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| Fiscal Year | 2018-19 | Dept Assessment Period | 7/1/18-6/30/19 |
| Department | Marketing | Division | IA |
| Submitted By | Josh Meyer | Submission Date |  |

Department Institutional Effectiveness Plan

***IE Plan: Complete the sections marked in YELLOW.***

***Assessments: Complete only the sections marked in GREEN.*** *These will only appear when it is time to complete assessments.*

Once completed, please email to [ie@virginiawestern.edu](mailto:ie@virginiawestern.edu).

If you have any questions, please contact [ie@virginiawestern.edu](mailto:ie@virginiawestern.edu) or call Carol Rowlett (77277) or Rachelle Koudelik-Jones (76187).

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| 1. **Mission/Purpose** |
| **College Mission:**  Virginia Western provides quality educational opportunities that empower students for success and strengthen communities.  **Purpose for your division:** The Academic and Student Affairs division provides quality courses, programs and support services to empower students for success.  **Purpose for your department:** The Office of Marketing and Communications works to enhance and promote Virginia Western’s image and brand to prospective students, in the community and internally through highly visible and high-quality marketing initiatives. The office promotes the college as a regional “thought leader” in higher education through public information and media outreach. It builds awareness and reaches new audiences through innovative special events, publications and social media platforms*.* |

| 1. **Goals. Goals are “big picture” and long-term.** | | |
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| **College Goals:**  *These goals are established through strategic planning processes.* | **Division Goals:** These goals are set by your Vice President, through Division processes. | **Department Goals:** *Please place your goal next to the most related division goal. Add rows as needed* |
| Empower Students for Success |  |  |
| Champion Sound Stewardship | Advance interaction with alumni, friends, and supporters by educating, cultivating, and soliciting annual gifts, major gifts, and specific college initatives funding through grants/fundraising. | Promote the College to the external community |
| Foster Internal & External Collaboration | Expand and refine communication and information dissemination with internal and external constituencies for reaching out to students and community. | Promote the College to the external community |
| Promote communication within the College |

| **OBJECTIVES.** [***Click here***](http://www.virginiawestern.edu/about/success2021/docs/Success2021_Objectives.pdf) ***if you would like to see a list of College objectives.*** | | |
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| **Department Goals:**  *Same as you listed in the final column of the previous table* | **Department Objectives:**  *What specific things are you trying to achieve?*  ***Each of your goals must have at least one objective.*** | **Measurable Outcomes:**  *What will you measure to tell whether or not you accomplished the objective?*  ***Each of your objectives must have at least one measurable outcome.*** |
| Promote the College to the external community | Diversify marketing outreach to current and prospective students to support enrollment and success | 1. Track events, media coverage, social media outreach and other marketing outreach related to the 50th Anniversary |
|  | Continue to increase focus on program-specific marketing | 2. Feedback from participants, the commencement committee and the president |
| Promote communication within the College | Build and conduct a comprehensive year-long campaign to celebrate the College's 50th anniversary and promote the institution's history of providing educational opportunities and economic advancements for students and the community. | 3. Track methods of communication used to reach current and prospective students |
|  | Plan and execute a commencement ceremony that effectively promotes Virginia Western and its 50th Anniversary while celebrating our graduating students' achievements | 4. Track promotional materials that primarily involve program-specific marketing such as television advertising, outdoor signage, graphic design and social media |

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| 1. **OUTCOMES AND ASSESSMENT. How will you know you are accomplishing your objectives?** |

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| **Assessment of Measurable Outcomes:**  Below, please copy each of your measurable outcomes and identify corresponding baselines and targets. At the end of the fiscal year, this IE Plan will be returned to you with additional sections to report your results on each outcome. |

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| **#** | **Measurable Outcome**  ***COPY the measurable objectives you listed above.*** | **Baseline**  ***(Current status)*** | **Target for the Year** | **2021 Target** |
| 1 | Track events, media coverage, social media outreach and other marketing outreach related to the 50th Anniversary | 1,500 followers | 2,000 followers | 4,000 followers |

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| **Briefly describe assessment results based on data collected, demonstrating the extent to which the department achieved the objective listed above.**  *If needed, attach a summary of the data collected. (This can be the spreadsheet used to record the results)* |
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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Describe areas of weakness in achievement of the outcome.** |
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| **Identify intended changes that will be instituted based on results of these assessments. Please describe changes and give rationale for the change.** |
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| **Timeline for implementing these actions.** |
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| 2 | Feedback from participants, the commencement committee and the president | $2. million | $4 million | $6.5 million |

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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Timeline for implementing these actions.** |
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| 3 | Track methods of communication used to reach current and prospective students |  |  |  |

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| **Briefly describe assessment results based on data collected, demonstrating the extent to which the department achieved the objective listed above.**  *If needed, attach a summary of the data collected. (This can be the spreadsheet used to record the results)* |
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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Identify intended changes that will be instituted based on results of these assessments. Please describe changes and give rationale for the change.** |
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| **Timeline for implementing these actions.** |
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| 4 | Track promotional materials that primarily involve program-specific marketing such as television advertising, outdoor signage, graphic design and social media |  |  |  |

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| **Briefly describe assessment results based on data collected, demonstrating the extent to which the department achieved the objective listed above.**  *If needed, attach a summary of the data collected. (This can be the spreadsheet used to record the results)* |
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| **Compare your results to the target for the year listed above.** |
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| **Describe areas of strength in achievement of the outcome.** |
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| **Identify intended changes that will be instituted based on results of these assessments. Please describe changes and give rationale for the change.** |
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| **Timeline for implementing these actions.** |
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| Implementation Plan: What changes will your department implement over the next year? |
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| **Dissemination/Discussion: How will you share your results with your department and other areas of the campus community?** |
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| **Please indicate any additional comments you may have regarding any of the above** |
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