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Administrative Unit Report - Communications and Marketing [Effective 2018]

University of South Florida St. Petersburg

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AUR - Communications and Marketing

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<i>Outcome/Objectives</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p>Marketing - Improve marketing efforts</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019</p>	<p>Ongoing Activity - Google analytics</p> <p>* Criterion for Success: Increase organic traffic by at least 30 percent</p> <p>* Person(s) Responsible: Carrie O'Brion, Kate Phillips</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>We increased traffic by 40 percent (05/10/2019)</p> <p>Analysis of Findings: Facebook ads helped us increase our traffic.</p>	<p>Use of Findings: We will continue Facebook ads and hire a new webmaster to help us continue to boost SEO. (05/10/2019)</p>
<p>Increase Awareness of USF St. Petersburg - Ensure University news, information and accomplishments are distributed to key audiences, placed in local, regional and national media outlets through targeted distribution, news coverage and media relations.</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019, 2019 - 2020</p>	<p>Ongoing Activity - Tracking local/state/national news through Cision media monitoring tool to ensure news/press releases are being picked up and distributed by media outlets.</p> <p>* Criterion for Success: We strive to create at least two news stories or press releases each week.</p> <p>* Person(s) Responsible: Carrie O'Brion and Matthew Cimitile</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Meets Expectations</p> <p>We have successfully created at least two news stories or press releases each week since setting this goal. (06/05/2019)</p> <p>Analysis of Findings: This was a good first step and we hope to build on this in 2019-2020 to begin producing even more news stories and finding new tools to measure impact/brand recognition.</p>	<p>Use of Findings: Will use this information to set goals in 2019-2020. (06/05/2019)</p>
<p>Enhance engagement and interaction on all social media channels - Increase by 10 percent the number of followers/users as well as the number of engagements/shares</p> <p>Outcome/Objective Status: Active</p> <p>Planned Assessment Year: 2018 - 2019, 2019 - 2020</p>	<p>Ongoing Activity - Actively tracking the number of likes and engagements on Facebook, Twitter and Instagram.</p> <p>* Criterion for Success: 20 percent increase in both likes and engagements.</p> <p>* Person(s) Responsible: Carrie O'Brion Matthew Cimitile</p>	<p>Reporting Period: 2018 - 2019</p> <p>Conclusion: Exceeds Expectations</p> <p>We have increased the number of Facebook likes by more than 20 percent to 8,659. We've also increased check-ins to 29,169. Our Twitter following has grown by more than 20 percent to 2,716, and our Instagram following has increased to 1,407. (06/05/2019)</p> <p>Analysis of Findings: This was a good year and we built some important foundations. Looking forward to an even bigger following in 2019-2020 with the addition of a multimedia journalist to our team.</p>	<p>Use of Findings: We will use these numbers as a benchmark for growth in 2019-2020. (06/05/2019)</p>

<i>Outcome/Objectives</i>	<i>Means of Assessment</i>	<i>Findings</i>	<i>Use of Findings</i>
<p>Work with campus partners and USF System to develop and execute emergency communications plans - Create a one-page document that outlines the crisis communications process at USFSP. Outcome/Objective Status: Completed Planned Assessment Year: 2018 - 2019</p>	<p>One-Time Activity - Completion of one-page emergency communications guide. * Criterion for Success: Buy-in from senior leadership and members of the Emergency Management team. * Person(s) Responsible: Matthew Cimitile, Carrie O'Brion</p>	<p>Reporting Period: 2018 - 2019 Conclusion: Meets Expectations The one-page emergency communications guide was well received and used during a training exercise to prepare the campus in case of an emergency. (06/24/2019) Analysis of Findings: While the guide works well, it will probably have to be updated soon.</p>	<p>Use of Findings: N/A (06/25/2019)</p>