

Departmental Assessment Cover Sheet

Division: President's Office

Department: Public Relations and Marketing

Submitted by: Lori Smith/Gloria Perrin

Plans

Plan: Public Relations and Marketing

List of Intended Outcomes

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

STCC Mission Statement

South Texas Community college is a comprehensive public community college established to address the diverse educational and training needs of the people of Hidalgo and Starr counties by empowering a pluralistic society of learners with the knowledge and skills necessary to enhance the quality of their lives and to promote the development of their communities.

Goal Statement(s) governing the purpose of this department/program:

- | | |
|--|--|
| <input checked="" type="checkbox"/> Develop a Prepared Workforce | <input checked="" type="checkbox"/> Provide Quality Academic Education |
| <input checked="" type="checkbox"/> Encourage Life-Long Learning | <input checked="" type="checkbox"/> Facilitate Students Development |
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Intended Outcome 1 (Expected Results)

The College will be featured in frequent and positive stories by the media.

Intended Outcome 2 (Expected Results)

The College's image will be responded to favorably by an informed community.

Intended Outcome 3 (Expected Results)

Students, SACS, the CB, the OCR, and the general public will respond positively to the College's publications and printed materials.

Summary of Assessment

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome

The College will be featured in frequent and positive stories by the media.

Assessment 1 Rio Grande Valley newspapers will feature at least one favorable story a week pertaining to the College.

Actual Results: Rio Grande Valley newspapers have featured frequent, favorable stories pertaining to the College. See attached listing.

Use of Results: Response Required Response Volunteered No Response Required

Assessment 2 Newspapers, magazines, and special interest publications outside the Valley will feature at least one positive story annually pertaining to the College.

Actual Results: Publications outside the Valley have featured positive stories annually pertaining to the College. See attached listing.

Use of Results: Response Required Response Volunteered No Response Required

Assessment 3 Rio Grande Valley radio and TV stations will feature at least 3 Public Service Announcements and/or live remotes annually pertaining to the College and its activities.

Actual Results: As a part of the overall marketing plan, the Public Relations and Marketing Office includes PSAs/Live Remotes pertaining to the College and its activities which includes:

KBFM and KTEX Radio-weekly live interviews
KIRT-Live talk show
KURV-Live talk shows
McAllen, Rio Grande City/Roma Cable Channels
KWES TV/KMBH-Special news stories
KVLV-Talk Show

Use of Results: Response Required Response Volunteered No Response Required

Assessment 4 Positive radio and TV news stories concerning the College will air at least once monthly.

Actual Results: The Public Relations and Marketing Office, on an average, sends three news releases to radio and TV stations. It is our general impression that stories do air at least once monthly, however, there is no tracking mechanism in place to confirm this.

Use of Results: Response Required Response Volunteered No Response Required

Summary of Assessment

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome

The College's image will be responded to favorably by an informed community.

Assessment 1 Contact with special interest and community focus groups by the College's PR representatives on at least a yearly basis will result in positive feedback in regard to the College's meeting the community's needs.

Actual Results: Due to the absence of a PR Director, the PR Office has not met with any focus groups.

Use of Results: Response Required Response Volunteered No Response Required

Assessment 2 A random survey of the Hidalgo-Starr county service area will confirm that the College has an 80% positive image in the community in regard to its instructional and customer service programs.

Actual Results: Data from survey has not been tabulated.

Use of Results: Response Required Response Volunteered No Response Required

Summary of Assessment

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome

Students, SACS, the CB, the OCR, and the general public will respond positively to the College's publications and printed materials.

Assessment 1 A student survey concerning the College's publications and materials will reflect a 90% general satisfaction rate in regard to information, image, and appearance.

Actual Results: Data from the survey has not been tabulated.

Use of Results: Response Required Response Volunteered No Response Required

Assessment 2 The SACS, OCR, and CB's evaluations of the College's catalog and other publications will reflect 100% satisfaction with content and compliance with their regulations.

Actual Results: The Coordinating Board Site Evaluation Report dated January 1998 indicates complete satisfaction with STCC's catalog and other publications in regards to content and compliance with regulations.

Use of Results: Response Required Response Volunteered No Response Required

Assessment 3 The College will win at least one regional or national award for its publications and materials.

Actual Results: The College has won three awards from the National Council of Marketing and Public Relations which include:

Gold Medallion for Logo Design, September 1997
Gold Medallion for Outdoor Advertising, September 1997
Bronze Medallion for Newsletter, September 1997

Use of Results: Response Required Response Volunteered No Response Required

Assessment 4 Student enrollment will continue to increase at the rate of approximately 1,200 students annually.

Actual Results: As reflected in the College Fact Book Fall 1996 enrollment was 3,560 as compared to a Fall 1997 enrollment of 4,720. Spring 1998 enrollment has shown an increased enrollment of 7,800 students.

Use of Results: Response Required Response Volunteered No Response Required

Improvement Strategy

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome: The College will be featured in frequent and positive stories by the media.

Assessment: Newspapers, magazines, and special interest publications outside the Valley will feature at least one positive story annually pertaining to the College.

Actual Result: Publications outside the Valley have featured positive stories annually pertaining to the College. See attached listing.

Person Responsible: Lori L. Smith/Lupita Castillo

Completion Date: August 1999

Action: The Public Relations and Marketing Office does not regularly submit articles to National Publications but will include this in the overall marketing strategy for the next school year.

Resources:

Improvement Strategy

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome: The College will be featured in frequent and positive stories by the media.

Assessment: Positive radio and TV news stories concerning the College will air at least once monthly.

Actual Result: The Public Relations and Marketing Office, on an average, sends three news releases to radio and TV stations. It is our general impression that stories do air at least once monthly, however, there is no tracking mechanism in place to confirm this.

Person Responsible: Lori Smith/Gloria Perrin

Completion Date: August 1999

Action: There is no feasible way to track this outcome and we will re-write the assessment the following year to more accurately reflect the Office's contact with the media.

Resources:

Improvement Strategy

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome: The College's image will be responded to favorably by an informed community.

Assessment: Contact with special interest and community focus groups by the College's PR representatives on at least a yearly basis will result in positive feedback in regard to the College's meeting the community's needs.

Actual Result: Due to the absence of a PR Director, the PR Office has not met with any focus groups.

Person Responsible: Unknown

Completion Date: August 1999

Action: Upon the hiring of a PR Director, quarterly meetings with focus groups will be measured.

Resources:

Improvement Strategy

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome: The College's image will be responded to favorably by an informed community.

Assessment: A random survey of the Hidalgo-Starr county service area will confirm that the College has an 80% positive image in the community in regard to its instructional and customer service programs.

Actual Result: Data from survey has not been tabulated.

Person Responsible: I.R.E. and PR Office

Completion Date: Unknown

Action: Once the Institutional Research and Effectiveness Office has tabulated the results, the Public Relations and Marketing Office will review the assessment and revise as needed.

Resources:

Improvement Strategy

Division: President's Office

Department: Public Relations and Marketing

Plan: Public Relations and Marketing

Intended Outcome: Students, SACS, the CB, the OCR, and the general public will respond positively to the College's publications and printed materials.

Assessment: A student survey concerning the College's publications and materials will reflect a 90% general satisfaction rate in regard to information, image, and appearance.

Actual Result: Data from the survey has not been tabulated.

Person Responsible: I.E. and PR Office

Completion Date: Unknown

Action: Once the I.E. Office has tabulated results, the Public Relations & Marketing Office will look at the assessment and revise as needed.

Resources: