

**Texas A&M International University  
Annual Institutional Effectiveness Review (AIER)  
for Administrative and Educational Support Units**

**Unit Name:**

**Office of Public Relations, Marketing and Information Services**

**Assessment Period Covered:**

**March 1, 2008 to January 31, 2009**

**Unit Coordinator (Preparer of Report):**

**Mika Akikuni**

**List Other Report Contributors (if applicable):**

**Steve Harmon**

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**The annual review is directed at the following goals of the Texas A&M International University 2006-2010 Strategic Plan. Please list goals below:**

- 3.2 – Provide service and outreach activities to the University service area in a professional, courteous, efficient and timely manner.
- 3.3 – Promote a culture of service within the University, extending to the local, national, and international communities.
- 1.1 – Attract, admit, enroll and advise a diverse student body through a comprehensive enrollment management and advisement process that involves timely, accurate information and services.

**Institutional Mission**

Texas A&M International University, a Member of The Texas A&M University System, prepares students for leadership roles in their chosen profession in an increasingly complex, culturally diverse state, national, and global society. Through instruction, faculty and student research, and public service, Texas A&M International University embodies a strategic point of delivery for well-defined programs and services that improve the quality of life for citizens of the border region, the State of Texas, and national and international communities.

**Administrative and Educational Support Unit Mission**

The Mission of the Office of Public Relations, Marketing and Information Services, delivered through innovation, collaboration and application, is to provide regular, strategic and integrated public relations services and counsel (including media-external relations, publications, identity management, marketing, web-based services and internal relations) for the University's programs and services that improve the quality of life for its constituents.

**Provide summary of the last cycle’s use of results and changes implemented**

*This statement should specify if the outcomes addressed were a continuation of previous ones, new outcomes, or modified versions of previous outcomes. In addition, the statement should include a concise analysis of the assessment data collected during the previous year, a brief explanation of actions taken to address specific outcomes, an evaluation of how these actions contributed to the improvement of the unit, and any recommendations formulated. Assessment data must be viewed and discussed by the unit during this process.*

- \* Establishment of new University identity program to include new logo, style guidelines and management protocol – A Logo Change Proposed Plan was created, detailing the use of focus groups, project timeline, list of potential focus group participants and sample questions for focus groups. The project has been postponed after agreement with President’s Office that implementation of Luminus Portal is of first priority before major logo development project.
- \* Enhanced web operations tied to implementation of Luminus Content Management System - The project is currently underway and will continue this year.
- \* Collect impressions of PRMIS service to and for local, regional media outlets in order to better address their needs – No actual surveys were collected in 2008, however, surveys will be conducted by April 2009.

**List of unit-level outcomes**

*It is recommended that units rotate through their entire set of outcomes over a multi-year period. Units may focus on one or two outcomes each year, as deemed appropriate.*

1. Migration of the external website into the Luminus Content Management System.
2. Collect impressions of PRMIS service to and for local, regional outlets in order to better address their needs.
3. Use of emerging technologies to provide a more comprehensive service to the University and external audiences.
4. Branding the University as an artistic and cultural venue.
5. Positioning the University as a four-year University of choice with gifted faculty.

**Section I: Planning and Implementation**

**Outcome(s):** *Identify the outcome(s) that will be focused upon this year.*

Migration of the external website into the Luminus Content Management System.

**Methods of assessment to be used:**

*Identify and describe the type of assessment(s) that will be used and how the data will be obtained. During this assessment period, has your unit used any of the following measures for assessment of outcomes? Indicate “Y” if currently being used; “N” if not currently being used but interested in using; and “NA” if not applicable.*

Type of Measure	Y	N	NA	Specify which type of measure was used and what outcome this measure was applied to:
Volume of Activity: (Number of clients served, circulation data, etc.)	X			University audience, both internal and external.

