Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Administrative Unit
University Relations and Publications

Submission Year
2024-2025

Assessment Coordinator Name
Megan Varner Price

Enter Assessment Coordinator Email
mvarner@lander.edu

Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
To support the Office of Admissions through timely completion of promotional materials.

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome

Completion and delivery of the Admissions Viewbook in time for the new admissions recruitment cycle.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Lander Admissions Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or before Sept. 1.

Performance Target for "Partially Met"
Lander Admissions Viewbook is reviewed, updated, printed and returned to the Office of Admissions between Sept. 2 and Oct. 1.

Performance Target for "Not Met"
Lander Admissions Viewbook is reviewed, updated, printed and returned the Office of Admissions on or after Oct. 2.

Assessment Measure Used	**Frequency of Assessment**
University Relations Publication Schedule	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Viewbook delivery date: 9/12/23	2

Comments/Narrative
The Viewbook is a key recruiting tool for the Office of Admissions, offering prospective students a thorough overview of the university. It includes information about the institution's academic programs, campus life, facilities, student services, and admission requirements. The Viewbook features engaging visuals, such as photographs and infographics, to capture the essence of the campus environment and highlight student experiences.

Having the Viewbook ready at the start of the recruiting cycle is vital for marketing and outreach, as it provides the university with a competitive advantage to attract top talent and effectively position itself against other institutions vying for the same students. To ensure its availability for the fall recruitment cycle, it is critical to adhere to a production schedule that includes time for review, design, editing, printing, and delivery.

In 2023, the Office of University Relations continued to manage the production of the Viewbook in-house, optimizing our workflow and maintaining an efficient production timeline. The Viewbook was refreshed with new photos and text over the summer and was delivered to campus on 9/12/23. While it did not meet our optimal delivery date of pre-Sept. 1, it was almost two weeks earlier than 2022 delivery. This aligned more closely with the fall recruitment cycle, strengthening our efforts to attract prospective students.

The success of our in-house production strategy can be evidenced by our continued improvement of delivery timelines. The delivery date for 2022's book as almost a month earlier than 2021, when the project, along with several other major recruitment pieces, was outsourced to undertake a comprehensive overhaul of branding and messaging. The outsourced approach, while producing beautiful recruitment pieces, resulted in significant extensions to our production timeline.

Resources Needed to Meet/Sustain Results
$2,500 annual - iStock Premium+Video subscription

Explanation of How Resources Will Be Used

Because of the number of additional projects required of our office, an annual subscription to iStock Premium + Video would be used to help expedite projects with pre-built graphics, stock photos and templates. This subscription level also provides access to video and music, which would be beneficial for our video projects. This level of subscription would support our design and audio/visual staff with access to 25 downloads per month.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Completion and delivery of the Admissions Travel Viewbook in time for the new admissions recruitment cycle.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or before Sept. 1.

Performance Target for "Partially Met"
Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions between Sept. 2 and Oct. 1.

Performance Target for "Not Met"
Lander Admissions Travel Viewbook is reviewed, updated, printed and returned to the Office of Admissions on or after Oct. 2.

Assessment Measure Used	**Frequency of Assessment**
University Relations Publication Schedule	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Travel Viewbook delivery date: 8/14/23	3

Comments/Narrative
The Admissions Travel Viewbook is a streamlined version of our primary Viewbook, designed specifically for use by Admissions Counselors during their visits to college fairs, high schools, and other recruitment events. Like the full Viewbook, the Travel Viewbook is a crucial component of our recruitment strategy and undergoes an annual update each summer to include updated text and new photography.

In 2023, the Office of University Relations continued to oversee the in-house production of the Travel Viewbook, maximizing our workflow and ensuring an efficient timeline. The piece was updated with fresh photos and text over the summer and successfully delivered to campus on 8/14/23, demonstrating continued improvement in efficiency with a delivery almost two weeks earlier than the previous cycle.

2022: Similar to the full viewbook, in-house production returned to Lander for the 22-23 cycle, following a year of outsourced production. As a result of returning to in-house, where our staff managed updates to content and design, the 2022 piece was delivered almost a month earlier than the 2021 travel viewbook.

