Marketing & Communications

Division of the University: Enrollment Management

Administrative Unit Assessment Year Reporting: FY22 (July 2021 – June 2022)

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Department Mission and Goals. The mission and goals of the department should be consistent over a 5-year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long-term goals (5-year range) for the department.

6. What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.	The Office of University Marketing and Communications supports the academic mission of Middle Georgia State University by enhancing and protecting our reputation, creating awareness of our institution, reinforcing our relevance to key stakeholders. To do this, we: • Steward and increase the value of the MGA brand through a consistent visual identity system • Engage with our internal stakeholders in order to highlight the overall achievements of the University community, including students, faculty, staff • Develop strategic communications, marketing plans, campaigns and content that support the University's highest priorities and adapt to address market challenges • Share the University story with key audiences by using owned, earned, paid and social media platforms • Continue to learn new tools, best practices, and more about our communities.

7. What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.	University Marketing and Communications will provide essential support across our team to plan, coordinate, deploy, measure and report our efforts in support of the following goals, ensuring the greatest degree of collaboration, quality and effectiveness:

	GOAL 1: PROVIDE EXCELLENCE AND BEST PRACTICE IN MARKETING AND COMMUNICATIONS
	GOAL 2: INCREASE THE AWARENESS AND VALUE OF THE UNIVERSITY BRAND
	GOAL 3: POSITIVELY INFLUENCE PERCEPTION OF MIDDLE GEORGIA STATE UNIVERSITY AMONG KEY AUDIENCES
	Within these goals are multiple measurable priorities that may evolve as needed to support the institution's strategic priorities.

Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY22. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY23.

Objective 1

8. Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	The Office of University Marketing and Communications (MarComm) will better promote the office's services and products internally.
9. Objective 1: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	This is important so that academic and other areas are encouraged to avail themselves to our services. This will be measured by updates/posts on InsideMGA and the resumption of an annual report to our faculty and staff.
10. Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	1) InsideMGA posts promoting services - no number goal, 2) Annual report published
11. Objective 1: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	1) Six posts promoted updates to Emergency Alerts, branding tools, and staff, 2) Did not publish annual report due to departure of Director of Communications and gap.
12. Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	60%
13. Objective 1: Did your department meet this objective?	The department did not meet this objective.
14. Objective 1: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Will ensure monthly reports are completed; however, with the resignation of the Director of Marketing, those projects may be harder to capture in FY23

Objective 2

15. Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Collaborate with HR to improve onboarding as it relates to representing the University brand with new employees. This will be measured by a product being created.
16. Objective 2: Detail specifically how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	It would have been measured by products created - mainly videos but also handouts.
17. Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Products created
18. Objective 2: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	No products have been created previously.
19. Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	Our department did not achieve this objective.
20. Objective 2: Did your department meet this objective?	The department did not meet this objective.
21. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Due to departure of staff member responsible for creating videos, we have been without a staff member to do this for several months. We are scheduled to speak to the large incoming group of employees in August 2022 regarding branding.

Objective 3

22. Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Enhance internal communication – launch the new InsideMGA internal news platform and encourage more internal areas to both read and submit content. Success will be measured by number of posts and visits.
23. Objective 3: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	New platform going live to campus community. Metrics on visits, posts.
24. Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Platform goes live. Increase in posts.
25. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	Did platform launch? Did posts increase?
26. Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	Exceeded objective. New platform launched and FY22 posts increased 61% compared to previous year (444 posts compared to 277 in FY21).
27. Objective 2: Did your department meet this objective?	The department exceeded this objective.
28. Objective 2: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Now that we are on a new platform, we are better able to track analytics. We will use that moving forward to see if people are continuing to visit the site, rather than simply the number of posts.

Objective 4

29. Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.	Promote the spirit marks of the brand, the next phase of branding awareness, to help grow spirit through connection with Athletics/mascot. Measured by projects with Athletics and the Foundation that focus on this area.
30. Objective 4: Detail how your department measured this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)	Number of posts on InsideMGA and videos produced
31. Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)	Increase promotion of Athletics
32. Objective 4: Provide details for your target performance level established (i.e., accreditation requirement, past performance data, peer program review, etc.)	InsideMGA posts significantly increased in FY22. Videos created decreased.
33. Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e., 82%, 6%, 345 attendees, 75% engagement)	Over 100% - 0 InsideMGA posts in FY21 and 38 InsideMGA posts in FY22 related to Athletics.
34. Objective 4: Did your department meet this objective?	The department exceeded this objective.
35. Objective 4: Improvement Plans and Evidence of changes based on an analysis of the results: What did your department learn from working toward this objective? What changes will you make based on this effort next year?	Videos decreased slightly due to staff member resignation/open position. Videos using Duke or for Athletics decreased from 5 in FY 21 to 4 in FY22.

Future Plans

36. Please identify and detail three to four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department of X will provide training in ABC for at least 73 MGA faculty and staff.	1. The Office of University Marketing and Communications (MarComm) will better promote the office's services and products internally, especially branding and adoption of Guardian app for public safety. This is a continuation of last year's goal. 2. Continue to push InsideMGA as an internal news hub. Add useful content and track visits to site on Google Analytics (rather than just posts), increasing visits by 5%. 3. Support and promote the strategic planning process for the new strategic plan. This will support transparency in the process in the coming year. Goals is eight posts on InsideMGA in the coming year with a eye towards launching the new plan in August 2023.

Open Box for Assessment Comments

37. In this field, please document the overall use of assessment results for continuous improvement of this department area (consider the past, present, and future and specifically address these in your narrative).	These results are used to improve communication to our campus community, while improving our branding by enabling individuals to properly communicate the brand.
38. Optional Open Text Box for Assessment Comments:	
42. If the COVID-19 pandemic impacted this assessment cycle, please provide specific details below.	COVID-19 continued to impact this assessment cycle through February. Specifically the Delta surge in the fall and the Omicron surge in early 2022 diverted time and resources from planning.

MGA's Strategic Plan

39. Based on your goals and objectives listed above please indicate their connection with MGA's Strategic Plan (https://www.mga.edu/about/docs/Strategic_Plan_Overall_DB.pdf) by checking all associated and relevant Imperatives / Strategies from the list below. (Check all the apply)	Grow Enrollment with Purpose 1. Expand and enrich the face to face student experience, Build Shared Culture 5. Attract talent and enhance employee development and recognition

40. Please indicate which of the following actions you have taken because of the 2021/2022 Assessment Cycle (Note: These actions are documented in reports, memos, emails, meeting minutes, or other directives within the reporting area) (Check all the apply)	Disseminating/Discussing Assessment Results/Feedback to Appropriate Members of the Campus Community, Customer Service Changes: Communication, Services, etc.

Other

41. Please indicate (if appropriate) any local, state, or national initiatives (academic or otherwise) that are influential in the operations, or goals, and objectives of your unit. (Complete College Georgia, USG High Impact Practice Initiative, LEAP, USG Momentum Year, Low-Cost No-Cost Books, etc.)	n/a
43. Mindset Update (Academic Deans ONLY)	