

## Actual Outcomes & Implications

### Public Relations & Marketing

The Office of Public Relations & Marketing supports the mission of South Texas College through professional involvement and management of college-wide publications and communications. This effort, involving ongoing attention to college priorities, needs, and resources, concentrates on informational, promotional, and recruitment materials. The office is charged with helping to develop and implement methods for communicating with the College's various audiences, especially prospective students, visitors, peer institutions, and the local community.

#### Intended Outcome:

##### 1 Student Success

#### Performance Indicator:

##### 1A Graduation Rates

#### Performance Standard:

The web design division of the Office of PR and Marketing will work with ITS and Student Services to utilize JagMail, the STC student e-mail system, to promote the value of an

**Was Standard Met?** No

#### Actual Outcome:

Student e-mail is being moved to new system, MSN hotmail. Once this is in place, the performance standard will be met.

#### Improvements:

New system needs to be implemented.

---

#### Performance Indicator:

##### 1B Better communication with students

#### Performance Standard:

The Office of Public Relations and Marketing will work with Student Services to develop means for better communication between STC and its students.

**Was Standard Met?** Yes

#### Actual Outcome:

The department assisted Student Activities with publishing a newsletter and continues to work with the technology division to promote JagMail (student e-mail). Additional copies of "Staying Connecte," the STC internal newsletter, were printed and distributed in student lounges.

#### Improvements:

Add student links to web page. Work with Student Activities to create a student oriented newsletter.

#### Intended Outcome:

##### 2 Access & Equity

## Actual Outcomes & Implications

### Performance Indicator:

2A Community involvement.

**Performance Standard:**

The Office of Public Relations & Marketing will actively assist STC departments with in hosting special events aimed at generating community involvement. The department will also initiate activities when appropriate.

**Was Standard Met?** Yes

**Actual Outcome:**

Department assisted with numerous events.

**Improvements:**

Hold open houses when buildings are completed.

---

### Performance Indicator:

2B Increased enrollment trends through advertising.

**Performance Standard:**

Advertising will contribute to a 10% enrollment increase for fall and spring.

Advertising will contribute to a 15% increase in contact hours for summer registration.

**Was Standard Met?** Yes

**Actual Outcome:**

There was an increase in enrollment from Fall 2003 (15,334) to Fall 2004 (17,138) of 12%.

**Improvements:**

Revise marketing strategies to target parents and increase awareness of financial aid.

---

### Performance Indicator:

2C Promote enrollment through publication of course offerings.

**Performance Standard:**

Publication course offerings will contribute to a 10% enrollment increase.

**Was Standard Met?** Yes

**Actual Outcome:**

Department has increased promotion of course offerings via newspaper inserts and the web. There was an increase in enrollment from Fall 2003 (15,334) to Fall 2004 (17,138) of 12%.

**Improvements:**

Increase distribution area in Mid-Valley. Continue to assist individual programs with promotion of their course offerings.

---

### Intended Outcome:

3 Community Service

## Actual Outcomes & Implications

---

**Performance Indicator:**

3A Informed Employees

**Performance Standard:**

75% of employees will report a satisfactory level of news and information distribution.

**Was Standard Met?** No

**Actual Outcome:**

No data available

Formal assessment needs to be made.

**Improvements:**

Develop a means for making formal assessment.

---

**Performance Indicator:**

3B External Community Awareness

**Performance Standard:**

75% of respondents report a satisfactory level of news and information distribution.

**Was Standard Met?** No

**Actual Outcome:**

No data available.

Formal assessment needs to be made.

**Improvements:**

Develop a means for making formal assessment.

---

**Performance Indicator:**

3C Media Awareness

**Performance Standard:**

Increase number of national news releases sent.

**Was Standard Met?** Yes

**Actual Outcome:**

Relationships have been developed with national and state media. More national and state news releases have been sent.

**Improvements:**

Continue developing new contacts.

## Actual Outcomes & Implications

### Performance Indicator:

3D College Publications

**Performance Standard:**

75% of students and community surveyed will report a favorable level of satisfaction with college publications and advertising.

**Was Standard Met?** No

**Actual Outcome:**

No formal assessment has been made. Informally gathered feedback indicates a level of satisfaction.

**Improvements:**

Develop means to survey students and community.

---

### Performance Indicator:

3E Timeliness of Information

**Performance Standard:**

80% of publications will be produced and distributed by established and published deadlines.

**Was Standard Met?** Yes

**Actual Outcome:**

Publications produced in timely manner.

**Improvements:**

Increase from 80 to 100%. Add additional staff to assure that deadlines are met.

### Performance Indicator:

3F Availability of Information

**Performance Standard:**

Sufficient publications on hand to serve student inquiries; few complaints of lack of information.

**Was Standard Met?** Yes

**Actual Outcome:**

Number of publications printed as been increased. There have been no complaints regarding lack of information.

**Improvements:**

Monitor department needs to assure that sufficient publications continue to be on hand.

### Intended Outcome:

4 Fiscal Responsibility

## Actual Outcomes & Implications

### Performance Indicator:

4A Expenditure control

**Performance Standard:**

Expenditures will not exceed budget;

**Was Standard Met?** Yes

**Actual Outcome:**

Expenses have not exceeded budget.

**Improvements:**

Increase budget to meet growing needs.

### Performance Indicator:

4B Purchasing Procedures

**Performance Standard:**

Department will adhere to proper purchasing procedures.

**Was Standard Met?** Yes

**Actual Outcome:**

Proper procedures have been followed.

**Improvements:**

Additional clerical help is needed to assist with growing purchasing needs and paperwork.

### Intended Outcome:

5 Compliance

### Performance Indicator:

5A Institutional Effectiveness

**Performance Standard:**

100% compliance with IE requirements

**Was Standard Met?** Yes

**Actual Outcome:**

Department complies with IE requirements.

**Improvements:**

More follow-up on a regular basis.

---

## Actual Outcomes & Implications

### Performance Indicator:

5B STCC Policy

**Performance Standard:**

No incidence of non-compliance with STC policy.

**Was Standard Met?** Yes

**Actual Outcome:**

Compliance met.

**Improvements:**

Regular review of policies and notification to staff of policy changes.

### Performance Indicator:

5C Legal and Regulatory requirements

**Performance Standard:**

No incidence of non-compliance with any legal or regulatory requirements.

**Was Standard Met?** Yes

**Actual Outcome:**

No incidences.

**Improvements:**

Monitor compliance of all staff.