

Q1. 2025 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)

Manfra, Matt

Q4. Email address of person completing this report.

mmanfra@georgian.edu

Q5. Date plan submitted

February 26, 2025

Q6. To which Cabinet Member does this unit report?

- ☐ President
- ☐ Provost (Academic and Student Affairs)
- ☐ Associate Provost for Academic Program Development
- ☐ Associate Provost for Student Support and Services
- ☐ Executive Director of Mission Integration
- ☐ Vice President Finance and Administration
- ☒ Vice President Institutional Advancement
- ☐ Vice President for Enrollment Management

☐ Other, (please specify

Q7. This plan is based on the following year type selection:

☐ Calendar Year (January-December)

☐ Academic Year (September-August)

☒ Fiscal Year (July-June)

☐ Other

Q8. State Goal 1 for your administrative unit.

Align Enrollment Initiatives at the center of work.

Q9. State the Outcomes for Goal 1.

☒ 1.1

Increased applications to GCU

☒ 1.2

Producing materials that meet the needs of Enrollment

☐ 1.3

☐ 1.4

☐ 1.5

☐ 1.6

Q10. What metrics will be used to measure results of Goal 1? Align with above outcomes.

☒ 1.1 Applications received

☒ 1.2 Positive satisfaction results from survey

☐ 1.3

☐ 1.4

☐ 1.5

☐ 1.6

Q11. What will be the benchmark for successfully meeting Goal 1? Align with the above metrics.

- ☒ 1.1 Maintaining or increasing applications year over year
- ☒ 1.2 Overall satisfactory ratings from survey
- ☐ 1.3
- ☐ 1.4
- ☐ 1.5
- ☐ 1.6

Q12. State Goal 2 for your administrative unit.

Rebrand University

Q13. State the Outcomes for Goal 2.

- ☒ 2.1 Initiate rebranding activities for full branding overhaul
- ☒ 2.2 Seek input from campus regarding rebranding concepts
- ☒ 2.3 Identify budget for rebrand
- ☒ 2.4 Execute rebranding
- ☐ 2.5
- ☐ 2.6

Q14. What metrics will be used to measure results of Goal 2? Align with the above outcomes.

- ☒ 2.1 Creation of an RFP identifying all aspects needed to rebrand
- ☒ 2.2 Focus groups to discuss rebrand

- ☒ 2.3 Creation of a budget for rebrand
- ☒ 2.4 Launch rebrand
- ☐ 2.5
- ☐ 2.6

Q15. What will be the benchmark for successfully meeting Goal 2? Align with above metrics.

- ☒ 2.1 Successful creation of an RFP
- ☒ 2.2 Number of focus groups held/conversations had (actual number to be determined at the start of the process)
- ☒ 2.3 Creating budget and successfully getting it funded
- ☒ 2.4 An on-time launch
- ☐ 2.5
- ☐ 2.6

Q16. State Goal 3 for your administrative unit.

Announcement of new President

Q17. State the Outcomes for Goal 3.

- ☒ 3.1 Create a timeline for internal and external announcement
- ☒ 3.2 Engage media outlets in welcoming new President
- ☒ 3.3 Increase visibility for GCU
- ☐ 3.4
- ☐ 3.5

☐ 3.6

Q18. What metrics will be used to measure results of Goal 3? Align with the above outcomes.

☒ 3.1

Timeline and plan

☒ 3.2

Number of media hits/mentions

☒ 3.3

Website traffic, social media engagement

☐ 3.4

☐ 3.5

☐ 3.6

Q19. What will be the benchmarks for successfully meeting Goal 3? Align with above metrics.

☒ 3.1

Creation of a plan/timeline

☒ 3.2

To be determined once timeline set

☒ 3.3

Increased traffic from YTD

☐ 3.4

☐ 3.5

☐ 3.6

Q20. 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 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Georgian Court provides students with the will to translate concern for social justice into action.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q21. 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 type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input checked="" 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q22. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)

This question was not displayed to the respondent.

Q23. 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 type="checkbox"/>	<input 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Enhance the physical space available for student engagement throughout campus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q24. 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)

	Goal 1	Goal 2	Goal 3
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.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

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.

☐☐☐

Q25. 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)

This question was not displayed to the respondent.

Q26. 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 type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard IV. Support of the Student Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input 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"/>

Q27. Name the person(s) responsible for Goal 1.

Director of Marketing and Communications

Q28.
Name the person(s) responsible for Goal 2.

Director of Marketing and Communications

Q29.
Name the person(s) responsible for Goal 3.

Director of Marketing and Communications

Q30.
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

Q31.
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

Q32.
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

Q33. Are there any additional comments you would like to add to this report?

Timing for Goal 3 is dependent on the hiring of a new President. Timing of Goal 2 is dependent on when/if the new President is interested in a full rebrand.

Location: ([40.0923,-74.2252](#))

Source: GeoIP Estimation

