USF SARASOTA-MANATEE
ASSESSMENT PLANNING RECORD
2016-17

UNIT:	**Communications & Marketing** (Charlie Terenzio, Director of Communications & Marketing)
MISSION:	To grow visibility of USF Sarasota-Manatee by developing and communicating consistent messages, promoting a positive image of the campus and sharing our story with a diverse population of students and supporters.
2015-20 USFSM STRATEGIC PLAN GOALS:	**STRATEGIC GOAL #1: Student Success** Ensure student retention, timely completion, employment success, and student satisfaction. **STRATEGIC GOAL #2: Campus Life** Foster an intentional culture of campus engagement. **STRATEGIC GOAL #3: Intentional Enrollment Management** Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand. **STRATEGIC GOAL #4: Teaching and Learning** Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes. **STRATEGIC GOAL #5: Scholarly Activity** Recognize and support diverse faculty and student research activities. **STRATEGIC GOAL #6: Community Engagement** Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area. **STRATEGIC GOAL #7: Resources** Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.
UNIT GOALS:	1. To develop a comprehensive, strategic communications plan. (USFSM Goals 3, 5, 6 and 7; Outcomes 3.6, 3.8, 5.7, 6.4, 6.5, 7.1, 7.2) 2. Increase the number of enrollment leads through the official University website. (USFSM Goals 3; Outcomes: 3.1, 3.3, 3.6, 3.8) 3. Migrate the University website to the new content management system utilized by the USF System (Goals: 1, 3, 7; Outcomes: 1.1, 1.3, 1.5, 1.13, 3.8, 7.3)

4. Improve overall visibility of the USFSM brand with the general public. (USFSM Goals: 3, and 6; Outcomes: 3.8, 6.2, 6.4)

5. Create and develop communications and marketing processes to effectively take on, manage and report on promotional projects by working with departments and colleges from across the USF Sarasota-Manatee campus. (USFSM Goals: 2 and 7; Outcomes: 2.6, 2.9, 7.4)

OUTCOME	Unit Goal	Means of Assessing Outcomes	Assessment Data	Analysis of Assessment & Plan	Chancellor's Response (Dr. Sandra Stone)
Outcome 1 Identify communications vehicles used within the C&M department.	1	List of vehicles	Vehicles:		
Outcome 2 Build-out strategic messages.	1	List strategic messages	Strategic Messages:		
Outcome 3 Identify University audiences.	1	List of audiences	Audience:		
Outcome 4 Identify key brand ambassadors.	1	List of ambassadors	Ambassadors:		
Outcome 5 Improve University website for prospective students and families	2	Track and monitor the enrollment leads and conversions that come in through the website.	Quantitative data: Qualitative data:		
Outcome 6 Complete the process of migrating to the new CMS	3	Completed process; New website launched	(Completion of project)		

Outcome 7 Improve overall visibility of the USFSM brand with the general public, by centralizing promotion, media hits, ad reach, social media growth, design pieces	4	Measure the number of media hits, the reach of our advertising, the growth of our social media and web traffic, and the number of design pieces	Media Hits: Advertising Reach: Social Media Growth: Web Traffic Growth: Design Pieces:		
Outcome 8 Identify which processes need to be established.	5	Track the number and types of projects that we take on through those processes, track efficiency and refine processes	Number of Projects: Types of Projects: Efficiency of Process: Refined Processes:		