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
2023-2024

Assessment Coordinator Name
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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
2022 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: 9/21/22.	2

Comments/Narrative
The viewbook is the largest printed recruitment piece for the Office of Admissions. For it to be produced in time for the fall recruitment cycle, a production schedule allowing time for review, design, editing, print and delivery is necessary. In 2021, the Office of University Relations outsourced production on five of our major recruitment cycle marketing pieces, including the viewbook. This resulted in delays that impacted the delivery of the viewbook, as it was moved down in the cycle in order to complete other priority pieces first.

In 2022, production on the viewbook moved back in-house, which resulted in a faster turnaround on production and delivery. The viewbook was completely updated during the summer with new photos and text, and the completed book arrived on campus 9/21/22, which was more than one month sooner than the previous year.

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
2022 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: 8/25/22	3

Comments/Narrative
The Admissions Travel Viewbook is a condensed version of our larger Viewbook, and it is used primarily by Admissions Counselors during their travel to college fairs, high schools and other recruitment events. As with the Viewbook, the Travel Viewbook is a significant recruitment piece for the Admissions Office; and, like the Viewbook, the Travel Viewbook undergoes an annual update each summer to incorporate copy changes and new photography.

Similar to the full viewbook, production on the travel viewbook was moved back in-house for the 2022 year. Because of this shift, University Relations staff were able to begin production on the book using our previously established schedule, with copy, photography and design updates done in the late spring/early summer. Files were delivered to the printer in advance of the previous year's schedule, and the finished product was returned to Lander on 8/25, almost four weeks earlier than in 2021 (9/22/21).

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

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

Outcome 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
2022 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	Frequency of Assessment
University Relations Publication Schedule	Annually

Data Collected for this Timeframe (Results)	Score (Met=3, Partially Met=2, Not Met=1)
Mass Distribution Brochure File Delivery Date: 8/15/22	3

Comments/Narrative
The Mass Distribution Brochure/Search Piece is the highest quantity piece produced by the University Relations office, with approximately 100-125k brochures printed and mailed. In many cases, it is the first point of contact with a prospective student; as such, it is an extremely significant project that requires close attention to detail, not only with design and editing, but also with printing and production fulfillment (folding, tabbing and mailing).

In 2021, design and production of the search piece was outsourced as part of a branding overhaul. Production and delivery were delayed significantly as a result, with final design approval occurring 9/10/21, and mailing taking place 10/08/21.

As a result of this delay, and with production moving back in-house for 2022, University Relations staff shifted production of this piece to earlier in the cycle, in an effort to avoid similar issues. These changes improved efficiency with copywriting, editing and design, resulting in a shorter production timeline. Files were delivered to the printer on 8/15/22, almost one month earlier than the previous year.

Previous years' performance targets relied upon a mailing date for assessment score; however, mailing is dependent upon a distribution list provided to the printer by the Office of Admissions. Since University Relations is not involved in the production/supply of this list, and since delays in this step can impact delivery date, it is more appropriate to assess University Relations' success on the date that files are provided to the printer. As such, the performance targets for this outcome have been adjusted to reflect this.

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
2022 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
University Relations Publication Schedule

Frequency of Assessment
Annually

Data Collected for this Timeframe (Results)
FAN Files Provided to Printer: 11/21/22

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

Comments/Narrative
In the 2021-22 academic year, the Financial Aid Notification (FAN) brochure was added to our list of major recruitment pieces, in order to personalize admitted students' letters explaining their awarded aid.

In 2022, University Relations made small edits and text updates to the FAN brochure during the fall semester, with the updates provided to the printer on 11/21/22, ahead of our performance target. This efficiency ensured the brochure was ready for printing in time for the first round of financial aid awards in December. Looking ahead to 2023, changes to the federal financial aid process will require a later mailing for the first round of awards. However, since this piece falls at the end of the recruitment publication cycle, no changes should be needed to our performance targets, as the files can be provided to the printer well in advance of the first round of printing.

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
After a year of outsourcing design and production of the University's major recruitment pieces, University Relations resumed production of the viewbook, travel viewbook, search piece and FAN letter for the 2022 recruitment season. While significant delays occurred during the outsourced year, production in 2022 was more efficient and resulted in improved unit goal outcomes for each of the projects. By completing these pieces in house, we were able to begin copywriting and editing in the late spring/early summer, in preparation for design and proofing. Files were delivered to the printer with enough time to allow for any unexpected delays due to paper shortages or other production challenges. This has a positive impact on recruitment efforts, as admissions counselors have updated, engaging material to use when communicating to and interacting with prospective students.

