

# SUNY Potsdam

## Administrative Unit Assessment Report and Improvements

**Administrative Unit:** College Communications

**Unit Contact -- Name:** Mindy Thompson

**Phone:** Ex. 2114

**Email Address:** thomsme@potsteam.edu

**Date Submitted:** September 30, 2020

**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.

Goals	Desired Outcomes/Objectives	Assessment Methods and Targets
1. Communications: Support the College's vision and goals through unified strategic messaging, while building strong relationships with stakeholders across campus.	<ul style="list-style-type: none"> <li>A. Craft messaging on strategic priorities for campus leadership.</li> <li>B. Engage with campus as a department to encourage faculty and staff to work more closely with College Communications.</li> </ul>	<ul style="list-style-type: none"> <li>1A1. Regular meetings between key Communications staff and campus leadership, emphasizing priorities in regular campus communications.</li> <li>1B1. Representation and active participation in strategic planning, task forces, Faculty Senate, campus committees and other groups.</li> </ul>
2. Creative Services / Photography and Video Communications: Uphold the SUNY Potsdam visual identity through consistent branding and engaging, creative design. Produce high quality videos and photography to effectively share the SUNY Potsdam story.	<ul style="list-style-type: none"> <li>A. Maintain consistent visual identity with integrated branding across campus.</li> <li>B. Provide creative and engaging artwork for signage, publications, promotional materials and social media.</li> <li>C. Produce compelling video content to be used on the website and social media platforms.</li> <li>D. Capture and share dynamic photography that effectively depicts the unique college experience at SUNY Potsdam.</li> </ul>	<ul style="list-style-type: none"> <li>2A1. Review of all written policies and procedures annually. Strict adherence to College colors, fonts, logos and messaging.</li> <li>2A2. Review all trademark requests for use of SUNY Potsdam logo/brand marks for College-branded merchandise.</li> <li>2A3. Review campus requests for design and track consistency of branding across publications via annual comprehensive design review.</li> <li>2B1. Track campus department satisfaction with publications via feedback forms.</li> <li>2B2. Measure creativity and effectiveness of design through submissions to SUNYCUAD and CASE.</li> </ul>

		<p>2C1. Create 10 to 20 videos per academic year, in conjunction with our freelance videographers.</p> <p>2D1. Track effectiveness of visual imagery through likes on social media and feedback from campus community.</p> <p>2D2. Measure creativity and effectiveness of photography through submissions to SUNYCUAD.</p>
<p>3. Email Outreach: Communicate and support the College’s mission and values expressed in unified email outreach campaigns to current students, prospective students and the campus community.</p>	<p>A. Provide engaging campaigns that are compatible with the established brand identity of SUNY Potsdam.</p>	<p>3A1. Use data analytics results within Emma and Slate to track open, click-through and interaction rates.</p>
<p>4. Marketing: Enhance and clarify the SUNY Potsdam brand, and realign strategic resources to create engaging campaigns to advance College goals.</p>	<p>A. Review past comprehensive marketing spending and outlets used, both from accounts in Communications and in Admissions, Crane and Graduate Studies.</p> <p>B. Work with liaisons working in recruitment and retention to unify our College marketing strategies and propose increased advertising budgets.</p> <p>C. Identify key outlets and methods for reaching target audiences; concentrate new efforts accordingly.</p> <p>D. Review and adjust strategy annually to stay competitive.</p>	<p>4A1. Complete marketing spending review and conduct assessment of advertising buys on annual basis.</p> <p>4B1. Increase collaboration with Admissions, Graduate Studies and The Crane School of Music, to better focus marketing mix on recruitment.</p> <p>4B2. Success of increased advertising proposal requests.</p> <p>4C1. Track effectiveness of marketing efforts with target audiences via not only reach (readership, viewership, etc.), but also direct effects – clicks to website, resulting visits to campus, etc.</p> <p>4D1. Establish annual performance review of marketing efforts.</p>
<p>5. Public Relations: Increase awareness of and advocacy for SUNY Potsdam on the local, state, national and international levels.</p>	<p>A. Capture stories that reflect the SUNY Potsdam mission and brand, coordinating coverage via news releases and posts to web/social media.</p> <p>B. Monitor earned and organic media coverage on a regular basis.</p> <p>C. Respond quickly and effectively to reporter requests.</p> <p>D. Share positive news coverage with campus community via website, email marketing and social channels.</p> <p>E. Identify appropriate media outlets for feature stories and work with editors on writing and photo needs.</p>	<p>5A1. Establish clearer policy for granting news release requests, to dedicate more time to high-level stories.</p> <p>5A2. Track data for news release distribution, and frequency of stories being picked up as a result.</p> <p>5B1. Utilize Meltwater News and Google Alerts to review statistics for media coverage related to SUNY Potsdam and track over time, looking not only at quantity but quality (sentiment/reach).</p> <p>5C1. Track reporter requests and ensure that someone is on call to respond within 1-2 business days.</p> <p>5D1. Share news links for earned media on website, via social media and in the Reporter.</p> <p>5E. Monitor media outlets to track coverage of SUNY</p>

