

Unit Assessment Report - Four Column

UTPA

Admin - Marketing Office

Unit Mission: The Marketing Office supports the mission of the University of Texas-Pan American and the Division of External Affairs by promoting the University's overarching goals and institutional priorities by coordinating UTPA marketing efforts and communication strategies to ensure a cohesive integrated marketing plan that adheres to the University's vision.

Unit Head: Candi Roxas

Division: Division of University Advancement

AES Intended Outcomes	Means of Assessment & Criteria for Success / Strategies	AES Assessment Results	Use of Result & Follow-Up
<p>Admin - Marketing Office - Provide market research - We will provide market research assistance to various departments/divisions who are working on new marketing collateral.</p> <p>AES Outcome Types: AES - Fiscal Year 2008 AES - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>End Date: 08/31/2009</p> <p>AES Outcome Status: No Longer Desired</p> <p>Strategies: 1. Work with various departments/divisions with marketing research on potential new marketing collateral. This includes web searches and focus groups.</p>	<p>AES Assessment Method: Create and maintain market research request log.</p> <p>Criterion for Success: Assist at least two departments/divisions with their market research.</p> <hr/> <p>AES Assessment Method: Provide market research report.</p> <p>Criterion for Success: FY09 - 1 report FY10 - 2 reports FY11 - 3 reports</p>	<p>08/31/2009 - Assisted access to Qualtrics survey instrument. Provided training for community engagement's business development centers and trouble shooting for career services.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>08/31/2009 - Created subject matter experts in different areas so that they no longer depend upon marketing office personnel for assistance on surveys.</p>
<p>Admin - Marketing Office - Brand Development - We will continue with the UTPA brand development process.</p> <p>AES Outcome Types: AES - Fiscal Year 2008 AES - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>End Date:</p>	<p>AES Assessment Method: Suggested Taglines Document submitted to the President.</p> <p>Criterion for Success: Formal submission to the President of possible taglines.</p>	<p>09/17/2008 - Tagline recommendations submitted to the President and Vice Presidents. Tagline approved by UT Board of Regents May 2009.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>06/12/2009 - Tagline "Prepare. Discover. Transform." was approved by the UT Board of Regents during their May meeting. Submitted to UT Trademarks Office so that the trademark process can commence.</p> <p>09/30/2008 - Once formal approval is received, the tagline will be incorporated with the brand vision</p>

AES Intended Outcomes	Means of Assessment & Criteria for Success / Strategies	AES Assessment Results	Use of Result & Follow-Up
<p>08/31/2009</p> <p>AES Outcome Status: No Longer Desired</p> <p>Strategies:</p> <ol style="list-style-type: none"> Put together a tagline working group that consists of members of the marketing working group, students and other faculty/staff. Set-up brainstorming session and provide feedback to the President. Work with HR to provide all new staff with brand vision. Work with the office of the Provost to provide brand vision document to all new faculty. Work with the Marketing Strategy Group to further develop UTPA brand and release information via marketing bulletins. 	<p>AES Assessment Method: Marketing bulletins will be created and disseminated to UTPA internal community.</p> <p>Criterion for Success: FY09 - 3 marketing bulletins FY10 - 3 marketing bulletins FY11 - 4 marketing bulletins</p>	<p>08/31/2009 - Created first marketing bulletin but due to the reorganization of the division, this was no longer a high priority.</p> <p>Result Type: Criterion Not Met</p> <p>Result Status: Loop Closed</p>	<p>document and forwarded to HR for inclusion with new staff/faculty packets.</p> <hr/> <p>09/17/2008 - Tagline was approved by the VPs and the President however, no formal written approval has been received.</p> <hr/> <p>08/31/2009 - The decision was made that marketing bulletins would not be a high priority with the new organization. Rather another mode of communication will be looked into.</p>
<p>Admin - Marketing Office - Assist with Alumni and other related events - We will assist with alumni and other related events in various cities to highlight UTPA.</p> <p>AES Outcome Types: AES - Fiscal Year 2008 AES - Fiscal Years 2009 - 2011</p> <p>Start Date: 06/01/2007</p> <p>End Date: 08/31/2009</p> <p>AES Outcome Status: No Longer Desired</p> <p>Strategies:</p> <ol style="list-style-type: none"> Work with various departments to ensure that UTPA's positive image is portrayed in receptions, publications and other media venues. Set-up receptions in key Texas cities and other locations as deemed appropriate, to showcase UTPA with corporate partners, alumni and friends. Deans and administrators will be strongly encouraged 	<p>AES Assessment Method: Increased print, TV and radio spots as reported by University Relations to the Executive Committee.</p> <p>Criterion for Success: Increased positive visibility in various media.</p> <hr/> <p>AES Assessment Method: 2a. Attendance sheets.</p> <p>Criterion for Success: Receptions in Dallas, Houston, Austin, Seattle and Washington DC.</p>	<p>09/17/2008 - A total of 1628 stories - web, Los Arcos, edited pieces - have been reported for FY07, an increase of approximately 14% from the previous year. FY08 numbers will be available end of November. A number of the stories feature alumni, alumni events in various areas and faculty.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>09/14/2009 - Will be using Meltwater analytics to count stories as the current method does not account for several print stories outside of the Valley.</p> <hr/> <p>09/17/2008 - Alumni events heighten UTPA's image in various areas including locations where there are chapters - Austin, Houston and North Texas. Alumni in Houston in particular have come out in the newspaper as having assisted the Ronald McDonald House and other charities. We can then use these results in other local news.</p>