Changes Made/Proposed Related to Goal
Based on assessment results, it will be necessary to adjust the production schedule for the viewbook to account for the complexity and scope of this project. Additional production time would increase the likelihood of receiving the completed book back by Sept. 1, which is our optimal performance target.

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
2022 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 2022: 249	3

Comments/Narrative
Using a 49-week calendar (to account for university closures at holidays and breaks) the above expected outcome criteria reflect an average of 4-5 public releases per week, allowing time for idea development, interviews, writing, photography, videography and event coverage. This frequent, consistent release of information regarding the University helps build awareness among current and prospective students, faculty, staff, alumni, donors and community members, and it helps promote a positive image of the University and its programs.

In 2022, University Relations staff issued 249 releases (191 written; 58 videos), for an average of 5.1 items per week. Additionally, 200 campus events were covered by staff throughout the year. These communications were shared via digital and traditional media.

This average is on par with 2021 data (251 releases, average of 5.1 per week). Continuing our focus on "quality" rather than "quantity," our public information coordinators have been allowed more time to develop in-depth, engaging features and visual media that tell Lander's story. In 2022, this included a special series on the University's Sesquicentennial Celebration, and the continuation of the highly successful "I am Lander" series, which showcases our students, employees and alumni. Additionally, with the public's growing appetite for video content, a strategic focus has been placed on developing video communications for use in traditional and digital media. These videos can be used as a supplement to written articles, but also as stand-alone/primary communications when there is a visual storytelling opportunity.

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

Explanation of How Resources Will Be Used
This funding would be used to hire an additional part-time writer to help with event coverage and feature writing, which would allow us to boost the quantity of high-quality pieces we produce each year. The remaining dollars could be used to purchase media monitoring software that would allow us to better track how our articles, features and video content is performing in local, regional and national media; this data could be used to help guide content development for future stories.

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
2022 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: 3,210*	3

Comments/Narrative
The Office of University Relations has maintained the University's official social media accounts since 2015, with the goal of using the platforms to increase awareness of campus news and events through regular sharing of articles, photos and videos. In 2017, we dedicated additional staff hours to social media, which has continued through 2022.

In 2022, we surpassed our assessment targets for the seventh consecutive year, as we continued to make gains in followers across all main social media platforms (6.75% growth over 2021)*. Both Facebook (1,730 new followers) and LinkedIn (490 new followers) saw significant gains, with Facebook followers growing approximately 36.1% faster than 2021, and LinkedIn growing almost 134.4% faster than 2021. This also includes 990 followers on TikTok, which was a new platform for Lander University in 2022 (in light of Gov. McMaster's concerns regarding security of TikTok, departmental use of this platform was discontinued in late 2022.)

*Note: This data does not reflect known growth in followers on Instagram or Twitter, which we cannot accurately gauge for 2022 due to changes in the dashboards for both platforms. Because of these changes, a new method for tracking and collecting this information will be employed for 2023's assessment. Additionally, with the administrative changes happening at Twitter (now known as X), we do not expect to experience significant growth in this platform in the immediate future, and we are examining how best to use this platform with future content.

Resources Needed to Meet/Sustain Results
$10,000-15,000

Explanation of How Resources Will Be Used
This funding would allow us to purchase SproutSocial, which is a powerful platform for publishing, listening and analyzing social media content and engagement. SproutSocial is more customizable for our needs and would help us maximize the staffing and resources we currently have dedicated to social media. It would also assist with monitoring content generated by other University-based social media accounts, which play an important role in our overall brand and reputation.

This would also provide funds for our staff to attend professional development opportunities related to social media, such as new and emerging platforms, current best-practices, growing audience engagement, content development and marketing.

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
2022 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: 27,624	2

Comments/Narrative
As a significant part of public relations and communications efforts, the University Relations team aims to consistently release information through our social media channels to help reach audiences and keep them informed and engaged with content.

In 2022, average weekly reach equaled 27,624, and total post reach across all platforms was approximately 1.44M, with 347,938 total reactions (likes, shares, comments). While this represents a decrease from 2021, there were notable gains in engagement across our biggest platforms. Facebook saw an increase in total reactions (likes, shares comments) of 33.8% (2022: 208,722; 2021: 155,916). Instagram saw an increase in engagement of 79.4% (2022: 130,433; 2021: 72,669).

