

**SUNY Potsdam  
Administrative Unit Assessment Plan**

**Administrative Unit:** College Communications

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**Mission Statement:** The primary function of the SUNY Potsdam Office of College Communications is to assist in articulating the mission, vision and values of the College, for both internal and external audiences. College Communications helps to facilitate campus communications through research, content development and distribution, designed to document, promote and advance the mission of SUNY Potsdam.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets/Measures
<p>1. Public Relations: Increase awareness of and advocacy for SUNY Potsdam on the local, state, national and international levels.</p>	<p>A. Capture stories that reflect the SUNY Potsdam mission and brand, coordinating coverage via news releases and posts to web/social media.</p> <p>B. Monitor earned and organic media coverage on a regular basis.</p> <p>C. Respond quickly and effectively to reporter requests.</p> <p>D. Share positive news coverage with campus community via website, email marketing and social channels.</p>	<p>1A1. Establish clearer policy for granting news release requests, to dedicate more time to high-level stories.</p> <p>1A2. Track data for news release distribution, and frequency of stories being picked up as a result.</p> <p>1B1. Utilize Meltwater News and Google Alerts to review statistics for media coverage related to SUNY Potsdam and track over time, looking not only at quantity but quality (sentiment/reach).</p> <p>1C1. Track reporter requests and ensure that someone is on call to respond within 1-2 business days.</p> <p>1D1. Share news links for earned media on website, via social media and in the Reporter.</p>

<p>2. Marketing: Enhance and clarify the SUNY Potsdam brand, and realign strategic resources to create engaging campaigns to advance College goals.</p>	<p>A. Establish an updated unified marketing strategy, based on research on effective messaging and targeting, to better reach prospective students.</p> <p>B. Review past comprehensive marketing spending and outlets used, both from accounts in Communications and in Admissions, Crane and Graduate Studies.</p> <p>C. Work with liaisons working in recruitment and retention to unify our College marketing strategies and propose increased advertising budgets.</p> <p>D. Identify key outlets and methods for reaching target audiences; concentrate new efforts accordingly.</p> <p>E. Review and adjust strategy annually to stay competitive.</p>	<p>2A1. Complete new unified marketing plan.</p> <p>2B1. Complete marketing spending review and conduct assessment of advertising buys on annual basis.</p> <p>2C1. Increase collaboration with Admissions, Graduate Studies and The Crane School of Music, to better focus marketing mix on recruitment.</p> <p>2C2. Success of increased advertising proposal requests.</p> <p>2D1. Track effectiveness of marketing efforts with target audiences via not only reach (readership, viewership, etc.), but also direct effects – clicks to website, resulting visits to campus, etc.</p> <p>2E1. Establish annual performance review of marketing efforts.</p>
<p>3. Website: Communicate and support the College’s mission and values expressed in a unified institutional image and positive web experience. Recruit / attract students, faculty, staff, alumni, donors and friends.</p>	<p>A. Provide an engaging and usable interface that is compatible with the established brand identity of SUNY Potsdam.</p> <p>B. Ensure a consistent user interface on the home and sub-level pages of the site while providing an appropriate level of flexibility in layout.</p> <p>C. Delivery of timely, dynamic content.</p> <p>D. Flexibility in accommodating new content.</p> <p>E. Provide a responsive design framework so the website is viewable on any number of platforms including computers, tablets and mobile devices of varying sizes.</p>	<p>3A1. Review of web usability and usage statistics, as well as design, annually. Strict adherence to College colors, fonts, logos and messaging.</p> <p>3B1. Provide training to campus liaisons ensuring all users are knowledgeable in the Drupal page creating process which provides access to vetted templates.</p> <p>3C1. Monitor Google website analytic reports that track site speed.</p> <p>3D1. Work with campus liaisons who request content changes.</p> <p>3E1. Monitor Google analytics reports which outlines audience by technology. Q/A analysis of responsive design templates ensuring that used technology functions properly.</p>
<p>4. Creative Services: Uphold the SUNY Potsdam visual identity through consistent branding and engaging, creative design.</p>	<p>A. Maintain consistent visual identity with integrated branding across campus.</p> <p>B. Provide creative and engaging artwork for signage, publications and promotional materials.</p>	<p>4A1. Review of all written policies and procedures annually. Strict adherence to College colors, fonts, logos and messaging.</p> <p>4A2. Review all trademark requests for use of SUNY Potsdam logo/brand marks for College-branded merchandise.</p> <p>4A3. Review campus requests for design and</p>

