

**Q1. 2021 Unit Assessment Plan**

**Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.**

**Unit Assessment Plans are due February 28.**

**Q2. Name of Administrative Unit**

Office of Marketing & Communications

**Q3. Name of the person completing this report. (Last, First)**

Towns, Gail

**Q4. Email address of person completing this report.**

gtowns@georgian.edu

**Q5. To which Cabinet Member does this unit report?**

- President
- Provost
- Executive Director for Mission Integration
- Vice President Finance and Administration
- Vice President Institutional Advancement
- Exec. Director of Marketing and Communication
- Vice President for Enrollment & Retention
- Other, (please specify

**Q6. This plan is based on the following year type selection:**

- Calendar Year (January-December)

- Academic Year (September-August)
- Fiscal Year (July-June)
- Other

**Q7. State Goal 1 for your administrative unit.**

Meet marketing and communications demands in a timely manner, with a priority focus on enrollment-related deliverables.

**Q8. State the Outcomes for Goal 1.**

- 1.1  
Improved prioritization of incoming requests, projects and tasks from various university offices.
- 1.2  
Creation of wide-ranging materials and assets with clear tie to enrollment/recruitment.
- 1.3  
Improved website design, user experience and content strategy.
- 1.4  
Adhere to deadlines, establish normal turnaround times for specific tasks (i.e., web requests may be accomplished in one week, depending on scope of project)
- 1.5  
Publication of the university catalog each year by June 1; publication of two GCU Magazines per year
- 1.6  
Respond to any questions/concerns posted on social media within 24 hours

**Q9. State Goal 2 for your administrative unit.**

Position all university marketing and communications content through the lens of a value-added focus.

**Q10. State the Outcomes for Goal 2.**

- 2.1  
Expanded creation of materials and assets clearly tied to admissions recruitment, available for use across various stakeholder groups

- 2.2 Ongoing development of the GCU website and affiliated sites as admissions-focused, admissions-first tools
- 2.3 Fully align social media and digital marketing planning with university brand pillars tied directly to enrollment/recruitment
- 2.4
- 2.5
- 2.6

**Q11. State Goal 3 for your administrative unit.**

Enhance and positively impact the GCU community through reputation- and brand-building.

**Q12. State the Outcomes for Goal 3.**

- 3.1 Use and share social/digital media analytics to drive increased social engagement among students, faculty, staff and other audiences
- 3.2 Evaluate performance and effectiveness of all published materials (print, online, social) for effectiveness, contribution to admissions-focused goals
- 3.3 Monthly review of social media engagement and interests
- 3.4 Comprehensive marketing campaign to strengthen brand awareness while contributing to enrollment/recruitment goals
- 3.5
- 3.6

**Q13. Give the Mission alignment for unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.

Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.

Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.

Georgian Court provides students with the will to translate concern for social justice into action.

No direct alignment with Mission.

<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
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**Q14. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q15. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)**

	Goal 1	Goal 2	Goal 3
1.1 Increase offerings by implementing sustainable new or revised undergraduate programs (at least five), new graduate programs (at least three), and non-degree programs which meet currently unserved student populations or needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.2 Stabilize one year retention of First Year students at 75% or higher. Baseline one year retention of Second Year students and transfer students. Improve four year graduation rates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.3 Provide consistent program quality, as measured by student satisfaction, across delivery formats (face-to-face, hybrid, online) and geographical site locations such that all students will have access to equitable services and facilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.4 Increase average number of high impact practices in which students participate including learning communities, service learning, research with faculty, study abroad, field or internship experience, and capstone experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.5 Increase percentage of graduating undergraduate students who enter graduate school at GCU, at GCU partner programs, and elsewhere.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.6 Increase percentage of graduating students who are employed in positions in which their degree is needed within six months.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1.7 Maintain and grow academic space in alignment with program needs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q16. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)**

	Goal 1	Goal 2	Goal 3
2.1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- 2.2 Develop an IT infrastructure that includes a "one campus" communications and services structure that is on par with current higher education industry standards.
- 2.3 Enhance the physical space available for student engagement throughout campus.
- 2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.
- 2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University
- 2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.
- 2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).
- 2.8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive level facilities, leadership programming, academic support & resources consistent with program growth.

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**Q17. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)**

- 3.1 Increase enrollment to meet current capacity and develop a comprehensive plan for our main campus in demographic and programs which highlight the main campus as the flagship model for the Georgian Court Mission.
- 3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.
- 3.3 Identify and partner with high schools, community colleges, other colleges and universities, community programs, and business/employers to meet their student needs as an educational partner.
- 3.4 Create multiple-channel financial aid strategy to connect early packaging with admissions yield strategy. Utilize packaging strategy to create an optimal class and net tuition revenue.
- 3.5 Implement a branded Georgian Court experience for all students regardless of site or location to build on the sense of connectedness to the University, cultivating continuous involvement as future alumni & donors.
- 3.6 Seek additional revenue in to the forms of increased alumni giving, increased athletic giving, increased foundation and corporate partnerships.
- 3.7 Engage stakeholders of the institution including, board members, administration, faculty and staff, and alumni the fundraising efforts to build on the Georgian Court Brand and build connections to new funding sources.
- 3.8 Build capacity and launch a capital campaign.

