

**Albany State University
Program/Unit Assessment Plan**

Program/Unit: University Communications
Program/Unit Coordinator: Danyelle Gary, Jenny Collins
Assessment Period: 2017-2019
Related ASU Guiding Principle: Expand Access to Higher Education
Program/Unit Mission Statement: The mission of the Office of University Communications is to provide information about Albany State University through social media, television, radio, and other communication platforms, that tell the ASU story effectively and accurately.

Unit Performance Outcomes (UPO)

Performance Outcomes	Methods of Assessment	What Demonstrates Proficiency	Calendar	Assessment Results	Analysis of Results/Plan for Improvement
University Communications operates effectively , following accepted contemporary standards, policies, and procedures for university marketing, communications, and publications design that ensure quality performance.	CISION hits Social Media: Facebook, Instagram, Twitter, Periscope ASU Application	1. Number of followers averaged for both institutions 2. Number of likes for events (by event) 3. Box checked on applications that reflect hearing about ASU through an UC avenue	Monthly		Followers should increase in accordance with the information being shared. UC needs to do better at telling the ASU story. Also examine when events get aired, what press releases get picked up, and how many times ASU is mentioned in accordance with Ads.
University Communications operates efficiently and cost-effectively in its staffing and business procedures.	1. Publicity Output time 2. Number and amount paid for graphic design orders done outside of organization	1. Time from submission to completion decreased 2. Number of outsourcing for design jobs decreased in addition to monies spent	1. Sem 2. Annual		Information needs to be out to public in a timely manner. Cost/benefits analysis should be conducted to examine if UC would also benefit from hiring a graphic designer. Possibly consider grooming a graphic design intern from the BA program for Visual and Performing Arts. Revisit/revamp publicity request form.
University Communications makes substantive contributions to the institution’s annual progress toward the achievement of ASU’s strategic goals.	Tracking sheet of who is speaking on behalf of the institution and how university is represented	Standard format for university communication developed and used by all who represent the university.	Annual		Organize who is communicating on behalf of the university, how they are communicating, what they are communicating and develop a standard for communication efforts.

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