2021: The 2021 outsourced revamp included complex design and use of specialty inks, resulting in a delayed delivery date of September 22, 2021. This experience highlighted the benefits of returning to in-house production, which allows for timely updates and enhanced efficiency in our recruitment efforts.

Resources Needed to Meet/Sustain Results
See Goal 1, Outcome 1.

Explanation of How Resources Will Be Used
See Goal 1, Outcome 1.

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Completion and delivery of the Admissions Mass Distribution Brochure/Search Piece in time for the new admissions recruitment cycle.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated and delivered to the printer on or before Sept. 1.

Performance Target for "Partially Met"
Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated and delivered to the printer between Sept. 2 and Oct. 1.

Performance Target for "Not Met"

Lander Admissions Mass Distribution Brochure/Search Piece is reviewed, updated and delivered to the printer on or after Oct. 2.

Assessment Measure Used
University Relations Publication Schedule

Frequency of Assessment
Annually

Data Collected for this Timeframe (Results)
Mass Distribution Brochure File Delivery Date: 7/31/23

Score (Met=3, Partially Met=2, Not Met=1)
3

Comments/Narrative
The Mass Distribution Brochure (Search Piece) is the largest project undertaken by University Relations, involving the printing and mailing of 100,000 to 125,000 brochures. Serving as the initial point of contact for many prospective students, it is a highly significant project that requires meticulous attention to every detail, including design, editing, printing, production tasks such as folding, tabbing, and mailing.

The Brochure, often called a Search Piece, is a critical marketing tool in college admissions designed to reach a broad audience of potential students through direct mail, college fairs, and recruitment events. It provides a comprehensive overview of the institution, including academic programs and campus life, with engaging content to capture interest and initiate the recruitment process. Its primary purpose is to generate initial awareness and attract prospective students.

Previously, performance targets were based on mailing dates, but since University Relations does not manage the distribution list provided by the Office of Admissions, delays in this step can impact delivery. To better reflect University Relations' performance, targets are now assessed based on the date files are submitted to the printer.

In 2023, the Office of University Relations maintained its in-house production of the Mass Distribution Brochure (Search Piece), as we did the previous year. This streamlined internal process ensured that our marketing materials were delivered on time for the fall recruitment cycle. Files were delivered to the printer on 7/31/23, and a 103,000-name mailing list was provided to the printer 8/24/23.

2022: In 2022, following the one-year outsourcing arrangement, University Relations resumed in-house production for the 2022-23 cycle, returning the first-contact piece to its standard production schedule. This shift improved efficiency in copywriting, editing, and design, resulting in a shorter production timeline. Files were delivered to the printer on 8/15/22, nearly a month earlier than the previous year.

2021: In 2021, Stamats was contracted to overhaul the first-contact recruitment piece, updating it to align with our new branding and incorporating digital variable printing, which had not been feasible with our in-house resources. This update caused delays, with the initial design provided on 9/8/21 and final approval on 9/28/21, after budget constraints led to the removal of personalization. The mailing was completed on 10/08/21.

Resources Needed to Meet/Sustain Results
See Goal 1, Outcome 1.

Explanation of How Resources Will Be Used
See Goal 1, Outcome 1.

Outcome 4

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily

describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Completion and delivery of the Financial Aid Notification (FAN) Piece in time for the first mailing of financial aid notification letters.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
The Financial Aid Notification (FAN) letter is designed, proofed and final files provided to the printer by December 15.

Performance Target for "Partially Met"
The Financial Aid Notification (FAN) letter is designed, proofed and final files provided to the printer after December 15 but prior to January 1.

Performance Target for "Not Met"
The Financial Aid Notification (FAN) letter is designed, proofed and final files provided to the printer after after January 1.

Assessment Measure Used	**Frequency of Assessment**
University Relations Publication Schedule	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
FAN Files Provided to Printer: 2/27/24	1

Comments/Narrative
The Financial Aid Notification (FAN) letter is a dynamic way for Lander to inform students about their eligible financial aid packages. It typically details the various types and amounts of aid available, including grants, scholarships, loans, and work-study opportunities.

To improve acceptance rates and support student retention, the Office of Enrollment sought our assistance in personalizing the FAN letter, which is another major project for recruiting materials. Our aim was to integrate visual elements to enhance the letter's appeal, simplify the details for better understanding, and create a more positive overall experience. This personalized approach is designed to alleviate anxiety and uncertainty related to the financial aspects of their education.