The drop in reach can be tied to a dip in content related to our efforts to focus on quality vs. quantity, and a strategy to differentiate content according to specific platforms (in other words, content may only be used on one platform, rather than across all platforms based on user demographics and behaviors). However, even with lower reach, our engagement grew, which indicates that the content we did publish made a bigger impact on our audience. Moving forward, this engagement may be a better measure for assessment outcomes, since it is a more direct indicator of the effectiveness of our social media content.

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 University Relations Office strives to release information on a consistent basis, to as many people as possible, to help build a positive image and awareness of the University among the Lander community and general public.

In 2022, we continued our strategy of quality over quantity, while maintaining the frequency of communication that our readers and users have come to expect. Changes to our social media strategy were made to align with best practices and target specific types of content that perform well on each platform based on user demographics and behaviors. This change did impact our overall reach for the year, but it helped us improve our engagement rate on Facebook and Instagram, our biggest platforms. This means that the content we shared made a bigger impact on our audience, as they did more than just scroll by - they took time to react to, comment on and/or share the information.

Changes Made/Proposed Related to Goal
The addition of a part-time writer will help University Relations generate more high-quality content, including content specifically for use on social media. Along with helping maintain the frequency of our communications, it should boost our total reach across platforms, as well as continue to strengthen our engagement rate with audiences.

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
2022 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)
Spring/summer files were delivered to the printer 6/21/22.	2

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.

In 2020, work on the Lander magazine was halted due to COVID-19 impacts, which included budgetary limitations and staffing/resource limitations. This printing hiatus was continued in 2021.

In 2022, production resumed on a print issue of Lander magazine. Due to the increase in cost and continued challenges with paper supply, the decision was made to move to one print issue this year, and to make it more of a comprehensive issue (akin to a 'year in review'). By doing this, we were able to cover content from the previous fall semester (Fall 2021) and the Spring 2022 semester. Additional pages were added to allow room for the extra content. Production schedule was adjusted slightly to allow time for spring commencement to be included in the print issue.

While these changes delayed our production slightly, they allowed us the flexibility to assess whether a fall 2022 issue would be needed. And, with the content already covered, we determined that a fall issue could be omitted for 2022, saving approximately $33,165 in printing and $10,700 in postage.

Resources Needed to Meet/Sustain Results
$10,000

Explanation of How Resources Will Be Used
The costs associated with producing and mailing the magazine have nearly doubled since 2017, with paper and printing increasing by 95.9% during that timeframe (the cost of the Spring 2017 issue was $16,928; Spring 2018, $19,073; Spring 2019, $19,121; and 2022, $33,165).

Printing costs have increased dramatically since the onset of the COVID-19 pandemic, due to inflation of ink, paper, freight and mailing. Additionally, the University's alumni base continues to grow in size as a result of higher enrollment, which means that the quantity of magazines will need to be adjusted higher to include reaching those additional alumni.

A permanent increase of $10,000 to the printing budget would help cover these rising costs, while allowing us to maintain our standards of high quality in the look and content of the magazine.

Outcome 2

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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
2022 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 2022 magazine was published.	

Comments/Narrative
Due to the increase in cost of printing for the magazine, no fall issue was printed for 2022. Production was held back on the spring/summer issue in order to include content that would have normally run in the fall issue. This shift allowed readers to still have access to the high-quality stories, images and content they expect, but at a significant cost savings for the University.

Resources Needed to Meet/Sustain Results
$500-1,000

Explanation of How Resources Will Be Used
This funding would allow us to purchase a domain, templates and CMS to build and host a digital version of the magazine. This would give us a high-quality, media-rich environment for magazine content, with the ability to have interactive features (such as video and photo galleries) for a more engaging user experience. This website would also allow us to have a new "issue" of the Lander magazine to share with readers each fall, without the cost of printing and mailing the publication.

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.

As predicted, the rising costs associated with printing and mailing necessitated a change to our publication schedule for 2022. A decision was made to move from two printed issues per year to just one, and by delaying our spring/summer issue slightly, we were able to include content that would have normally been reserved for the fall print issue. This helped smooth our transition to one issue, since there was no loss of content that readers expected to receive in a fall issue. These changes saved approximately $44,000 in 2022.

Changes Made/Proposed Related to Goal
Looking ahead, it is expected that we will continue with just one printed issue per year, to publish at the conclusion of the spring semester. However, it may be possible to supplement this with a digital fall issue, which would allow us to continue communication at a similar cadence to previous years, but without the cost of another printed piece.

Upload Files (if needed)