

**SUNY Potsdam
Administrative Unit
Assessment Summary Form**

Administrative Unit: College Communications

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Assessment Year: 2021-22

PURPOSE

This annual assessment summary form provides the opportunity for units to follow-up on their previous assessment work and reports and to highlight actions taken to improve processes and/or efficiencies in functioning that lead to outcomes that benefits students, staff, or the college. These could be process changes or improvements in efficiency, skill level of staff, opportunities for the college, or other aspects over which the unit has a certain amount of control.

SECTION 1: PRIOR YEAR ASSESSMENT PLAN FOLLOW-UP

A key component of the continuous improvement assessment process is following up on [prior year assessment plans and reports](#). Review your prior year plan and report and select one of the desired goals and outcomes to comment on any changes or improvements resulting from actions taken.

Prior Year Assessment Plan – Desired Goal and Outcome(s)

Copy/Paste or enter the goals and outcomes from your prior plan that you wish to highlight and summarize. Also list any relevant results data and planned actions that may have been previously listed.

Goal: Enhance and clarify the SUNY Potsdam brand, and realign strategic resources to create engaging campaigns to advance College goals.

Objectives:

- Review past comprehensive marketing spending and outlets used, both from accounts in Communications and in Admissions, Crane and Graduate Studies.
- Work with liaisons working in recruitment and retention to unify our College marketing strategies and propose increased advertising budgets.
- Identify key outlets and methods for reaching target audiences; concentrate new efforts accordingly.
- Review and adjust strategy annually to stay competitive.

Target: 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. Establish annual performance review of marketing efforts.

Result: The Office of College Communications developed and managed the College's first ever inhouse produced multichannel marketing campaign promoting our online graduate programs which generated 525 inquiries and lead to a 40% increase in new graduate student enrollment for the Fall 2022 semester.

Based on the outcomes, collected data/results, and planned actions, please describe what specific actions were taken and the resulting impact, if any.

SUNY Potsdam moved the majority of our graduate degree programs to an online modality during the 2020-21 academic year. Since the College had been predominately in person prior to that point, it was essential that we do a brand awareness and new lead generation campaign promoting the flexibility of the revamped online programs.

With funding set aside from the Foundation, we scheduled out an integrated marketing campaign that utilized a series of radio, television, billboard, social media, digital and traditional newspaper advertisements to reach a large population in central and northern New York and Ottawa. The goal for this campaign, running from April through July 2022, was to make the surrounding region more aware of our new flexible offerings as well as increase enrollment for our Fall 2022 semester.

While some of the methods used in this campaign are hard to track engagement, such as radio and newspaper advertisement, we were able to evaluate effectiveness based on reach. Other channels are easy to track success by evaluating impressions, clicks and leads. All the advertisements used during this integrated campaign promoted the www.potsdam.edu/online landing page which shared more information about each of our online degree areas: Management, Community Health and Teacher Education. In addition, the landing page had an embedded Slate form which captured leads in our Slate Customer Relationship Manager (CRM) system. Once the leads were captured, a series of 34 emails were sent on an automated schedule with information based on the user's selected degree interest.

- **TV Advertisements**, 97 total spots placed
Impressions: 2,551,500
- **Social Media** Campaigns, 12 scheduled social media campaigns spanning April – July:
Impressions: 276,405
- **Digital Advertisements**, 3 campaigns targeting Northern and Central New York and Ottawa
Impressions: 1,620,493
Clicks: 12,763
- **Billboards**, 5 billboards placed in Malone, Plattsburgh, Massena and two in Watertown
Impressions: 1,468,454

Throughout the course of the four month campaign, we had over 6.2 million impressions that generated 556 new inquiries for our online graduate programs.

The landing page was created specifically to track effectiveness of this integrated marketing campaign. Evaluating the page in Google Analytics shows the total page views at 12,681 users who spent an average of two minutes and 33 seconds on the page. The average time spent on SUNY Potsdam's website for the same date range, was one minute and 40 seconds, so the site visitors landing on the /online landing page were engaged. In addition to all of the stats that we can track, the Office of Graduate and Continuing Education stated that the amount of phone calls and office visits were considerably higher while the campaign was ongoing.

The College had projected 85 new graduate students for our 2022-23 budget goal and reported having 118 new graduate students on census day, an increase of nearly 40 percent. In addition, we have 58 new graduate part time students.

SECTION 2: ADDITIONAL ASSESSMENT HIGHLIGHTS (optional)

Assessment activity can take place that is not directly tied to previously submitted plans and reports. Please use this space to share any assessment success stories from this past year. What did you assess and how? What were the results? What did you learn from it and do as a result?