The FAN letter is distributed later in the recruitment cycle, with the first mailing typically taking place in December. It is one of the last professionally printed materials that prospective students receive. While our performance target was met in 2022, in 2023, changes to the federal financial aid process

necessitated a later mailing for the first round of awards. Because of this, the FAN brochure was not ready to submit to the printer until February 2024, with the first mailing taking place approximately 2/15/24. Additionally, a shortened mailing schedule was implemented, with fewer mailings and larger batches.

2022: In fall 2022, University Relations made minor edits to the brochure, which were submitted to the printer on 11/21/22, ahead of our performance target. This allowed the brochure to be printed in time for the December financial aid awards.

Resources Needed to Meet/Sustain Results
See Goal 1, Outcome 1.

Explanation of How Resources Will Be Used
See Goal 1, Outcome 1.

Goal Summary

Goal Summary/Comments
In 2023, the University successfully produced and delivered key recruiting materials supporting its fall recruitment efforts. The Admissions Viewbook, Travel Viewbook, Mass Distribution Brochure (Search Piece), and Financial Aid Notification (FAN) letter were all updated, printed, and distributed, as planned. The previous return to in-house production improved efficiency and ensured timely delivery for most of the pieces, giving the university a competitive advantage in attracting prospective students. These materials, which highlight academic programs, campus life, and financial aid, played a crucial role in the recruitment strategy.

Changes Made/Proposed Related to Goal
To build on the efficiency and momentum of 2023, we propose continuing in-house production of key recruitment materials, including the Admissions Viewbook, Travel Viewbook, Mass Distribution Brochure, and Financial Aid Notification (FAN) letter. In-house production has proven to improve workflow efficiency, quality control, and timely delivery, giving the university a competitive edge. We recommend allocating $2,500 annually for an iStock Premium + Video subscription to streamline the design process with access to high-quality stock visuals. Additional staff training and a clear production schedule will further enhance efficiency and ensure collaboration with the Office of Admissions. This approach will help maintain control over materials while supporting recruitment efforts in a cost-effective manner.

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
To build community awareness of Lander University's programs and initiatives; and to strengthen engagement of students, employees, alumni, donors, prospective students and community members through regular distribution of information via traditional and digital platforms.

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Number of articles, announcements, captions, advances and videos released to campus and the public via traditional, digital and emerging media platforms over a 12-month period.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Distribution of 200 or more releases (articles, announcements, captions, advances and videos) to campus and the public via traditional, digital and emerging media platforms over a 12-month period.

Performance Target for "Partially Met"
Distribution of 100-199 releases (articles, announcements, captions, advances and videos) to campus and the public via traditional, digital and emerging media platforms over a 12-month period.

Performance Target for "Not Met"
Distribution of fewer than 100 releases (articles, announcements, captions, advances and videos) to campus and the public via traditional, digital and emerging media platforms over a 12-month period.

Assessment Measure Used	**Frequency of Assessment**
University Relations Print & Digital Archives	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Number of releases in 2023: 234	3

Comments/Narrative
Regularly sharing news articles and videos about the University can significantly influence the general public, donors, alumni, and prospective students by showcasing Lander's achievements, initiatives, and campus life. This strategy helps build credibility and trust, providing stakeholders with compelling stories that highlight the university's impact and value. By keeping these groups informed and engaged, the University strengthens its connection with the community, potentially increasing support, enrollment interest, and alumni or donor contributions.

Consistently sharing high-quality news articles and videos not only raises awareness of Lander's programs and initiatives but also strengthens the university's marketing efforts at no additional cost. By crafting timely, compelling stories and effectively pitching them to the media, Lander benefits from free advertising and a broader reach beyond its own platforms. This strategy also provides valuable content for social media and the website, while enhancing the university's visibility and reinforcing a positive

image of its programs.

In 2023, a total of 234 releases (183 written pieces, 51 videos) were produced and distributed, with an average of 4.7 items per week. This represents at 6.02% decrease compared to the previous year, which can be attributed to several factors beyond our control:

Videographer Position: A vacancy in the videographer role impacted our 2023 assessment figures, especially during the three months when we would normally provide video coverage for major events like the Holiday Tree Lighting and Fall Commencement Ceremonies.

