



FRANCIS MARION UNIVERSITY
OFFICE OF PUBLIC AFFAIRS
IE DEPARTMENTAL ASSESSMENT PLAN

ASSESSMENT PLAN PERIOD: July 1, 2015 - June 30, 2016

channel through which the university disseminates information internally and externally. The office has four major functions: (1) external media relations, (2) internal communications, (3) production of official university publications for off-campus audiences, and (4) marketing and communications support for university initiatives. The office distributes news and feature stories about university programs, activities, athletic events, and people as well as releases about student achievements. Public Affairs is also responsible for campus printing and mail functions. The office strives to maintain positive town and gown relations and works with the corporate community, local chambers of commerce, civic organizations, and state and local government agencies on projects designed for the betterment of the university and the region it serves. The office may assist in planning and coordinating special events designed to increase the visibility of the university.

Goals	Desired Outcomes	Assessment Methods and Procedures	Results	Planned Improvements Based on Assessment Results
1.0 Identify and establish additional social media outlets and accounts on behalf of the University, engaging its internal and external audiences, while building cohesion among the various platforms.	Multiply social media engagement/likes (specifically Facebook) by entity to increase traffic by 20 percent. The baseline measure for Facebook last year was 10,093 and our benchmark (Target) level for 2015-2016 is 12,113 (+20%). There has typically been an increase in traffic of 20 percent each year. <ul style="list-style-type: none"> • Total likes June 2013-June 2014: 8,945 • Total likes June 2014-June 2015: 10,093 	Facebook Insights measure likes, reach and engagement. The Office of Public Affairs would use one facet of the feature to assess its efforts. The "Page Likes" section is broken out into three graphs. One allows users to enter the timeframe for which it would like to gather data.	Based on data from Facebook Insights, social media engagement/likes increased by 21.01% in 2015-2016 [10,093 to 12,214]. Since our benchmark was 20%, this target was achieved.	Based on this data, we plan to set a goal of 14,657 Facebook likes in 2016-2017. 80 percent of colleges use Facebook to recruit students. We are confident that this data can help the University in its mission to seek a wide variety of students, primarily from the Pee Dee region, but also from the entire state, other states, and foreign countries.
2.0 Develop marketing video footage to support university communications and marketing efforts.	5 percent increase in the University's impression in the area of video production (specifically, student profiles). The baseline measure is 26 for the year. The student profiles are a new initiative. The benchmark (Target) level is 5% for the coming year or 27. The goal for the upcoming year is not necessarily increasing the quantity of videos but rather to quantify their reach via the	Build an archival system to monitor video production count. Analytics are provided via YouTube and FMU's website.	Based on data from our YouTube feed, there were 26 Video Impressions in 2015-2016. Since our tentative benchmark was 24 impressions, this target was achieved.	Based on the data, we plan to set a goal of 40 Impressions in 2016-17 (~50% increase). Our goal for 2016-17 is to quantify our reach via YouTube. We are looking at services such as Outbrain or in-house campaigns.
3.0 Increase the visibility of the university and its programs in local media including print, online and TV.	10 percent increase in coverage by local media, including print, online, and TV. The baseline measure for the impressions in daily and non-daily newspapers is 105 for the previous year. The benchmark (Target) level is 115. For broadcast television, the baseline is 313. The benchmark level is 344	Use various media monitoring services to track coverage, providing a month count of the various forms of coverage, as well as social media analytics. TVEyes and Burrelles Luce were used for tracking this year.	Social media coverage increased by 12.83% in 2015-16 (12,214 Likes). Daily and non-daily print coverage increased by a factor of (8) [797%] or 1,777 impressions. Our targets were achieved.	We will continue to use various media monitoring services to track coverage, providing a month count of the various forms of coverage, as well as social media analytics.



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