



University Relations

**Tim Bryan, COS, VP Communication and Marketing**

**Fiscal year 2017-2018**

**Mission Statement:**

The mission of the Department of University Relations is to ensure that the Malone story, institutional mission, and educational goals are communicated (both internally and externally) in a context of overall concern for the well-being of the university and its various constituents

**Unit Goals:**

- GOAL 1. Work in partnership with Learning House to generate sufficient inquiries to support enrollment goals for GPS programs.
- GOAL 2. Expand the inquiry pool for the traditional program while reducing the marketing spend.
- GOAL 3. Create a model for academic summer camps in which revenues exceed costs while providing.
- GOAL 4. Conceptualize, create, and implement communication strategies for parents/families that leads to enhance retention.

University Relations 2017-2018 Assessment Report

<b>Expected Performance Outcomes</b>	<b>Means of Assessments &amp; Criteria</b>	<b>Summary of Data Collected</b>	<b>Use of Results</b>
<p>Work in partnership with Learning House to generate sufficient inquiries to support enrollment goals for GPS programs.</p>	<p>Inquiries are tracked by Learning House and the Graduate and Professional Studies and reported out on a weekly basis. Strategies involve a mix of traditional media (radio, TV, social media) as well as digital advertising efforts such as pay per click and search engine optimization.</p>	<p>Inquiry trend lines have grown incrementally. We have not experienced inquiry growth that could be described as explosive, as was projected by the Learning House.</p>	<p>Results are analyzed and used to shape communication strategies, visit strategies, and pricing decisions.</p>
<p>Expand the inquiry pool for the traditional program while reducing the marketing spend.</p>	<p>A thorough investigation of marketing expenditures for the past three years were analyzed and used to make decisions on what mediums to keep in the marketing buy and those that could be discontinued. We have growth inquiries for the traditional program while reducing marketing costs by 25%. Inquiries have grown 17%.</p>	<p>Marketing spends by month were pulled from Malone data systems and compiled by vendor and intended outcome. Non-performing marketing purchases were discontinued.</p>	<p>Data driven decision making was made possible by our analysis of inquiry generation and budget allocation.</p>
<p>Create a model for academic summer camps in which revenues exceed costs while providing</p>	<p>Now in their fourth year, academic summer camps have grown both in terms of number of campers and programs. A breakdown of costs and expenses were gathered by camp organizers. Data is on the attached document.</p>	<p>See attached.</p>	<p>Data is evaluated to make strategic decisions for the planning and implementation of future academic summer camps.</p>
<p>Conceptualize, create, and implement communication strategies for parents/families that leads to enhance retention.</p>	<p>Analysis of data related to retention, student satisfaction surveys, and an audit of communication to families and parents was conducted to identify the correlation between the frequency of communication and resulting retention rates.</p>	<p>Retention of first-year students improved to 72% as identified by the Day 10 report.</p>	<p>All communication will be shaped by the data discussed and re-measured on a yearly basis.</p>

<p>Expand the number of camps and number of participants for academic summer camps.</p>			
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