

**SUNY Potsdam  
Administrative Unit  
Assessment Plan**

Administrative Unit: College Communications

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**PURPOSE**

Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

**UNIT 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.

**GOAL #1**

*Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.*

Promote SUNY Potsdam's identity through consistent branding and engaging, high quality and creative designs that will be used through all official communication channels.

**GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?**

(Select all that apply)

- ☒ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☒ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

**Briefly describe the link between goal #1 and the institutional priority area(s) selected.**

The Office of College Communications captures stories that reflect the College's mission and brand as part of an overall content strategy. College Communications works with academic departments to identify students who have excelled in their program areas and showcases their experiences through feature stories or videos that are shared on the website, social media, news releases, enrollment communication channels, alumni newsletters and magazines. Since the office manages all communications used in enrollment outreach, social media channels and media coverage, we're able to share a consistent image while we recruit the next class of SUNY Potsdam students.

## **GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES**

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

1A: College Communications will use feature stories and pull quotes highlighting current students and alumni throughout enrollment communication channels.

1B: Identify appropriate media outlets for feature stories and work with editors on writing and photo needs. Evaluate placement by measuring readership and publicity value for earned coverage, aiming for coverage in different media markets and positive news

1C: Maintain consistent visual identity with integrated branding across campus.

## **GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

1A: Review and track analytics related to feature story development:

- Utilize Google Analytics to evaluate website visits (target: 1000 page views)
- Evaluate in Business Suite (Meta) to review:
  - FB post interaction (target: reach of 2000)
  - Instagram post interaction (target: 200 likes)
- Slate email open rates (target: 30% percent) for drip campaigns linking to our feature stories about students and alumni

1B:

- Use media monitoring platform Critical Mention to evaluate earned and organic publicity value, including a review of the number and quality of news mentions. Our goal is to achieve continued positive coverage throughout the year (with a goal of exceeding 2,000 mentions annually) and a clear return on investment for positive publicity, in particular reaching an estimated publicity value (advertising equivalency) of \$10 million within 12 months, and an overall sentiment analysis pointing to a majority of positive news coverage (51%+) versus neutral or negative coverage.
- Last year, SUNY Potsdam was ranked in the top 20% of press release publishers and student achievement publishers by Merit, our news platform service, having sent 103 releases and 64 student achievements resulting in more than 50,000 pageviews and releases to 792 media outlets in 31 states across the country. Maintain this position by continuing to gather and share positive news about our students, employees, alumni and supporters. Evaluate continued relevancy in part by the open rates on our releases (currently 45%, which is 30 times the education sector PR benchmark click-to-open rate of 2%).

1C: Ensure 100% compliance for trademark requests by utilizing BrandManager360, which has built in workflow that allows us to approve, deny or make specific requests on merchandise utilizing our trademarked logos and marks.

## GOAL #2

Increase outreach to prospective students through targeted and strategic communications and marketing plans in an effort to increase applications.

### GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☒ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☐ Strengthening Community Connections
- ☐ Diversity, Equity, Inclusion, and Belonging

Briefly describe the link between goal #2 and institutional priority area(s) selected.

An integrated marketing campaign is essential to generating quality leads in an enrollment cycle to meet the College's enrollment goals. The revenue that comes with students is an important funding source for the College.

### GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

2A: Identify key outlets and methods for reaching target audiences; concentrate new efforts accordingly.

2B: Develop a multichannel marketing campaign that reaches target audiences in multiple platforms and spaces.

2C: Determine effectiveness of marketing campaign using key metrics.

### GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

2A/2B/2C: Track inquiries based on targeted campaign major areas. Target an increase of 5%, which can be seen in Slate reports and landing forms.

2A/2B/2C: Evaluate effectiveness of multichannel marketing campaigns by tracking key performance indicators such as click through rates (CTR), impressions, users on landing pages, time on site.

- Target an average click through rate for digital campaigns of 6%, social media campaigns of .70 %.
- Average time on marketing campaign landing page should meet or exceed 1:00.

### GOAL #3

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.

#### GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☒ Financial Stability and Analysis
- ☒ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

#### Briefly describe the link between goal #3 and institutional priority area(s) selected.

The SUNY Potsdam website is often the first impression that the school will have on all prospective students, and the source of news and events for the local community. The site needs to showcase student experiences and testimonials in a way that is attractive, engaging and authentic. Being that the site is so important in the college search process, it's essential that the site be usable and effective in communicating our selling points.

#### GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

3A: Provide an engaging and usable interface that is compatible with the established brand identity of SUNY Potsdam.

3B: Delivery of timely, dynamic content.

3C: Provide a responsive design framework so the website is viewable on any number of platforms including computers, tablets and mobile devices of varying sizes.

**GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS**

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

3A: Review of website CSS to ensure that all pages created within the Drupal CMS adhere to SUNY Potsdam's branding.

3B: Monitor Google Analytics to ensure that SUNY Potsdam's website has an average load time of under 6 seconds.

3C. Monitor Google analytics reports which outlines website audiences by technology/device. Q/A analysis of responsive design templates ensuring that site performs as it should with respective devices.