



University Relations

Tim Bryan, COS, VP Marketing and Marketing

Fiscal year 12.15 – 12.16

Mission Statement:

The mission of the Department of University Relations/Admissions 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. Revise comprehensive, integrated marketing-communications plan
- GOAL 2. Increase Enrollment of Traditional, Transfer and GPS Marketing Academic Programs
- GOAL 3. Identify needed Programs and target those students with an accountability plan and goals
- GOAL 5. Create consistent and engaging print campaign material to email and mail

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Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
<p>Increase the size of the top of the admission funnel for both GPS and traditional undergraduate enrollment.</p> <p>Complete overhaul of marketing materials for undergraduate admission.</p> <p>Leverage and expand the Malone youth ministry outreach program. We brought together the functions of the worship band, Chancel Players, and FCA outreach program.</p>	<p>Measure inquiries, applications, visits, admits, and matriculations in both GPS and the traditional undergraduate program.</p> <p>Deliverables for the admission counselors to be used for the 2016-2017 recruitment year. Their success will be measured in inquiries, applications, admits, and matriculants.</p> <p>Our goal was to place one of our outreach programs in a total of 25 church youth groups and school settings every semester.</p> <p>We will measure the success of these</p>	<p>Applications grew from 1382 in FY15 to 2195 in FY16. Admits grew from 920 in FY15 to 1472. Deposited students grew from 304 students to 381. We experienced comparable growth in GPS programs, finishing with 140 new GPS students compared to 102 the previous year.</p> <p>In addition to the viewbook, major description sheets were created for each academic program. Additional new materials in the cycle included web treatments on outcomes and additional publications to be used in communication from the Office of Financial aid.</p> <p>We designed a new inquiry response card and website www.malone.edu/actsofffaith. Will measure success by the number of inquiry cards we acquire.</p> <p>Each of the new programs attracted a</p>	<p>These measurable will be used to develop the marketing and recruitment plans for FY17.</p> <p>We will review these new materials and make refinements, additions, and deletions in April when we begin to prepare for the next recruitment cycle.</p> <p>We redesigned the outreach program this fall and will make a determination about its future by the number of inquiries, apps, admits and matriculations we can track back to the Acts of Faith program.</p> <p>This planning and measurement</p>

<p>Launched new programs in marketing, finance, criminal justice, and graphic design to draw new populations of students.</p>	<p>programs by the number of matriculations.</p>	<p>minimum of 10 new students, a reasonable return on the investment in new academic programs.</p>	<p>is utilized by the Program Planning and Launch committee to assess, approve, and decline proposals for new academic programs.</p>
<p>Expand the number of summer camps and number of camp participants.</p>	<p>Tracking for assessment of this initiative includes the number of camps, campers, and students who then matriculate to Malone.</p>	<p>In the summer of 2016, the number of camps grew from six to 10. We attracted 83 campers in 2015, 139 in the summer of 2016. Additionally, three students who attended a 2015 camp enrolled at Malone as a traditional, undergraduate student. Each camp paid for itself through camp registration fees.</p>	<p>Ongoing assessment of the summer camp program will continue with the tracking of outcomes identified as camps, participants, matriculations, and cost.</p>

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