

# Communication for Sport Professionals, Undergraduate Certificate

## Sport Communication Professionals Certificate Goal

### Goal Description:

The Department's goal is to create awareness about this program because it went live in January 2024. It is necessary to advertise the program in order to get students to enroll in the program. We hope to be allowed access to IMC to create a marketing plan and materials to promote the certificate.

**Providing Department:** Communication for Sport Professionals, Undergraduate Certificate

### RELATED ITEMS/ELEMENTS -----

#### RELATED ITEM LEVEL 1

### Sport Communication Professionals Certificate Marketing Performance Objective

#### Performance Objective Description:

The Department will work with Enrollment Marketing and SHSU Online to develop and run paid advertising to raise awareness about our programs. In addition, the Department will assign the social media create committee to explore the creation and development of a social media presence.

#### RELATED ITEM LEVEL 2

### Sport Communication Professionals KPI & Target

#### KPI Description:

The criteria for achieving this goal will be:

- The creation and running of the paid advertising
- Creating and adding program information to the advertising landing page on the website
- Committee work product (social media presence/content)

#### Target Description:

The criteria for achieving this goal will be:

- Enrollment Marketing's report on the ad views, etc.
- Applications/declarations for the certificate
- Social media platforms were maintained and active

#### Results Description:

As Departments no longer have free access to meet with Enrollment Marketing (IMC), it has been exceptionally difficult to get marketing materials and impossible to meet with anyone to discuss how best to advertise any of the certificates. A Communication Studies faculty member who has an art undergraduate degree was able to create digital flyers to place on screens in buildings. We were also able to secure one IMC half sheet flyer.

As this certificate became available after the publication of the 2024-2025 Catalog, there are currently no applications or students enrolled in the program.

Due to when the program became available, the Department will create social media posts in the upcoming academic calendar year.

#### RELATED ITEM LEVEL 3

### Action - Sport Communication Professionals

#### Action Description:

This is a new program that does not currently have students enrolled. Assessments will begin when they have enrollment.

The criteria for achieving this goal will be:

- Enrollment Marketing's report on the ad views, etc.
- Applications/declarations for the certificate
- Social media platforms were maintained and active

## **New Update to Previous Cycle's Plan for Continuous Improvement Item**

### **Previous Cycle's Plan For Continuous Improvement (Do Not Modify):**

This is a new unit for the 2023-2024 cycle. No previous PCI available.

### **Update of Progress to the Previous Cycle's PCI:**

This is a new unit for the 2023-2024 cycle. No previous PCI available.

## **New Plan for Continuous Improvement Item**

### **Closing Summary:**

Program Growth & Recruiting

In order to facilitate growth, the unit hopes to work with the Office of Enrollment Marketing (IMC) to create develop and run ad campaigns to increase awareness about this program. The focus will be demonstrating the content and benefits of the program for undergraduates seeking an additional credential.