		<p>track consistency of branding across publications via annual comprehensive design review.</p> <p>4B1. Track campus department satisfaction with publications via feedback forms.</p> <p>4B2. Measure creativity and effectiveness of design through submissions for design awards through SUNYCUAD and CASE.</p>
<p>5. Social Media: Engage with key College audiences with digital content on social platforms, to reach recruitment, retention and fundraising goals, while also raising the College's profile.</p>	<p>A. Hire and train new Social Media Coordinator to oversee main SUNY Potsdam accounts and assist other departments with their social marketing.</p> <p>B. Build a social media strategy to create content calendar and post targeted content on relevant platforms.</p> <p>C. Utilize engaging social media marketing on key platforms to reach target audiences.</p> <p>D. Grow audiences on College's main platforms (Facebook, Twitter, Instagram).</p> <p>E. Increase engagement on social media, both on main platforms and via social media hub, Tint.</p>	<p>5A1. Employment and professional development for new Social Media Coordinator position.</p> <p>5A2. Establish regular meetings for SUNY Potsdam Social Media Network, the committee including representatives managing the College's major social accounts.</p> <p>5B1. Complete social strategy and content calendar, tying posts to best practices for each platform and matching stories to SUNY Potsdam priorities.</p> <p>5C1. Increase use of digital communications budget for targeted social promotions, including sponsored and boosted posts for target audiences.</p> <p>5D1. Track follower numbers for major platforms; look for trends and compare to SUNY and private competitors.</p> <p>5E1. Track average likes per post and average post reach on major campus platforms.</p> <p>5E2. Increase use of Tint on campus displays and for major College events; utilize promotions to encourage audiences to share their content with the SUNY Potsdam community.</p>
<p>6. Communications: Support the College's vision and goals through unified strategic messaging, while building strong relationships with stakeholders across campus.</p>	<p>A. Craft messaging on strategic priorities for campus leadership.</p> <p>B. Engage with campus as a department to encourage faculty and staff to work more closely with College Communications.</p>	<p>6A1. Regular meetings between key Communications staff and campus leadership, emphasizing priorities in regular campus communications.</p> <p>6B1. Representation and active participation in strategic planning, task forces, Faculty Senate, campus committees and other groups.</p>
<p>7. Email Outreach: Communicate and support the College's mission and values expressed in unified email</p>	<p>A. Provide engaging campaigns that are compatible with the established brand identity of SUNY Potsdam.</p>	<p>7A1. Use data analytics results to track open and interaction rates.</p> <p>7B1. Monthly communication with</p>

<p>outreach campaigns.</p>	<p>B. Develop a family of templates for various constituents to assist with recruitment, retention and fundraising for the College.</p>	<p>accountholders and annual comprehensive review.</p>
<p>8. Government Relations: Lobby lawmakers on the federal, state and local level to pursue funding opportunities and advance SUNY Potsdam's legislative agenda.</p>	<p>A. Execute advocacy strategy to assist leadership in lobbying efforts, working with SUNY Government Relations.  B. Positive engagement with legislators on state and federal levels.</p>	<p>8A1. Integration of government relations strategy into strategic communications priorities for campus leadership.  8B1. Track success of legislative agenda, in terms of support for funding and/or relevant legislation by SUNY Potsdam representatives and key elected officials.</p>