

Marketing and Communication  
SACSCOC REPORT

Marketing and Communication

Place A Targeted Emphasis On Marketing And Institutional Branding

Goal Description:

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.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Broaden And Strengthen Media Network

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Number Of Media Professionals Contacted

KPI Description:

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 2016-2017 FY goal is 13,000.

Results Description:

Media contacts reached 24,908 versus the goal of 13,000. The large variance is due to a number of "news worthy" factors including the success of athletic program, academic programs/research and events.

RELATED ITEM LEVEL 1

Expand Media Placements

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Number Of Media Placements

KPI Description:

Media placements are measured by online clipping and wire services which track SHSU "mentions" in a number of communication channels. FY goal is 25,000.

Results Description:

The number of media placements in the 2016-2017 academic year were 40,777 compared to the goal of 25,000. This large positive variance was due primarily to successful athletic seasons, relevant academic programs/research and events.

RELATED ITEM LEVEL 1

Integrate Marketing & Branding Through Institution

Performance Objective Description:

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 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. 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.

RELATED ITEM LEVEL 2

## **Number Of Marketing Projects Completed**

### **KPI Description:**

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 4,500.

### **Results Description:**

Demand for marketing & communications support has continued to increase. At year-end, the number of projects completed was 6,053 - an 84% increase since 2015.

#### **RELATED ITEM LEVEL 1**

## **Maintain A Continuous Pipeline Of University Information And News**

### **Performance Objective Description:**

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.

#### **RELATED ITEM LEVEL 2**

## **Number Of News Releases and Articles**

### **KPI Description:**

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 500.

### **Results Description:**

For the academic year 2016-2017, the number of media releases and articles totaled 546 versus the goal of 500. Releases and articles are largely contingent on the relevance of the content.

#### **RELATED ITEM LEVEL 1**

## **Strengthen Outreach Through Social Media Channels**

### **Performance Objective Description:**

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.

#### **RELATED ITEM LEVEL 2**

## **Facebook Average Reach**

### **KPI Description:**

Facebook average monthly users measures the level of engagement occurring on the SHSU site. The measure is reported by Facebook. FY goal is 110,000.

### **Results Description:**

Facebook average reach was 176,309 on 8-31-2017. Actual reach surpassed the estimated goal due to relevant content and changes made to practices based on an analysis and review of SHSU social media channels.

#### **RELATED ITEM LEVEL 2**

## **Facebook Likes**

### **KPI Description:**

Facebook Likes measure the number of people who are tracking or engaged with the site. The measure is reported by Facebook. FY goal is 81,500.

### **Results Description:**

Facebook likes were slightly below goal at 80,014. Year-over-year, likes increased 8%.

#### **RELATED ITEM LEVEL 2**

## **Twitter Followers**

### **KPI Description:**

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 22,900.

### **Results Description:**

Twitter followers were 21,623 on 8-31-17, which was below the goal of 22,900. Year-over-year, Twitter followers increased 11%.