MALONE UNIVERSITY
CHRIST'S KINGDOM FIRST

University Relations

Tim Bryan, COS, VP Marketing and Marketing

Fiscal year 2016-2017

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. Establish and implement specific strategies to increase inquiries for GPS programs

GOAL 2. Design and implement a new website for Malone University.

GOAL 3. Expand the number of camps and number of participants for academic summer camps.

GOAL 4. Conceptualize, create, and implement communication strategies that lead to growth in our fundraising efforts.

Expected Performance Outcomes	Means of Assessment & Criteria for Success	Summary of Data Collected	Use of Results
Establish and implement specific strategies to increase inquiries for GPS programs.	Measured weekly by GPS office in the number of inquiries received online, by phone, and through interaction with recruiters. We went through a transition in our support partners for inquiry generation. Starting with Sanctuary Marketing, then to a new firm Propel, and now beginning with Learning House. The work with each of these firms includes Search Engine Optimization, Search Engine Marketing, Retargeting, Pay Per click, and organic search.	Our inquiries grew approximately 15% when we transitioned form Sanctuary to Propel. Early results from Propel are encouraging including a 40% increase in the first month of the campaign implemented by Propel.

Additionally, we executed a social media paid ad campaign that had the following results:

MAOL
  ➢ Facebook impressions: 62,416
  ➢ LinkedIn: impressions 11,772
MBA
  ➢ Facebook impressions: 166,663
  ➢ LinkedIn: 21,410
Degree Completion
  ➢ Facebook impressions: 208,598
Educational Leadership
  ➢ Facebook impressions: 280,433
RN to BSN
  ➢ Facebook impressions: 108,148
MSN
  ➢ Facebook impressions: 77,080 | We track leads through the enrollment process and can then determine which leads are of greater value as they lead to enrollments. We then modify our media buys to direct funding to those sources that are most productive. |
| Design and implement a new website for Malone University and launch it prior to the end of the | We did focus groups with students, faculty, staff, and alumni with the original site to understand how the site was used, where people felt the | Data used to make this decision came from our Google Analytics and focused on the following: | Our use of data is an ongoing part of our website use and maintenance efforts. We track the use of the site through the |

academic year.	information was lacking, how people navigated the site, and at what point did users leave the site. We also studied data from our Google Analytics to determine how to shape the new site. We partnered with a firm called Fastspot out of Maryland. They came to campus three times to talk with faculty, staff, students, and alumni about their use of the site. From those conversations, they designed models of the design of the site for our approval. Fastspot is very well known in higher education markets and has designed websites for many respected schools.	a. Most popular pages. b. Least popular pages. c. Where visitors appeared to leave the site. d. Where did people spend the most time in the site?	Google platform and make adjustments to drive visitors to the pages of the site that we want them to spend additional time on. Extensive research is being done to target key contacts for each program

Expand the number of camps and number of participants for academic summer camps.	Summer Academic Camps are an integral part of our enrollment growth strategy. Students who attend an academic summer camp are more likely to consider Malone as part of their college search.
	
	We measure the success of the summer camps with three measures:
	
	➥ Number of camps marketed
		While the first academic summer camp was offered in 2014 (zoo/wildlife) an organized effort to expand the number of campus and campers did not occur until 2015. Here is the data documenting the growth of the camps.
		
		➥ 2015
		  a. Camps – 6
		  b. Campers – 83
		➥ 2016
		  a. Camps -- 8
			The data informs us as to how our marketing dollars are performing as measured by how many leads lead to enrollments in summer camps.
			
			We also use the data from camp registrations in direct marketing efforts through email, social media, and media placement based on where our leads are located.

	and launched.
	➢ Number of campers
	➢ Number of students who matriculate to Malone.
		b. Campers – 105
		➢ 2017
		  a. Camps -- 10
		  b. Campers – 118
		
		As of this writing, we have 12 students enrolled at Malone who first made inquiry to the university through the summer camp program.	

Conceptualize, create, and implement communication strategies that lead to growth in our fundraising efforts.	We can analyze the effectiveness of our communication materials based on response to specific fundraising requests throughout the giving funnel. A variety of new materials have been created during this assessment period including: ➢ Odoceo newsletter from President King for top prospects. ➢ Malone Fund solicitations. ➢ Day of Giving appeals. ➢ Solicitations for friends of the institution. ➢ Solicitations based on decade of attendance. ➢ E-newsletter for employee campaign.	Enhanced and more aggressive communication materials have helped lead to increases in fundraising. Here are measures from this assessment period: ➢ Overall giving grew to $3,025,460, the third highest in the history of the institution. ➢ Overall giving from friends grew from $276,000 to $461,000. ➢ Alumni unrestricted giving grew slightly from $206,000 to $215,000. ➢ Overall giving from employees grew from just over $60,000 to $88,000. ➢ More than $10 million raised toward the five-year, $25 million *A Bolder Vision* campaign.	Ongoing analysis of return on investment for each communication effort. We measure costs – including labor costs – for each publication, postcard, website, newsletter and then track it against the goal for growth and the actual growth in that fundraising strategy.