Homecoming Week: A shift in Homecoming Week's timing and fewer events associated with that week resulted in a significant impact on our office's overall total of news articles and videos delivered, which are assessed by calendar year. Consequently, the absence of this major weeklong event—typically requiring significant staff coverage for multi-day activities—affected the assessment numbers for 2023.

Senior Week: Traditionally, a weeklong celebration with several significant activities, Senior Week 2023 was scaled down to a single notable event, leading to a reduced need for event coverage.

Impact:
Given the shift to spotlight/feature stories about donors, students, alumni, faculty, and staff — which require more time and effort compared to briefer, event-based stories — we may need to adjust our performance metrics to reflect this increased development time. Additionally, we should consider reducing our dependence on university events for news coverage, as we lack control over these events.

Resources Needed to Meet/Sustain Results
$15,000-20,000

Explanation of How Resources Will Be Used
This funding would be used to hire freelance writers/photographers to help with event coverage and feature writing, allowing us to boost the quantity of high-quality pieces we produce each year.

Additionally, we currently use Google Alerts and manual online searches to track our stories, but this method lacks comprehensive coverage and detailed insights. Services like Critical Mention, Cision, and Meltwater provide advanced media monitoring for TV, radio, and online news, with real-time tracking and in-depth analytics, essential for assessing the true impact of our stories. Investing in one of these services will allow us to measure reach and effectiveness beyond just counting articles. This will help us capture advertisement value, maximize our return on investment, and ensure broader audience engagement.

Our writers currently distribute each press release manually using an in-house media list of statewide news outlets and searching online for additional outlets beyond the state. We could greatly benefit from investing in press release distribution services to expand the reach of our key stories. Services like EIN Presswire, Newswire, and Marketwired provide extensive distribution networks that reach millions, including major news affiliate sites and industry professionals. Their comprehensive world media directories deliver press releases directly to newsrooms and have the capability to reach television households. Many universities use similar services to enhance media coverage, and to fully leverage and optimize media strategy.

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders

(alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Social Media Engagement: Followers gained across all platforms.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Obtain 1,000 or more followers/fans across the University's main social media platforms between Jan. 1 and Dec. 31 of each calendar year.

Performance Target for "Partially Met"
Obtain 500-999 followers/fans across the University's main social media platforms between Jan. 1 and Dec. 31 of each calendar year.

Performance Target for "Not Met"
Obtain fewer than 500 followers/fans across the University's main social media platforms between Jan. 1 and Dec. 31 of each calendar year.

Assessment Measure Used	**Frequency of Assessment**
Lander University social media dashboard.	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Total followers gained: 3,811	3

Comments/Narrative
Social media is crucial for college recruitment because it allows institutions to engage directly with prospective students in a dynamic and interactive way. It enables colleges to showcase their campus culture, academic programs, and student life through compelling visuals and authentic stories. Additionally, social media platforms help reach a broader audience, facilitating connections with diverse students and creating a sense of community before they even step foot on campus.

Since 2015, the Office of University Relations has managed the university's official social media accounts, aiming to enhance awareness of campus news and events through engaging articles, photos, and videos. To strengthen our outreach, we increased staff hours in 2017 and took a significant step in 2022 by establishing a full-time social media position. This ongoing commitment underscores our dedication to effectively connecting with our community and showcasing the vibrant life on campus.

In 2023, our social media platforms achieved a net audience growth of 3,811 followers, representing an 18.7% increase from the previous year. LinkedIn excelled with 2,656 new followers, marking a remarkable 3,588.9% increase. Facebook had 913 new followers, Instagram 235 new followers, and

slight growth in Twitter/X (3 new followers) and YouTube (4 new subscribers), rounded out an overall strong engagement year.

The changes to Twitter/X, the discontinuation of TikTok, and tracking difficulties with Instagram and Twitter in 2022 have influenced our social media strategy. Nevertheless, the significant growth in 2023 highlights our effective use of social media to enhance visibility and promote campus news and events. A two-month vacancy following the departure of our full-time social media strategist did not hinder our progress. Instead, it demonstrated our team's ability to maintain robust social media engagement through periods of transition.

