

## Office of Public Relations & Marketing/Print Shop

### Criteria

1) What are the main objectives of your unit and how do you measure success in achieving them? How do you review and evaluate your department's yearly performance?

The main objectives of the Office of Public Relations and Marketing and its Print Shop are as follows:

- Establish and maintain the brand identity of Adams State University
- Develop effective promotions and marketing collateral to support the recruitment of all students into the university
- Develop messaging platforms that align to the mission of the university
- Develop and maintain content and design of adams.edu
- Develop effective internal communications channels for students, faculty and staff to receive information and promotions related to the university
- Support the promotions, marketing and communications efforts of ASU Alumni Affairs and the ASU Foundation; support any fundraising or development campaigns initiated by the Foundation and Alumni Affairs and supported by the administration of the university
- Produce the alumni AStater magazine
- Create and deliver branded content and promotional content via a multi-channel communications strategy
- Ensure adherence to design guidelines across the university
- Support every academic unit and administrative department in the development and communication of specific program- and degree-related content
- Ensure the reputation and integrity of the university is upheld and maintained
- Serve as public spokesman for the university
- Establish effective media relations with local, statewide, regional and national news outlets
- Establish effective relationships with community partners and other partners of the university
- Serve as a community resource and community liaison on behalf of the university and the administration

- Serve as print center and ordering hub for print materials for all academic and non-academic units on campus

These objectives are reviewed through a variety of measurements:

- Is the university at least maintaining and preferably growing its existing student headcount? This is measured through enrollment data and should be adjusted if messaging and collateral is not resulting in a stabilizing of the university's student enrollment
- Is the reputation of the university such that all stakeholders see the value of the university, how it functions and performs, and have a positive view of the university and its mission? This is measured through informal surveying, discussions and conversations with a variety of stakeholders on and off campus, and focus groups held to hear feedback. More formal surveys delivered to internal and external audiences should be developed.
- Is staff of public relations and marketing aligned to the objectives of the office? This is done through annual goal setting, productivity of employees, establishment of staff performance expectations, and staff alignment and understanding of the objectives.
- Is the reach of the university growing? This is measured through web analytics and social media analytics of the content developed for distribution.
- Is the university's engagement of its stakeholders growing in a meaningful way? This is measured through social media analytics and analytics of specific campaigns developed and executed.
- Is the print shop revenue meeting and/or exceeding budgeted goals? Measured through volume of print orders coming from across campus into the print shop.

Criteria

2) In what ways does your unit relate to other units of the university, academic and non-academic?

- The Office of Public Relations and Marketing should establish and maintain a dotted-line relationship to all academic and non-academic units of the university. It is an office that should be seen and used as a resource and support unit for all other units affiliated and associated with the university. Its staff should have strong knowledge of all academic and non-academic units and their initiatives, and provide excellent support and customer service to all members of the campus.

Criteria

3) What resources do you need to improve your services to a superior level? How could the university help your unit do its job better?

- A staff reorganization of the department would serve the university and department well to better align skill sets and resources, and to identify multi-skilled personnel who can more effectively support the mission of the department and improve the ability to go to market with more impact and relevance in today's technologically advanced society.
- A centralized marketing and promotions budget vs. general fund marketing and promotions dollars allocated to individual departments would help create alignment and consistency to the brand as well as to marketing and promotions strategies. It

- would help form the basis of a more impactful marketing and promotions budget for media buys to better promote the university and its academic and non-academic units.
- A centralized budget for Adams State promotions collateral. Currently the university has little in the way of promotions collateral to help ingrain the university in the minds of students, prospective students, community partners and other fans of the university.
  - Support for a more aggressive push of the ASU brand into the SLV community, its K-12 systems, and into the region of south-central Colorado, northern New Mexico, and the state and Rocky Mountain region as a whole. The efforts should include a more robust use of Boomer the Mascot, current students, and other ambassadors of the university in an effort to re-engage all stakeholders, potential stakeholders, students and prospective students of the university.
  - Front desk / administrative support.

#### Criteria

4) Do you see needs and demands for services that your unit cannot currently meet? If so, what are they, and how do they relate to the university's mission?

- No. The department is fully capable of providing the services that an integrated Office of Public Relations and Marketing should provide to the university as a whole. A reorganization of staff would go a long way in having the right mix of talent for the office to be able to meet the demands for services. The exception to this is any ASU-branded commercial spots developed for the university. Editing and production support from vendors would be required. The staff is capable of scripting commercial spots, finding the talent to appear in commercial spots. It falls short though in the creative development and editing of commercial spots.