

# 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 identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

## Be sure to **SAVE** your progress as you work!

### Administrative Unit

University Relations and Publications

### Submission Year

2025-2026

### Assessment Coordinator Name

Megan Varner Price

### Enter Assessment Coordinator Email

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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**

2024 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**

University Relations Publication Schedule

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Viewbook delivery date: 9/6/24

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

2

**Comments/Narrative**

The Admissions Viewbook serves as a vital recruiting tool for the University, providing prospective students with a comprehensive overview of academic programs, campus life, facilities, student services and admissions requirements. Presented with engaging photos, visuals and student stories, the viewbook captures the spirit of the campus community. Because of the importance of this piece to the admissions recruitment cycle, a strict production cycle is necessary to allow sufficient time for review, design, editing, printing and production. Prompt delivery helps ensure our counselors have the tools needed to recruit students and differentiate our institution within the competitive higher education landscape.

In 2024, the Office of University Relations completed significant text and design updates to the viewbook over the summer and provided files to the printer by 8/1/24. Our hope was that this earlier file delivery would allow for sufficient time for production and delivery before Sept. 1; however, because of technical issues with the proofs (color correction/banding), an additional round of proof checks were required, which resulted in delays. As a result, our delivery date missed our optimal 9/1 timeframe, with the books arriving on campus 9/4. While we did not meet our goal, our efforts to complete the in-house updates earlier than we did in 2023 allowed us to shave just over a week off of our delivery the previous year.

This marks the third year of improving delivery timelines, following a major redesign in 2021 that resulted in significant production delays.

**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.).

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### 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

2024 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

University Relations Publication Schedule

### Frequency of Assessment

Annually

### Data Collected for this Timeframe (Results)

Travel Viewbook delivery date: 8/29/24

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

3

### Comments/Narrative

In 2023, the Admissions Travel Viewbook was expanded to include an additional 20+ cover designs for sport-specific recruitment. This continued in 2024, with the general brochure getting a full redesign, and each sport getting a new interior. In-house production was completed 8/12/24, with delivery occurring 8/29/24. While this delivery was later than in 2023, it was still within our optimum delivery timeframe. The later delivery was necessary to accommodate the significant work taking place on the full viewbook, which had to be completed prior to beginning this project.

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.).

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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**

2024 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:  
8/12/24**Score (Met=3, Partially Met=2, Not Met=1)**

3

**Comments/Narrative**

The Mass Distribution (Search) Piece represents one of University Relations' most extensive annual projects, with a print run of approximately 100,000-125,000 pieces. As the first touchpoint for many prospective students, this publication plays a vital role in shaping initial impressions of the University. Its production requires careful coordination at every stage – from concept and design through editing, printing, folding, tabbing and mailing – to ensure both quality and timeliness.

In previous years, project performance was measured by mailing dates; however, because University Relations does not control the distribution list managed by the Admissions Office, delays at that stage could affect delivery. To provide a more accurate reflection of University Relations' responsibilities, performance targets were adjusted in 2023 to be based on the dates files are submitted to the printer.

Similar to the travel viewbooks, work on the Search Piece began following the completion of significant edits to the full viewbook. Even with this delayed start, University Relations was able to complete updates to the search piece design and copy by 8/12/24, well within our optimal performance target. This efficient production was possible thanks to a streamlined copyediting, design and proofing process, which is crucial to meeting delivery deadlines.

2023: Files delivered 7/31/23.

2022: Files delivered 8/15/22.

2021: Files delivered 9/28/21.

**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.).

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**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**

2024 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: 1/17/25

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

1

**Comments/Narrative**

Since 2022, University Relations has assisted with the production of a highly-personalized, polished Financial Aid Notification (FAN) brochure provided to accepted students. This piece is one of the final "recruitment" pieces in the communication cycle, and one that is extremely important in a prospective student's decision-making process.