Conclusion: In 2023, our achievements reflect our ongoing commitment to enhancing the University's social media presence. By navigating changes and overcoming challenges, we have successfully expanded our reach and engagement. We will continue to refine our strategies to sustain and build on our social media success moving forward.

Resources Needed to Meet/Sustain Results
Sprout Social annual subscription - $9,500

Explanation of How Resources Will Be Used
This funding enables us to continue using SproutSocial, a robust platform for publishing, listening to, and analyzing social media content and engagement. SproutSocial offers greater customization for our needs and helps us optimize the use of our current staffing and resources dedicated to social media. Additionally, it facilitates monitoring content from other University-based social media accounts, which are crucial to our overall brand and reputation.

Outcome 3

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Social Media: Audience reach and engagement across all platforms.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Maintain an average weekly reach of more than 30,000 across all platforms.

Performance Target for "Partially Met"
Maintain an average weekly reach of 20,000-29,999 across all platforms.

Performance Target for "Not Met"
Maintain an average weekly reach of less than 20,000 across all platforms.

Assessment Measure Used	**Frequency of Assessment**
Lander social media dashboards.	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Average total weekly reach: 147,080	3

Comments/Narrative
Effective social media growth is more than just increasing follower numbers. It involves boosting brand awareness and engagement, which enhances the University's appeal to potential students. By sharing dynamic content, testimonials, and success stories, we can generate interest, interact in real-time, and build relationships with prospects, leading to higher engagement and better recruitment outcomes.

While follower counts are an indicator of audience growth, impression metrics provide a deeper understanding of engagement. The report below compares our social media performance in 2023 with 2022, focusing on key metrics such as impressions, user engagement, and follower growth.

2023 Performance:
• Total Reach: 7.6 million impressions (7,648,165), representing a 427.8% increase from 2022. Facebook generated 5,365,487 impressions, representing the bulk of our total reach, and a significant increase over impressions from 2022. Instagram saw a 76.9% increase in impressions from 2022, reaching 2,150,958. LinkedIn experienced an impressive 728.2% increase in impressions.
• Average Weekly Reach: 147,080 impressions.
• User Engagement: 552,385 reactions (likes, shares, comments), a 58.8% increase from 2022.
• Post Link Clicks: 19,227; this is a new tracking metric reflecting user actions to engage beyond the social media platform for content.

The substantial increase in impressions and user engagement in 2023 demonstrates the effectiveness of our updated social media strategies. The 427.8% rise in total reach and 58.8% increase in user engagement highlight our success in expanding content visibility and relevance. Platform-specific growth, especially on LinkedIn, underscores the effectiveness of adapting and optimizing content for various audiences.

2022 Performance:
• Total Reach: Approximately 1.44 million impressions across all platforms.
• Average Weekly Reach: 27,624 impressions.
• User Engagement: 347,938 reactions (likes, shares, comments).
• Platform Highlights: Facebook: 208,722 reactions, a 33.8% increase from 2021. Instagram: 130,433 reactions, a 79.4% increase from 2021. Content Strategy: Focus shifted from quantity to quality, leading to differentiated content across platforms. Despite lower reach over 2021, engagement grew, indicating a more impactful content strategy.

The notable increase in impressions and engagement across platforms over the past two years, combined with the improved content strategy, indicates that our approach to enhancing social media presence is yielding positive results. These metrics show that, although follower counts provide a basic measure of growth, engagement and impressions offer a deeper understanding of our social media impact.

Resources Needed to Meet/Sustain Results
See Goal 2, Outcome 2.

Explanation of How Resources Will Be Used
See Goal 2, Outcome 2.

Goal Summary

Goal Summary/Comments
The combined efforts across News, Social Media, and Website focus on consistently communicating the University's mission to key stakeholders. This approach strengthens the University's positive image and enhances awareness with the Lander community and the broader public.

In 2023, the University Relations team achieved notable progress in social media engagement. We saw an 18.7% increase in followers, accompanied by a substantial rise in impressions and user interactions. This success underscores our effective social media strategy in enhancing visibility and connecting with our audience. Despite facing challenges such as fluctuating follower counts and platform-specific changes, our strategic focus has led to a more impactful and engaging social media presence.

