EGSC Unit: Institutional Marketing
Unit Head: Norma Kennedy, Associate VP for Institutional Advancement (Elizabeth Gilmer, VP for Institutional Advancement)
Department: Marketing and Communications
FY18 Annual Report of Administrative Assessment Results and Changes Implemented

Outcome	Measures	Assessment Results				Action
1.0. All printed materials, apparel artwork and any other use of the EGSC logo will be monitored by the marketing coordinator and the communications coordinator and approved by the Associate VP for Institutional Advancement to ensure positive and consistent branding of the college.	1.0.a. 100% accurate use of colors and logos in printed materials and items during the 2018 Fiscal Year	**Marketing** Outcome successfully achieved with all projects MARCOM was involved in. In collaboration with the procurement office, 100% accuracy was achieved in only using the official colors and logos approved for EGSC with ordered products.				• Approval process is working well; will continue to communicate protocol and process to units and new employees • Remind employees to delete all old logos and use only approved logos • Work with HR to incorporate info in new-employee orientation to convey how to request marketing and communications services
	1.0.b. 100% of internally and externally generated artwork and designs will be reviewed and approved by Associate VP for Institutional Advancement	Outcome successfully achieved. With assistance from Marketing Coordinator and Communications Coordinator, 100% of the artwork generated by MARCOM for EGSC projects was approved by the AVP for Institutional Advancement prior to being processed and sent to a vendor by the procurement office.				
1.1 The volume of support and creative work produced by the Office of Marketing and Communications will increase during FY18 over the previous year's total.	For the time period July 1, 2017 through June 30, 2018, the follow data was compiled and will be compared to the previous year's totals:	**Marketing**		**Communications**		• Our department of three has been very productive; as the college continues to grow, so will the need for marketing and communications services. Based on the volume of work, we will advocate for employee raises and an additional staff member who can assist with social media and other MARCOM
		FY17	**FY18**	**FY17**	**FY18**	
	a. # of designs completed, collated by requesting department	942 total for 30 different departments and programs	930 total for 30 different departments and programs	573 total for 42 different departments and programs	1,089 total for 44 different departments and programs	
	b. # of photographs taken	1680 total	147 total for	14,151 total	16,476 total	

		for 10 different departments and programs	1 department and program	for 35 different departments and programs	for 37 different departments and programs	tasks • Marketing Coordinator has been teleworking 100% from home this fiscal year, so she is no longer available to take photography, thus the lower numbers
	c. # of articles written and published	N/A	N/A	228 total for 35 different departments and programs	220 total for 34 different departments and programs	• Marketing Coordinator spends a lot of time helping departments obtain quotes; this will be added to the FY19 metrics to accurately capture her time spent on these tasks
	d. # of videos created	N/A	N/A	22 total	23 total for 5 different departments and programs	• A large percentage of the design requests completed by the marketing coordinator are complex and time-consuming, thus fewer can be completed • A high number of the communications coordinator designs originated from designs associated with social media posts and walk-in requests • We will be more deliberate and consistent in directing all requests to the online request form so that requests can be tracked more efficiently and so that design projects will be primarily completed by the marketing coordinator • No requests will be processed unless submitted via the online request form • There were less major

					• events and more student-focused activities during FY18, which entailed less press releases and more flyers, etc. • Will continue to explore ways to expand EGSC's presence • Plan to create a video "welcome message" from President Boehmer and a new video for the nursing program
1.2. A style guide will ensure consistency with marketing materials and web content to assist with 508 Compliance.	1.2.a. Creation and implementation of A Style Guide during FY18	**Web Services** Outcome partly achieved. The Web Services Specialist has completed the majority of the Style Guide; other duties have prevented him from completing it during FY18.			• Complete development of the Style Guide • Post Guide on the website • Formulate a plan to educate employees on its use
	1.2.b. Guide will be posted on the web and an overview will be provided to EGSC Faculty and Staff during FY18	Not achieved. The Style Guide has not been posted or shared with the EGSC community yet, but it should be ready to share during FY19.			
1.3. EGSC merchandise will be more readily available in the community.	1.3.a. Total number of retailers selling EGSC merchandise at the beginning of FY18 1.3.b. Total number of retailers selling EGSC merchandise at the end of FY17	**Marketing** Outcome achieved. • In FY18, three (3) retailers were approved to sell EGSC merchandise • In FY17, there were zero (0) retailers selling merchandise for EGSC.			• Continue to expand EGSC merchandise opportunities with community businesses • Add at least (2) more businesses in FY19
1.4. Online engagement will increase on EGSC's website.	1.4. Comparison will be made of FY 17 baseline data for website interaction versus FY18 data for website interaction using the same comparative measurements for each fiscal year to determine any differences:	**Web Services**			• Develop a "resource page" within the Student Life pages to provide links to page topics included in the top 10 search terms • In a collaborative project with IT and MARCOM, a new myegsc portal is being developed which should also help reduce searches and bounce rate while also
		FY17		**FY18**	
	1.4.a. Top 10 search terms	1. final exam schedule 2. bookstore 3. calendar 4. accuplacer		1. course schedule 2. transcript 3. orientation 4. catalog	