Similar to the mass distribution brochure, production and mailing of this piece is heavily dependent upon another department, so University Relations' assessment is based on the date we provide completed files to the printer.

In 2024, because of changes to the FAFSA/federal financial aid process, mailing of the first brochure was significantly delayed. As such, production on this piece was pushed back to allow time for any important changes/updates that would be needed to the copy and financial aid charts. Files were delivered to the printer 1/17/25, with a first mailing taking place 3/12/25. Even with this delay, delivery to the printer took place more than a month ahead of the delivery in 2023 (2/27/23).

2022: Files delivered 11/21/22.

**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 2024, University Relations was able to maintain strong performance across major admissions projects,

meeting established performance outcomes, or showing improvement in areas that were partially met. A key factor affecting production timelines was the office's structural reorganization in early 2024 and concurrent brand refresh, which shifted the starting date for in-house design and proofing. While these transitions created a more compressed production window, the updated brand guidelines ultimately elevated the quality and impact of the materials produced. The investment of resources proved worthwhile, as Fall 2025 saw record enrollment. This demonstrates the effectiveness of the 2024 admissions materials in supporting recruitment efforts.

### **Changes Made/Proposed Related to Goal**

To strengthen our admissions marketing efforts and improve overall production efficiency, University Relations (Marketing & Communications) will implement a strategic shift to begin the production cycle significantly earlier than in previous years. Starting sooner will create the necessary lead time to manage the increasing volume and complexity of fall recruitment materials, while also preserving capacity to address other marketing in the spring. This adjustment will help ensure all core recruitment materials are delivered and in-hand by the start of the travel season, which will better position the university for a stronger, more coordinated recruitment launch.

### **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.).

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### **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**

2024 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**

University Relations Print & Digital Archives

#### **Frequency of Assessment**

Annually

#### **Data Collected for this Timeframe (Results)**

Number of releases in 2024: 227

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

3

#### **Comments/Narrative**

Regularly sharing news articles and videos is a powerful way to showcase Lander's achievements, initiatives and campus life to the public, donors, alumni and prospective students. This approach builds credibility, strengthens community connections and can boost interest and philanthropic support. By producing timely, compelling stories and pitching them to the media, the University gains valuable, no-cost exposure that extends its reach well beyond institutional channels. These stories also provide strong content for social media and the website, enhancing visibility and reinforcing a positive institutional image.

In 2024, a total of 227 releases and announcements were issued to campus and the media, with an average of about 4.3 news articles per week, which is nearly equal to the previous year (2023: 234 releases; 4.7 items per week). The slight dip was expected, due to 2023's shift to more spotlight features about donors, students, alumni, faculty and staff, which require more time for development than event-based stories. Additionally, communication priorities were shifted during Hurricane Helene, during which the University was closed for multiple weeks.

Looking ahead, this performance target will require further adjustment as the University Relations office shifts its focus to marketing and storytelling. We anticipate fewer news releases per week, with a heavier emphasis on writing for website, email and features.

#### **Resources Needed to Meet/Sustain Results**

\$4,000-5,000

#### **Explanation of How Resources Will Be Used**

To effectively evaluate the reach and impact of our media efforts, continued investment in a media monitoring service is essential. This tool allows us to track where university stories are published, measure audience reach and calculate the advertising value of earned media coverage. Maintaining this service ensures we can demonstrate a tangible return on our communications efforts, and make informed strategic decisions regarding the type of stories that perform the best.

## **Outcome 2**

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**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**

2024 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**

Lander University social media dashboard.

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Total followers gained: 5,943

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

3

**Comments/Narrative**

Social media remains a critical recruitment and engagement tool, allowing the University to connect directly with prospective students through content that highlights campus, academics, and student life. Since 2015, University Relations has managed the University's official social media accounts, expanding staffing in 2017 and creating a full-time strategist role in 2022 to strengthen this initiative.