We also faced challenges beyond our control, including the loss of a videographer and a reduction in significant events typically covered in our news stories. This led to fewer traditional news releases. However, the transition to spotlight stories has been advantageous, significantly improving our social media and website content despite the increased development time. To further engage our audience, we will continue incorporating multimedia elements like videos and infographics in our news and spotlight stories.

Looking ahead, we will keep refining our strategies to build on this success and further leverage our achievements in news, social media, and website content. This will offer new opportunities to enhance our content and provide a broader range of news stories.

Changes Made/Proposed Related to Goal
In 2024, we plan to expand and restructure the writing team to help sustain and increase the volume and frequency of our communications, including a focus on marketing-specific writing. Additionally, an expansion of the visual and digital storytelling team will further enhance our engagement rates on social media platforms. As a result, the outcomes and performance targets of Goal 2 will likely need to be adapted to reflect new priorities.

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
To build alumni and donor connections through the distribution of the Lander Magazine.

Pillar of Success Supported
Engaged and Supportive Alumni

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders

(alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Lander Magazine – Print Issue: Spring/Summer edition is produced for alumni, donors and friends of the University.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Spring/Summer issue files are delivered to the printer before June 1.

Performance Target for "Partially Met"
Spring/Summer issue files are delivered to the printer after June 1, but before July 1.

Performance Target for "Not Met"
Spring/Summer issue files are delivered to the printer after July 1.

Assessment Measure Used	**Frequency of Assessment**
University Relations Magazine Publication Schedule	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
No spring/summer 2023 magazine was published.	

Comments/Narrative
Through high-quality content, design and photography, the Lander Magazine provides the University with positive exposure for its students, alumni, faculty, staff and programs. The project involves every member of the University Relations staff and takes several months in preparation and production, from writing and photography to design and proofing.

Following a two-year break in production (2020-2021), a spring 2022 issue was produced, with the intention of moving to a 1-issue-per-year production cycle to reduce costs and better align with available resources. However, many factors (including continuing production challenges related to the pandemic; exponential increases in the cost of print and mailing; and lack of staff resources required to write, design and edit a 60+ page magazine), the decision was made to put the magazine on an indefinite hiatus. As such, no Spring 2023 issue was published.

This decision ultimately saved the university more than $80,000 in printing and mailing costs in 2023, and those funds were repurposed for advertising and other critical recruitment efforts.

Resources Needed to Meet/Sustain Results

NA

Explanation of How Resources Will Be Used
N/A

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Lander Magazine – Fall/Winter issue is designed, edited and files provided to the printer.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Fall/Winter files are delivered to the printer on or before the last working day of December.

Performance Target for "Partially Met"
N/A

Performance Target for "Not Met"
Fall/Winter issue files are delivered to the printer after the last working day of December.

Assessment Measure Used	**Frequency of Assessment**
University Relations Magazine Publication Schedule	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
No fall 2023 magazine was published.	

Comments/Narrative
Due to the factors indicated in Outcome 1, the Lander Magazine was put on indefinite hiatus after the 2022 spring edition; as such, no magazines were published in 2023.

Resources Needed to Meet/Sustain Results
NA

Explanation of How Resources Will Be Used
NA

Goal Summary

Goal Summary/Comments
The Lander magazine is an important communication tool for the University, both as an informational piece for donors and alumni, and as a recruitment piece for the Office of Admissions. Because of this significance, production of the magazine resumed in 2022 following a hiatus due to COVID-19 and internal staffing challenges. However, the increasing costs of print and postage, combined with the continued strain on staff resources, led to a decision to put the magazine on hiatus indefinitely.

The content that would normally have been present in the magazine (student and alumni success stories, faculty achievements, university news and updates, and donor features) was instead shared with audiences through low-cost channels, including news, social media and the University website. This ensured our audiences continued to receive important communication and touchpoints with the University.

Changes Made/Proposed Related to Goal
With no definitive plans to resume production on a traditional printed magazine, this Goal will need to be adapted or removed from the 2024 assessment. The corresponding outcomes related to communication and connection with audiences can instead be represented by outcomes in other University Relations goals.

Upload Files (if needed)

Goal 4

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
To enhance internal communications by developing and disseminating informative and engaging content specifically tailored for current students, faculty, and staff. The primary objective is to improve the overall student experience and increase retention rates through targeted messaging and effective outreach strategies.