		5. nursing 6. catalog 7. orientation 8. transcript 9. 1098-t 10. tuition	5. calendar 6. 1098-t 7. final exam schedule egsc 8. banner web 9. tuition 10. accuplacer	increasing engagement • Integrate Google analytics and social media advertising analytics
	1.4.b. Top 20 cities where web visitors are from	1. Statesboro 2. Augusta 3. Swainsboro 4. Atlanta 5. Metter 6. Athens 7. Savannah 8. Twin City 9. Hephzibah 10. Evans 11. Macon 12. Grovetown 13. Vidalia 14. Waynesboro 15. Sylvania 16. Decatur 17. Marietta 18. Soperton 19. Lyons 20. Dublin	1. Statesboro 2. Augusta 3. Swainsboro 4. Atlanta 5. Savannah 6. Hephzibah 7. Metter 8. Evans 9. Vidalia 10. Grovetown 11. Twin City 12. Sylvania 13. Athens 14. Waynesboro 15. Macon 16. Decatur 17. Guyton 18. Marietta 19. Brooklet 20. RIncon	• Major radio and digital campaign targeting the entire state during April, May and June helped provide more traffic to the website; will continue advertising based on available funding • With increased usage from mobile devices, a priority will be to increase website accessibility • Website has been reorganized to be more coherent, but it needs to be totally redesigned. There are budgetary restrictions, but AVP will work with IT to see if this can be added as a FY20 project • Several direct links were added to the home page; this likely impacted the bounce rate since users can now go directly to the page
	1.4.c. Total # of web sessions	18,765	28,897	
	1.4.d. Total # of new web sessions	25,588	39,152	
	1.4.e. Total # of pages per session	1.98	1.99	
	1.4.f. Average web session duration	00:04:27	00.04.12	
	1.4.g. Percentage of usage by mobile device type (iOS or Android)	iOS: 76.1% Android: 23.9%	iOS: 81.5% Android: 18.5%	
	1.4.h. Total # of website visits, collated by internal and external traffic	Internal: 254,908 External: 750,394	Internal: 210,471 External: 727,747	