In 2024, we achieved a net audience gain across platforms of 5,943 followers, gaining 56% more new followers than in 2023 (3,811): Facebook, 1,446 new followers; LinkedIn, 2,857; Instagram, 1,579; and X, 61. This growth demonstrates the effectiveness of our content strategy and our team's ability to adapt to shifting platform trends.

The purchase of Sprout Social in 2024, based on our recommendation from 2023, has also allowed us to better track trends and performance, helping us to further refine our content for better engagement across platforms.

## 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

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### 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

2024 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

Lander social media dashboards.

### Frequency of Assessment

Annually

### Data Collected for this Timeframe (Results)

Average total weekly reach: 147,613

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

3

### Comments/Narrative

Social media engagement and reach are key indicators of how effectively the University connects with its audiences. Reach reflects the breadth of our message distribution (how many people are exposed to our content), while engagement shows how well that content resonates through interactions such as likes, shares and comments. Strong reach and engagement are clear indications of effective messaging and audience connection, which both play a role in brand awareness, recruitment and retention.

#### 2024 Performance:

- Total Reach: 7,675,898 Impressions (+0.4%)
  - Facebook: 5,724,128 impressions (+6.7%)
  - Instagram: 1,745,852 impressions
  - LinkedIn had 190,308 impressions
- Average weekly reach: 147,613 (+0.4%)
- Total Engagement (likes, shares, comments): 385,615 (-30.2%)
- Post Click Rate: 33,684 (+75%)

The rise in impressions and post clicks this year, along with steady growth over the past two years, demonstrates that our enhanced content strategy is effectively increasing the visibility and reach of our social media content. While total engagement is down somewhat, the growth in impressions suggests our content is reaching a wider audience, and the increase in post clicks indicates that users are actively seeking more information. Together, these metrics provide a more accurate view of our performance, showing that, while interaction patterns are shifting, our overall impact and audience reach continues to strengthen.

#### 2023 Performance:

- Total Reach: 7,648,165 impressions
  - Facebook: 5,365,487 impressions
  - Instagram: 2,150,958
- Average Weekly Reach: 147,080 impressions
- User Engagement: 552,385 reactions (likes, shares, comments)
- Post Link Clicks: 19,227

#### 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
  - Instagram: 130,433 reactions

#### **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 of our news/communication initiatives and our social media strategy play a critical role in advancing the university's recruitment, retention and awareness goals. While the total number of news articles and announcements distributed this year declined slightly, this was an anticipated result of shifting communication priorities. At the same time, social media reach and engagement gained momentum over the previous year, reflecting the impact of our social content strategy and more targeted storytelling. Together these channels expand the university's visibility, reinforce key messages and strengthen connections with prospective students, current students, alumni and the wider community.

### **Changes Made/Proposed Related to Goal**

Looking ahead, the restructuring of the University Relations office to the Marketing and Communications Office will significantly influence performance targets and strategic priorities for both news and social content. As roles and workflows evolve, we will establish new benchmarks and goals that align with the team's updated structure and storytelling/marketing focus, ensuring continued growth and impact.

### 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

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### 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

2024 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

University Relations Magazine Publication

### Frequency of Assessment

Schedule

Annually

**Data Collected for this Timeframe (Results)**

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

No spring/summer 2024 magazine was published.

**Comments/Narrative**

Due to budgetary and staffing limitations, the Lander magazine has been on hiatus since spring 2022, with no issues produced in 2024. This pause has resulted in an estimated annual savings of approximately \$80,000 in print and mailing costs, allowing those funds to be redirected toward other high-priority communications and marketing initiatives.

The magazine remains an important communications tool, reaching key audiences (including alumni, donors and community stakeholders) who may not regularly engage with the University's social or news content. As such, it serves as a critical touchpoint for reinforcing institutional messaging, building affinity and maintaining relationships.

Each year, the magazine's status must be carefully evaluated in light of available resources and strategic priorities. One potential pathway for reinstating production is to outsource copywriting and design, which would allow for the magazine to return to the communications flow without placing additional strain on already limited resources.

