

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

Unit Name:

Office of Public Relations, Marketing and Information Services

Unit Type:

Administrative Unit

Educational Support Unit

Assessment Period Covered:

January 2009 to February 2010

Unit Coordinator (Preparer of Report):

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List Other Report Contributors (if applicable):

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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:

1.1, 3.2, 3.3

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 or Educational Support Unit Mission

The Mission of the Office of Public Relations, Marketing and Information Services is to provide collaborative, innovative, integrative, regular and strategic public relations counsel to benefit the University's academic programs, research and community outreach.

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.

While the technology to accommodate the external migration of tamiu.edu has been put in place and all

design standards set, other related technology needs that would enhance the migration were prioritized to be launched in advance, paving the way for a more successful migration. To that end, priority launches included the dedication of an intranet, the full deployment of the University portal, UConnect and the provision of a new online web-based calendar, @TAMIU that was embedded in both external and portal sites. With these launches fully deployed, the external migration of the site has resumed and is estimated to be complete by Spring 2010.

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. Collect impressions of PRMIS service to and for local, regional media outlets in order to better address their needs.**
- 2. Use of emerging technologies to provide more comprehensive service to the University and external audiences.**
- 3. Branding the University as an artistic and cultural venue.**
- 4. Positioning the University as a four-year University of choice with gifted faculty.**
- 5. External migration of the University website to Luminis redesigned website.**

Section I: Planning and Implementation

Outcome(s)

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

Branding the University as an artistic and cultural venue.

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 the measure was applied to:
<u>Volume of Activity:</u> (Number of clients served, circulation data, etc.)	X			
<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 Survey</u> (Student, employer, alumni, customer, etc.)	X			
<u>Feedback:</u> (Suggestion box, focus groups, evaluation forms,	X			

etc.)				
Review of existing data: (Routine records or reports, institutional data, audits, etc.)	X			
Staff discussions or evaluations of services to clients		X		
Standards/guidelines provided by professional associations		X		
Standards set by federal, state, county, city or system regulations		X		
External evaluations or auditors		X		
Benchmarks or comparisons with peer institutions		X		
Other		X		

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.

Published news releases, analytics from the actual use of the arts calendar for @TAMIU, PR efforts about artistic and cultural events on campus will be used for criteria benchmark. Promotion efforts will prompt increase of artistic and cultural events attendance by 5%.

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:

During this report period, 140 news releases promoting cultural and arts events at the University were submitted to local, state and national media, with 90% of them being published. Since its launch in Aug. 2009, the University’s community web calendar, @TAMIU, has posted 68 similar calendar entries and the University’s arts events phone number, 326.ARTS consistently received calls from callers inquiring about events. During this report period, a total of 197 calls were made to the phone line, compared to 182 received during 2008. In addition, PRMIS has posted events announcements on the University’s portal, UConnect, as well as on Facebook and Twitter, with significant feedback from fans through daily comments. TAMIU’s Official Facebook page currently has 1,134 fans and Twitter has 170 followers and these include staff, current and prospective students, alumni and community members. Total PR efforts during this period have prompted a 5% increase in artistic and cultural events attendance, as confirmed by the chair of the Department of Fine and Performing Arts. The results have been regularly discussed during staff meetings and PRMIS staff has suggested adding more features and applications to the existing communication tools to further University arts and culture visibility.

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 on the Project Integrate web page at <http://www.tamtu.edu/integrate/docs/Minutes-Template.doc>. Once completed, submit the minutes to assessment@tamtu.edu.

During a staff meeting held on Monday, Jan. 11, 2010 and subsequent Strategic Planning Retreat on Feb. 18, 2010 PRMIS staff concluded that the current communications tools used to brand and promote the University as an arts and culture venue is successful. A solid recommendation was made to PRMIS Director to develop a special TAMTU app for the iPhone. The objective of this recommendation is to increase the number of visitors, potential students and partners to campus and enhance their experience while at the University. This will also help further visibility of arts and cultural events here.

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.

To utilize approved iPhone application developer to create a special TAMTU app with robust and relevant features before December, 2010. Resources needed are estimated at \$12,000 to \$15,000 for development and have been submitted in budget request. Another action item includes increasing the awareness of the University's brand and how its branded product drives multiple quality of life enhancements here and beyond. In order to achieve this, an assessment of the University's brand is needed, as well as identification of best branding statement, and development of plans on how to best promote, maintain, and implement the new branding program. Needed resources are estimated at \$30,000 to contract with an external consultant to direct this effort with assistance of designated University constituencies. This has also been submitted in budget request.

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 \$45,000
- Reallocation of current funds N/A

Physical

- New or reallocated space N/A

Other

- Primarily faculty/staff time N/A
- University rule/procedure change only N/A

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

The requested resources will allow PRMIS to utilize an approved iPhone application developer to create special TAMIU app with robust and relevant features. The app creation will help increase the number of University visitors, potential students and partners to campus and enhance their experience while here. The request is linked to the University's Strategic Plan Goal 6.7: To provide and promote a welcoming environment that is healthy and safe for the campus community. The requested resources for increasing awareness of the University's brand will allow PRMIS to assess the University's brand, as well as identify a best branding statement, and development plans on how to best promote, maintain, and implement the new branding program. The resources will allow the department to contract with an external consultant to direct this effort with assistance of designated University constituencies. The request is linked to the University's Strategic Plan Goal 5: Provide service and outreach activities.

Identify proposed outcomes for the next assessment cycle:

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

Continuation of Outcomes 1, 2, 3, 4, and 5

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

New outcomes will be developed in conjunction with funding of the budget requests.

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

No modification planned, but will look at incorporating Outcome 4 into branding efforts.

Date Completed:

3/10/10

Submit completed form to integrate@tamiu.edu.

Updated 9/2009