

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

Marketing And Communication

Goal	Place A Targeted Emphasis On Marketing And Institutional Branding 🔑 The university has established a number of strategic goals, of which, marketing and branding are included. The action and performance of the Marketing & Communications department has a direct impact on these university level goals.
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Objective (P)	Broaden And Strengthen Media Network 🔑 Marketing & Communications is charged with disseminating information to enhance the name recognition and reputation of the University. The frequency and range of media contacts provides the university with a broad representation of outlets and news dissemination enhancing image and building brand strength.
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KPI Performance Indicator	Number Of Media Professionals Contacted 🔑 The number of media contacts made in a given period is an indication of the effectiveness of the university's public outreach. Media contacts can be measured by counting e-mails, keeping telephone logs, and monitoring electronic submissions. Although the majority of media contacts are managed through Marketing & Communications, the indicator will always be under reported due to direct media contact with faculty and/or colleges. The 2014-2015 FY goal is 18,000.
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Result	Year-End Media Professional Contacted 🔑 As of August 31, 2015, the actual number of media professionals contacted was 93% of the 18,000 goal. The shortage is due in part to the impact of social media being used as a tool for news media to monitor for source material. While the media is being "contacted" as a follower, these numbers are not included in reporting. For the 2015-2016 academic reporting period, this factor will include contact via nontraditional means.
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Objective (P)	Integrate Marketing & Branding Through Institution 🔑 Marketing is a necessary tool for university success in the current post-secondary education market and in today's strained economic environment. To serve the university's marketing needs the Marketing & Communications Department will support, promote and extend the marketing of a cohesive SHSU brand image and messaging of the highest professional quality. This will include providing numerous consulting activities to support, and facilitate the development of new marketing efforts
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and to improve the quality of existing marketing by programs, offices and organizations across the university; and to align all marketing, old and new, with the current SHSU brand image. This endeavor also includes the direct initiation and implementation of numerous professional marketing projects by the Marketing Department such as strategic purchasing of electronic media time and print exposures; brochure and printed program preparation; strategic billboard rental and preparation; multi-media promotional campaigns, etc.

Theoretically and historically, the number of marketing consulting activities and directly implemented marketing projects completed by the Marketing Dept. are associated with increases in the amount, quality and brand cohesiveness of all SHSU marketing.

**KPI
Performance
Indicator**

Number Of Marketing Projects Completed 🔑

Marketing projects are implemented to promote a cohesive SHSU brand image of the highest professional quality. It is extremely difficult to directly assess the impact or effectiveness of marketing projects upon the outcomes they are intended to influence.

Inferred measures of marketing project impact and efficiency might routinely begin by counting, tracking and relating the number of marketing projects completed in a given time period to instances of desired outcomes in an appropriate reaction period.

At this point in our assessment evolution we are measuring

number of marketing projects completed monthly and cumulatively for the year as a means of determining efficiency and balance between demand and resource availability.

Based on growing demand and current resources, the FY goal for projects was increased to 2,200.

Result

Year-End Marketing Projects Completed 🔑

Total marketing projects for 2015-2016 were 3,297 compared to the goal of 2,200. Demand continues to increase as well as the complexity of jobs requested. The department operated at full staff for the year and retained several student workers and interns.

Objective (P)

Maintain A Continuous Pipeline Of University Information And News 🔑

The Marketing & Communications department is charged with disseminating information to enhance the name recognition and reputation of the University. The news releases and articles goal measures outreach to support the strengthening of the SHSU brand.

Number Of News Releases & Articles 🔑

**KPI
Performance
Indicator**

Content/news is generated in the Marketing & Communications department and disseminated through a number of communication channels and mediums. All content released to traditional media and self-published on the web are counted. FY goal is 550.

Result

Year-End News Releases & Articles 🔑

News releases & articles were above goal at 625 versus 550. This was due to improved productivity monitoring of communication work.

Objective (P)

Expand Media Placements 🔑

The number of media placements measures the effectiveness of Marketing & Communications ability to develop "news worthy" information as well as the relationship and outreach to media.

**KPI
Performance
Indicator**

Number Of Media Placements 🔑

Media placements are measured by online clipping and wire services which track SHSU "mentions" in a number of communication channels. FY goal is 20,000.

Result

Year-End Media Placements 🔑

Media placements for 2014-2015 were essentially on goal.

Objective (P)

Strengthen Outreach Through Social Media Channels 🔑

The application of social media has become essential to the effectiveness of marketing & communications for SHSU. Social media has been integrated into the fabric of branding strategies.

**KPI
Performance
Indicator**

Facebook Average Monthly Users 🔑

Facebook average monthly users measures the level of engagement occurring on the SHSU site. The measure is reported by Facebook. FY goal is 45,750.

Result

Year-End Facebook Average Monthly Users 🔑

Facebook Average Monthly Users reached 105,342 compared to the goal of 45,750. While content programming was changed, it is uncertain this was the reason behind such a dramatic increase.

**KPI
Performance
Indicator**

Twitter Followers 🔑

The number of Twitter followers measures the number of people who are tracking or engaged with the site. The measure is reported by Twitter. FY goal is 15,000.

Result

Year-End Twitter Followers 🔑

Twitter followers ended the year slightly above goal at 15,809.

**KPI
Performance
Indicator**

Facebook Likes 🔑

Facebook Likes measure the number of people who are tracking or engaged with the site. The measure is reported by Facebook. FY goal is 65,000.

Result

Year-End Facebook Likes 🔑

Facebook likes were on goal at 65,362. In March of 2015, Facebook ran an algorithm that dropped followers by approximately 2,300.