**Resources Needed to Meet/Sustain Results**

NA

**Explanation of How Resources Will Be Used**

N/A

## Outcome 2

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**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**

2024 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**

University Relations Magazine Publication Schedule

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

No fall 2024 magazine was published.

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

**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 2024.

**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. 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. This decision has resulted in significant annual savings to the University that have been redirected to other priority communications and marketing needs.

While the magazine was not produced in 2024, content continued to be shared through other channels, including social media, news releases and the website, ensuring that key stories still reached our audiences. However, the magazine offers a more elevated, curated platform for storytelling, reaching important audiences who may not regularly interact with the University otherwise.

**Changes Made/Proposed Related to Goal**

Looking ahead, the goal is to regularly evaluate the feasibility of reinstating the magazine as part of our broader communications strategy. One potential pathway is to outsource production, which would allow us to resume the publication; however, while this method will reduce the staff resources required, it will significantly increase the cost of production. These factors must be weighed regularly with the magazine's ROI. As funding and capacity allow, bringing the magazine back online would allow us to further strengthen our ability to tell the University's story in a compelling, strategic way.

**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

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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

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

2024 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

University Relations Email/Outlook

#### Frequency of Assessment

Annually

#### Data Collected for this Timeframe (Results)

138

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

3

#### Comments/Narrative

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. A goal related to internal campus communications was added in 2023 in response to this growing demand for communication support from campus partners. These messages play an important role in day-to-day operations by sharing timely information that enhances the campus experience. Although these emails are typically brief and straightforward, they still require staff time for development and distribution.

In 2024, the total number of messages (138) saw a significant spike over 2023, due to emergency communications related to Hurricane Helene.

Historical Performance:

- 2023: 65
- 2022: 89

With the structural changes to the University Relations team and internal communication policies shifting to allow more departments to communicate directly to campus, this outcome and performance targets may need to be evaluated for relevancy in 2025.

#### **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 and external audiences on the University website.

#### **Timeframe for this Outcome**

2024 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**

University website/Google Analytics

**Frequency of Assessment**

Annually

**Data Collected for this Timeframe (Results)**

Total events published: 1,146

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

3

**Comments/Narrative**

A vibrant campus life is essential to the student experience, and easy access to event information helps students fully engage with the opportunities available to them. Student involvement is closely linked to academic success, wellbeing and retention. The University website serves as the primary hub for sharing event information with students, faculty, staff and external audiences. The event section offers a comprehensive, up-to-date listing of campus activities, including athletics, cultural events, lectures, club meetings, recreation and student success resources.

In 2024, we published 1,146 event announcements to the Lander website (lander.edu/events), capturing 19,191 visitors to this page. This represents a 17.5% increase in volume and 392.7% in visitors over 2023.

2023 Performance:

- Event Announcements Published: 975
- Visitors to www.lander.edu/visit: 3,895 (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 goal of strengthening internal communications centers on delivering clear, engaging content to students, faculty and staff, to enhance the campus experience and support retention efforts. This year, the University Relations team successfully met its performance targets, driven by strong content strategies for both email communication and event listings on the University website. The team continues to manage a growing volume of work, including email campaigns and digital content, reflecting increasing demand from campus partners.

**Changes Made/Proposed Related to Goal**

As the department undergoes structural changes and shifts in strategic focus, current goals and performance measures may need to be reevaluated in the coming year. Potential updates to internal communication policies, such as allowing campus partners to send their own emails to campus listservs, could significantly change the volume and nature of communications managed by our team. In addition, strategic decisions have been made to refine the types of events listed on the university website, to prioritize major initiatives and avoid overcrowding the calendar with smaller activities.

As a result, the total number of posted events may decrease, reflecting a more intentional approach to event promotion, rather than a reduction in campus activities. These factors will impact how goals are

adjusted moving forward.

**Upload Files (if needed)**