Pillar of Success Supported
Robust Student Experience

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?

Operational Outcome

Enter Outcome
Development and dissemination of internal communications to students, faculty and staff, to include information on campus resources, safety updates, department announcements, and promotions for activities, programs and events.

Timeframe for this Outcome
2023 Calendar Year

Performance Target for "Met"
Distribute 75+ emails to the campus population using the official list-serve platform throughout a 49-week period when the University is operational.

Performance Target for "Partially Met"
Distribute 50-74 emails to the campus population using the official list-serve platform throughout a 49-week period when the University is operational.

Performance Target for "Not Met"
Distribute fewer than 50 emails to the campus population using the official list-serve platform throughout a 49-week period when the University is operational.

Assessment Measure Used	**Frequency of Assessment**
University Relations Email/Outlook	Annually

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
65	2

Comments/Narrative
This goal was added for 2023 due to an increasing demand for internal communications via campus email. In addition to public relations, crisis communication and promotion of major campus events, the University Relations team manages a significant volume of internal communications to campus, including facility/utility disruption notices, weather alerts, department information, and updates to campus services.

While not related specifically to marketing or PR, these communications to campus play a significant role in keeping students, faculty and staff updated on important news and developments. This, in turn, enhances the student and employee experience.

Because these emails require staff writing and editing time, they have been added to our assessment plan. The frequency used in the performance targets allows for an average of 1.5 emails per week. This figure is an average of the number sent in 2023 (65) and 2022 (89), when the Office of Campus Engagement began leaning on our office to assist with internal communications. While we only partially met our performance target in 2023, we anticipate email communication to continue rising for 2024 and beyond.

Resources Needed to Meet/Sustain Results
NA

Explanation of How Resources Will Be Used
NA

Outcome 2

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Event listings promoted to internal end external audiences on the University website.

Timeframe for this Outcome
2023 calendar year

Performance Target for "Met"
Publish 700+ event listings to Lander's website during the calendar year.

Performance Target for "Partially Met"
Publish 200-699 event listings to Lander's website during the calendar year.

Performance Target for "Not Met"
Publish fewer 200 event listings to Lander's website during the calendar year.

Assessment Measure Used	**Frequency of Assessment**
University website/Google Analytics	Annually
Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
Total events published: 975	3

Comments/Narrative
Vibrant campus life plays a significant role in the student experience, and knowing what events and activities are taking place is critical in ensuring students can take advantage of engagement and support opportunities. Students who are actively engaged in campus life are more likely to be successful in their educational experience, have better mental and physical wellbeing, and persist in their studies.

The Lander website is the most visible and easily accessible means for sharing this information with students, faculty and staff, as well as external audiences. The events section provides a comprehensive listing of all things happening on campus, from sporting events and cultural performances, to guest lectures, club meetings, recreation opportunities and student success resources. This Outcome assesses whether each of these events are posted on the website in a timely, frequent manner.

In 2023, we published 975 event announcements. To measure reach and effectiveness, Google Analytics was used to track the number of visitors to the page during the assessment timeframe, which shows more than 3,895 online visitors to www.lander.edu/events (note: this does not include January and February 2023, which were not available at the time we began tracking for this Outcome).

Resources Needed to Meet/Sustain Results
NA

Explanation of How Resources Will Be Used
NA

Goal Summary

Goal Summary/Comments
The unit goal of enhancing internal communications focuses on developing engaging and informative content for students, faculty, and staff. This is aimed at improving the overall student experience and increasing retention rates through more effective outreach. The communications team has seen an increase in the volume and complexity of tasks, including managing emails and digital/web content.

While email distribution has fluctuated, web communication remains a crucial tool for engaging students. Moving forward, the unit anticipates an increase in email communications and plans to refine their strategies based on evolving demands.

Changes Made/Proposed Related to Goal
Looking ahead to 2024, we anticipate adding to this goal to incorporate use of digital signage kiosks to share event information and important university news. We will begin tracking data related to these kiosks (such as number of slides/posters/videos uploaded) to include a new Outcome assessing the effectiveness of this new resource in our marketing and communications toolset.

Upload Files (if needed)