	1.4.i. Total # of page views, collated by internal and external traffic	Internal: 792,668 External: 2,344,692	Internal: 636,136 External: 2,200,443	
	1.4.j. Total # of internal and external unique visitors	Internal: 46,343 External: 251,190	Internal: 47,654 External: 240,439	
	1.4.k. Total # of internal and external returning visitors	Internal: 2,249 External: 12,684	Internal: 2,002 External: 12,626	
	1.4.l. Bounce rate (# of single-page sessions divided by all sessions in which web users viewed only a single page).	Internal: 23.86% External: 24.84%	Internal: 24.45% External: 25.38%	
1.5. A communications calendar will be created to increase the number of communications delivered each month via traditional and social media.	1.5.a. For the time period July 1, 2017 through June 30, 2018, the following data will be assimilated and compared to FY17 using the following data elements to determine any differences:	**Communications**		• Social media activity and presence has increased substantially and is expected to continue to grow; within the next two years, it is anticipated that a new staff member will be needed in MARCOM if productivity and efficiency are to be maintained
		2017	**2018**	
	-# of Facebook posts	474 on 7 pages	653 on 14 pages	
	-# of Facebook "likes"	6,832 on 7 pages	8,668 on 14 pages	
	-# of Facebook "followers"	Not Available	8,543 on 14 pages	
	-# of Facebook "actions"	6,483 actions on 474 posts on 7 pages	10,310 actions on 653 posts on 14 pages	• Several new products have been added with our Meltwater News Monitoring Service and will assist us in becoming more efficient. We will be able to track more data, engage more with key stakeholders and will be able to develop relationships with journalists beyond our traditional media contact list so that EGSC's presence can be expanded
	-# of Instagram posts	41 total on 2 accounts	89 on 2 accounts	
	-# of followers on Instagram	577 on 2 accounts	665 on 2 accounts	
	-# of posts on Twitter	153 total on 2 accounts	120 on 2 accounts	
	-# of retweets on Twitter	49 RTs on 29 tweets on 2 accounts	40 RTs on 41 tweets on 2 accounts	
	-# of followers on Twitter	1,252 on 2 accounts	1,310 on 2 accounts	
	- # of news stories written	228 stories written	220 stories	
	- # of published news stories	199 stories published	198 published	
	- Ad value of published news stories	Data Not Available	• Keyword "East Georgia State College" $559.02k • Keyword "EGSC|Global Press" $564.91k	• The Communications Calendar will continue to be developed
	- Top news sources based on	Data Not Available	• EmanuelCountyLi	• The marketing coordinator

	volume		ve.com (260) • GPBNews (16) • Statesboro Herald (13) (These three accounted for 78% of the news volume share among the 25 highest publications) • SavannahNow.com (8) • MetterAdvertiser.com (5)	will develop a calendar of key projects to complete each year • Note about Net tonality: The negative score is not related to EGSC, but rather about a particular article featuring one of our students who was discussing his disability services being eliminated
	- Mentions (# of news articles within July – June)	Data Not Available	476 editorial mentions from 198 published stories (increased 5%)	
	- Reach (measure of potential audience reached with news story)	Data Not Available	60.4 million potential reach (down 31%)	
	- Net Tonality (NT) Score (calculated by subtracting the % of negative articles from the % of positive articles, based on volume)	Data Not Available	-1* (14% positive) (15% negative) (71% neutral)	
	1.5.b. Establishment of FY18 Communications calendar	Preliminary calendar has been developed outlining recurring events and sorted by month. This will be further developed in FY19.		
1.6 Regular, intentional interaction with units and departments, as well as students, will be used to evaluate and increase the effectiveness of work production, the quality of services, creation of marketing	1.6. During FY18: 1.6.a. At least one student focus group or one student survey will be conducted each year to evaluate marketing materials and web organization 1.6.b. At least one meeting per year will be held with the primary users of marketing and communications services (external campuses, academic	**Marketing/Communications** Outcome achieved. • MARCOM received feedback from SGA and from the student representative on the External Relations Committee regarding recruitment materials and messaging • MARCOM met with each of the primary users of marketing/communication services at least twice during FY18 – at the beginning of the fiscal year and again at the end of the fiscal year • Recognized as one of three "Best in Class"		• Continue to maintain positive relations and provide quality services to other departments • Congratulations to MARCOM staff for being recognized by colleagues as one of three departments chosen as "Best in Class" at EGSC! Very well-deserved! • Continue to meet regularly

materials, communications messaging and web content/organization.	programs, student affairs department, and the athletics department) to review and assess the quality of services and materials provided by MARCOM.	departments in the USG Comprehensive Administrative Review (Spring 2018)		with units and students to receive feedback about materials and web content • Continue to communicate regularly with employees about communications and marketing tips to become more effective in providing services • Consider implementing a "MARCOM tip of the week" email to send to employees
2.0. The online PR Request Form will be the only source to submit requests for marketing and communications services so that projects can be scheduled and prioritized more efficiently to avoid last minute requests.	2.0. For FY18:	**Marketing**	**Communications**	• This is baseline data; comparatives will begin in FY19 • Remove MARCOM from facilities request so that the online request form is the only source to submit requests for our services (will lessen confusion) • Work with HR to include request process for MARCOM services in the new-hire orientation • Provide more education on how to request services, including business cards • Strict adherence to only processing requests received via the online request form. This is essential for efficiency and work distribution • All email and in-person requests will be directed to the online request form • Emphasize 2-week turnaround required for
	2.0.a. Number of work requests for marketing and communications services received through the online PR Request System.	324 (this includes designs and photography)	104 (includes designs, photography and press releases)	
	2.0.b. Number of requests for services submitted via emails	696 (this includes designs, business cards, and quotes)	~700 (includes designs, photography and press releases)**	