<u>Efficiency:</u> (Turnaround time for filling requests, timely service or prompt response, etc.)		X		
<u>Service Quality:</u> (Error rates, accuracy of information provided, etc)			X	
<u>Client Satisfaction:</u> (Student, alumni, employer, or customer surveys, etc.)	X			The unit plans to implement surveys to gauge client satisfaction.
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms, etc.)			X	Feedback will be taken into account from customer service surveys once migration has proceeded.
Staff discussions or evaluations of services to clients	X			Staff meetings will be conducted twice a month.
<u>Review of existing data:</u> (Routine records or reports, institutional data, audits, etc.)			X	
Standards/guidelines provided by professional associations	X			The unit follows basic guidelines for web standards.
Standards set by federal, state, county, city or system regulations	X			The unit follows basic guidelines for web standards.
External evaluations or auditors	X			Audit conducted by The Texas A&M University System.
Benchmarks or comparisons with peer institutions	X			The unit utilizes Google Analytics software to benchmark with other peer institutions.
Other				

**Criteria/Benchmark(s):**

*Specify, if deemed appropriate to assess outcome(s). Criteria/ benchmark(s) may be optional, especially if qualitative measures are used for data collection.*

With the assistance of 2 student workers and extra resources, 70% of external website will be successfully migrated by December 2009.

Section II: Analysis of Results

**What were the results attained?**

*Describe the primary results or findings from your analysis of the information collected. Were the results used to improve the unit services or operations? Please specify:*

There are no preliminary results since migration of website has not commenced.

**What were the conclusions reached?** *Include a brief description of the procedure used for reaching the conclusion(s) based on the evidence collected and describe the process used to disseminate the information to other individuals. For example, if the discussion took place during the annual retreat, include a summary from those deliberations using the Meeting Minutes template found at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to [assessment@tamtu.edu](mailto:assessment@tamtu.edu).*

No conclusions are available at this moment as external web migration has not started.

**Describe the action plan formulated. (The plan may be multi-year in nature.)**

*Based on the conclusion(s), describe the action plan to be implemented to improve or maintain unit services and operations, including resources needed and a timeline for implementation.*

TAMTU has invested considerable time and effort so that the university is on par with similar higher education institutions when it comes to technology. Hundreds of thousands of dollars have been spent upgrading our infrastructure and the services provided to the students, staff, faculty and the community over the years.

Although the technology is in place, one service that has been left under-developed for is web services. It is one of the most effective means of communication to the students and community that has been sorely underutilized. Our technology department has grown considerably in staff and budget, but the web services department has remained the same for the past 6 years.

The means of using technology to effectively communicate directly with our community has grown considerably in just the last few years. Enrollment of students has steadily increased each semester, increasing our needs and challenging our ability to provide adequate ways to communicate with our students and community. Each year brings students that have further engrossed themselves in technology as a means for communicating with their peers and the world in general. The web has increasingly become the primary means for prospective students to research and learn about universities. Universities, in turn, have adapted to this trend and have gradually reduced mailings and printed materials, relying more and more on the web as a means to reach those seeking information about not only our University but also the community we serve.

Resources needed in the web services department to accomplish our goals consist of the addition of student workers to the office who will provide assistance with maintenance of University web content, to include transitions to universal template, collection and appropriate approval of content. With their assistance the migration of the external website to Luminus could be accomplished 70% in a 8 to 10-month time frame.

### Section III: Resources

**Resource(s) to implement action plan:** *Describe the resources that will be needed to implement the action plan. Also indicate if the resources are currently available, or if additional funds will be needed to obtain these resources.*

Funding

- New Resources Required – Addition of 2 part-time student workers

- Reallocation of current funds – Additional funds needed to hire 2 part-time student workers

Physical

- New or reallocated space – Reallocated space needed to provide 2 part-time student workers.

Other

- Primarily faculty/staff time – Not necessary
- University/rule procedure change only – Not necessary

**Provide a narrative description and justification for requested resources (include linkage to Strategic Plan – or Compact, if relevant)**

New resources requested consist of student workers and equipment. The student workers will provide assistance with maintenance of University web content, to include transitions to universal template, collection and appropriate approval of content, adherence to style guidelines, active and functional linkages. This request is also based on the needs outlined in the Texas A&M International University 2006-2010 Strategic Plan Goals and Objectives sections 1.1, 1.8, 3.3, 5.3 and 7.3.

**Identify proposed outcomes for the next assessment cycle:**

Continuation of present outcome(s) – (Indicate reason for continuation):

The unit will continue to work to migrate external website into Luminus Content Management System.

New Outcome(s) – (List outcomes below):

Complete migration of external website into Luminus content management system.

Modification of present outcome(s) – (Indicate reason for modification):

Date Completed:

January 30, 2009

Submit completed form to [integrate@tamiu.edu](mailto:integrate@tamiu.edu).