Goal 1                      Goal 2                      Goal 3

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**Q18. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)**

- 4.1 Develop a collaborative financial strategy for the next three years that integrates the strategic enrollment and academic plans. These plans will be supported by Capital and Leased space development programs and the integration of the Facilities Conditions Assessment.
- 4.2 Develop a plan that re-imagines the campus to make efficient and effective use of physical spaces on campus, inclusive of renewal and replacement programs.
- 4.3 Develop the Campus Master Plan and a Strategic Technology Master plan to support campus operations and expand satellite and virtual academic sites.
- 4.4 Enhance and expand efficient process improvement programs to provide more supportive operations and efficient campus operations and workflows.

Goal 1                      Goal 2                      Goal 3

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**Q19. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.**

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard II. Ethics and Integrity	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard IV. Support of the Student Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
I am not sure which Standard to choose	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Applies to all Standard	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q20. What metrics will be used to measure results of Goal 1?**

Timeliness - time to delivery based on agreed-upon deadlines, including information submitted using GCU Production Request forms.

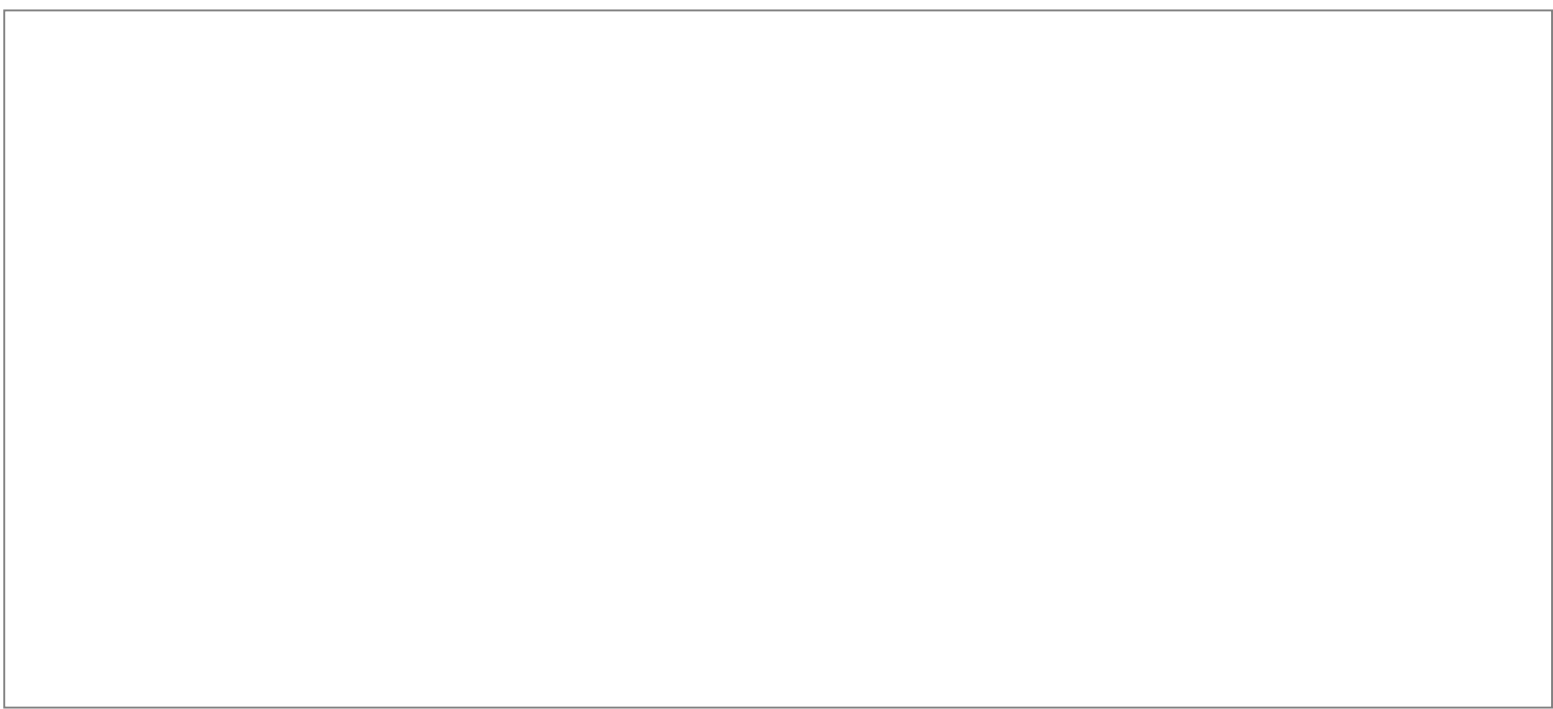
**Q21. What metrics will be used to measure results of Goal 2?**