			design and approval process; sometimes projects can be completed sooner, but not always, depending on what else is in progress
2.1. Webpage content will be updated and reviewed regularly to ensure quality assurance	2.1. For FY18: 2.1.a. At least one training session per semester will be conducted by the web services specialist and/or Associate VP for Institutional Advancement to convey web content protocol, procedures and updates to website platform	**Web Services and Marketing** Outcome successfully achieved. • At President Boehmer's request, each department appointed a staff member to be "content manager" and maintain its webpages. • Since some of the content managers were familiar with Expression Engine, the Web Services Specialist has been providing individual trainings to new users. This will be ongoing due to new hires and reorganizational changes. • Updates regarding content management procedures are being communicated to employees via e-mail.	• This is a work in progress, but we are making strides in giving ownership of pages to the individual departments since the college only has one Web Services Specialist to oversee the website. • Our major challenge is with staff-turnover and then these duties are not delegated to someone else in the department. We are going to work with HR to see if web content manager can be added to a specific job description rather than a person to ensure continuity of oversight with departmental webpages • Continue to provide trainings to content managers • Continue to send analytics to unit heads and content managers
	2.1.b. Website analytics will be sent monthly by email to unit heads and content managers so they can effectively manage and update web content for their units.	Outcome successfully achieved. The Web Services Specialist is sending website analytics out each month via email.	
3.0 News stories featuring faculty and staff accomplishments will increase.	3.0. Comparison of the following data: 3.0.a. Number of news stories written during FY18 that highlight faculty and student accomplishments	**Communications** **FY18** 115 news stories of 220 total articles (48%)	• Most of the news stories in FY18 were about events, programs and construction on campus. In FY19, we will focus more on producing "human interest" stories

	3.0.b. Number of news stories written during FY17 that highlight faculty and staff accomplishments	**FY17** 123 news stories of 228 total articles (46%)		that highlight student and faculty achievement and the unique attributes of EGSC • Having access to the new Meltwater media database in FY19 will assist in reaching new markets to share our news
3.1. An increased number of publications will be created to share with stakeholders.	3.1. Comparison of the following data	**Marketing**	**Communications**	• There was no "Hoopee Bird" student newspaper published in FY18 • Recruitment materials will be consolidated into a single booklet for FY19, so next year's numbers may decline due to this integration • A new annual magazine, Bobcat Tracks, was published in FY18. Due to limited staffing, we can only produce it once a year, but if additional staffing is ever approved, we would like to make it bi-annual • As new degrees and programs are added, additional materials will be needed. Since the marketing budget covers all institutional printing, additional funding will be needed in FY20 to sustain MARCOM's ability to assist other units
	3.1.a. Number of publications created by marketing and communications in FY18	**FY18:** 47 publications	**FY18:** 12 publications	
	3.1.b. Number of publications created by marketing and communications in FY17	**FY17:** 45 publications	**FY17:** 15 publications	

3.2. EGSC's involvement in community outreach events and activities through the efforts of Institutional Advancement will increase.	3.2. Comparison of the following data	**Institutional Advancement / Marketing/Communications**	• MARCOM will continue to provide support for outreach activities/events to increase EGSC's presence
	3.2.a. Number and location of community outreach events and activities that Institutional Advancement participated in during FY18	**FY18:** 40 events in Swainsboro, Statesboro and Augusta based on available records.	• Due to hourly employee's being limited of 40 work hours per week, we are challenged to provide coverage after-hours and on weekends, but we are managing to provide assistance in at instances. It does, however, decrease the amount of time MARCOM staff can work during the regular work week if they work after-hours, so production sometimes takes longer.
	3.2.b. Number and location of community outreach events and activities that Institutional Advancement participated in during FY17	**FY17:** 36 events in Swainsboro, Statesboro, Augusta & Lincolnton based on available records.	• The communications calendar will be used to determine the best events to participate in for the greatest exposure