		Potsdam around the state.
6. Slate: Manage a CRM and application database for both undergraduate and graduate enrollment.	<ul style="list-style-type: none"> <li>A. Streamline and continue to digitize the application review process for both undergraduate and graduate enrollment.</li> <li>B. Create clear and consistent communication plans via email and Slate event landing pages for both departments.</li> <li>C. Manage all enrollment events (including those for The Crane School of Music) through Slate</li> </ul>	<p>6A1: Rely on our Banner and Slate reports and query system to create and track our enrollment funnels.</p> <p>6B2: Track event registration numbers and feedback from prospective students and continue to utilize our professional writers to send out clear recruitment messages in the College’s voice.</p> <p>6C1: Ensure that event registration data is hosted securely in Slate prior to linking to the event on website and/or social media.</p>
7. Social Media: Engage with key College audiences with digital content on social platforms, to reach recruitment, retention and fundraising goals, while also raising the College’s profile.	<ul style="list-style-type: none"> <li>A. Upload compelling content to our social media platforms, while maintaining a high standard for strong visual content.</li> <li>B. Utilize engaging social media marketing on key platforms to reach target audiences.</li> <li>C. Grow audiences on College’s main platforms (Facebook, Twitter, Instagram).</li> <li>D. Increase engagement on social media, both on main platforms and via social media hub, Tint.</li> </ul>	<p>7A1. Post 2 to 3 times per week on Facebook, Twitter and Instagram.</p> <p>7A2. Share a good mix of video content, photography, profiles and news.</p> <p>7B1. Monitor the results of targeted marketing campaigns that are aimed at improving enrollment.</p> <p>7C1. Use digital communications budget for targeted social promotions, including sponsored and boosted posts for target audiences.</p> <p>7D1. Track follower numbers for major platforms; look for trends and compare to SUNY and private competitors.</p>
8. Website: 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.	<ul style="list-style-type: none"> <li>A. Provide an engaging and usable interface that is compatible with the established brand identity of SUNY Potsdam.</li> <li>B. Ensure a consistent user interface on the home and sub-level pages of the site while providing an appropriate level of flexibility in layout.</li> <li>C. Delivery of timely, dynamic content.</li> <li>D. Flexibility in accommodating new content.</li> <li>E. Provide a responsive design framework so the website is viewable on any number of platforms including computers, tablets and mobile devices of varying sizes.</li> <li>F. Populate the website with high-quality photography and videos to enhance the user experience and</li> </ul>	<p>8A1. Review of web usability and usage statistics, as well as design, annually. Strict adherence to College colors, fonts, logos and messaging.</p> <p>8B1. Provide training to campus liaisons ensuring all users are knowledgeable in the Drupal page creating process which provides access to vetted templates.</p> <p>8C1. Monitor Google website analytic reports that track site speed.</p> <p>8D1. Work with campus liaisons who request content changes.</p> <p>8E1. Monitor Google analytics reports which outlines audience by technology. Q/A analysis of responsive design templates ensuring that used technology</p>

	<p>improve enrollment.</p> <p>G. Build web pages throughout the website that highlight the accomplishments of alumni, students and faculty. These profiles help to tell the success stories at SUNY Potsdam, and show prospective students all of the opportunities at the College and beyond.</p> <p>H. Strive to make the web site as accessible as possible for people with disabilities by ensuring baseline web accessibility compliance based on WCAG 2.0 AA standards.</p>	<p>functions properly.</p> <p>8F. Navigate the website to determine effective use of visuals.</p> <p>8G. Navigate the website to determine effective placement of alumni, student and faculty features.</p> <p>8H. Use various web accessibility evaluation tools (such as WAVE and SiteImprove) to monitor compliance.</p>
--	---	---