#27

COMPLETE

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Page 1: GCU Unit Assessment Plan

Q1 Name of Administrative Unit.

Marketing & Communications

Q2 Name of the person completing this report. (Last, First)

Gail H. Towns

Q3 To which Cabinet Member does this unit report?   **President**

Q4 Calendar Years for the Plan   **2018-2020**

Q5 State Goal 1 for your administrative unit.

Strengthen institutional recognition and the GCU brand—externally and internally—via measurable marketing and communication activities that (a) align with institutional priorities and (b) drive reach, action, conversion, and engagement among GCU's target audiences.

Q6 State the Outcomes for Goal 1.

1.1	**Assessment of current GCU brand assets/components; launch of GCU brand refresh**
1.2	**Alignment of branding activities and content creation/story curation with institutional priorities, especially in revenue-generating areas**
1.3	**Increased focus on admissions marketing and sub-branding Georgian.edu**
1.4	**Engaged campus community, recent grads, donors for formal brand-building activities**
1.5	**Stronger visual branding on campus, online and off campus**
1.6	**Increased visibility of GCU among influencers and stakeholders**

Q7 State Goal 2 for your administrative unit.

Plan for and implement the GCU Communications Integrity Plan as part of the Self-Recommendations from the GCU MSCHE Self-Study

Q8 State the Outcomes for Goal 2.

2.1	**Creation and execution of comprehensive integrated marketing and communications plan**
2.2	**Improved user experience on Georgian.edu for all website visitors; emphasis on industry standards for accessibility**
2.3	**Effective, accurate, consistent, clear, and coordinated content creation across various GCU communication vehicles**
2.4	**Improved GCU communications with regard to university-sponsored programs; branding and key messages; campus policies, protocols, and projects; institutional issues; and alignment with the university's Strategic Compass.**
2.5	**Improved internal communications to drive employee confidence, improve transparency and flow of information, and contribute a stronger, collective understanding of GCU.**
2.6	**Creation of a formal dashboard/system of dashboards to measure marketing and communications activities & effectiveness.**

Q9 State Goal 3 for your administrative unit.

Review and evaluate the operational efficiencies, procedures, and staffing needs
of the Office of Marketing and Communications.

Q10 State the Outcomes for goal 3.

3.1

Optimized unit operations and workflows, resulting in improved ability to (a) meet or exceed client expectations, (b) align personnel and financial resources with strategic priorities

3.2

Map personnel, projects and priorities to allocation of resources, functions.

3.3

Improved delivery of critical marketing and communications projects/assets to support revenue, reputation and retention (admissions, academics, advancement).

Q11 Give the Mission alignment for Goal 1.

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.

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

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

Q12 Give the Mission alignment for Goal 2.

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.

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

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

Q13 Give the Mission alignment for Goal 3.

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.

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

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

Q14 Give the alignment with the GCU Strategic Compass Point (s) for Goal 1.

Mission Fulfillment through Revenue Generation and Diversification

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Mission Fulfillment through Operational Efficiency and Utilization.

Q15 Give the alignment with the GCU Strategic Compass Point (s) for Goal 2.

Mission Fulfillment through Revenue Generation and Diversification

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Mission Fulfillment through Operational Efficiency and Utilization.

Q16 Give the alignment with the GCU Strategic Compass Point (s) for Goal 3.

Mission Fulfillment through Revenue Generation and Diversification

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Mission Fulfillment through Operational Efficiency and Utilization.

Q17 With which MSCHE (Middle States Commission on Higher Education) Standard does Goal 1 most closely align?

Standard II. Ethics and Integrity   **,**

Standard VI. Planning, Resources, and Institutional Improvement

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Q18 With which MSCHE (Middle States Commission on Higher Education) Standard does Goal 2 most closely align?

Standard II. Ethics and Integrity   **,**

Standard VI. Planning, Resources, and Institutional Improvement

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Q19 With which MSCHE (Middle States Commission on Higher Education) Standard does Goal 3 most closely align?

**Standard II. Ethics and   ,
Integrity**

Standard VI. Planning, Resources, and Institutional Improvement

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

1. Completed internal review of current branding assets; use of an external consultant as needed to reframe/refresh the GCU brand.

2. Completed integrated marketing and communications plan.

3. Establish on-campus customer satisfaction ratings by measuring: on-time job completion; project tracking; project budget reporting; and jobs tracked to strategic priorities.

4. Number of editorial placements thought leadership and multimedia story creation tracked to target audiences and strategic priorities.

5. Google Analytics tracking of admissions web page actions/conversions using UTM codes, specific campaign landing pages, and strong calls to action—all in collaboration with Admissions Marketing &   Communications.

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

1. Completion of user accessibility review (third-party) for Georgian.edu, and implementation of any findings/recommendations.

2. Updated campus signage to reflect GCU brand refresh; expansion of GCU visibility/branding off campus (out-of-home advertising, local businesses, GCU offsites, etc.)

2. Year-over-year improvements in on-campus customer satisfaction ratings by measuring: on-time job completion; project tracking; project budget reporting; and jobs tracked to strategic priorities.

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

1. Increase in brand equity, brand awareness, reputation.

2. Impact report on community outreach, involvement, and sponsorships.

3. Improved usability of GCU website (page speeds, Google rankings, accessibility rankings, time on site, action tracking).

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

Creation of matrix for brand messaging, digital media, story creation, and institutional marketing activities. Coordinated, effective campus communications (internal and external).

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

Year-over-year campus feedback following the full launch of Inside GCU, the forthcoming electronic newsletter and internal website for the GCU community.

Year-over-year measures of alignment between marketing & communications activities with the GCU Strategic Compass.

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

GCU Brand Perception Study, using TWG 2016 study as a baseline. Possible use of 2018 Student Insights data as additional baseline data.

* Qualitative and quantitative reporting of GCU community impact/reach

* GCU website will meet or exceed higher education web standards and industry best practices, as outlined by organizations such as W3C, the Web Accessibility Initiative; CASE (Council for Advancement and Support of Education), and HigherEd Web.

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

Gail H. Towns

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

Gail H. Towns

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

Gail H. 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 2: Calendar year 2019

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 2: Calendar year 2019

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 3: Calendar year 2020

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

No. Looking forward to seeing if these goals align with other priorities on campus.