia services to promote a positive image of Northwestern State University through relationships with the local community, the media, our alumni, prospective students, donors and government and civic leaders. These offices units play an important role in displaying the university and affecting enrollment, fundraising, alumni and community involvement, and other goals. The Division is directly involved in promoting a learning-centered environment, improving retention and graduation rates and maintaining a positive, student-oriented atmosphere. External Affairs includes a diverse segment of the university that includes Athletics, Alumni and Development, Wellness, Recreation and Activities Center (WRAC); The Robert Wilson Recreation Complex; NSU Press/Publications, Marketing and Branding, NSU TV, University Printing, the News Bureau (Office of Communications), Photo Services and Sports Information.

Informational Services, Marketing & Branding, and NSU TV Mission: The mission of the three units is to promote the university, its students, faculty, staff, programming, accomplishments, and resources to external audiences through a variety of media platforms. These units work collaboratively with each other and with personnel from throughout the campus to highlight activities, events, opportunities, and milestones related to all aspects of Northwestern State. The work of the units helps attract and retain students as well as enhances alumni and community engagement.

Methodology: The assessment process includes:

(1) Data from assessment tools (both direct – indirect, quantitative and qualitative) are collected and returned to the executive director;

(2) The executive director will analyze the data to determine whether the applicable outcomes are met:

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- (3) Results from the assessment will be discussed with the appropriate staff;
- (4) Individual meetings will be held with staff as required (show cause);
- (5) The executive director, in consultation with the staff and senior leadership, will determine propose changes to measurable outcomes, assessment tools for the next assessment period and, where needed, service changes.

Informational Services, Marketing & Branding, NSU TV

Service Outcomes:

SO 1. Informational Services, Marketing & Branding, and NSU TV create broad and positive exposure for Northwestern State on the local, regional and national level by (1) Promotion of programs and opportunities available by (2) promotion of student, faculty and institutional accomplishments and (3) increased engagement both internally and externally.

Measure 1.1.

Informational Services issues timely press releases, website updates and accompanying photos with the goal of engagement by 100 percent of local media, 60 percent of regional media and 30 percent of national print and online media organizations.

Finding: This goal was met on the local and regional level. There is room to pursue greater exposure on the national level. In 2016, NSU News Bureau and Sports Information coordinated with NSU TV to release 1,455 press releases with accompanying photos and social media posts related to campus news, sports, events, accomplishments, and highlights, which generated 1,370 media contacts at 90-100 local, regional, state and national media outlets.

Analysis: NSU releases an average of more than 121 press releases/video highlights/broadcasts/streamings per month related to all facets of the university to create exposure for students, student-athletes, news, events, and accomplishments, generating an average of more than 115 media contacts per month.

Action - Decision or Recommendation: Informational Services and NSU TV will continue to work with Sports Information and other units on campus to maximize publicity for the university's assets, programs, accomplishments, and opportunities.

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Measure 1.2.

Marketing and Branding's will increase the university's social media engagement by 15 percent per year.

Finding: In 2016-17, Twitter engagement grew by 13 percent and continues to grow. Instagram engagement and following continues to grow dramatically and experienced a 25 percent increase in following, as well as a 30 percent average increase of engagement on individual posts. Facebook engagement has increased steadily at an average rate of 12 percent.

Analysis: This goal was met. Planning social media campaigns in conjunction with campus activities, events and holidays creates spikes in engagement and draws an increase in followers who continue to be engaged with daily and/or weekly postings.

Action - Decision or Recommendation: Marketing and Branding will continue to strategically plan social media campaigns in conjunction with activities, events and holidays, in addition to consistent planned posts. Marketing and Branding will continue to explore emerging social media platforms and gauge their effectiveness to the university's mission.

Measure 1.3.

NSU TV will increase by 15 percent per year broadcasting and/or streaming via the NSU website university functions that include but are not limited to athletic events, interviews, commencement, important university events such as the Long Purple Line induction.

Finding: This goal was met. In 2016. NSU TV taped/streamed/broadcast/uploaded more than 85 athletic and university events/activities/interviews which were broadcast by external news media and shared on several social media platforms. Many times, student workers helped with the broadcasts.

Analysis: More student workers may ease the stress of production.

Action - Decision or Recommendation: NSU TV should more closely monitor the number of views for each video and quantify its social media presence and should explore the possibility of adding more students workers to help with production.

SO 2. Informational Services, Marketing and Branding and NSU TV support the university's internal and external communication efforts to increase brand recognition and impact.

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Measure 2.1.

Each unit monitors earned media, growth of network, video views, website hits and other analytics with the goal of a 15 percent annually to demonstrate increased engagement and interest in NSU.

Finding: The units use Meltwater and analytics from social media platforms to gauge engagement. Engagement grew by more than 18 percent across platforms.

Analysis: This goal was met. Spikes in engagement tend occur in conjunction with campus events that follow the academic calendar, such as Freshman Connection, Move In Day, Homecoming, Christmas Gala, and Commencement.

Action - Decision or Recommendation: The units will monitor earned media and social media engagement to better quantify results. In addition to the metrics currently in use, the units will add Critical Mention.

Measure 2.2.

NSU TV completes an average of 120 tapings/broadcasts per quarter. In a year's time, NSU TV completes coverage/streaming/taping of an average of 200 events. The assignments are completed edited and distributed to TV outlets within four hours of filming.

Finding: This goal was met. NSU TV taped/streamed/broadcast more than 85 events/interviews/activities. NSU TV also coordinates with other units on internal and external projects, such as set up and editing.

Analysis: NSU TV works with many other units for production of events and activities, often with little support.

Action - Decision or Recommendation: NSU TV will continue to work with other units to coordinate streaming/broadcasting/interviews.

SO 3. Informational Services, Marketing and Branding and NSU TV stay current on trends in media and promote an atmosphere of teamwork and collaboration.

Measure 3.1.

Units attend at least one (more when feasible) professional development conference or webinar per year to sustain quality in writing, editing, graphic design photography, videography and other communication arts and to monitor pertinent trends in the industry.

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Finding: This goal was met. Budget Unit heads and assistants attended at least one professional development conference in 2016.

Analysis: Engaging in professional development increases enthusiasm and generates ideas for increasing engagement and media relations.

Action – The units will continue to seek professional development opportunities.

Measure 3.2.

The units will hold weekly meetings to discuss projects and their progress and share information relevant to completing projects in a professional manner and a timely fashion. Success is defined as meeting 100 percent of deadlines and producing quality work with 0 percent errors.

Finding: This goal was not met. The units currently hold informal and irregular meetings.

Analysis: Strategic planning meetings held on a regular basis will continue to encourage collaboration and project ideas.

Action – The units will set regular meeting times to share ideas.

Summary of key findings and or decisions.

Informational Services, Marketing and Branding and NSU TV work with internal and external stakeholders to promote the image of Northwestern State, viewing their roles as critical in vaulting Northwestern State to becoming the nation's premier regional university. Though staffs are small and resources are limited, each team member exhibits dedication to the quality of their product and to the reputation of the university.

Because technology and media platforms continue to evolve, the team is challenged to stay current and relevant to several different demographics (students, prospective students, prospective students' parents, alumni of varying ages and external stakeholders) through traditional and non-traditional media platforms.