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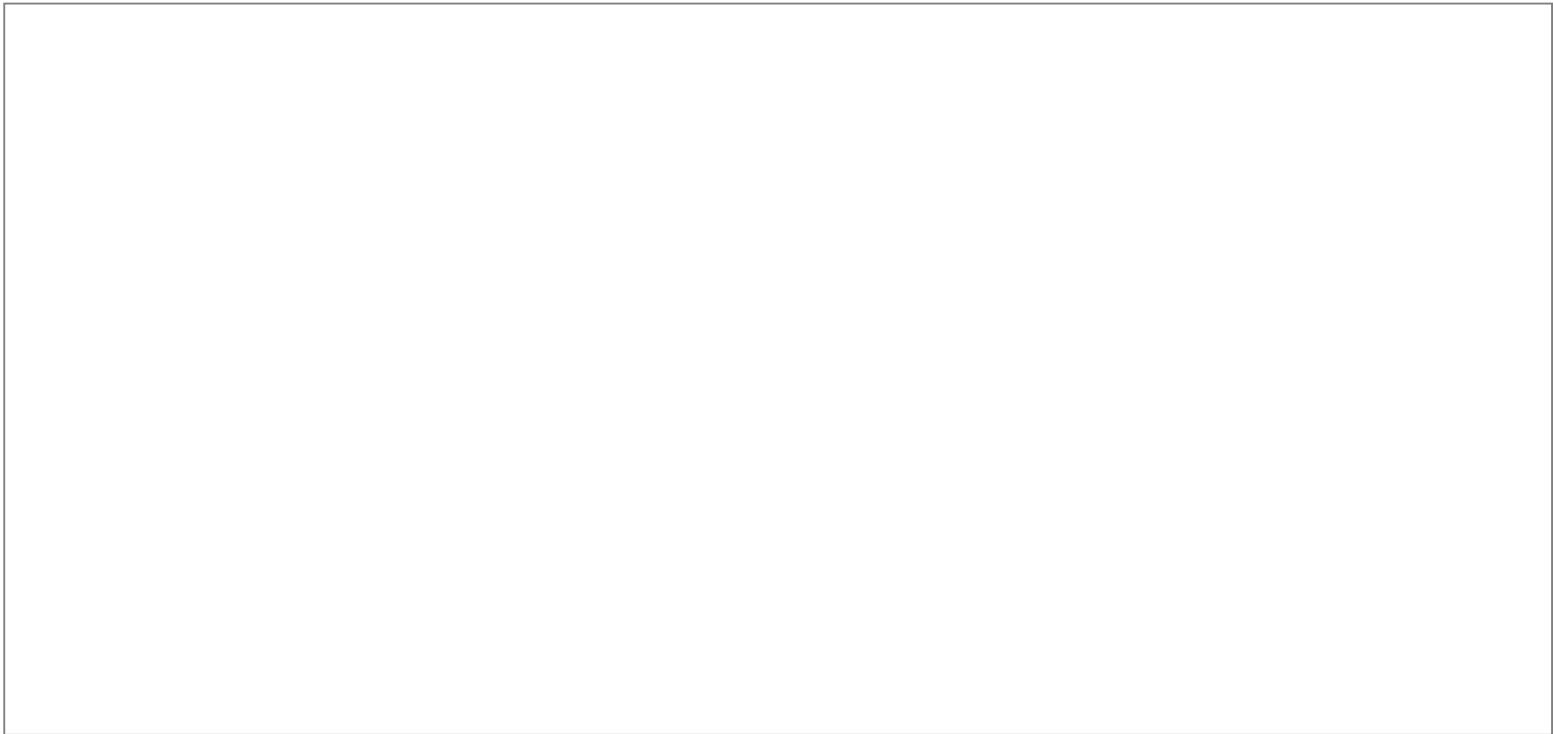
**Q22. What metrics will be used to measure results of Goal 3?**

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**Q23. What will be the benchmark for successfully meeting Goal 1?**



**Q24. What will be the benchmark for successfully meeting Goal 2?**



**Q25. What will be the benchmark for successfully meeting Goal 3?**



**Q26. Name the person(s) responsible for Goal 1.**

Gail Towns

**Q27. Name the person(s) responsible for Goal 2.**

Gail Towns

**Q28. Name the person(s) responsible for Goal 3.**

Gail Towns

**Q29. In which year will Goal 1 be assessed?**

**Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.**

- Year 1
- Year 2
- Year 3

**Q30. In which year will Goal 2 be assessed?**

**Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.**

- Year 1

- Year 2
- Year 3

Q31.

In which year will Goal 3 be assessed?

Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- Year 1
- Year 2
- Year 3

Q32. Are there any additional comments you would like to add to this report?

**Location Data**

**Location:** [\(40.124298095703, -74.302200317383\)](#)

**Source:** GeoIP Estimation