AES Intended Outcomes	Means of Assessment & Criteria for Success / Strategies	AES Assessment Results	Use of Result & Follow-Up
<p>to attend.</p>	<p>AES Assessment Method: Assist and attend UTPA Alumni/Alumni Chapter events, University events and other related events in an effort to highlight UTPA achievements. Assessment will be done via increased positive visibility in various media and attendance sheets at various events.</p> <p>Criterion for Success: Increased number of mentions from clipping service: FY09-5% FY10-7% FY11-10% Copies of attendance sheets at various events.</p>	<p>09/14/2009 - Positive mentions in the Monitor increased in FY09; baseline was set-up for clipping service through their analytics.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>08/31/2009 - Baseline was created for Meltwater analytics.</p>
<p>Admin - Marketing Office - External communications media/campaigns - We will work with various departments on the creation, launch and review of communication campaigns and other media needs.</p> <p>AES Outcome Types: AES - Fiscal Years 2009 - 2011</p> <p>Start Date: 09/01/2008</p> <p>End Date: 08/31/2009</p> <p>AES Outcome Status: No Longer Desired</p> <p>Strategies:</p> <ol style="list-style-type: none"> work with various departments to identify their media needs and coordinate University campaigns. coordinate with university designers to ensure adherence to UTPA brand image. collaborate with University Relations to heighten UTPA's visibility in different media. work with outside vendors to register as 	<p>AES Assessment Method: Number of collaborations on communication campaigns and other media needs.</p> <p>Criterion for Success: FY09 - 3 collaborations FY10 - 5 collaborations FY11 - 7 collaborations</p> <p>AES Assessment Method: Meeting minutes of designers group.</p> <p>Criterion for Success: FY09 - 9 meetings FY10 - 8 meetings FY11 - 8 meetings</p> <p>AES Assessment Method: University Relations report to Executive Committee; number of UTPA articles using the clipping service and mentions in the local newspaper, The Monitor. Will be using FY08 as the base year of calculations.</p> <p>Criterion for Success: Increased report numbers by: FY09 - 5% FY10 - 7%</p>		

AES Intended Outcomes	Means of Assessment & Criteria for Success / Strategies	AES Assessment Results	Use of Result & Follow-Up
<p>either restricted or unrestricted licensed vendors of UTPA gear and work with stores to carry UTPA promotional items.</p>	<p>FY11 - 10%</p> <p>AES Assessment Method: Using a new internal database for registering vendors, we start to record internal use vendors for promotional items in FY09; which will serve as the base year. Licensed vendors are handled through SMA and the list can be accessed through UT System.</p> <p>Criterion for Success: Internal registered database: FY09 - 20 vendors registered FY10 - increase by 5 vendors FY11 - increase by 5 vendors</p> <p>UT System list increase by 1 vendor for each year (FY09-FY10)</p>	<p>08/31/2009 - With assistance from Internet Services, Materials Management and Auxilliary Services, created the internal database for vendors. No additional assessment of this outcome due to restructuring of the office and new management.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>08/31/2009 - Database is being used for promotional items that do not go out for bids.</p>
<p>Admin - Marketing Office - Enhance web presence - We will enhance web presence by streamlining the current hierarchy.</p> <p>AES Outcome Types: AES - Fiscal Years 2009 - 2011</p> <p>Start Date: 09/01/2008</p> <p>End Date: 08/31/2009</p> <p>AES Outcome Status: No Longer Desired</p> <p>Strategies: 1. Work with Internet Services to complete a web usability test. 2. Collaborate with Internet Services and university designers to create a new look for the UTPA website.</p>	<p>AES Assessment Method: Completed web usability test and report.</p> <p>Criterion for Success: report submitted to VPs with recommendations for changes - FY09</p> <p>AES Assessment Method: Substantive changes to UTPA's website.</p> <p>Criterion for Success: FY09 - Top two layers look and flow are revamped FY10 - Next two layers revamped FY11 - remaining layers are updated</p>	<p>08/31/2009 - completed first two layers.</p> <p>Result Type: Criterion Met</p> <p>Result Status: Loop Closed</p>	<p>08/28/2009 - Web went live with new website; moved from test site.</p>